

HOW TO TEST ORDER IN YOUR EMAIL SEQUENCE

- Ø AWEBER: First make six additional copies of your existing list (aweber will let you clone the list instantly)
- Ø AWEBER: Each copy will have a unique list name (called "unit") in the code
- Ø AWEBER: Change the order of the first four messages so you've got one autoresponder sequence which matches each of the following orders:
 - ü ABCD (an exact copy of your control)
 - ü ABDC
 - ü ACBD
 - ü ACDB
 - ü ADBC
 - ü ADCB
 - ü **Note:** "A" remains first in all cases because it assumes a "welcome" message which can't be reordered. If this is not the case, there's no reason you can't expand the rotation.
 - ü **Note:** the reason for including an additional copy of your control is to have a list which is running on the same exact date ranges as the rest of the test.
- Ø LANDING PAGES: Make six additional copies of your landing page and just change the value of "unit" to the name of the list within the code
- Ø ADWORDS: Make six copies of your control ad and just change the destination URL to the new landing pages
- Ø Track TOTAL number of clicks and sales across each LIST. *(For the purposes of this test, don't get involved in which message produced the click)*
 - ü To maximize the dollars out of the system the best metric is Earnings Per 1,000 Subscribers
 - ü TOTAL EARNINGS (IN EACH LIST) / TOTAL SUBSCRIBERS (IN EACH LIST)
 - § Second best metric would be Clicks per 1,000 subscribers if there aren't enough sales
 - ü Run the test until your worst performing list has at least 40 actions in it (preferrably sales)
- Ø Whichever list wins ... rearrange your actual default autoresponder sequence to match this order

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Perry Marshall's "Done For You" Autoresponder Bootcamp?

<https://m171.infusionsoft.com/go/arbootcamp/SC155079>

Wasting Too Much Time In AdWords?

<http://www.PayPerClickMuscle.com>

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