

**TEST & OPTIMIZE YOUR  
BUSINESS MODEL:  
#4: LEARN WHICH BUSINESS  
OFFERS RESONATE**

**KEY QUESTION:**  
Which landing page offers  
produce the most “conversions”?



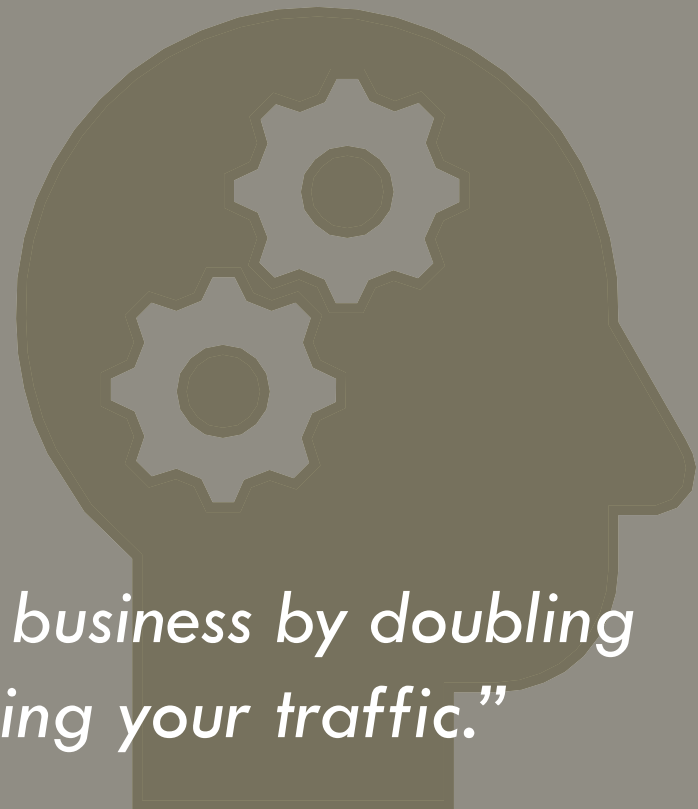
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*“It’s much easier to double your business by doubling  
your conversion rate than doubling your traffic.”*

- Bryan Eisenberg, NY Times bestselling author, Customer Experience Pioneer

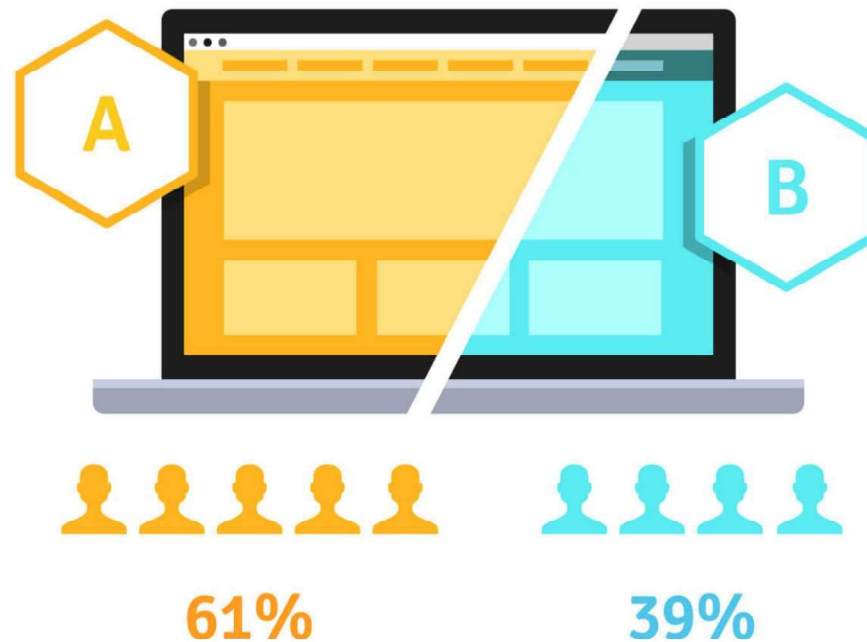


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**Tools: LeadPages, Unbounce,  
WordPress...**

What will your ideal prospects  
actually DO on your site?

## Create Landing Page Split Tests



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For Bottom of Sales Funnel Prospects:



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For Top of Sales Funnel Prospects:



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How to test website conversion paths:



**Publish 2-3 web page variants  
to run in each ad group**



**Change high-impact  
page elements together**

Banner area  
(top of page)  
Images  
Trust builders  
Calls to Action



**Test the most  
meaningful offers**

Sale  
Opt-in  
Consult...



**Measure the results**

## TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

**Tools: Adalysis, Google Ads,  
A/B testing calculators**

Wait for statistical significance!

	99% CTR	99% Conv. rate	<80% Conv. / Impr.	90% Cost / Conv.	99% Conv. Value / Cost
Offer A	2.19%	1.71%	0.03751%	\$54.50	0.92
Offer B	1.44%	3.77%	0.05441%	\$30.47	1.67

## TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

What if you don't yet have  
anything to offer?

**Offer a “Fake Sale”!**

**IMPORTANT:**

DON'T disappoint your visitors

DO get their contact info!

**Hello! You caught us before we're ready.**

We're working hard to put the finishing touches on “X”. Things are going well, and it should be ready to help you with “Y” very soon. If you'd like us to send you a reminder when it's ready, please enter your email below.

**Let Me Know**

And please accept the special gift below as a  
“thank you”!



## TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

If your initial offers don't convert enough visitors, then what?

- A) Switch to better offers (use what you just learned)
- B) Change the product/service