

Intro to testing, tracking, and analytics

Five Dollar Posts Transcript Bonus By Rachel Rofé



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Hey, it's Ron Douglas's \$5 post, "How to Turn a Free Ebook or Short Report into 500 Leads a Day with Little \$5 Ads on Facebook!"

All right, today we're going to get into Week 4: Testing, tracking and analytics. Week 4 is probably the most important, yet most boring, week out of all the six. I mean, it's boring, but if you're a finance geek like me, it's exciting, like looking at the numbers. The numbers are the main thing you need to know. I mean, a lot of us in this business, yeah, we want to be writers, we're artsy, we want to be videographers, we want to give speeches, or we want to create products, or create images and be creative, but you know, if you're lacking in the numbers part of your business, you're never going to succeed because the numbers is what it's all about. I mean, you can't go to the bank and offer art. You know what I mean? You can't offer creativity when the bills are due. It's about concrete numbers, you know, and do you have that money in the bank. And if you want to know how to grow your business, how to scale your business, it's really about math. It's about numbers. What's working?

Are you generating enough traffic? Should you be scaling up certain ads? Should you be paying more? Should you be charging more? You know, what's working? Is your funnel working? What needs to be changed? What needs to be tweaked? Is your follow-up working? These are all things you need to track and you need to analyze in order to make intelligent and informed business decisions, right? In order to take

your business to the next level, this is something you need to know and if you don't know how to do it yourself, you're going to have to pay somebody to do it, but somebody has to do it as part of your business or you won't be in business long, that's for sure.

So, as part of your sales flow, you know, certain things you want to track, you want to know. Is this content page working or is this direct ad working? Is my retargeting working? Is it working effectively? What's the conversion rate? How many people are seeing my retargeting ads? How much am I paying? You want to know, is the sample, your free sample you're giving out, is it a good percentage of the people that see that offer, are they taking you up on this free offer? Did they want your free Ebook, or free report, or free lead magnet that you're trying to give out? What's a good number? What's a good percentage that makes this whole funnel work? These are things you need to know.

Is your follow-up series working? Out of your follow-up series, which e-mails are producing sales and which ones are not? Which ones need to be changed and which ones need to be kept out of your follow-up series? Is your one-time offer working? After people get your freebie, do they want your one-time offer? Is it positioned right? Is it priced right? You never know if it's priced right until you test multiple prices, right? You want to test different prices. One of the biggest sins I see in this business, and the biggest shame, is people that should be charging a lot more and could be making a lot more money just by changing their price because they don't test. How do you know? Sometimes, someone could buy something, buy more of a product at \$100 than they would at \$75. Sometimes people will buy more of a product at \$1,000 than they would at \$300. You never know. You have to test different prices.

Sometimes a premium priced product will be perceived as a higher value and a better product, and that's exactly what people might be looking for, you know, a Rolls Royce versus a Toyota, or a Bentley versus a Hyundai, or something. So, these are things you've got to test, right?

Or how many people are joining your free trial membership, if you have a membership, and if it's a recurring billing, how long are they staying in? These are things you need to be testing. Your high ticket offer, what percentage of the people are seeing your high ticket offer? What percentage of the people are buying your high ticket offer? Is it positioned right? Do you have enough personal touch in there where they feel like they can trust you? That's one of the main things with high ticket offers. So, these are all things that you need to consider, and most of this stuff I'm actually going to go through today and show you real examples of.