

How to Guarantee Success - Split Testing Your Way To A Winner

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Mindset of Split Testing

- Oil Drilling Analogue
- Having a clear path to success

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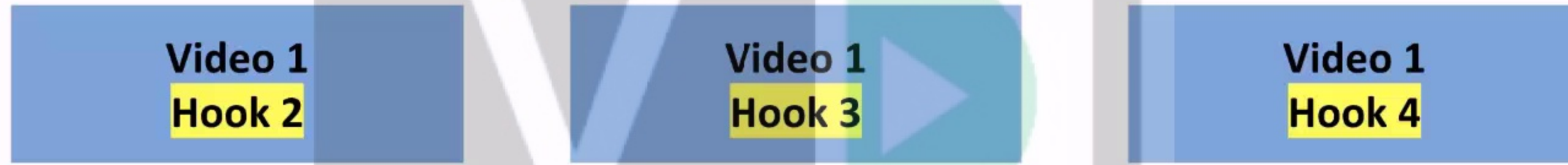


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2nd phase

Opening Hooks

(10-15 Seconds of the video script)



- Our goal for this stage is to take whatever video had performed the best and now begin to optimise it, so we now begin testing the hooks of the video
- Once we find the best performing video, the stats don't have to be perfect But find which video had the best stats compared to the rest - Then we begin testing different hooks,
- For your first videos they would automatically be "hook 1" So the next hooks you test would be hook2/3/4

Repeat Phases 1-3 with the winners

Video 5
Hook 5
Opening Scene 4

Video 5
Hook 6
Opening Scene 4



Video 5
Hook 7
Opening Scene 4

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Stage 4.2

- If you still haven't found a winner yet, choose the best performing product within your niche and run through stages 2-3.
- Because by now we found which offer is performing the best, and we should have a script body that is solid enough
- Now the main emphasis will be testing hooks and opening scenes to find the one that pops!

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