

Testing and Tracking

With Armand Morin & John Reese

A r m a n d : Tonight what I want to talk to you and what John is on the call with me to help me talk about is testing and tracking.

John : You've got to tell them about how this was totally last minute for me. This is actually how much I'm passionate about this subject. I saw your email come through and I didn't know you were doing this call tonight. You were going to teach by your self and I saw this and emailed you and said "Hey do you mind if I help you with the call because I'm very passionate about this subject and I'd love to help teach this.

A r m a n d : What just happened was I come on literally two minutes before the call, I checked my email and saw the one from John who said hey you mind if I jump on the call? I love talking about this information. So I was like yeah so literally five minutes before the call, I asked John to be on here. So it was last minute. None of this is rehearsed at all. None of our calls are actually because no one has any idea what I'm going to talk about and neither do I half the time.

But what we are going to talk about is testing and tracking and what it can do for your business. This is the key. Once you've done all the product creation, you've put your product up, you've put your website up. I'm going to call it a preliminary website because you are never going to have a finalized website but you can get it as good as it can possibly get. You're going to put it up online and that's probably the scariest part of Internet marketing and that is finally taking your product and going live on the Internet. But the work at this point is certainly not done, because even though you might have traffic coming to this product, coming to this website, it's still not over. It's never over when you are launching a business or product. I've had products up there for five or six years and you know what, they are still not finished. And I shouldn't say the product isn't finished, the website isn't finished because I'm constantly testing, tweaking and tracking.

What I've learned and John will agree with me is that the littlest things that you can test on a website to find out how effective it is, can literally mean sometimes thousands of dollars a month in income just by testing and tracking.

John : Can I say something here?

A r m a n d : Sure go ahead.

John : I'm actually, because I'm a procrastinator, I'm still working on my presentation for the seminar. I'm a perfectionist so I like to keep redoing things to make it really good. But at the end of my presentation, I'm going to give a bonus tip that doesn't have to do with traffic specifically since that's my talk but it has to do with conversion or testing and tracking. Something I tested on one of my sites

that increased my sales almost 40%, the same idea I went and told someone else, and they went and tried on their site and it improved their conversion by 30 something percent. Another person took the same thing and they almost doubled their conversion. This is not the graphic header thing that I exposed over a year ago, which people went crazy over that they never realized to test that. This is something that I recently tested for sales letter type sites so anybody who goes is going to get to learn this little bonus that I'm going to share with everybody there. For some people without a doubt, it may boost their sales by 30-40%.

Armand: It's going to be amazing. Lets talk about some of the things that some of the people on the call should be testing and tracking. To me the most important piece on a website that you should test is your headline. The bottom line, the headline has proven to increase your conversion probably more than any other piece on the website. And when you are looking at your headline, I'm just going to throw out some different things that you should test.

1) Who are you targeting? Does your headline, pre-headline and sub-headline, target the person who should be reading this website? I was actually shocked one day when I went to one of my sales letters that I hadn't been really watching close at that point. I read that headline, reread it and reread it, again and again, and discovered that this headline was appealing to the totally wrong person. I'm not even calling out to the person that it should be appealing to. Therefore I wasn't converting.

So what I did was restructure that headline to pay close attention to the person who would be interested in it. For example: you may use the actual audience in the name. An example would be "If you're a Webmaster that wants to double, triple or quadruple your sales in 72 hrs or less, you need to read the rest of this sales letter now". So who does that appeal to? If you're an author does that appeal to you? No. If you're a plumber, does that appeal to you? No. But if you are a Webmaster, then that would be who it's going to appeal to. Now I said "webmaster" so I may have excluded people who may not consider themselves a Webmaster. So I could make it more generic, "If you're an online business, who wants to double, triple or quadruple their business in 72 hrs or less, then you need to read the sales letter now". That may have been a little more generic and would have approached anybody who owns an online business because I'm speaking directly to them.

That's one of the things you can test on a headline. Any comments on this John?

John: If I could just take a couple steps back from where you just started with the headline. Just for some people on the call that may not have a "sales letter" type website or are completely new to this. What I want to say is that there are three primary things that you would want to test and track in all this and those would be the three main actions of what you are trying to get people to do. One of them if you have your own products is obviously the sale. So what Armand is talking

about is the small minor changes on your site that you can run a little split test between two versions to see which one increases the response, in this case, it's something for sale, you change the headline to be more targeted towards the group of people that you should be targeting which is what Armand just said. Then you are trying to get it more targeted so you get more sales, get more people to buy. There are two other things you can be testing and tracking. A lot of these you can do with a lot less traffic.

One of the two is if you are trying to get an opt-in list, just trying to get people to join an email list, if you're going to have a newsletter on how to bathe your cat or whatever, you are trying to get people to opt in to that newsletter because you know the more people you get on your newsletter, the more money you can make by promoting affiliate commissions and other things. So because you know the more people who join, the more money you make, you want to take some time and change the words around and talk about that list that you are giving a free subscription to. Put a little headline above it and change that headline and again, this is just for something you are giving away for free. Gary Halberd said it best once when he said, "You have to sell the free stuff just as much as you would the stuff that people pay for". So there's a good example, an opt in list is something you are giving away, to get people to join a list, but you still have to market it, you still have to use all these good principles to get people to join that list.

So far we've got sales, we've got people joining a list, and then the other thing is that if you are just trying to sell affiliate products, if you don't have your own products or services, if you are trying to make money off promoting other people's products or services, if you have a webpage with any kind of add or text, graphic or description, or endorsement for affiliate product.

Let's say if you have an affiliate on a kit on how to grow your own home garden and it sells for \$50 and someone clicks over and buys, you get \$20, so whatever the text is or ad is that you are using to get people to go from that specific webpage over to that page, you know generally the more people you can get to click the ad and go over to that site, you most likely will make more money. There are some exceptions to that conversion but that's the basics of it. So if you don't have your own products or services, you don't have your long sales letters that Armand originally started to talk about, you can still make minor changes to that. So any time you are trying to get someone to do something, whether they immediately pay for it or not, it's something that you can test, track, change and improve.

A r m a n d : When you are testing for example on a website, I broke it down to really testing only a few different things and these are generic, generic items.

The first is how many people came to your webpage? To me, these are the only numbers you need to know. How many people came to that particular page

where the product is that you are selling. No matter what type of products or services you are selling, how many people came to that page? I'm not talking about how many hits. I'm talking about how many unique visitors came to the page?

Now if you know how many unique people came to the page, the next question to ask yourself is how many people went from that page, let's call it your landing page or sales letters, how many people went from your sales letter to your order form?

Okay so the first number you need to know is how many people came to your sales letter. The next number you need is how many people went from your sales letter to your order form. And then the third number you need to know is how many went from your order form to purchase your product.

If you know those numbers, you can pretty much figure out what you need to do and what you need to work on, on your sales letter. You can get really detailed with these as far as numbers within these numbers. Like how many people clicked on specific links to go to a particular part of your form and all that good stuff but if you know these general numbers again, how many people went to your sales letter (unique visitors), how many of those people went on to your order form, and how many people actually went ahead and purchased your product. And if you know those numbers, you'll be pretty much set.

Let me give you an example of how this happens. I was testing one of my websites that was actually one of my products called e-cover generator. I discovered that I only had 11% of the people went from my sales letter to my order form, which I was getting sales from it so I wasn't really paying much attention to it. When I really looked at the numbers, 11% were actually going from the sales letter to the order form and from the order form, I believe it was 13% of the people actually went ahead and purchased the product.

John : Believe it or not, those are actually decent numbers.

A r m a n d : Not bad but I wasn't satisfied.

John : That's a good point because with Internet marketing, you should never be satisfied. On any given day, your website is the worst it's ever going to be. Because you can do these tests and tweaks, which is the importance of this call, you can do these things that take literally seconds or couple of minutes that will often show you that increases the conversion and mathematically speaking if all things remain the same, you will get more people to do what it is that you want them to do.

A r m a n d : And remember that I said 11% went from the sales page to the order form and only 13% of those actually went on to buy the product. Now if you work

out the numbers and work out the conversion actually is, that's about 1.4% conversion. Which is good, it's better than the norm considering the average site on the net is about one half of a percent conversion, with all things considered. But here's the deal, I knew that wasn't good enough because I've had other sites that convert over 3% on average. So that's why I thought, that's not good in my opinion. So I need to almost double that conversion. So here's what I did.

Very simply I analyzed what I needed to do. I looked at the sales letter and said how many, and this is the question you need to ask yourself, how many times did I ask a person to purchase my product? I discovered that I asked the person 5 times to purchase that product. Meaning I utilized phrases like "click here now if you want to create e-covers instantly", phrases like that. I went ahead and found out that there was 5 times that I actually asked the person to purchase the product.

So common sense says if I asked them 5 times and got 11% of the people to click through, if I asked them 10 times I should get more people to click through. Now I wasn't being technical savvy or anything brilliant on this thing, I just thought well if I asked them 10 times I should double the click through. That would seem like common sense to me and so what I did was changed it around. I didn't change it to ten because I think I forgot but in reality I changed it to 9 and here's what happened. I changed it 9 times that I asked them to purchase my product and I rephrased this because you don't want to use the same phrases when you are trying to get a person to click on something. You don't want to say, "Click here to do this, click here to do that" because after a while you are training your people to not recognize that "click here" action any more. So you need to restate how that person should click on that link. For example, instead of saying, "click here to create e-covers instantly" you might say "if you want to create e-covers instantly, you need to click this link right now. And that could be the same phrase but stated in a different way in order to get them.

So I put these 9 different phrases in the sales letter and here are the results. Just by doing that alone I went up from 11% to 18% but now my theory and at this point that's all it was, was a theory. If my theory held true, then I should maintain that 13% conversion rate from my order form to the person actually buying. My 13% didn't change but just by doubling the number of times I asked for the sale, I went from 1.4% conversion rate to 2.34%. I increased my conversion rate by almost 1%, which are literally thousands of dollars on that particular product on a monthly basis. That's just one small test I did. You were going to say something John about it going down?

John: I was going to say that when you get in to testing and tracking things, there's no guesswork because the results tell you everything. It tells you how many click throughs, how many order forms. There are some cases where if you add more links and get more people to click on the order form, sometimes less of

a percentage of people will buy. For example, if you asked for the order too early in the sales message, you can really kill your order form percentage. Why is that? A lot of times, before you even get to the price, you have a link to click here now to get myself something-- almost everyone is a price shopper and naturally wants to know how much stuff is, so as soon as you give an order link at all, if you haven't stated a price in the offer, many people will click over just to see how much it will cost. Sometimes if you don't get the chance to build up the offer and offer bonuses and do other direct response type things, you'll lose the sale. And so you have to make sure you track that.

A r m a n d : And that's the key. Let's talk about that because I know some people will say how did you know those numbers? How do you know if something is working or not? What do you actually use to track it? Now, I'm going to mention the one I use, I mean I use a multitude of tracking methods but for generic stats on a particular website. I have found that works well is *Web Trends Live*, the website is www.webtrends.live.com. Now it's a little bit more expensive than the average tracking mechanism that's out there. Most will go from \$19.00 on up or you can buy tracking mechanisms that will sit on your own website and they use these scripts that either you need to install or have someone else install. Web Trends Live is basically copying and pasting a code, it's really accurate. Quite honestly, before I was using Web Trends Live, I was debating about getting it because it was like \$38.00. Why spend \$38.00 when I could get one for \$19.00? I was taking to Alex Mendossian and he said, "If you knew an extra \$19 a month could make you an extra \$6,000 a month, would you do it?" So I was like yeah ok I'll buy it. He was just putting it into perspective because that extra money will increase my sales because I do track what's happening on my website. Now if I didn't track so close, it'd just be a waste of money every month. And with this system it makes it easy. I can see who came from what page, where did they come from, how long they stayed on the page, and all this information. I can look at it at a glance and find out what the result is. I can see for example, if I see 100 people went to this page, then I show 15 went to this page, I know that 15% of the people went from this page to this page. Now it doesn't track and figure all that for me but it's really good for giving me accurate stats. That's what I'm looking for. I'm looking for accurate stats and some of the default tracking mechanisms as far as web stats that are maybe on your server, your web-hosting account most of the time, and this is a pretty generic statement, but most of the time, they really don't give you enough information. So I personally use Web Trends Live, that's one I can reliably recommend to somebody. So grab an account, again, it's www.webtrends.live.com it's a pretty big company and they are pretty good at what they do. There are several others out there as well but they are what I've found to be the best.

John : Do they do split testing?

A r m a n d : They don't do split testing. What do you recommend?

John : There's a piece of software called DynaTracker that is pretty good by installing it on your server. A lot of people I've worked with like that. Most of what I have is custom because I have a programmer on staff that creates my ecommerce applications and things. So my stuff is a bit overboard and nerdy than what most people will need. But that DynaTracker is great and Web Trends Live is also great. You'll be able to see hits they are getting to each page, where they are coming from, and what country they are from, what percent, what time of the day that you get most of the hits and it's way more data than you'll probably ever use.

-> **DynaTracker can be found at:**

<http://hop.clickbank.net/?bookmommy/ctothaj>

A m and : DynaTracker is a good piece of software and so is ProAnalyzer is a decent piece. in case anyone is wondering. I just logged into the DynaTracker site and it's really good. It tells you the type of campaign, you can have a normal campaign or you can have a split test. Then you have the number of uniques, the raw hits, the cost per click, the actions taken, the redirects that it's using, the total costs, sales count and the gross sales.

è **ProAnalyzer can be found at**

<http://aliceseba.com/proanalyzer>

So what's interesting to me is that it has the # of actions taken. Now that's what I want to know. I want to know what actions are being taken on that particular website. How many people are clicking through for that particular test because if I'm doing a split test between lets one option box and another, I want to know how many people for example signed up for that campaign. Usually I 'm testing an option's box for my newsletter and trying to get people simply to subscribe to my newsletter. So I want to know how many people saw that page and actually clicked on my newsletter & signed up for it. So I'm looking for actions and I'm usually split testing one campaign against another and what I'm trying to find out is which one has the most actions first. Meaning I wait until one version gets 40 first then that will usually give me the proper stats.

John : The actually mathematics on it done by statisticians on it over hundreds of years they say that if it gets 30 actions, it's relatively stable. I don't know the math on it but the longer you can go, the better off you will be. Obviously with sales, it may take you a long time to get to 40 sales so 30 sales might work better to help you make a determination. But if you are testing an opt-in page, just testing the pre opt-in, since you can get those a lot easier, you may want to run those tests up to as many as 100-200 running two different pages, that have an opt-in form trying to build the same newsletter. You're sending visitors to every other page trying to test them in what's called an A/B test, you're testing them to see which page will get more people to join that list for you.

You'd probably want to wait until one version gets 100 people to opt in. It's like a race to 100; the first one that gets to 100 is the better performing page. So actions like that, if you are testing two different phrases of a link. If you have a webpage that has:click here to go check out this great course on starting your own garden or Click here for great garden secrets, whenever you can load two different links, and because it's just a link that people are clicking, so it's not hard to get a click, it's harder to get a sale from somebody, then you can let those run. First one to 75 -100, because the higher you can let it run, the more mathematically valid it is.

A m and : The thing is that that if you are testing multiple things at one time, it's much, much harder to pinpoint exactly which is working. If you want to see which is more effective, you only want to change one thing at a time. Because if you don't, you can't identify what was the change that caused the vast improvement. It could be something really minor that you didn't know.

I did some split testing, and I'm just going to use some opt-in that I used one time. I went for 12 weeks & I tested all kinds of crazy ways to get people to opt in to my newsletter. So picture a subscription pop up box at the top of the page. I tested some things, first of all, just putting a price tag on my newsletter. What kind of value is it? So I put a dollar amount "this is valued at \$247.00" and by putting a dollar amount, that increased the subscriptions to my newsletter. Then I tested a color of my, I had a graphic of my magazine of a newsletter, which was a newsletter in the format of a magazine. I found that I was using green and I changed it to blue, same magazine, I increased my subscriptions. Again, we are talking about pretty significant changes because if it was 1-2-3 percent, that's pretty marginal and I'd probably let it run for a long time.

John : Pretty significant changes as far as pre-significant results. To make those changes, how long did it take you?

A m and : Less than 5 minutes.

John : Less than 5 minutes and yet you've got a much greater version of-- one of them proved to get a lot more people to opt in.

A m and : I'm talking most of these changes, the bare minimum that I tracked was I believe was about 20% difference and that was just me tracking. I had some small ones that were less than that. When I say small, I mean less than that, I mean between 1-5%, which really wasn't enough for me. I kept the changes but it really wasn't enough for me to think too much of it.

Then what I did was tested the color blue. I knew blue out pulled green as far as my magazine goes. But here was the most important change, and what I want everyone to do it try it and test it. Everyone that I've told this to so far has always had an increase in the number of opt in subscribers that they've had. I'm going to

tell you where I got it in a moment. I added this line to the top of my opt-in box, "congratulations you've won". The reason I chose that phrase and tested that phrase, and that phrase increased the number of subscriptions by about 300%. Now where I got the phrase is I was going through different websites one day and I was watching these different banners that were showing up all over the Internet. When a person is doing banner advertising, they have to be very selective in their words in order to get a decent return.

John: And they are often testing literally hundreds of different types of banners.

A m and: Yeah and some of them are millions of banner impressions. And I went to like 5-6 different websites and kept seeing the same thing. Some of them might have had a monkey going across them some may have had something else but they all said the same thing. Congratulations, you've won.

So I thought, well if that's apparently working with people who are advertising with banners, then that should work just as effectively with me trying to do opt-in box subscription. So I decided that I should test it and again the results were amazing. Over 300% increase as far as my number of opt-ins. I put it there and put it in red as well too.]

And one of the things I learned from John, when John was doing his testing, was that red headlines or sub-headlines work better than just black. So I put it up there in red and, boom, it increased. We tested a lot of little things, we've tried subliminal ads, and we tried all these crazy things and each test we just tracked. We kept testing over and over again and we are still testing. Think of all the little things you can change. What are some of the other things you think are important to test on a website John?

John: On what kind of website?

A m and: Let just say a sales letter website.

John: Well colors can actually create different changes in response depending on the market as weird as that is. If you have colored backgrounds or colored sides, try testing different colors, put one against the other. Headlines, in almost all my tests out pulled blue.

If you talk about a sales letter, you have to break it down into segments; you can test different things on the headline or the sub-head. One that I found that works really well with sales letters, and I do it with all my sales letter now for the Internet that we try and test figure out to work that we take from offline stuff, like from old school like direct mail and magazine type stuff from 50 years ago that still works today. Like in normal direct mail piece, years ago, they'd normally send a sales letter and with that sales letter would arrive an order form that you could tear off and an envelope to mail back, and then there'd usually be a brochure in there

that would have photos of the product and a quick summary of the product because there are different types of people.

Some people like to read every word where others are called scanners; they like to just scan to see what is there. They just want to read a quick summary; they don't want to read all the details. So I thought a sales letter on a webpage is like a sales letter but there is not real brochure part of it. There's nothing that kind of sums things up, sums up all the benefits. So I came up with this thing a year or so ago that I call a box of benefits and almost all my sites have it now. What it is is that I do a headline to get attention, and then the sub-head. Then I have a box. Some people call it a Johnson box; it's a box with a colored background that sits in the sales letter and in that box it's like a mini brochure for the whole offer. It talks about what the product is, what it can do for you, why you should get it. It kind of sums things up right there in that little box and it's a good segway to get people that just scan down and just catch attention to that because it sets apart from the white sales letter background. Then it can draw them back into the letter and get them to reading more and hopefully to get more people buying. So something else you can get people to test is something like that. Michel Fortin is a really good copywriter and he uses a lot of those eye -grabbing things throughout the letter. He'll put little boxes and he'll even put a little box that says Time Out and a little stop sign so that people just scanning, their eyes will catch this and it gets people to stop and read that little box which then hopefully that stuff gets them back to reading all the other details.

A m and : In fact that I use that on the (inaudible) site I have one. I have one towards the end of the page. It doesn't say time out but it has a stop sign.

John : Oh yeah, it says Stop and some say Warning. You have to think of what will make people stop in their tracks to read something. I can guarantee if you are driving down the road and you see a warning sign with some smaller text underneath, you are going to want to know what that smaller text says. It could say, sink hole up ahead or something.

Some other things you can test are subheads throughout a sales letter since we are talking about sales letters. Since people scan, you need to have subheads like large text every so many paragraphs. And those subheads need to be somewhat intriguing and interesting so that if someone is scrolling down the page just scanning often times looking for a price they may see some of this larger text, it may interest them and it may draw them back in to the sales letter. So you may want to test different subheads.

A m and : On the subject of subheads, one of the things that I've been using a lot recently in my recent sales letters is that I've taken the subheads, and many people use a one or two line subhead, I've taken and tested this and found that it works effectively and that's to take a complete headline as that subhead in describing that next section that they are going to read next. Because in my

opinion, a sales letter is composed of about 6-7 different mini sales letters and I refer to those as chunks. So you have these little 6-7 little chunks at your website and each topic of how you are breaking it down it's a different subject or hot button. You are trying to get 5-6 maybe 7 different major hot buttons throughout the sales letter. So the subheads kind of introduce that next little section for you. It's been working very effective and again I'm putting it in red.

John : It's a transition to keep them reading. So you test different ones to see which one gets more people to read and then go to the order form.

A m and : Here's another thing that I've tested recently and it's probably the biggest breakthrough that I've had this year as far a sales letter and tracking goes. It's these little places we called actions that say click here to do this or however you may structure your sentence and what it is it's a hyperlink either directly to your order page or it's a hyperlink to the bottom of your page where a person may fill out a form and things like that. So it just occurred to me one day that I would test this to see if it works. And what I did was I replaced that link with a button. If you click that button it either A. takes you to the order form or B. it takes you to the bottom just like it always has before except I put it a button because people are trained to click a button if they see it.

Here are the results and I mixed up the sales letter with both buttons and links to find out which ones are going to be more effective and I had several of them spaced out through the whole place and what happened was the buttons that I used as hyperlinks, the buttons had three times more click thorough than the actual links. That's a pretty big difference. I mean this is something that takes literally minutes. Again, everything we are talking about here takes 5 minutes or so.

John : Yeah, I mean how much time does it take to edit a html code to turn a link into a button, 60-120 seconds or something like that? It doesn't take very long at all. That's the power of testing stuff, tracking stuff and trying stuff out. It takes literally seconds but yet the return can be monumental. It could be huge money we are talking about if you change something and it gets more people to click or do what you want them to do. It's big money.

And if it doesn't work, you can always fall back on the last version you had. Because some people get confused and are like, well what if you screw up the one that was working? It doesn't work that way. In direct marketing we call whatever the current best version is at any given time is call your control and you are constantly testing new versions against it to beat it. I like to think of it like whatever webpage you have currently, even if you've never tested it before, or you have tested it before and it gets the best results out of the test or whatever the case may be, I like to call it the heavy weight champ. You are constantly setting up these fights with the heavy weight champ, who is the next challenger? So I'm going to create the same webpage so I'm only going to change that link at

the bottom to a button that goes wherever that link went and I'm going to send every other visitor to those pages and we are going to see if the challenger can take out the champ and produce better results. It's kind of a fun way to think of it.

Armand: That's the thing; you can't be scared of screwing it up because honestly, you really can't screw it up. You really can't mess it up, that's the key. Because if it totally bombs out, you just do like John said and go back to the old version so it's not a big deal. You have to go out on that limb and test now and then. I think on almost everyone of my sites, I'm testing something now. It may be something major, it may be something small but I'm testing something usually. It really doesn't take a lot of time and it doesn't take a lot of effort. The point is, if you know, and you've probably heard people talk about this probably as long as you have been marketing on the Internet, why not make the decision to go ahead and try something different and see the results are.

John: I love this stuff, and this is why I emailed you and said, hey let me get on this call with you. I love this topic. I didn't always used to love it, testing and tracking things because it can be a bit nerdy and you are like a mad scientist testing and all this stuff. Here's the analogy that finally smacked me up side the head Armand and made me realize why we should do this at all. When I finally realized that testing stuff on the Internet and trying new things and creating a response, it creates one thing for us when those tests work, it gives us a pay raise. In your business it gives you a pay raise. I'm going to give myself a promotion; a pay raise when I start testing and it works. And when you see that it works, you are never going to want to stop testing because you are going to want to constantly test to give yourself that pay raise. Like I say when I teach people, "give yourself a pay raise each week". Who wouldn't want to give themselves a pay raise every week? You can do that if you test and track your business. It's easy, it's fun and that's the reason to do it.

Armand: The thing is, and John I know this has happened to you, when you start testing, you start getting curious about, well I tested that and that gave me X% increase as far as my income, well let me test this too. And you start testing things that almost seem ridiculous. For example; John I know you've tested background colors, font colors all kinds of things. I've tested stupid things just for my curiosity like subliminal messages. I wanted to see if I put these things in little light letters you will want to click here and buy. And here is the result if anyone is curious; it was like 1-2% increase but nothing worth the time. It was kind of neat and I felt good about testing it. But sometimes the smallest things like changing a link to a button or adding words or changing the colors or something all the sudden you realize that's a pretty major increase. And not everything will be a major increase but every once in a while, you'll get this idea and test it and it's a major increase. When I say major, I'm talking things that are over 50-100-200-300% which the income that can be produced from that can be sometimes thousands of dollars. If you're site is big enough, some people can have maybe a \$10,000 increase on a monthly basis just by making one minor change. Which

seems like a lot of money, which it is but all because they took a few minutes to change something on their website. Test everything and don't take anything for granted. What works in one industry may not necessarily work in another industry. And how do you know? You have to simply go ahead and test it, track it and see what the results are.

John : That's the only way to really know.

A m a n d : Any closing comments John?

John : No, just if people are listening to this and are really serious about making the most money they possibly can-- just a quick mention here, I've had losing projects, sites that were losing money not making money that by improving a few things on them, turned them into winners, turned them into profitable money makers. That many people would have just abandoned them but because I test things and track things because I like to give things a fair chance, I spent a few more minutes and by literally changing a few things, I changed the response rates and turned it into a situation where it starts to make money.

My favorite word in Internet marketing is momentum. Because no matter what level you are at today, 3 months from now, 6 months from now, if you do things properly, your business will be much bigger, you'll be getting more traffic, more sales, maybe you will have more products, or you will be making more affiliate commissions or be building bigger email lists but you build that momentum. What's great about it is success in this business becomes exponential because as you grow your business, you get more traffic, when you test, you get test results faster than other people, so you can test things & know things in a day that it takes most people a week or a month. So you can test more things faster so against your competitors, you are constantly improving at a pace that they can't keep up with and they wonder why you are able to pay 50 cents per click on some keywords and they can only pay 7 cents to break even. So it's very important, this testing and tracking, if you are really serious about making a lot of money doing this or really making money at all, that's basically what it comes down to. You're an idiot if you don't test and track because that's where all the money is made. All the money is made with testing and tracking your results, period. That's it. You think of it just like a video game, that's how the game is played. In order for you to get a bigger score and make more money, you have to test and track.

What's great about it is with all this technology and the scripts like DynaTracker, like we mentioned before and those other programs, it does it all for you. You don't have to do any math, you don't have to break out the calculator, and excel spreadsheet and sit up until 4:00 am crunching numbers or hiring a CPA to do it. These software products, what's dynatracker, a couple hundred bucks? Whatever it costs, you buy it, install in on your server and it will run unlimited number of tests. Millions if you set it up that way for you and it will calculate all

numbers and just say here look goofy here's which page made you more money, what do you think of that.

A r m a n d : That's the key, you do it just once, and you don't have to do it over and over again. It's just one time, you set it up and it's there. Then to create a new campaign, it really takes just a few short minutes. John said it really elegantly, if you don't test it, you really are an idiot.

John : I'm saying that tongue in cheek, I'm not trying to insult anyone either.

A r m a n d : Of course but the thing is, I totally agree with it because why waste your time? You've decided right now that you are going to have a business on the Internet. Well you can run around and you can play at it and after so long it's no longer a business, it's a hobby; it's just something you do to pass time. Then all the sudden when you start making money on it, it's a business. To continue that business, to build that business and to transform from a hobby to a business, you need to find out scientifically what works and what doesn't. It's not enough to say "well it didn't work or I think it works better". I was talking to someone recently and they were telling me what a great copywriter they were and my question is always "how do you know you are a great copywriter unless you've done your testing and tracking?" Michel Fortin to me what makes him a great copywriter is because not only can he tell me that he did this but why he did it and why it worked. And not only himself but also his clients test well too. To me that makes Michel a great copywriter. Because he knows what he is doing not from a guesswork point of view but from a scientific point of view. This business is not guesswork, if you think it's guesswork then you are doing something totally wrong.

John : You are making it much harder than it needs to be.

A r m a n d : Yeah. Why try to guess? Why not just test and track and let the numbers tell you? The numbers will tell you everything there is to know about your business. It will also tell you how to improve your business if you just look at the numbers and watch what's happening on your website. Watch your visitors, watch where your visitors come from. For example, you can get into a test where you have some special scripts written where you can track visitors just coming from Yahoo.

John : So Armand, let me ask you just hypothetical. Let's say I run an Internet business, it doesn't matter what the market is because these techniques, colors and things work across different markets. Sometimes they work the same, sometimes they don't. What the point is is the value here are the results, these tests you run, the results you get, this got more, this got less. That whole "Congratulations you won" thing. People go try that on any market even if it's that gardening site example that I've been using and it would probably increase your response.

If I have a business over here at my place at my house in Florida and you have your business in North Carolina and you're testing some things and you're testing some things. Do you think each of us individually could make more money in our businesses if we shared our results with each other?

A m and : Absolutely

John : And why is that? Because you may run a test that I may not have time to run or didn't think of running?

A m and : Yeah, you didn't think of it or vice versa and all the sudden I'm leveraging my time. And that brings up an important thing too. That hypothetical scenario is actually a true scenario because I do (inaudible).

John : That's true and that's the difference that whole leverage thing, and leveraging those results. That's the difference in people who make a heck of a lot of money on the Internet and people who struggle. I personally don't know any Internet millionaires and I know a bunch, I don't know any that don't have that down pat. That they don't know quite a few people that they are friends with that they can share test results with. It doesn't matter what market they can sell stuff to because it can apply to any market.

Most of these tests apply to any market so that's what people need to understand, that here is yet another reason why people need to go to the big seminar is to network with other people. It's like this, if you are trying to be a doctor to be the best doctor that you can be you need to surround yourself with other doctors. Because they can say, hey I tried this new scalpel technique in surgery or I tried this or I tried that and it works better and you can leverage the time, experience and patients of all those other doctors that you can do things in a matter of days that normally would take you months or years to do on your own. There is no exception when it comes to Internet marketing it's the same way. So if you are sitting at home listening to this call I don't care if you make \$100,000 a month or \$10 a month on a small site that you are just playing with or you have a site that doesn't make any money, if you are not actively trying to make friends with other people that are also trying to make money on the Internet doing the same types of stuff even if it doesn't compete with you, you are out of your mind if you are not out there actively trying to meet these people, mastermind these people, stay in touch with these people, be able to call people on the phone or email people and say "hey this is something I just tested recently and this is what happened" have you tested anything recently.

Imagine if you had 10 people that you could all on the phone and say, hey I've tested this what have you tested this week or this month and what are your results? Those 10 people could give you ideas, one for you not to test at all, they could say you know I tested this and it completely bombed. The next time you get

a bunch of hits to your site, for you to try to test those sales, you don't want to waste that traffic yet until you get a lot of traffic. So what if you had 20 people or 30 people, it 's the same very powerful concept.

I'll be the first to admit that the reason I've been able to generate millions of dollars on the Internet and continue to do so every single year is simple; I leverage the experiments and results because Internet marketing constantly changes, of other people who are actively making money on the Internet. And again, there's no better way to get that than to go to a seminar where it's just full of for three days hundreds of people who are trying to make money the same way even if they are not competing with you. It's very powerful and the leverage thing is huge for testing and tracking.

A m and : You know folks, we've just spent an hour just talking, just touching on this topic because this topic can be broken down into so many segments. We didn't even talk about testing and tracking on Google Adwords, we didn't talk about all these other minor things that you can test and track and some of the techniques you can. But you know as John said, he gave a hypothetical scenario and it really wasn't hypothetical, it's a true scenario where you share other people's information, you leverage your time, your energy by simply networking with other people. And he mentioned finding people that don't necessarily have to be in your industry, that's totally true because I know people outside my industry that I ask them questions. I ask people marketing different products. I mean we market outside of the Internet marketing industry to several different areas and we are testing that as well too. You can do everything in the world with your business but the one things you can't get more of it time. Time is the key and by leveraging your time, you gain more.

John : What you just said there about different industries, here's an example, I know a friend who sells products to boxers, amateur boxers or for sport. They told me the results of a test that they ran on one of their sites and I applied the same type of technique doing the same thing to a site that I had in the baby market and it increased the response rate on the site that was selling the, in this case it was an ebook on baby safety. This on the boxing site, had nothing to do with safety. It was completely different. His market had nothing to do with mine and the copy had nothing to do with mine but it was a technique that he tired that people saw on my site and people responded in a positive way more than they did without it being there. So that's a good example. Who would have thought that? So again the only way to get results like that is to make friends with other people who are doing business on the Internet.

Recommended Resources for Testing & Tracking

- è **ProAnalyzer:** <http://aliceseba.com/proanalyzer>
- è **DynaTracker:** <http://hop.clickbank.net/?bookmommy/ctothaj>