108 proven split test winners

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«The Overnight Success Maker» Publisher: Brittanie Byron Marketing Automation Expert: Uni the community € on our exclusive members Facebook Group Todd Dickerson Contact: 3443 W Bavaria St, Eagle, ID 83 616 (208) 323-9451 Copyright 2013 Ã, © Successetc.com, LLC All rights reserved 2 | 108 Proven Split Test Winners Members Tested
Split Tests DCS Labs News and Announcements Enter the tests for a possibility of winning $ 500 Legal Disclaimers and Terms of Use Do not have resale rights or concession rights on any part of this publication. Only customers who have purchased this publication are authorized to view it. This publication contains material protected by the laws and
international and federal treaties on the right of author. No part of this publication can be transmitted or reproduced without the prior written consent of the author. Violations of this author's right will be applied to the maximum extent permitted by law. The information services and resources provided in this book are based on the current internet
marketing environment. The techniques presented have been extraordinarily profitable and rewarding. Since the Internet is constantly evolving, the sites and services presented in this book can change, cease or expand over time. We hope that the skills and knowledge acquired thanks to this course provide you with the ability to adapt yourself to the
inevitable evolution of the Internet. However, we cannot be held responsible for changes that can affect the applicability of these Any gains, financial statements or other results, are based on our tests and are just estimates of what we think you can earn. There is no guarantee Thus as indicated in all examples. If you rely on any data provided, you
need to take the entire risk of not doing as well as the information provided. The screenshots of this book come from public archives. All product names, logos and works of art are copyright of their respective owners. None of the owners sponsored or approved this publication. Despite all attempts to verify the information provided, the author
declines each responsibility for errors, omissions or interpretations contrary to the subject of this document. Any perceived offense of peoples or organizations is involuntary. The buyer or reader of this publication assumes the responsibility of the use of such materials and information. Income guarantees are not provided. The author reserves the
right to make changes and assumes no responsibility on behalf of any buyer or reader of these materials. Darussell Brunson, the successful creator during the night I'm not sure of you, but my favorite part of this business is to create new offers. This is probably why we have created hundreds of offers more than a dozen niches (and
my team wants to kill me because it is not "focus" enough). It's one of the things I like best and keeps me excited when you wake up every day. But what happens when a offer that you create does not work? I hope not to be the only one that passes months to create a offer and a sequence, and then it doesn't happen long after having thrown it for
some reason. We always hear about the winners ... but of the losers? Well, that's what I want to talk to you today. Because when you understand the numbers will show DotComsecrets Labs | 3 You Whatâ € ** s broken. So about a year ago, we started a new little secret ... destroyed the
other thematic line. The first weight loss called "Evolution of the Body". Big problem I saw was that our marketing video was based around the of the title he lost. I was the one who spent a lot of money on the domain name and the hope that it was an easy solution, so we changed the brand, and then we started to create the offer. the titles on the
compression and sales pages to match the winning argument line. Then I went out, I paid for one We looked at what others were doing on the market so we have $5000 ad and crossed my fingers. We could model successful offers, but we wanted to find our angle. After seeing hundreds of offers, we decided after two or three days we started to look
carefully at making a weight loss offer that did not talk much about what statistics. While our engagement was much better on what I feel is the only page of compression and real sales, the intake was still wasn226; It's also what counts in losing weight... your mind. We're almost there to even the score. In
fact, our $5000 ad inserted under $2000. Again, not good. We put together a great product teaching NeuroLinguistic Programming to (NLP) principles that anyone can now, at this point I was ready to throw the sponge. I help them achieve their goals. Then we hired someone frustrated, and I thought we were throwing away the money, I think he's
the best living author on Earth, and we gave him the door. What were we doing wrong? write the sales letter for the previous final product as well as three upsells. And that's when we decided to take a step back and stop watching the conversions of one or two pages, but the letter "a" became awesome, so we turned it into a sales look at the
conversions of the entire intake... And what we filmed and hired graphics and programmers to create saws gave us some Intuitions. The funnel. After months of work and dozens of thousands of dollars spent, our masterpiece was ready to launch. Let it show you what we found: Now, before contacting any affiliates, we wanted 1st - Squeeze page See if
the offer is converted, so we bought purchased Just an announcement and started driving traffic. Within about 48 hours we knew how you could see in the screenshot above, we modeled something was wrong. We had $3.000 switches on the ad, and the same compression page that we tested on our other only recovered to about $700. Now, I'm not a
mathematician, he offers, and just like a champion, he worked again! (Yes! This is just these numbers are not very good. The power of modelling success people- stop trying to reinvent the wheel). We have an average of a 38% conversion on this in fact, the only savings since our investments from $3.000 that made it useful was our shared test of these
two pages of which I am very proud. Email Subject: 2nd- The video sales page Warning: they are trying to keep you fat: (We learned some interesting things on this page. First of all, we're'my weight loss'and'Little secret' had tested a male version of the video and a female version. Everyone had the same offer, but because © we have a couple as we
discovered that the subject line is "We lose weight" is "4" 1248; 108 Tried Winners of the test divided Il Guru for this site, we decided to possible... We decided to have both options. DaRrussell... We decided to go back and stop watching the conversions of one or two pages, but look at the conversions of the entire inlet....and what we saw gave us some very interesting
insights. "Squeeze Page Page sales page DotComsecrets Labs *1245 Upsell 1 We discovered that the male version of the video has converted much better than the female version. So I contacted some of my friends in the weight loss niche, and everyone said that for some reason the videos come from a female vocal singer St non conv You're dressed
like a video with a male voice. to undergo them having two versions it turns out that they had already tested four versions of the video: it's PowerPoint animation with music now, this test is a bit Because I hired someone who was very cheap to make the hand-drawn video. While rotating
the results with Male Voice Results with Femalee226; We found that the male version has converted much better than the female version. It's from RUSSEL Upnell 3 out well, certainly wasn't as big as other animations we did. So don't use this test to say that hand-animated videos don't work- in most of the tests I've seen, they have power
points out-converted... What I'm saying is start with a powerpoint video, make it convert impressively, and then hire an artist to try to beat control. So, in the female version, our three times, made us happy with the results of our superiors, actually made
us take another look at an offer that we were going to give Abby. HERE ARE THE NUMBERS THAT HAVE GUARDED AS SELLO: With the music to the powerpoints would go better or worse, but this test did not help much... ah... I
will do more tests on this in the future, because © Third: The Upells Now, I have to be honest, this is where I stopped looking at the statistics for the first two months we made this offer. And actually, I was almost ready to retire and give up until I asked Todd to withdraw the conversion 19% 2 5% OF THE CONVERSION RATE FOR UPSEL 351- OUR
TOP PERFORMING UPSELL 16% CONVERSION RATE FOR UPSELL 35Labs;3 DotComs Secrets%1247 The problem I always tell people is that the power of direct response marketing is to look at every stage of the process, and see what is broken, then focus on So, let you show you the general statistics of this funnel, and then let me know if you can
see what it is, and what do I have to fix? \tilde{A} \notin \hat{a} \notin \hat{c} and \tilde{A} \notin \hat{c} \notin \hat{c} \notin \hat{c} and \tilde{A} \notin \hat{c} \notin \hat{c} \notin \hat{c} and \tilde{c} \notin \hat{c} \notin \hat{
thought the concept would be hot, and turn people on, but apparently. And yet the rest of the funnel is performing fantastic. Do you see the power of stepping on and watching as you're running your whole funnel? Statistics on upsell. Take a look at what he found: moving forward, we have some options we want to test. First of all, we know that the
title "Dirty Little Secret" is \( \text{a} \) \( \text{¬} \) \( \text{Upsell 1 converted to a huge 25\). All I can say converted, so we need to make the new offer tied to this. It's about... wow. Secondly, we know that OTO 1 converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for tied to this. It's about... wow. Secondly, we know that OTO 1 converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're looking for the converted to 19\) \( -\text{ also pretty fantastic!!! Sometimes this activity seems like we're loo
Upsell 3 was a $ 1 trial, and I thought it would bury treasure, but the reality is, it's exactly what was done a little better, but not You're hurting too much at the 16% we're doing. I know as soon as we can get the previous conversion! Offer end to three percent conversions, we have an offer that will make us over $1 million a year. So it's not worth
hmmm ... so it's not that interesting? fighting for? So let me ask you - what changes do you need to make your offer now? 8 |. 108 Split Trial Winners to DotComsecrets Labs Winners | 9 hello! You want to give us some money? Checking with Hello BAR we ended up getting a 3.45% click rate on Russell Brunson and Todd Dickerson's Hello Bar test,
2.76% of the people who clicked to be sure that Most of you have websites that receive traffic, The webinar, and from those hosts we are making an average but you never really monetize it so well. So my $10 dpr (dollars per declarant). Yeah, that means we're the main blog it's been for years. We get thousands of people Visitors who
make an extra $ 276 for each visitor of 1,000 who come to every day and get a percentage of opt, but the rest only our blog adding to this bar Hello! Come, learn something and then go away. And the best part is that it also caused a 6.13% elevator to adjust then one day Todd has decided to launch a "hello" bar to OPTINS (13.23% vs. 14.04%)! So it
has not decreased our normal top that reports people to our local DCS webinar. Engagement at all! 3.45% 2.76% of Bloog Visitors Clicked on the hello bar of those visitors Register for our local DCS Webinar 10 | 108 Proven Split Test Winners $ 276 Pià Money We will review 1,000 visors for our blogogg after update_; ô ~~~;; 10666 ;; 1047 ;;
BURY HORY HORY WAY FREE BAR GREASE GREASE FREE OFF YOUR STUCHI EBRUE EURCURER EU but when they have added a free trial button to their homepage, their registration rate has risen by 158.60%. I recently read a nice article of QuickSprout's Neil Patel. com, where they showed the conversion granted, their income
DIDN226; 128; T go on 158.60% because the GetResponse one. They arrived to one of their recent tests. Here some users cancel during the free tests convert better than a single option forcing people to
buy now. But do you know how long? If you have haven226; â € tha tried to exploit a free trial strategy, you should consider it to test it as i226; â € v never seen lose ... getresponse had only a buy note button on their assumption that you are offering a good product or service. 158.6% PIÃ ™ CREPUPS DOTCOMSECRETS LABS | 11 WHOA! Not so bad
 ... Shown Order Form Immediately Russell Test Brunson and Todd Dickerson In recent months we tested Button with Hidden Form EARNINGS FOR CLICK 66% increase the order button immediately on our video sales letters (VSLs) instead of hiding them until we reveal the price. In In In All our tests (in the niches in which we find each other) hide
the order button damaged conversions. We also discovered that having the order module on the same page as the VSL (instead of opening up in a new page) also increased conversions. So, the subsequent logical test was what would happen if you remove the order button all together and immediately opened the order form. It looks like a logical test,
right? Well, this was a shocking disappointment. We had an order of $ .45 shown immediately $ .75 Button With Hidden Form 43.42% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase by hiding the order module, and a 66.04% increase in CPI. previously (then show them the button now), but they still prefer to have the chance to click on the  «Add to cart» button before what we have
learned is that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? Â «Add to cart Where!?!? A which is previous to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that commit themselves to buy. Add to cart Where!?!? A which is previous that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win that people want the possibility of ordering 12 | 108 Proven split test win the possibility of ordering 12 | 108 Proven split test win the possibility of ordering 12 | 108 Proven split test win the possibility of ordering 12 | 108 Proven
page. Ok, so I have the kind of personality in which I excite yes, the button of her A «Add to cartA» Over the video! Not just very often, but see the results of this test held at the letter is a cool test, but has increased its conversions of a cute me all night. (Yes, I'm really that great of a huge marketing 38%! The thought of her was that many people get
so nerd). We tested all sorts of fantastic stuff to be included in your video that never scroll and increase conversions on our video sales pages, and see button A «Add to cart.A» This is one that I'm going to test idea not I never even crossed my mind. out tonight and I'll let you know our results! Free video James Francis test The question is ... is it still
effective as it once? I tested to find the answer alone. Listbuilding tactics plus widely accepted is to show your main offer immediately after someone has presented E-mail version One of the compression page sent people directly to address your compression page.
else was the same. So who has done anymore? Although this goes against Free Video Series Conversion Taxes 59% increase practically every tutorial sales tour is out, giving free content to your audience before showing them the apparently offer makes more sales. The logic in this is quite evident when you think about it, as free videos create trust
and authority status, \tilde{A} \ c = \hat{a} \ c Lead to pay more attention to your offer. It also shows that you really care about your audio \tilde{A} \ c = \hat{a} \ c Lead to pay more attention to your offer. It also shows that you really care about your audio \tilde{A} \ c = \hat{a} \ c Lead to pay more attention to your offer. It also shows that you really care about your audio \tilde{A} \ c = \hat{a} \ c Lead to pay more attention to your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer. It also shows that you really care about your offer.
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{{topic, free video tutorials, and you ¢ \hat{a} € \hat{a} € are good to go. 14 | 108 Proven Winners Test Winn
There are two schools of thought. First, charge low prices so you can get a lot of customers and the same profits. I'm not sure that's the right approach. In fact, I normally do a combination of the two... charge low at the lower price plus money even though the offer of $47 cut the price to
surpass pornography in half, we almost doubled the amount of money made. $ 97 Price 1 Sale x $ 47 Price 4 Sales x $ 47 = $ 188 and 4x Like many front end customers, so super high on the backend. When we found out that we had four times as many sales to us they had sold our porn addiction product $47 than what we did at $97. So
for this product, actually for $47, although we thought it could and should get more customers and more profits by charging less. be sold for $97. So, never assume you're right about the price. Try testing a valuable test for a while, but it quickly killed a few options and let's see which ones win! DotComsecrets Labs |. 15 41,000 optlines and
possessing a strong Phase 1 Phase 2 Test of Russell Brunson and Todd Dickerson visitors and over 41,000 members. We recently launched a new system which helps to be enthusiastic about testing different items. People promote three
different business opportunities. I could write a book on the strategy behind the site, but in I want to note that we had a version of this page The first thirty days we received hundreds of thousands without the sales video on top, and converted much higher, 16 | 108 WINNERS PROVEN SPLIT TEST Elevator output POP 17% Overall Elevator in
Conversions After all items have been added to the check, but our back-rending numbers and more purchased after Registration. On this page we wanted to test several things that we found true in previous tests: First, we added Facebook
style testimonies at the bottom of the page. Control Second, we added a video spoiler box under the video. Third, we used the mini compression page style survey. Fourth, we added a letter of sale version of the
offer as an exit pop. When all was said and done, and more than 41.000 people signed up, we discovered that the winning variant used all the test tricks we showed you (in addition to asking for the phone number). Using all these elements together we have seen an increase in the 17% total conversion. DotComSecrets Labs, 124th, 17th DONA
FOLLOW BLINDLY FOLLOW. TEST ALL Test by Russell Brunson and Todd Dickerson Mobile Responsive Version Try it all. Do not launch a responsive version if you have not tested and proven that it converts your normal We have tried to optimize our destination page for mobile devices with mobile users. We're not giving up using our cell phone to
improve conversion. All the experts are screaming from the reactive landing pages, we're just going back to the rooftops that you should do your landing pages on a moving drawing table on a mobile device, you cannot have much to gain from a
completely mobile version. If you are going to build a responsive mobile version think carefully like your desktop version, there are a lot of html/css frames that transform regular projects into those of mobile size with resizing a browser, but often everything changes in terms of presentation, fold changes, changes in display headlines, opt-in boxes
change. 18 +1244; 108 Tried winners +7% Crease in OPTINS WITH MOBILE RESPONSIVE SITE -83% Change in purchases with Mobile Response site Stacking The Proof testimonials under video conversion rate 101% increase 1.42% No testimonials under video test by James Francis Testimonials under video in my experience, there
are two reasons why this happened ... something I226; â € â € ~ ~ ô; It affects conversions, but only first, people are usually quite cynical in à ¢ † † * ~ ~ ~ ~ ~ The success stories we have had enough real success stories captured only on the money video ... o ~ Â €;; Industry, therefore
\tilde{A} \Leftrightarrow \hat{0} \uparrow \hat{a} ace Is this a scam? \tilde{A} \Leftrightarrow \hat{a} \Leftrightarrow \hat{A} objection. Testimony precisely for good will. A few weeks later, we received a great quantity of video testimonials back, which then added secondly, people in the videos are a vast under the sale video. Worldwide. Customers will find at least one person a in videos to which they can affect, which makes you see what
â € strongly recommends so what is the most sold? As you can see, the clear collection of real video testimonials and adding them below the winner that has doubled our conversion with video testimonials under the credible tutorial, more based on our results, itÃ
\phi â \phi will also increase sales. Labs | 19 Voice Play Mad Libs? Standard shape (Control) \tilde{A} \phi â \phi â \phi and \phi and \phi and \phi and \phi are will also increase sales. Labs | 19 Voice Play Mad Libs? Standard shape (Control) \tilde{A} \phi and \phi and \phi are well also increase sales. Labs | 19 Voice Play Mad Libs? Standard shape (Control) \tilde{A} \phi and \tilde{A
to test this concept on Optin pages and maybe even order modules. They tested this concept about a dozen of their sites and saw increases through the 25% table to 40% or more! 20 | 108 Proven Split Winners Test 25-40% Incred in PiÅ ™ Water Conversions of a Dozen Testing Sites. Are you pretty sure? HTTPS Secure Squeeze page Russell Brunson
Test and Todd Dickerson I think we all knew for a long time that having a conversion rate 29% increase the form A sure order is necessary because it makes people feel more at ease by putting their cards of credit. But Todd has recently made a really interesting question: "Do you think you have your compression page on a secure page (so that people
can see https) would increase the answer?" This test was a bit degree to do because it was not something we could easily configure in the optimization of the website, but after a few days he found a way, and so happy that he did. Making our secure compression page, we saw an increase in OPTINS of 29.26%! Because of this test we have changed our
standard operating procedures (SOPS) to make all the pages in each safe funnel (and you should also also)! 14.03% 18.14% Control HTTPS DotComsecrets Labs | 21 an Obamanation 43% 37% Conversion Taxes
for Children in a Version Bikini - May Wining Page Contributed by Justin Goff for almost all emails that have been sent to these: this split test was presented by Justin Goff, which is very interesting to me because, like a vast majority of our Prime, like anything else, beautiful
women usually do a lot of traffic, came from conservative news sites. My guess was good in advertising and and Pages. That 'mine A ¢ â, ¬ type of that cartoon obama would have won, but pretty sure, the destination page to start testing before anything else. The girl in the bikini beat the president. Here's what Justin said about this
test: second, the newsletters have the best Tasso of Ottin I found. People on newsletter via e-mail that another newsletter or Optin against cold traffic arriving we purchased an announcement alone. It is for a product of our targeted somewhere like Facebook. We
the animated version is losing by 28.52%. This test was a bit confused for me. We had the animated version (where the title ext arrives online, so the morale of this story is to make sure you test every version line) win a few times and the static title will win sometimes. Of your title before guessing the winner. Dotcomsecrets Labs |. 23 Free shipping
Increase sales? Free shipping Offer Added shipping to the cart (check) Written by vishen Lakhiani, Mindvalleyinsights.com was reviewing the performance of our different product packets and I realized that we could transform customers about the way we presented the shipping options. We offer three types of packages: the Silver collection (a digital
product downloaded through our online library), the GOLD collection (physical product to our customers) and the Platinum collection (a combination of both). For the Gold and Platinum collections, the price was based on an advance pricing model - basically, the price was based on an advance pricing model.
When customers clicked on one of the two prizes I didn't want to discourage our customers to leave their packages would be taken to the following check-out last minute purchase and hear that they were not page and be compared with taxes and shipping costs: get the deal that had been promised. 24 | 108 Proven Split Test Winners And so I decided
to test a promo of Free Shipping to customers in the United States and Canada. The results were astonishing. Not only did we experience a 55% boost in conversion, but we also noticed that the promo for free shipping was so effective that it also
boosted sales of our digital products, which did not require any actual shipping. With the following statistics from freehipping costs: 43% of shoppers abandon their shopping carts due to unexpectedly high shipping
shipping to 78% of online customers said shipping costs online articles, i.e. the Platinum package. He discouraged them from online purchases 90% of the respondents said free shipping costs hidden on the price page so
that your customers know what to expect when you add naturally it is clear that online marketers should implement Your product to their cart. A simple free shipping Free shipping but must be in a way that does not increase badges should make makeup: Facebook & Payment plans written by Roland Mirabueno, MindValleyinsights.com Sales offer for
chakra healing where we already offer saving of 50%). Payment plans are usually done in two installments: the first during the main transaction and the second after 30 days. But this made us think A «should the order menu on all our products can be purchased with payment plans, destination page reflect interest and the traffic source of but has
always been proposed as a secondary option for the € ™ Buyer? After all, a customer from a search engine that the main selling price offer at a full price (see ours sought actively for your product is a totally DotComsecrets Labs | 25 Facebook & Payment Plans, Cont. 50 % DISCOUNT WITH PAYMENT PLAN OPTION 3-PLAN Different payment Type of
buyer Compared to a Facebook navigator Our results from Website Optimizer have been very interesting! that you came across your ad or has been targeted by your New Chakra Healing Order Menu has increased sales of 75.6%. And it had a probability of 98.6% to beat the original version. As such, we decided to take a test on our destination page
Here it is «to help you To ensure that your Facebook for Chakra Healing replacing the standard advertising ordering strategy does not fail at the last minute and dividing the price of the main sales offer in three someone click on your Facebook To just change payment plans. Instead of offering the product $199 on the way when they see the full price
on your order menu, a $99 payment we divide the offer of the 50% into three always make your sales as attractive (and affordable) payments of $199 = 1 payment of $99 of the 50% discount on the full price of $199 = 3 payments of $99 26 of
$1248; 108 divided test winners proven 75,6% More sales with the new Chakra Healing Order menu that offers three payments of $33 each. Free upload to Facebook Offer free upload written by Roland Mirabueno, MindValleyinsights. com Shipping Added in cart (check) Our Silva Life System and the landing pages of Facebook Jumping of Silva. E
After having performed a free shipping promotion on our products it has become clear that online marketers should have our results from the website optimizer showed a free shipping tool but always emphasizes that the 50% collective increase in sales! For Silva Life System, a 33,4% there will be no hidden shipping costs on the push of prices on
wins hands down- so don't give your facebook We did the next logical thing- try, try "so this customer is a reason to abandon their carts for the amazing time that we have tested the free shipment to the United States and Canada on them with a shipment load. Combined 50% Boost in sales between two DotComsecrets Labs offers 12427; 27 Two
magic words Increase 28% Control written by Russell Brunson This test has been published on Visual Web Optimizer Blog Two magic words Conversion rate of the con
their page, they just added two magic words. Can you see them in the screenshots above? Yes, adding the two words "is free" next to it? 14.5% Control 18.6% two magic words how fast is your mind? Written by Russell Brunson 37Signals. I just posted a
great front-page test that I thought was interesting. You can see the five titles they tested on the approach the launch of our new SAAS product, we are looking very closely at tests like this. 28 `1248; 108 Proven Split Test Winners
30% INCREASE IN TOP PERFORMING HEDLEINE TO CONTROL The original (control) The winner (30% Best Than The Control) DoctComSecrets Labs {1244; 29-DONE {DOCTOR {DOCTOR {DOCTOR } 25 Options (Control) Written by
Russell Brunson Design simplified an average of 20.45%. Tim Ferris recently posted some cool tests on his blog on the morality of this story is to try to cut as many options as www.fourhour workweek. and I thought this was possible. Remember, a confused mind always says no. It was very much important and useful. They were doing a test with the
landing page Gyminee/Daily Burn. Now, a couple of things to notice. First, the control had 25 above CONVERSION TASSE 21% increase the fold options that visitors could click on. The page was much longer and had more information that people could see. Second, the test page had only five options. Everything below the fold was cut. They focused
only on the last block. Test 1 Conversion Rate: Original (24.4%), simplified (29.6%), improvement observed (21.1%) Test 2 Conversion By 30'1248; 108 Proven Split Test Winners 24.4% Control test 1 Result 29.6% Simplified Design Test 1 Result Red button
or green button? Red Button written by Russell Brunson who started now, probably because he was a simpler commitment than enrolling free of charge. Dan McGrady of has published a simple test in which they changed the color of the recording button from green to red has increased
34% conversion rates! Accredate the conversions changing the color of the sign up button from green to red. He also tried to change the text of the exignup for free to change the text of the specific guide 10,000+ subscribers in just 12 months old "Written by russell" and the specific guide 10,000 for free to change the text of the exignup for free to change the text of the specific guide 10,000 for free to change the text of the specific guide 10,000 for free to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green to red. He also tried to change the text of the sign up button from green the sign up butt
brunson I was recently reading a post on viperchill.com from glen Ä« first page 2: Ä «My free pdf reveals how to get 10,000+ subscribers blog in just 12 months allsopp and I found Two tests that posted and found very interesting. The first was a headline test (which I like why you can always shape the structure of a headline for your business) and
the second was a «Headline 3: « Find out how this blog has grown up to At 10,000+ subscribers in just 12 months "Tweak to add over the order buttons. Let's start with the Headline 1: Â «Scovers How you can grow your theorem."
youth Blog to seem in the reader's mind to be just something that dotcomsecrets labs | 31 HEADLINE CONVERSION R 58% increase 24.2% Headline 3 Get Cloud Blogging 39% increase was created, where Headline three is specific to something Which actually happened. My hypothesis is that if
you do 10,000 a specific number like 10.423 would see an even bigger increase. The second example was something I didn't think Test, why I wanted to share it. By changing the copy immediately above the order has seen an increase in the conversions of the 39%. This will be the next section we are testing on all our websites. 32 `1248;
108 Winners try Split Test 10% Offer at a limited time 13.9% Get Cloud Blogging TIME CONTINUING LANDING PAGES ITALIAN AREA! Written by Russell Brunson in the future, for example, conditional assertions, such as 'you're going for it', are not proven and difficult to believe (even false). I read an email from Jim Yaghi (from jimyaghi.com)
discussing the concept of landing pages of the time continuum. It is But the things that are in the present, are currently happening a simple way to change the framework of your title that can and cannot be contested (that is true!). have a huge impact on the conversions. Read this section of the e mail to understand the concept: There is much more
and even Ben had difficulty doing it alone... but this is the juice of the matter. "We called the Time Continuum Landing Pages" 'So the copy of the destination page we found was: Because of the way it works. "Essentially, the theory on which I was based has to do with linguistic ORA... tension. My thesis from MSc and doctorate was both on computer-
knowledge linguistics, which I borrow heavily from. "The email specialist is disseminating 24-ways tried to convince people to read and buy EVERY TIME you send them... Use the form below to open it now... The things that have happened in the past are BAD and no This concept is something that you can (and should) start testing more valid (i.e.
false). And the things that need to happen in your emails, object lines, titles, etc... DotComSecrets Labs `12433; 33 A BIG RISK WITH A PAYOFF Long Copy Version (Control) Video Version Page that visitors see immediately after registering and having entered their email address, where we offer products to one interesting for a limited period. This
has been a successful strategy so far and that is why we are going to great measures to innovate in these pages Careful and extensive research. Previously, Justyna Jastrzebska - a senior partner of Mindvalley, highlighted the importance of adding an introductory video to the funnel sequence for better engagement with customers. We decided to take
this concept one step further by testing two OTO pages for our Chakra Healing product, using two different frames: a ¢ written by Roland Mirabueno, MindValleyinsights.com A regular OTO that contains a long copy similar to most of our OTO pages and reveals only the video entered into the funnel and; OTo-Time-Offer or OTO pages occur to
generate large revenue for MindValley. A page OTO is selling 34 | 108 Proven divided test winners a ¢ A new OTO featuring the pre-class introductory video and a time order menu. This means that the menu is set to appear during a specific time after the start of video 3. We removed the long copy to keep the client's attention on the video. playing
name and email address to access the quiz results. The new frame has increased our OTO, with the Preceless Intro Video featured in the funnel: it's the bottom line, it's worth taking a risk if you invest enough research and time to innovate. You will have
to â ¬¢ take the Chakra Quiz on the landing page, tackle the polar opposites of the results, of course. If you â ¬¢ send your name and email to receive of the quiz, succeed, the increase in sales will be significant. PRODUCT AND  ¢ â,¬¢
welcome Welcome On the funnel link to the lesson 0 In our case, the increase in sales of 33% has benefited us immensely because it has become one of our most performing pages. And here is the new OTO framework, with the pre-lesson included on the OTO page: but it gave us a new perspective on how to plan future sales campaigns and product
launches. And at the end we stayed:  «Take the quiz chakra on the destination page, « Send the name and email to receive the results of the quiz,  «Redirect to the OTO page with lesson 0, and « e - Welcome Mail on the funnel This new OTO was a great innovation and we had to face this test very carefully, as we could have done. "No badness
than good if the test fails. Here are some precautionary tips we followed to increase the successful probability of a test: 1. to involve the people you have signed up, we discussed the chakra quiz test in the video. Able to better understand our customers and prospects. The risk and payment for this are used to use long copy for this type of offer,
MindValleyà ¢ æ's video eight test paid off big time ... 33% increase in sales with video version copy 2. As mentioned , we have timed the menu. In this way, the customer would not have distracted before starting to watch the wideo. Dotcomsecrets labs | 35 230% Boost In Conversions With Headline Redesign Control No Image Light Blue Image Dark
Blue Image Written by natasha zolotare, mindvalleyinsights.com and distract him attention from titles. So we completely removed the image, color, to bring out the title. The result? A 7% but experience tells us that design can support as well as increasing opt-in and up to
20% when we tested this on our wounded conversions. So we decided to if you change our other pages as well. deco headlines could affect the conversions. Take a look at these two tests and their results, and feel free to emulate them. emulate them. emulate them.
1. Remove the attention of the image away from the message in the title and suboint service. But here is a problem. The raw title alone seems ugly and does not help the elegance of the Silva Life System.in right to right you can see the original title design on one of our target pages. This particular style has added a touch of elegance to the site. But
branded. So we launched a second test. 2. Enhancing the Headline Design we were worried that human faces could influence our conversions. This particular test was inspired by sites like Square Up and The Lean Startup, which uses a transparent or as a general rule, never put a human face next to a blurred image as a background for their copy.
For this reason, we are on the front page. Human faces capture the visitor's gaze instantly divided into two different designs. This time we got a large score: 36 | 108 Proven Winners of the Split Test â ¢ Blue Image: 230.41% Boost â ¢ Dark blue Image: 230.41% Boost â ¢ Dark blue Image and not to the camera.
Human gaze looks at his eyes from your title. Rather cool, right? Make an attempt. To summarize, here are some suggestions before you start: Â «If the image does not communicate the value» do without. Â «Use easy to read characters on a light background, or experiment with transparent images. The philosophy here is copying is King, and the
design is the shoulder. Notice This when designing the order menus written by Roland Mirabueno, MindValleyinsights.com How to organize the packages of your product have an effect on what they buy or if they buy at all. As a child, I had a technique I used every time I needed to ask MindValley products usually offered in three packages: my momentum menus written by Roland Mirabueno, MindValley product have an effect on what they buy or if they buy at all. As a child, I had a technique I used every time I needed to ask MindValley products usually offered in three packages: my momentum menus written by Roland Mirabueno, MindValley product have an effect on what they buy or if they buy at all.
for money. Here's how it used to go: silver, gold and platinum. The Silver package is a digital or downloadable product, the Gold a physical product Me: Me: I need fifty bucks for a school project. It is sent to consumers and the Platinum collection is a combination of the two. Why? © Is it that expensive? What kind of project is it for? Primary effect
states that because © People in general read to me: I'm just kidding! I only need thirty dollars. Items for left to right, and if the products are organized in a scientific project. It's order up, customers usually find the cheapest package first. But my childhood technique applies inversely and I would get the money without further inquisition even from
here if they see the most economical package first, others the budget ministry! I thought that every time I needed to ask for packages it would automatically appear expensive. For the money, I should have just justified the amount. Of course, for ten years, I have didn226; If you have the necessary skills to prepare for example, you can see which of
decided to exchange the Silver and Platinum packages and test them against the original. Recently, I was doing some research on the Order menus when I came across a concept called 226; Primacy effect, what can I guess if this test has been useful or harmful to our sales? Read on Visual Website Optimizer. With the difference of a 71.92%... The
new Order menu damages our sales. Itis a concept that influences consumer behaviour according to the way multiple items are listed or catalogued. Basically, this seemed Considering all the research that indicated the DotComsecrets laboratories | 37 Primacy effect effect with a tractor force to increase sales. But didn226; 128; t works for us, and
analyzing the case, case, What -72% emerged: 1. We only gave three options. The primacy effect worked on the basis of the fact that it attracts eyes from left to right, but less sales after the effect is applied to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu. This cancels the desired effect due to the menu of order visually, it would only like Take a look for a customer to perceive our entire order menu.
to the lack of ascendation. 2. Technically, there were only two different prices. The offer on the Platinum collection because they are getting more for the limited number of choices, it was not like an impact. Other. In our case, we hire us
because Our Premier option shows the highest price among all. 3. Finally, we put our main choice to the left, most of the order menu. We wouldn't have done this. The choice even if our first experiment with the primary effect is not there to on the left, it usually offers the value of the shock A ¢ â, ¬ "work in our favor, like all tests, paid a good light on
the choice that makes customers Å ¢ â,¬" Whoa this is expensive, Å ¢ â,¬" Features (in this case Å ¢ â,¬" Features (in this case Å ¢ â,¬" Our order menu) and enabled and the Premier option should have been somewhere to read our visitors better. 38 |. 108 Split test winners Surrender me Something Già € Control No order form Daled 92% Russell Brunson test and Todd
Dickerson The results of this test went against everything we had more money earned when the order form It was shown immediately to have taken as a truth that on a sales video you should not show the order form until the price has been disclosed. It looks logical, right? Well,
in this test, it was wrong. Was our audience? Was it our traffic? Was it our fer? I'm not saving that this will win in all situations, but but on these tests, immediately showing the order form, I would say that you have to test this on any any the channelings, when you presented below the video sales have increased our soonest ... you
can only give yourself a 91% increase in pay revenues of 91.65%! overnight as we did us. DotComsecrets Labs |. 39 THE BOX LIGHT With Appearance Check Light Box Pop-up light box is a small window that appears more than one ¢ It should
include the download number of the web page and gray the background for site visitors ready to sign-up. The idea is to highlight the Light Box should appear after 10 seconds the call to action or CTA. We tested it using a Light Box should appear after 10 seconds the call to action or CTA. We tested it using a Light Box web site pop-up or once the player has scrolled up to one of our Silva Mind Body Healing website and registration rates
particular point of page A after all the point of a dramatically increased 67%! Light Box is to boost sign-up of engaged readers and not just to the conversion period push Now, pop-ups can be very annoying. Remember those popups that require you to have 3D aquatic screensaver? The Light Box and website should have the related design so
annoying, in fact, that web browsers created a pop-up should never appear for people who already have blocks. This is why it is important to be strategic when signed-up using the Light Box pop-up. It should attract visitors in, it doesn't turn them off. Is a light box should never be used on Google landing pages (or risk going against Google's policy)
Here are a few things to keep in mind: you can use Popup Domination but remember not to use a ¢ It should have a sexy and eye-catching design 40 | 108 proven winners split test their default pop-up. CAN GOODS boost Facebook sales? by Roland Mirabueno's theory MindValleyInsights.com on the destination page Silva Vita Systemâ s title. This
coupon alone sales increased by 19.4% and showed an Everyone 80.5% loves a good deal and our Facebook friends ability to beat the page without the coupon. are not different We We to find a new way to offer a discount to customers on Facebook Â" one that would be the addition of a single coupon or discount voucher for your too good to resist.
Facebook page could do wonders for your sales. To make this suggestion work, you need to make sure to include the A lot of sales pages offer some sort of promotional code or the following specifications in the coupon design: discount that don't catch people's attention due to its static or generic nature. We wanted to try something more personal
and fun that had the ability to immediately arouse "Make design knit with the view of Facebook fans on the coupon as Magazines and Newspapers are filled with special limited edition coupons for their readers offering
discounts for offers of meals, clothes, subscriptions (the list is endless) and this made us think: digital media readers should also be the copy on the coupon to look like a normal voucher with a coupon theory was born
MILD IN CONVERSIONS USING THE CLASSIC P.S. â FEATURES OUT THE OLD STANDARD WATER to the action and order button maybe a bad P.S. line (if you are a marketer of direct answer old school). But here's another alternative that works Better. It started with me questioning the use of cheap P.S. lines on product pages. Yes, tests have
important that a customer might have skipped while browsing the copy. But what if there was a cooler way to pre pre- The inspiration came when I had 42'1248; 108 SPLIT TEST WINNERS AVVISO 3.08% ORIGINAL 5,01% Feature Box Shopping for a camera on Sony's website. It's customer support: drawing attention to the support team that knows
the product above, inside Sony has the They used a drawer and are ready, willing and able to provide a level of highlighting the benefits of using Sony products. In the support of the box that is not second to anyone. Sony stressed three great things about their product that counted to the buyer: high definition registration, more large of the normal
 product that made it unusual? I put it in an attractive safe. This page showed a chance of 97% beating the original and a boost of 63% in conversion. Really impressive. It's quality c you can trust: let your customers be assured by your strong market presence and quality c you can trust: let your customers who interact with the ordered
community that you have followed from you and your product. Later we adapted this for other sites. This is the one for the quantum leap: it is a profound change, automatically: when will your customer receive the benefit of purchasing your product? As soon as He downloaded, of course! Highlight the flexibility of your product. Consumption
effortlessly: focus on the ease of use of your product. If you have a freebie to launch it is a perfect time to do so now. Match details with an inviting image of the bonus gift. It is a digital download site for easy recovery of the product in just x amount of
click. Any topic you choose to cover Don't forget to invoke the contents of your feature box? Your key Add a call to the action at the bottom of the boxes here is to access the unknown content to your reader. connect your client to the order form. Take a look at the CTA including some of the "Hamexpectedwill" helps of your under the philosophers
notes. com- in the lower part of the product it is possible to make full use of the functionality cab. Here's that page. some ideas: DotComsecrets Labs `1244; 43 Who else bought this? With VeriPurchase Widget Get the Widget at VeriPurchase Widget Get the Widget at VeriPurchase. This test was presented by Brad Callen, and when I saw it, I knew right away why © It worked so well. You
can see a screenshot of this above. Brad used this little plugin found on www.veripurchase of 5% of sales after the VeriPurchase widget was added widget. It is a new way to build the social test by showing customers that they are
not the only person who buys. Don't give me too much information! Test by Russell Brunson and Todd Dickerson calls the action at the beginning of the page. When we first designed our landing page in "CPA" style for I thought it was a really interesting idea, because © gave people our supplement, I went out and found other hits that weren't sold
from the original video any other way to land pages to model. What I found was what most of getting information to do decision. So we created a block had three or four different sections under the first time they talked about symptoms and then we also created a block had three or four different sections under the first time they talked about symptoms and then we also created a 44 | 108 Test Winners Divided Building Content Control Content Blocks Removed
Conversion Rate 80% Augmentation of 1.6% Control of 2.88% Blocks Removed Blocks that showed all the ingredients in the supplement (both by near other offers that They work properly in the CPA networks). After starting to drive traffic, Todd decided to test if those blocks were helping or injuring. I was very surprised to see that taking the extra
boxes removed conversions with a shocking 80.18%. So, the morale of this story is to check and see if you are selling too much. Your audience (like mine) could only want the basic information so that they can start buying. Dotcomsecrets Labs |. 45 large smiling customers control the great 37 signals.com smiling customer test, written by Russell
Brunson, then tested a "radically different design" by adding a smiling image of one of their customer's testimonial as a title as shown on their destination page and gave me some interesting ideas. You won the screenshot above. You can see the item
scanning the QR code or going to the website shown to the right. The use of this style has given them a huge increase of 102.5% of conversions! They have also tried a long-shaped version against shortly that they started testing a short-shaped page (shown in the form, but in this case the short module was actually improved. Left screenshots) against
a long shape page. Have seen an increase of 37.5% of sales by performing a long shape version on the last test (which I thought was nice) was trying the short form version. different clients. As you can see, each image had a slight 38% increase in sales with a long-shape page on short (check) 46 | 108 Proven split test winners 103% Increase in
conversions with smiling customer (top right) increases control and and But not a fairly great margin for importance. That test made me really excited and I wanted to try it immediately for our supplement. We have a higher price point we are working for the test and I didn't feel that a CPA-style page a stone's throw away Jocelyn Michael +
4.78% works very well for an offer at full prices. So we started making a typical video sales style page that you can see below. And now (thanks to 37 signals) you can also see the page we will have to test against it below (note: the designer just took me this today, so it's not yet perfect). Will + 3.49% John -3.38% I am excited to see which version wins
for us, and we will be notified with our results! Scan the QR code or go to the website below to view the full article on 37 Signal Test series: Seas -0.8% Brian control + 2.2% Scene-Ab-Test-Part3-Final Big Smiling Customer DotComsecrets Labs | 47 What title has won? 48 | . 108 Winners Winners Winners Winners Winners Winners Rates Rates 134% Increase
.68% Control .7% Headline 1 Test by Russell Brunson and Todd Dickerson .55% Title 2 1.6% Title 3 up to 1,198 people per day for your email A Now that you send an e-mail! I saw someone using an animated title in the niche of appointments and the voices have made a great increase in conversions. I thought it was a nice concept and we should copy
it. A ¢ â, ¬ â ¢ give me 30 days and will model you in our next success story that when I realized that we didn't have any title, so before testing the animated versions of them here: I know we had a title
once, but in some tests or something of our current title must have lost, so \(\hat{a}^c\) & see in the screenshots, screenshots, three animated titles that And the winner was... Title three for 134,19%! Free video! Send e-mails to make money! "How to a d d DotComSecrets Labs -"12449; 49".
MODEL MONEY Control Test by Russell Brunson and Todd Dickerson Yes, we continue to test delaying the order form, for the most part no conversion rate module 30% because © Everyone keeps telling us we're wrong. But so far, having NO RAIL on the order button has won in every test. He won again here in the 30,36%. If any of you have
statistics on the winning order button at the next opening, or at a different time, please let me know, because © I wish this test was wrong. 50 `1248; 108 Proven winners of the test Split 4.87% Control 6.35% No order Delay of the control module LEANIMATED HEADLINE Control Test by Russell Brunson and Todd Dickerson Animated Headline + TV
Logos Micro-Survey option: Change one option from TV to Tony Robbins also conversions on the various tests we have done. I don't know exactly why. © These tests did not work, but you read on this page, so we had great hopes in some new
tests, with the philosophy of the deer under the headlights of Daegan Smith, but unfortunately nothing important came out of it. He thinks that whatever distraction on a destination page frightens few things we did tests were: customers away, and two of these tests definitely added things that were probably too bold and made our visitors nervous.
Title animated: This reduced option of 2.29%. I was excited by this because © I've heard that animated titles can increase conversions of 7.63%. -16,36% combined decrease in the conversion rate between all three
changes. Our control is still the dotcomsecrets labs vinitor | 51 The Webinar RECAP Test by Charles Kirkland, written by Russell Russell Webina Recap This was a cool test that Charles Kirkland presented that I thought interesting. He told me he has tested this three or four times always hoping that the other version would have won (because it was
much easier to create). It is for the order form to which he sends people after seeing a webinar. A version of the Webinar Ricact is already winning from 119.51%: Control $ 10.04 Entrue for visitor
with the webinar recap addied - up of $ 4.57 heard. 52 | 108 Proven Split Winners Test 120% increased for sale with the control. Big annuing Button Raitas conversions of 25%! No free trial button at the top test of Russell Brunson and Todd Dickerson Todd had the idea that long-style sales lettering was like the Big Yellow Button Conversion 33%
increase too long for a free process. So against each logic he copied the Å ¢ â € a € a too fmoney in your products with I226 tests; ô ** has been easier to give people the possibility
of buying much earlier. Maybe weà ¢ â € TRun, but not another site with a similar product test by Russell Son and Todd Dickerson had navigation
buttons above. This test should not surprise me, but it always does. The designer in me always wants my titles correspond to my normally adding more places to people to take out from our site design, but the marketer knows that the red site almost always hurts, but in this test The winnings of navigation. Well, this test showed exactly the same
result. Blue buttons under the addition to the trolley button decreases sales. look look at But the red one made me three times the money. I guess our customers needed a little more information now, there was another interesting test that we almost -31% DECREATE IN CONVERSIONS when we removed the NAVIGATION BUTTONS BELLO VIDEO
54 `1248; 108 Proven Split Test Winners before they were willing to buy. 313% Increase in sales under the red name (12.5% CONVERSION) above control (3%CONVERSION) above control (3%CONVERSION
recommend removing for most people, remain different but the expected gain from the traffic done for it has one interesting thing on ours. But the most important thing that we have found is that count warm226; (from my lists from the social media i con numbers is rather BS given by people I know) With
the three steps above the reduced optins form... It is possible with higher numbers on the always winning conversions (as shown in page A) but with social icons this could change... cold traffic (banner ads, ppc, etc...) It seems that the three-step header intimidates the conversion rate 10% increase the traffic as they want an easy step to get the result
and show three steps only discourages them from starting the process. The moral of this story? Test every source of traffic independently of the others. Here are some other interesting things c he we have learned from this series of tests... First, the red title wins again! Yes, the red title still dominates in every test we're 128; have done recently also
when it makes the page ugly, 9% Control 10% Remove 3-Step Header DotComs Labs `1244: 55 LA UGLY BLUE Expension Test Ugly Blue by R ussell Brunson and Todd Dickerson in almost every single test has ever been performed, executed, beats pages where IÃ ¢ â € spent thousands of dollars get this test makes me laugh because we did it for a
week and impressive video created. We knew what was the definitive winner. At that time, one of our large JV partners asked if they could promote copy against short copy, we have I found that the short copy is the Å ¢; âcebrutta blue
version. \tilde{A} \notin \hat{a} \notin \hat{A} increase of opt for 26%. Our supposition on this long / short issue is that we have DIDN226; \hat{a} \notin T needs to sell hard for free webinar. Less yes, this version is ugly, but for any reason, it wins 11% enchant in Optin with the Ugly Blue (21%) page on The Spensive Design (19%). 56 \mid 108 \mid
more OPTINS. 26% more optrins When we reduced the copy of the Uguly Blue - people had a pity Quick to side. Micro-commitment Squeeze Pages Control Test by Russell Brunson and Todd Dickerson Micro-Impement Style All sales. We will start testing these microchips in various other points in our sales funnels. One of my dear friends Daegan
 Â œ how you heard about usà ¢ â € â) and then after the 226; â € â € ™ â ™ then ask them their email address. The first screenshot shows our control. He had a double conversion on Opts, but more
important Almost 18% control 35% micro-impoint dotcomsecrets labs | 57 TOO TOO Trust Checking with Trust Guard Logos Test by Russell Brunson and Todd Dickerson We usually put trust seals on almost all of our pages, and conversions by 13%.
Maybe he caused too much distraction to get the optin. -14% REDUCE OF OPTIONS WHEN TRUST GUARD LOGOS ARE ADDED TO OUR WEBINAR REGISTRATION PAGE. This is just another good example that shows why you should always do tests. FACEBOOK OR NOT FACEBOOK? Test by Russell Brunson and Todd Dickerson & The first was just another good example that shows why you should always do tests.
our regular page (had testimonials copied and pasted from Facebook). We were relaunching our DCS-X sales funnel and we did some major tests that we wanted to try out with the new traffic increase we¢ The second page was the same but instead of doing we sent through this funnel. We set up four versions of the testimonials look nice, we took
the actual screenshots to the landing page: of their comments below the video. 58 | 108 Proven Split Test Control winners Facebook Testimonials Right Side Add to Cart And the third test was to have the Add to Cart button on the right side of the video instead of below it. What we found is very interesting... First, the CTA on the side of the video instead of below it.
completely bombarded... (which makes me sad because we made two pitches where we had the CTA on the right side of the video... makes me wonder how much money I lost because of this...) Secondly, we found that people give a lot of weight to Facebook testimonials. My guess is that people think that if it's posted on Facebook, it's a true opinion
From this test, we're replacing all testimonials with Facebook and we are formatting so that they appear to come from Facebook), and so far we are seeing a huge increase across the line. Testimonial winning style that led to an improvement of 296% DotComSecrets Labs *1249; 59 Letter of sale sheet
with affiliate card without affiliate card without affiliate card in the last year we have inserted a small affiliate card in the conversion rate for both versions. The top right corner of our video sales letters in the hope of strengthening our
affiliation program. The thought here was that although it could slightly suppress the conversions, professionals to recruit new affiliate base. This is one of those tests that goes against common sense. A large inbreeding affiliate
card on the sales letter has not been if you go to most websites, you will probably see an affiliate link delete the conversions. The size of the sample over 35.000 hidden in a small text somewhere at the bottom of the page. This unique visitor test and 750 total conversions show that you do not have to sacrifice immediate sales to
cause an absolute tie. strengthen your affiliate base. In addition, it will put more people in your affiliate base. In addition, it will be the kicker... During this test, version A created 37 more units in the future. More new affiliate base. In addition, it will be the kicker... During this test, version A created 37 more units in the future. More new affiliate base.
```

this could be a real game change for your certain marketing channels that they can use for the company. As always, I suggest you test this to increase their profits. The affiliation programmes are popular, yet you are yourself before implementation. 60 `1244;. 108 Test winners divided Facebook Testimonials on the Top Control Test by

```
Russell Brunson and Todd Dickerson Testimonials at the top engaged before showing any testimonial (which reveals there is a product), but in this case it was better for this test was one of those I thought I knew that with testimonials at the top engaged before showing any testimonials. I wanted to be the winner, and I was completely wrong. I thought it would be important to show everyone what the
next test I'm excited to try out our order forms is changing they were receiving, and then reinforce it with testimonials. It forms from the left side to the right side. Todd decided to do a test where we exchanged the order and got the testimonials. It forms from the left side to the right side. Todd decided to do a test where we exchanged the order and got the testimonials.
RATE +80% destroyed mine in conversions as you can see here: but more important in revenue as you can see in the table. It's actually very interesting because often in my head I think it would be better to tell a story and get people to check $12.05 Testimonials on Top DotCom Secretars Labs | 61 BUILDING your HOT LIST Hot List
Step Test by Mike Filsaim, written by Russell Brunson Countdown Clock about the same to about about thirty, %, but the optin percentage is an amazing 80.39% which gives us more than 80% of the people there have always gone back and forth if we have to add a new one we can follow with to increase our sales percentage. Step after the
prospects are ready to buy, but before you take them to order from. The powerful thing about this Now, the other cool part of this test is where they have sent strategy is that you can increase conversions by following people in the follow up series. They tried an order form that with people going to the order form but never really got the calculator,
one without the calculator and one with the purchase. But my concern has always been that if we do a countdown you can see above. As you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see above. As you can see, the percentage of people we lose who would add the sense of urgency with the countdown you can see above.
This test performed by Mike Filsaimes makes me feel much more comfortable in adding more list226; Step before the order page. Sales (pre-follow-up) seemed to remain 62 `1248; 108 Proven Test Winners THE CALCULATOR CLOSE CONVERSION TASSI STAC Headline 8% increase 12% With Calculator Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Test Winners THE CALCULATOR CLOSE CONVERSION TASSI STAC Headline 8% increase 12% With Calculator Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Test Winners THE CALCULATOR CLOSE CONVERSION TASSI STAC Headline 8% increase 12% With Calculator Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Test Winners THE CALCULATOR CLOSE CONVERSION TASSI STAC Headline 8% increase 12% With Calculator Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written by Russellow-up) seemed to remain 62 `1248; 108 Proven Tested by Mike Filsaime, Written By Russellow-up) seemed to rema
Brunson 11% No Calculator Under the sales video they added a calculator where someone could calculate how much money they would make this was a fresh test that would work well in any type of make with the system when they used it. As you can see, business where people could calculate their results. So the addition of the calculator
contributed to increasing the number of people anything to make related money, diet, finance, etc... which is in the form of order and major conversions. Russell Brunson and Todd Dickerson's VIDEO SPOILER BOX test that they present are engaging and make the person want to watch the rest of the video. This is a simple addition to any test it was
an idea that Mike Filsaime gave us. Under his letter to video sales he added a spoiler box that had a quick description of what would be taught in the video they were watching. Since then we have added these boxes to all our sales
videos that will trigger the conversions quickly! 73% CONTROL WITH BOX SPOILER ADOPTED BELOW VIDEO (16% CONVERSION) TO HAVE HIDDEN Videos is to make sure things DotComSecrets Labs `1243; 63 Do you want to create a business
online? We have tested 720 x 400 vs 640 x 360. We have tested 720 x 400 vs 640 x 360. We have tested 720 wide vs 800 on three occasions WE DIDN226 noted; 128; t think it would be a difference to change the negligible improvement dimension (800 won by about five sales of our video, but it has been proven to do enough
results. Here are the different versions I have tested and how much each version has increased or decreased sales compared to the average conversion: V6 V3 V7 V1 V4 V2 V5 V8 V9 -47% -45% -33% -31% -28% 28 82% 134% Only Text Button Don't delayed Order, Complete Video Controls Text + Video Order Non-delayed But Pause Button Revisitors
Complete Controls Button Delayed Order, Pause Button, Pon-delayed Order Split Pay Button, Pon-delayed Order Split Pay Button, Non-delayed Order Split Pay Button, Non-delayed Order Split Pay Button, Pause Button, Pause Button, Non-delayed Order Split Pay Button, Pause Split Pay Button, Pause Split Pay Button, Pause Button, Non-delayed Order Split Pay Button, Pause Button, Non-delayed Order Split Pay Button, Pause Split Pay Button, Pause Button, Non-delayed Order Split Pay Button, Pause Split Pay Button, Pause Button, Pause Split Pay Button, Pause Split 
button influenced the conversion rate though. head. As Marketers we know that higher is the price more people need to justify themselves and that it is much easier to justify. Although there is a small percentage of buyers who do not carry out the
second payment and the reimbursement rate is higher, the considerable increase in sales still makes this operation very profitable. I believe that this is due, at least in part, to the fact that many people see the price of $ 197 and must start justify it in their dotcomsecrets labs | 65 Order Button Delay Control No Order Button Delay Test by Russell
Brunson and Todd Dickerson Price When we mention the price. This is a test that we performed on the Upsell for one Our supplements, I've noticed a lot of people doing it recently, and logically and we've learned two very interesting things that we are now making sense. What? You've also tested the concept test on all our other offers. Show
the order buttons immediately in the sales videos and recently it continues to win, so we thought the first test should see if we should hide the order button immediately on Upsell. Information about Upsell and show only the video when you can view from this test, showing the order button Visitors come first in the order page,
then show conversions immediately increased by 188.41%. The 188% increase in conversions without the delay of the order button Upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button on Upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button on Upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button on Upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor When the order button upsell 66 | 108 Proven split test winners $4.47 More money earned for every visitor winners $4
fact that the greater part of people bought the only bottle for $69.95 (which taught me a lot about price barriers in this market). But when we removed the Six Bottle option it lowered our profits by 15.06%. Our thinking is that having too
many options can hurt sales, but having a high price offer obviously helps to push people into what they really want to buy. Oh ya, and the last thing we learned is price of products much higher, so think you should and people could just buy them. +83% on the check When Option 3 Bottle was removed -15% compared to the check when Option 6 was
removed the Bottle Option at 83% increase in Russell Brunson and Todd Dickerson's test the next interesting test we did was a decoy test. I've read a lot about decoy tests where you have a high point and a low price. Hope pushing more people at the average price. So we created a bottle option for $ 69.95 (I felt it was too expensive and I thought no
one would have taken it). We then created an option of three bottles for $ 129.95 (which I thought everyone would take) and then a decoy 6 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottle bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottle bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottle bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks $ 5.26 No 3 bottles for $ 229.95. $ 2.87 checks 
optin button that increased our registration conversions by 65.27% and increased our upsell sales by 49.92%. So, earlier this year I was in a genius group and I heard the moral of this story is never to use Facebook connect. Some say they tested using a Facebook login button instead of an optin box and didn't see any drop in conversion rates and
were able to get the person's real Facebook email address (which, by the way, is a good idea to increase the CONVERSION program 65% because an email address that is linked to a Facebook account
were worth about $80 a year, where those that weren't worth less than $1 a year! So, hoping your test was correct, we launched our local black box offering with only that option. Within a few hours we noticed what converts the ions were horrible. So, we quickly scrambled and added an additional email 68 | 108 Proven Split Test Winners 24% Optins
with Facebook Connect 40% Optins With FB Connect and Email Date IT TO ME NOW! To Watch Webina Now Option We had launched our first automated webinar and it was going really well. About that time I saw Rich Schefren had adde. There's an option on his registration form that said, "Watch the replay of yesterday's event now." When I saw
him, I hated him right away. It's going against everything I thought and believed with automated webinars. I thought the real power was taking them to watch the webinar but, thanks to Todd (and against my wishes) has run for two or three weeks, and that's when I got it. I told him to
take it off, but luckily for us, before he did, he looked at the numbers and what he did. Done. It was exciting buring the first few weeks, the 25% of our recordings chose "Watch the replay of yesterday's event now" but what was really exciting is that the 50% of our sales came from those people! Yeah, most of the tests of Russell Brunson and Todd
Dickerson's buyers wanted to watch (and buy) now. So, this is another one of those tests that drove me crazy. After that, I was humiliated again and we show that we shot it about two years ago, so I don't have the exact option A/B from the bottom of the subscription options to the best results, but I can share with you what happened. Default option
The 25% of the declarers chose to watch the webinar reproduction immediately the 50% of our total sales came from those 25% of the declarers webinar! DotComsecrets Labs. 69 Graffiti Witness No testimonials Test by Russell Brunson and Todd Dickerson In our order form for neuracel we had this point that was testimonials added the conversion
rate of the 44% conversion rate of the 44%. At first we don't think Todd's really gone, so he decided to throw in some of our testimonies in text format to fill the open area. And the results...? Well, as you can see, the version of the order form that had the testimonies destroyed the version that didn't. So, the moral of this
story is, when you have extra space, empty, don't leave it empty... Add some graffiti testimonies Frequent Questions from DOPPIA CONVERSIONS Original Test by James Francis New FAQ Section Desk South Support,
waiting for an answer and creating objections in their minds in the meantime. So they maintain their purchasing status for those who do not know me, a $497 is a "mind-made" video for you while the offer in the "Earn Online" Industry called for you The Iron is hot. Plus, the act of answering the questions itself shows: Commissions, which is sold
directly a sales video. We do a lot of separate tests for this, but this one blew up everything 1. There is a question for the product or service, as well as another for water. We received a lot of similar questions in our staff obviously had to ask the questions for the product or service, as well as another for water.
proof in your field, and these at the end of the video itself in a relaxed way would boost sales? 2. You really care about your clients because you're taking the time to help them with their questions and for Yeehaw! The FAQ section at the end of our sales video comes to a decision (although this was your main
actually doubled our conversion rate. In fact, Google's target from the start). Content Experiments was so confident of the result that it heavily weighed traffic on the payout To implement this concept in your sales videos, just order the version about halfway through the emails or support tickets of your prospective customers to find the most
frequently asked questions people ask. The theory behind all this is that "having their questions answered in a positive, benefit-oriented way, ultimately the answers in the video itself prevent the people in the sales video "after the last call to action" from relaxing, moving away from our main sales message to contact our soft-selling style.
DotComSecrets Labs |71 PAYMENT OPTIONS Win Full Payment + 2-Pay Option Test by James Francis 2-Pay Option Choose full or partial payment. In addition, all the funds of the split payment plan have been raised too much, which means we haven't "lost" on any other great test we've done for our Done For You profit. People just love a good deal
of financing "especially Offer is linked to the price and accessibility. When the price point is superior to what they are used to. How the price point is superior to what most beginners in the in the Online money industry are used to. How the price point is superior to what most beginners in the in the Online money industry are used to.
video sales CONVERSION RATE 217% increase would increase conversions. The sales video remained exactly the same without mentioning the split payment option (to encourage full payment option), and below it was a simple selection of radio buttons created using a simple selection of radio buttons c
The split payment has simply been set up as a recurring monthly payment within our payment processor. As you can see, the obvious winner that more than tripled our conversion rates was the version with a choice of 72 | 108 Winners Try Split Test .33% Full Pay Only 1.05% 2-Pay Option Added Now, there are several conversion items at work here.
 "Best", because people in this industry want results in the shortest possible time, and it's much more specific than just using our favorites. The payment (as it eliminates the possibility In the same way, it is in human nature to hate the expectation for
things a subtle but powerful element is the preferred choice (i.e. (especially when you ¦ Â' Â' Project delivered on the final monthly paymentÂ" not only in bold, as it draws more attention to it and you see from tells the prospectus the terms of the payment plan (removing the prospectus as the main call-to-action. Also, with total confusion after
their payment), but also makes the choice faster payment option price. Point, point, I highly recommend setting up a split test with some
kind of payment plan, as you Å ¢ â € a € instead of a How many extra sales do. Order Button Delay Russell Test Brunson and Todd Dickerson 2.8% 11 Minute Button Clock
Delay Module in the sales video until the price is mentioned. But once again ... showing the order button won immediately. This is one that we tried more and more enveloped, and I continue to wait for stopping to win. The common thought if you are delaying your purchase option, you are probably among most of the Marketers is always that you
should wait to show lose a lot of money ... Turn it as soon as possible! Dotcomsecrets labs | 73 Change Three Words Control Test by Russell Brunson and Todd Dickerson O^2 \sim \sim \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and perhaps because DIDN226; \hat{a} \notin \hat{A}; Option of these options, and \hat{A} \notin \hat{A} is the perhaps because DIDN226; \hat{A} \notin \hat{A} is the perhaps bec
starting some of the crazy tests we had with the option, which gave everyone a way to answer this landing page, I want to thank you Daegan Smith. He properly demand. The next two tests we have made on this have been separate tests This compression page for over six years and landing page are shown on pages 74 and 75. He created an incredible
people didn't hear about us from a 74 | 108 Tested Winners Split Test $ 0.32 Control $ 0.97 Ä «Other» Option Added Specific number in Headline Control (1,000 in Headline with version 34% increase I had supposed to be true
Our first title said he would help you add 1,000 new leads a day to your email list, where the test has given a very specific number: 1,198 people per day. I think when you see a rounded number for excess or default, people suppose you are pulling to guess. But when you see a rounded number for excess or default, people per day. I think when you see a rounded number for excess or default, people suppose you are pulling to guess. But when you see a rounded number for excess or default, people suppose you are pulling to guess. But when you see a rounded number for excess or default, people suppose you are pulling to guess. But when you see a rounded number for excess or default, people suppose you are pulling to guess.
seen an increase of 33.56% in conversions using 1,198! 1.23% Control 1.64% 1.198 in Headline DotComsecrets Labs | 75 Tweaking the Frame Control (Get Your Access) Test by Russell Brunson and Todd Dickerson end up in their mind that close the sales circuit, where when they see  «Get your access! Å» The Loop The only difference between
these two Images is that excites them for the ext phase of the process. We changed the text of the three passage from «to finishâ» to â â a «Finishing your access! »It has increased our OPTINS by 18%. In fact, well where we are bringing someone
enters every page of your website through Fortuna Todd looked at a while closer to see how he had had a huge impact on the actions they take on that page. Sales, and what he found was a bit strange at first. The page that had the option  «Finishing» may have the options of the 18%, but decreased sales of the 31%. After discussing why © what
Todd Dickerson in Page Form on the right then the first test was to have a button that led you to a new order form this test set It was something I was an open expiry enthusiastic on the same page. This was a test with which it seemed to me to know. For years we have made the order modules in two who
were going to win, and I am very happy to announce the step process, where someone would look at the sales video, which I was right! Having the order form on the page increased then after watching it, click our dramatically conversions on an order button. (It's embarrassing how and be brought to a new page by order. Evil has been beaten). For a
long time I wanted to test it, but until recently, the second test of this series was to have the form we were using Clickbank on all our sales funnels, so where people fill out their credit card data On the left he was unable to make order modules online. Against the right. My thoughts were that if someone is filling out a form and e'piu 'near the scroll
bar, which but since we recently moved from Clickbank, conversions increased. We have seen similar things to open a new world of experiments we can try. With Optin shapes, so I thought it would have carried out to order the DotComsecrets laboratories | 77 Order Form SMACKON, CONT. Shapes. But unfortunately for me, this time I was wrong
Pretty crazy considering that we have not touched the sales video for some reason the order form on the left side was still! How much you have increased yours beating that we have not touched the sales video for some Brad Callen took one of our tests on the landing page, landing, Check weeks now. I kept hoping he'd lose, but so far, no luck. "Hey,
buddy, Friday, I tested the comment on Facebook We have some new tests running on this order form that the style testimonies against the witness style we used earlier are exciting, but we still don't have enough results to show that it was just our drawing. The testimony on Facebook off. But so far in just sixty days we have been able to increase the
s tyl has surpassed the other, great time. 217 front end vs conversions of the front part of the inlet DotComSecretsX fan 287 front end. This is quite important, considering it has not been one of over 500% and the conversions of order forms to over 300%. our video for sale to all." ORDER FORM CONVERSION TASSE 75% increase 1.4% control
78%1248; 108 Proven Split Test Winners 2.5% On the page module on the left 2% On the page module on the right 7.S. 30 DAY TRIALS 7 Day Trial (Control) by Magdalena Georgieva from Hubspot. com The screenshot above is of a call-to-action A/B test that 30 Day Trial (Treatment) CONVERSION TASSO 110% has tried to compare two types of
marketing offer. The image actually illustrates which HubSpotsh226 homepage; He used it to appear in 2010! Originally, HubSpot226; The homepage of our community has offered a free trial of seven days. However, we were curious to see if offering a longer trial period would have attracted more visitors to sign. Would that have a significant effect?
In this case, our control was a variant that offered the free trial of thirty days, and the treatment offered a free trial of thirty days. The test results showed that the free trial of thirty days attracted more visitors and had one. 33% 7 Day Trial on conversion rates. The 30-day free trial won with a confidence rate and created are
110% increase in tests without HubSpot. The control had a conversion rate 0.326% of visitors-a-free-trial, while scanning the QR code or go to the website below to see more tests: The treatment had a visitor conversion rate 0.326% of visitors conversion rate of 0709%. DotComsecrets Labs. 79 No credit card required with no credit card required with no credit card required with no credit card required by Neil Patel from Quicksprout. com
increase the front-end subscriptions of the 50% and the total paid customers of the 50%. Although the 50% is not as big as the 500%, it is still a big increase. 80"1244; 108 TEST OF SPLIT TEXT WINNERS FORWARD WITH LABS RECEIVED CREDIT CARD 1241; 81 The slide that immediately gave us a 25% race! Test by Russell Brunson and Todd
Dickerson Last summer I was sitting on a boat home with Kirtsen Christiansen who has an automatic webinar right now in the commercial niche that is killing him. While we were sitting on the boat, he pulled his phone out of his pocket and showed me his e-mail box. What he saw shocked me. There were two pages of e-mail from the increase of the
25% of profits when we included a slide that showed perspectives how to contact us for questions. The people who called him and left their credit cards in a answering machine! I asked what you did, and you told me that in your webinar, when you reach your CTA, you give your customers the ability to order online, or they can call and place the
order... But he did it with a twist. If they wanted to buy, but they had a question before they ordered, they were told a number of Google vowels and leave their question and then invoice their credit card. But the key to that was to
point out that they needed to leave their questions to run their credit card to block their position. I got excited about it, so when I came home I found his She looked at him and saw what he did. Then I went back to my automated webinar that had worked for months, and I modified a slide (shown here). We immediately started receiving calls every
day. After the dust deposited, we looked at the statistics and saw an immediate increase in profits from more than 25 percent. My thoughts are that there is a percentage of your customers who want to buy, but they only have one question, they will buy it.
82'1248; 108 samples Split Test Winners PAYPAL226; 128? You'll be able to kick my ass in our booth! PayPal Bill Me later Option Test by Russell Brunson and Todd Dickerson StoreCoach. Using BML before paying anything... I'm sure that if I had used that pitch I could easily get over a 50% increase, m to ahem, I 128; I want to preface this test with
the fact that if I trusted PayPal, scared of PayPal stealing my money. I'd use this on everything I've sold. But there had too many PayPal accounts closed, so we were a little shy with this so what we did instead, after people left the flow of order, we tested, but still were able to get a huge 30 to 35 percent increase live chat exit made them about a
financing option... that in sales on one of our high ticket offers. Let me explain. it was just us pushing to a version of our order form with a video up showing them how to use Bill Me later. Bill Later226 PayPal? Program allows your customers to purchase an e mail added to the follow-up sequence to webinar your product, you get the money
immediately, but are present that they have seen but have not purchased. Amongst these donations pay interest (or other) for six But here's two things we've seen an immediate increase in sales of 30% to kicker£Â after 60 days, they canÂt refund, and PayPal makes 35% on a t offer at $725. All the collections for you! Cool, don't you think? After
mentioning this this few friends, I saw our friends so, if I were pitching so difficult on a webinar, my script would be storecoach.com implement as one of their cores to be, A «and to show that what I worked, you I will leave options (although given more priority than their normal order, buy it, and use it for six months before you ever have button).
Here are the results: PROMO # 1: $ 6.25 EPC Recurring Smart Webinar accounts Sold: 34 Å ¢ & Total revenues: $ 7,191 Å ¢ â ¢ Total revenues: $ 7,191 Å ¢ â ¢ Total revenues: $ 7,191 I think we know the right way to promote the
which we increase the total income of 109% forget that the biggest thing we can change (which often will have the most impact) is our offer. Give a look at the enormous increase that Mike has seen by changing the offer of him: we have just raised Smarter Webinar, an automated webinar service $ 47 / month to our list. We took two approaches and
made a small split test: Å ¢ å ¢ promo # 1: sell a precious, low offer ($ 19 for 20 made for you presentations email scripts, etc.), then sell Webinar Smarter as the upsell with the discount offer the first month. So the total they paid today is only $47, the normal cost of a month. Smarter Webinar. 84 | 108 tried Test Winners Split $ 3,441 Low End Offer
contacts into partial sales simply by answering a question or two. (I think she herself could close a much higher if she had been able to get a suspension of more people). Because this test worked so well, we decided to test a number of various call centers to see how much of a closing percentage they are able to get if they call the test prospects of
Russell Brunson and Todd Dickerson within an hour of their order and can more easily follow with them if they are not able to get a suspension of them. When we launched our supplement offer, we decided to do a two-step order form where we would like to order a game. We were with this two-step order process in address and phone number on a
shipping page, and some markets now, and I'm very excited about them and get the data of the credit card. First of all, you get much higher conversion by doing two step order modules (more configuring this I was looking at a lot of other
similar style offers, and I would always order them to see process their sales. One night, after filling out an order form for some one ¢ Secondly, you can email those leads and have them convert to miracle buyers supplement - I was too lazy to find My credit card for the order and instead decided to go to bed. The next morning I received a call from
a call center asking me if I asked questions about the order and if they could help me â ¢ thirdly, we are now able to call them on the phone and convert an even higher percentage 10 % Partial percentage Who bought after calling and answered a question or two. DotComsecrets Labs |. 85 Phone order EXIT-POP Create a 65% elevator! POP
output with phone number We later had a POP output which offered our visitors a discount on shipping if they ordered now. While we thought it was a good idea, the number of sales we got was almost zero. That's when we decided to change the output POP to say, "Are you nervous to order online? If so, call this phone number. Elevator to 65% for
sale after adding a POP output that gave people the opportunity to call and order by phone. We also added more emails in our system test follow-up Russell Brunson and Todd Dickerson telling them if they are nervous to order online to call us and we will have someone pick up their order. Since I'm not sure this strategy will give the same elevator in
all the added phone numbers in these three locations we markets, but with our supplement, we've seen an elevator of 65 percent in sales from phones. Old demographics and many of them are nervous to order online. At the beginning we added a phone number again, I'm not sure if this will translate the same for all the headers of our sites, and
instantly we saw a percentage of markets, but my guess is that you'll see an increase online and sales start going into that phone number. Offline sales by immediately adding phone order options. Our eight-figure call center is cript test by Russell Brunson and Todd Dickerson House Call Center in Boise, Idaho. As we went from a sales person to over
60 years old we had to create systems and as many of you know, for about five years we ran an 86 | 108 divided test winning scripts bought that helped us Our process and build a business of eight figures. Whenever we have taken a new seller, we will give them our sales script and a DVD that teach the four parts of the script. Scan the QR code or go
to the website below to get the printable version of our sales script: 1. Introduction 2. The IL 3. Probe 4. The schedule was supposed to memorize the script that night and come back for a second interview. If they could learn script writing, they would run me (and themselves) a lot of processes. And I'll show you how we rigged that money. It was easy
to stick to the script, make money. process in a very powerful three-step process (liner/setter/close) and also I'm going to give you the four training courses Download the full printable version of our script on tinyurl. video we gave each new rental. com/7FigureSetScript or scanning the QR code on the right. You can edit this script and use it to make
money Watching these four videos will help you learn the script in any niche. Follows a process of two people setter/closer, even better and you can give it to your salespeople and have my guys train your guys. So, look for those videos on the next page, I'll explain you more about how to set/close the next page! DotComSecrets Labs | 87 THE 2-Step
CALL CENTRE Each of these vendors has over $1 million in sales Written by Russell Brunson every year! On the last page I gave you the sales people. For years, people begged me to get a copy of the videos when we hired a new salesman, we gave it to them to use to train their
salespeople, but I have a script and a DVD to watch with our top four salespeople always said no... until today. Here are the videos from our senior training on how to use it. Four vendors showing how to use our script. Introduction VIDEO FULL The Blast Scan the QR code or go to the
website below to The video: The Probe The Commitment Scan the QR code or go to the website below to watch the website below to wa
LEADE +200% started by calling all our customers who had purchased a product, and offering them our high end coaching program. At first we were very successful, but since we didn't know what we were doing at the time, we tried and tested a lot of things. One of the first things we found was that if we figured out when we would call our clues, we
could get how much money we made from each client. If we called too early, then they do forgotten who we were, and moved on to the next thing. About two weeks later, one of the sales guys asked me if it
was possible to get more of those "calls" leads. I said, "We found it our place to call them among themselves, if he liked them, and when he answered, for most of the 14th and 28th. That's when we saw the highest DPL that its sales came from them before, and I went back and actually, actually dollars per lead. On average, we would have made about
$150 to look at the numbers every lead we called during that time. What I found out shocked me. The people who started the then one day we had an idea. It was actually a marketing call shot from the letter to WC were worth $450 per lead! I'm a genius, but it was created by laziness. Some of our sales think this was caused by two reasons: the kids
complained and said, "I wish people would call us instead." I thought it was funny, but before the wheels, they drove our hyperactive buyers to The hands and in my head started to turn ... So I wrote a quick ticket now. Second, changed the status of the call. When (which has become known as the "Letter A of the toilet") that a sales person calls it, it's
not Something that most immediately sends to all buyers. They would call a phone that is not looking for now, and it takes a lot to build rape and number by requesting a free CD and some control lists. When we have the sale. But when the customer calls you to claim their call, would go to one of our live sellers. Free gift, start the call on another note
They would have had their address, and sent the package ... but then, while there was the person on the phone, they went, we discovered that we had similar numbers for anyone who entered their sales calls. called before making the outgoing sales call, so we added this same call to act on our "thanksgiving pages", we managed this campaign for
more than a month, and I had (stupidly) our e-mail Follow sequences and anywhere we could think that it didn't work, so when we finish the bathroom add it in. Web226; â € œI included the complete letter of the toilet in the next letter, I told our team to stop sending. Pages of this book. Dotcomsecrets labs | 89 Exclusive gift "Thanks" Gift: "Find out
how you can grab my "take-you-by-the-hand" action checklist that you will report again and again during your shoulders, checking your work, to make suggestions and recommend improvements while you take action on all the knowledge of the rich building that you
will earn like one of my precious customers! Dear Internet Marketer, like you know, I live, eat and breath Marketing ibrary that is worth more than 200,000. And I teach marketing to live through workshops, teleseminaries and groups of coaches. Yet, not even I can remember everything. I mean, it is essolute impossible to
remember every marketing tactics, Makeup, secret emulation, and the strategy of creating products from my head. à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP MHTÃ, 163; à ¥ -½91e, 1') M (, HNP M
myself the critical strategies that I have to take to extract as much profitable as possible from my business! Let me tell you, it came back to me so many times! Like when my search engine optimization efforts were not skyrocketing my place at the top of Google. Instead of trying to filter with the years of knowledge of Search Engine in my head to
calculate towards the external what was wrong, I simply referred to my action list of action and I discovered the crucial strategy I left out. Or when I wrote a letter of sales that wasn't converting anything. Instead of trying to remember every secret copywriting from all the books that I have read, I referred just to my trusted checklist to calculate
towards the outside that I had ignored a critical copywriting rule. Let's just say that ... this checklist has left my sitting over and over again ... n Reven and A-¿1â "2e from Flushing Money down the toilet! You see, about a year ago, while I was doing a two-hour call for one of my $ 10,000 instructors, I had a revelation. Since it is my duty to give too
much weight whenever I teach "young entrepreneurs,", I have flooded my students with as many information possible and wealth creation. OVER-R-à ¢ âžâ ¢ 90 | 108 Proven Winners of the Split Test ï¿1â" 2,61ï¿1â" 2 But there was a problem: I was passing through the way Material too fast! Students were going through a
serious A «Overload of informationâ» and desperately asked a simple step-by-step control list on what to do after !!! So I decided to reveal my list to all those who called me. And I also revealed to the Più me students who paid a lot of money to learn from me. I mean, that He's saved me so many times, I can't count them. If you helped me, you can
definitely help with your business! At first I wanted to give my checklist to ALL my clients. But then I decided to be selective about who gets it. I mean, I spent hours and hours creating this checklist only to my best customers
who pay me more than $10000 to train them and to a few who have bought my high-ticket courses where I pay up to $1497. Hell, the checklist was recently included in my home study course that I sold last year for $997... But now it's off the market! To be honest, this stuff is too valuable to give to anyone. So I kept my watch list under close cover...
I'll give you the EXACT SAME checklist I use every day as a thank you for being my student. You see, this checklist is a Cliff Notes version of my millionaire project that include the generation of ideas, the preparation, the
development of products, the structure of the website, emulation and the generation of traffic. You will be able to browse this six-page document working and easily control everything. This checklist will really become a "trusted friend" for your entire wealth
building career! Here are just some of the "Insider" tips that you will discover (and constantly be remembered by} When you refer to my list of actions Daily! 226; 128; (believe me, I discovered this HARD way how I had to live with Ramen's noodles for a while in college to survive! 9239;191; ® O ® O ®; O ® the six secret sources I use to find high
quality workers who will do all the work for me (forget to do everything you yourself when you can delegate and focus on the monetary functions of your economic activities!) The twelve company functions of your economic activities!) The twelve company functions of your economic activities!)
content (if you think you are limited to only ebooks and mp3s, you are severely severely severely severely severely botComSecretars Labs 1249162; My simple strategic plan 3 for conducting impeccable research on research products (this (thiisithes the read-and butter of how I was able to create products my target market constantly salivated for!) butter of
how I was able to create products my target market constantly salivates for!) Merchants 6-6-use The use to print my newsletter, newsletter, fulfill my orders, orders, duplicate CDs, CDs and create flawless workers (not to don't do 128;;don't even reveal this "closely monitored" guarantee~128;info infoat atmy$50000seminars!) seminars!) How to use
the product creation feedback you have received to generate a picture for the letter of sale in cash. (Most marketers are unaware of this strategy and fall flat on their
faces when it comes to making sales!) They fall flat on their faces when it comes to making sales!) It is my secret profit-drawing my prof
money! Oh, yeah? 15 strategy plan to make My 15 make sure your website is about to reach the level of cleanup any number of possible orders (mis s just one of these strategy strategies and prepare to download your website ads only';122; down the toilet!) Toilet!! It is the right way to capture acquisitions of joint venture partners and joint venture.
affiliates with affiliates throughout world; What? Promote your products (Enough of yours (No one: no one: this is where you can make the big money!) GREAT!) 12.12 Strategies that YOU MUST use to spread tons of free-trade product on your website (these my overseas workers who work tirelessly for are the same strategies that I put in (these
that it does not wear out after repeated use. But to make sure you fully understand the importance of every strategy on this checklist I intend to soften the deliveries last (more on the one below) I also intend to throw in a six mp3 audio set where I go into the explicit details on each checkpoint. These exclusive
mp3 were created ONLY for students who bought my home course $997 I sold last year. I expose above every single checkpoint to make sure that anyone can act on q These timeless action strategies by millions of dollars. Each audio lasts more than an hour, so it's six hours of no-fluff, no-filler content that I'm inserting as a "thank you" to be one of
my esteemed customers. So, Russell, what's your checklist of "Dr. Secrets" shares worth? You probably wasted time on fake advice given by that forum expert with a the number of posts that destroyed your advertising budget.
92'1248; 108 Winners Tried DotComSecrets Labs 12493 Russell Brunson's DotCom Secrets ACTION CHECKLIST R / V / VI request form, Russell! I want to get your hands over your time-tested and provemilliondollar dotcomdotcom secrets action chee for free !!! â € œ ND start slicing years of years to scratch millions-Dollar
Actionschecklist for free !!! â € "and StarThrough Slice through my head Wonder take a strategy to undertake a business! I understand HAVE ATTIONACTION CHECKLIST RUSH-SHIPPED TO METO SOME CAN IT EVERY DAY IN TAKEOMY TAKE
ONLINE your RUSH-SHIP-shipped checklist I can refer to it every in to take my business in theintosphere! Here's what the HereÄ ¢ â|s ÃÃ ¢ Â|ll get corsiped travel-shipped to me: me: Ã ¢ â ¢ the dotcomsecrets action checklist disassemble any critical strategy necessary to build an online business profitable.
The strategies are divided into 6 phases that include the generation of the idea, preparation, product development, website structure, copywriting I have to do without shaking my brain trying to "understand" if I remembered everything!
ï¿1â "2ï¿1â" 2ï¿1â" 2ï¿1â" 2,, A CD containing 6 ï¿1â "2ours of MP3s explaining All Checkpoint to make sure to understand and act on these timeless action strategies from millions of dollars. I realize that they were previously available only for your students who bought your $ 997 domestic studio course. Each audio lasts more than
one hour, so there are six hours of content Å «No-Fluff, no-fillerâ» that you are inserting like Å «Thanks» to be your student! To find out how you can get this timeless resource to refer to more and more sometimes during your free wealth construction career: our 24-hour hotline on 24 to 1-800-272-6871 EXT. 2345 94'1248; 108 proven winners of the
coupons. Instead of publishing only the actual coupon, we now publish them with a funny image attached. You'll notice that the first coupon had 2 likes, and 146 shares! Since we added this to our shipping style, we've seen a 20% increase in profits across the line at this company! 350 146 FACEBOOK LIKES
WITH FUNNY IMAGE ADDED FACEBOOK SHARES WITH FUNNY IMAGE ADDED 96 | 108 Proven Test Winners 20% INCREASE IN PROFITS ACROSS THE BANNER FROM THE DISCOVER FUNNY IMAGES IN OUR POSTS Written by Justin Goff 3 STEP BANNER AD TEST I still use it today... Start by creating five completely different banners of the
Style DotComSecrets Labs | 97 3 STEP BANNER AD TEST, CONT. Once you find a winner from that group take that style over the rest in CTR and conversions. Once you find a banner and test 10+ variants. Change the copy, call the banner that works, expand that banner to all actions and images. Try to find changes that increase the CTR. Make the
main size flags you can buy traffic for (160x600, 728x90 this until you find two to three which are head and shoulders etc...). Rinse and repeat. AD FREQUENCY CAPS Russell Brunson In the last thirty days, we've done a lot more 68% of increase in media purchases, and I've struggled to understand how often we should show someone our ads. I'd
OVER.01% WITH NESSO CAP Based on your results we started to show our ads a One person twice a day, and cut the costs and kept high quality. Now we are testing some other frequency caps, but from now on, 2/24 (showing our ads a maximum of twice over a period 24 hours) is our control. 98 | 108 Proven Split Winners Test Written by Russell
Brunson Sellow Me! Ã ¢ â € ¢ Add the literal callout "here": (27% increase) "You should follow me on Twitter here." - 12.81% This test was posted by Dustin posted on his site: sentence pointing to his Twitter account. The goal of him was to test
together with the click and "Follow me on Twitter" is a direct command. Go through the rates for each: the link to a literal call "here" provides a clear location to click. I tried other permutations that have blurred the A \phi â \phi starting from a statement: command, I used the word "please" instead of "should" and "I'm on twitter". 4.70% CTR made the
TwitterFollow Follow Fo
basically used the same message in announcements. We love to run these ads from a fanpage that is linked to what's the biggest difference you notice from these two offerings. We will typically use a client's fanpage that is linked to what's the biggest difference you notice from these ads from a fanpage that is linked to what's the biggest difference you notice from these two offerings. We will typically use a client's fanpage that is linked to what's the biggest difference you notice from these two offerings.
remember that these posts are not promoted. This news ad. particular type of ad is called an unpublished Link Post, or as we like to call it, a Dark Post. That means it isn't showing Did you notice the social aspect? With news ads, people up for the wall and annoy your followers, but it comes can type, comment, and even share your ad! Thatâ is
  owerful from your fan page. Social tests! Or can you take all the ninjas, create another fan page, and get what kind of results can you expect from that? With the appearance of a support! campaign above we have seen a decrease in the cost per acquisition by over 66% switching from the use of the Rightand Sidebar There is some main
involved in this though. Newsffeed announcement! This means an average CPA of $300 you need to monitor your page226; 128;s notifications to ensure they have dropped below $100. Negative comments are suppressed. Since itÂÂÂs paid ads some people receive their panties in a wad and really negative post Here226;ÂÂ is another example of a
decision based on other people who come to your product's defense. However, when someone is really bad and this ad had odds 832. Whenever someone shared it their friends and come back and also so they no longer see our ads. followers to see. It's a great
social test every time it happens. You need traffic? If you want your campaigns to be managed A team of experts, consult our more similar to word of mouth than advertising for a fee. Study of study on imcalable.com
dotcomsecrets labs | 101 Postcard vs. Tearsheet Tearsheet (Front and Back) Test by Russell Brunson and Todd Dickerson then, so I threw it away. Five years have passed, and I was at an event by Dan Kennedy, and I heard a guy talk. My first experience with a lacrimal sheet was fantastic. I was talking about a secret that had begun to use called A
«lacrimal chandeliers. Wedding that what I had received that day was a sheet of tears. He also said the sizes of the envelope. So I opened it and tested the copy on the yellow note, I saw an article that seemed to have been torn from one and discovered that «Jâ» converted better than any other letter. Newspaper, and above there was a yellow ticket
that said: Â «Hey Russell, I thought you liked this! - I got excited so much that I immediately went to make my first tear towel. I sent him to our lists and even to everyone like Cool, Jason (or so I thought) has sent this to me. My Internet Marketing friends. About three days later I opened the article and had something to do with received a message
from Mike Filsime that says: Â «Friend, Jason sent mortgages and real estate. I didn't understand everything they write about you in the newspaper ... Very Figo.â € Joel 102 | 108 Proven Split Test Winners Comm Me also called me saying that one of him's students sent him to so, after returning from the Mastermind meeting, we received a dozen
other emails. This tear decided to a postcard and a rip and see that he had also deceived the entrepreneurs who do nothing but be the winner. It's possible. Both of you here. You can guess marketing all day! For some reason (which does not do what test has won? logical sense), we have never sent another tear sheet. Then last summer, D.C.
Fawcett showed me some tests for correspondence. Well, I'm happy to report that the torn paper destroyed what he had done, and in every test he had done, and in every test he had done, the torn postcard of all the tests. I can't wait to start spreading our tears and make a postcard. leaflet campaigns for this offer, and also in our other niches. Cartolina (Front and Back)
DotComSecrets Labs `1243; 103 BLATANT PITCH VS. CURIOSITY EMAIL TASTO OPEN TOTAL 119% increase 7% decrease 13.4% Curiosity Basata 12.5% Blatant Pitch As you can see, the pitch palese had less openness, But he made twice the
money! Ken Hammond presented a very interesting test in the Facebook group and won $500. This test reminded me of a conversation I had with a friend a few years back. He said he tested dozens of subjects that Ken sent an e mail to his yoga list testing these two lines every time he sent e-mails and constantly the object: those who did the best for
him were just the name of the product in the object. Keep calm and practice yoga? Bolster Special: Buy One, Get One for Free! (Blatant Pitch) His thought was that we spend a lot of time naming our products and that only the product in the object. Keep calm and practice yoga? Bolster Special: Buy One, Get One for Free! (Blatant Pitch) His thought was that we spend a lot of time naming our products and that only the product in the object.
fairly high open rate, but did it earn him more? Curiosity that you also get increased open rates. 104 `1248; 108 Tried winners Split Tests THE POSTCARD SMACKDOWN Test by Russell Brunson and Dickerson This was a funny countryside because we were testing three lists and three postcards. It was hard to set the phone numbers and
the order process, but after it was done, we bet everyone on up Postcard We thought he would win. What we found was interesting. Of the three lists we tested, only a bill made. The other two bombed. But the good news is that the winning list has a universe of over 600,000 people and a good hotline that should keep sales coming for years to come.
Now, on postcards. One of them was bad ... very bad ... can you guess what? If you guessed the pink postcard with testimonies in the middle ... you were right. Not a single sale came from this postcard. Which is sin, because I wanted to test a postcard that only had a testimony and a subsequent telephone number, but the numbers didn't look good.
The next two postcards were a bit closer, but we had a defined winner (with an asterisk next to him). Blue postcard lost, but a percentage of postcards affects people's mail boxes after the deadline we had printed on paper. So what could have caused the decrease in sales. But with that, the pink postcard with the title "suffer from pain related to
neuropathy?" Won. I'm curious to do two more tests ... I want to try the blue postcard with the title from the pink postcard. The reason why it is when I asked my wife that she was. Very interesting ... I also want to test a
tearsheet. Sheets tears have beaten postcard for us, so I want to see if this will also be present in this niche. Dotcomsecrets Labs |. 105 We have a new champion! Neuracel winning postcard. This postcard has previously beat two two postcard variants. 106 |. 108 Winners of the proven divided
test 30 Subscribe to our new test Of protagonist sheets that make it the overall winner we use for our large Neuracal Rollout postcard (previous winner) had crowned a winner. So we put the ruling sample against our new photo leaf. Now, in the past, we never have A postcard struck a picture paper, but we thought maybe this time it could happen.
So, we sent both to Mailing House, sent every piece to 1.500 people (for a total of 3.000 pieces sent) and waited to see what would happen. After the results came back, we had a definite winner! Paper: 20-proof Tearchese: 30-proof So, you know what that means, right? It's time for the Russell Brunson and Todd Dickerson roll out test! We start buying
a bigger hotline with this photo sheet, and then start testing! Desktop and De
shown only on Desktop, including the press column and the right column. We're all on our phones all day every day. But, how often do we click on one of the ads in our news of our newsfeed as we are sliding on Facebook and actually opt-in to a page? Me, not so often. Let's take a look at the benefits of targeting everyone (including cell phone) as
opposed to just targeting the desktop. For beginners, your audience will be bigger. This targeting includes Mobile, it makes sense. 6.11 Targeting the desktop AD only almost 0,07%. But, as we all know (at least we should) CTR
compared to the destination announcement all and a main cost of $3,62 vs $6.11 alone. It is not always the best measure of how good an announcement is. This is a 60% cost difference! DotComsecrets Labs. 107 Maintaining traffic on Facebook, Lucky by Justin of imscalable. com URL when using a Fanpage tab and lead costs have decreased beyond
300%! In addition, your website will generate a commitment. The way Facebook makes money from people clicking on ads. Someone obviously has to browse on Facebook a long time can keep up your ads, unless you & Announcement you are
running a mobile person Furthermore, at the inside of their site, we advise you to set up newsfeed advertising campaigns. Understanding this, we give a look at how to direct traffic to your page we will have some test results that explain more about this destination page, then applying how to send
traffic to a Facebook page, but actually sending them to your URL. You can get this result using a redirection iframe. We use Woobox Stop removing traffic from Facebook! They do not like. And it's very simple to configure. Create a muddle card and use a fanpage tab Redirect traffic to your landing Select Redirect, enter the monitoring URL, save the
setting, and pages and watch your CTR go up and your CPC get off. Choose this tab for your ad to go to. Do you need traffic? If you want to have yours we tested this and more times and our results always have campaigns run by a team of experts, check our state much better to drive traffic to an external URL. Studio cases at imscalable.com or
contact us at [email, protected] For example, we have passed from driving traffic to an imposcolable.com external Link CPA = $ 10.63 Design Cheat Sheet Written by Russell Brunson, Infographic by Adchop.com is now
printed next to my desk and use it every time I create new ads. I thought it would be an impressive infographic from Adchop.com, and resource for all DCSLabs members! Dotcomsecrets labs | 109 Written by Russell Brunson and DC Fawcett at the same number of people to determine a winner. Paper two with the image of a
personalized check won last summer I had the opportunity to go out with Agent Fawcett, getting him as a marketer. During our Mastermind meeting he showed part of his à ¢ â, ¬ (¢ postcard 1 lost $ 195, he had a $ 9 CPL and a ROI of -81% email campaigns and I was so excited and
impressed à ¢ â,¬ â ¢ Postcard 2 made a profit of $ 304, had a $ 7 CPL and a 126% ROI I asked if it is willing to share some of its tests with the DCS Labs members. He lets you walk through her postcards, every 110 | 108 proven divided test
winners \hat{A} \notin \hat{a}, \neg \hat{a} \notin \hat{c} Postcard 3 made a profit of $ 418 but the CPL was higher than postcard 2 to $ 8. The ROI for this postcard was 86%. Here's what DC said about these results: \hat{A} \notin \hat{a}, \neg \hat{A} "Postcard 2 was the winner of our test with the higher copy of a different split divided before spending a lot of return on the investment. We are using this
postcard for this money in a campaign because you want to determine the product offer now that we have determined a winner. Copy that will give you the best bitter for your buck. Postcard 2 (front and rear) 112 | 108 Test Winners Divided Personalized Control, CONT.
Postcard 3 (front and rear) Dotcomsecrets Labs | 113 The right prices: $ 37, $ 47, $ 77, $ 97, 2 payments of $ 37, 2 payments of $ 37, 2 payments of $ 47. Find out
the price price would be the winner. I have rarely divided the test price points, so it made me excited for the three funding shown to start starting to look closer to I'm doing so that I can test a little to implement this test using the winning card
from the inlet 1 114 to 1248; 108 proven split Winners with $ 16.15 CPE and $ 2,664 in total revenue. Funnel 2 The right price, CONT. Funnel 3 dotcomsecrets labs | 115 my dirty conversion secret unique ctr test guessed by russell brunson and todd dickerson 122% increase this email line test was impressive because after it was over, I asked five
famous marketers who thought would have won, and each of them Wrong !!! Here are the two thematic lines: Å ¢ â €; 162; Attention: they are trying to keep you fat: (à £ šâ € â € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € â € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € â € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € â € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (a £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (b £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning: they are trying to keep you fat: (b £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning" they are trying to keep you fat: (b £ šâ € c my weight loss "dirty" small secret ... so ... can you guess which object line won? The default setting for the test was "Warning" they are trying to keep you fat: (b £ šâ € c my weight loss "dirty" they are trying to keep you fat: (b £ šâ € c my weight loss "dirty" the
didn't have to test four versions of the line A of the subject, but Stats, I know that the e-mail made us a lot of money. They have Made a mistake. That e-mail is out, but they have only a subject line. You can see the Results here: so I decided to make a variation of that for this spla t test. Verify the results: Yes, we had a single click rate of Clickthrough.
\tilde{A} \phi \hat{a} \in \hat{a} \in
mail back to 100,000 people just to see our unique clickthrough rates yes, my dirty little secret thread the other variations. You can see them here: it has become the title on our compression page, banner ads and also Sales videos. The moral of this story? Turn your "secrets" into "dirty little secrets." UPDATE: After finding the
winning variation, we tested some starting now, none of these other variations made .4%, so other variations made it. Initially we posted that we seem to be the champion of the kingdom is still "dirty weight loss" in a list of 1.08 million people in Archamax, and their little secrets ... It is 116 | 108 Winners Test Winners Small
Ads by Russell Brunson and Todd Dickerson As some of you might know, I had my start in this business when I was about 12 years old, and I saw an infomercial from Don Lapre talking about "tiny classified ads." I was sold on the concept and I begged my dad for $40 to buy his kit. Like being a good father, he told me to mow the lawn to make money.
Over the next month, I mowed the lawn every week and saved it to buy its product. I still remember eagerly waiting for the course to come. I don't have to love myself very much to help me get into this business and opening my eyes to target the marketing response. So with that said, we thought it would be fun to start testing some classified ads with
our new supplement. Pains now! Free trial bottle. No prescription needed. You can see the three announcements we ran in the image above. Can you call 1-800-349-4772 now, recorded message 24 hours (1 guess which one won (one was the winner from a long process and no upsell). Strike)? Here's what each ad said and the results: â"¬¢ â"¢ AD 3:
Diabetic pains?!? STOP Diabetic and Neuropathy treatment?!? Stop diabetic and Pain now! Free trial bottle. No prescription needed. Neuropathy treatment?!? Stop diabetic and Neuropathy treatment?!
upsell). Message (11 tests and 1 upsell). In this test, it seems that the winner goes to the line of subject AD 2: acute pain?!? Diabetes cessation and neuropathy 1 number of combined trials ADS 2 and 3 COMBINATE! THESE ADDRESSES WERE RESULTED IN UPSELLS. That said the circumstance, not the symptom. 11.NEW TREATMENT OF
CLASSIFIED TRANSPORTS, MORE A UPSELL MAKING THE WINNER CULTURE! DotComSecrets Labs -1247 IMMAGINI USA. TESTO IN EMAIL Da Jeremy Shoemaker from www.ShoeMoney. com, data-image report in emails: from PARProgram. A note from Russell: Here are some interesting statistics sent app, Outlook gmail, hotmail, etc.) do not
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upload the images to us by Jeremy Shoemaker that were so cool we wanted (even if the real e mail could be opened). to share them with you now. We will look at them and how to use these data in future tests, but Image-based emails have a 20% higher deletion rate. We thought it would be fun to share with you now, so the wheels in your head could

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start spinning. "Image-based emails have a higher spam rate than 5%. The numbers in the traffic tests three and four are based on 17 companies that have allowed us to use their data anonymously from the PAR Program platform (parprogram.com). It is fifteen% less total value of the dollar on most images. Collectively, these 17-year-olds have made
more than fifty million dollars in e-commerce from email marketing to over a billion. We can track it by having individual email images of all consumers around the world. tagged and related to each segment sent in the division test. First of all, here are some interesting things that we have learned about the text: NUMBERS 75% 20% OF IMMAGINE
CARICAL USERS IN EMAILS OTHER PERSONAL IMAILS IN EMAILS OTHER PERSONAL EMAILS BY IMMAGINI EMAILS 118 1248; 108 Proven Split Test Winners tablet email clients that give very misleading open rates. Images Do Not Load EMAIL VALUE From Jeremy Shoemaker www.ShoeMoney.com com, the data automatically follows every
person who enters your list from PARProgram. with on Twitter and about 15% will follow Here are some interesting Sidenote statistics: we have statistics at friend request for Facebook, but there is very little data. We cannot pull individuals unless we invite A ¢ â, ¬ Å "Dollars off * 22% better conversion of the percentage. For them with a cookie that
would have fired to the protected content example: $ 10 vs 10% or $ 25 vs 25%. of the page so that we are looking at it, but it is not something currently implemented. An email address added to your list linked to any main social network is worth 80 times more than one who is not. A lot of people would think that it depends on the demographic but
we believe this is because the email is what we do not see the same statistics on any e-commerce product. Frequently checked or an e-mail to throw away. Entremely interesting enough with people on more networks. For example, if they are only on LinkedIn if a user follows your company on Twitter with that person has to and twitter the
value is around $55. Twitter users carry 28% higher value (comparison On which you have the chance to break down people. Separation of Social Network ROI on a $100 $52 $38 Baseling + Twitter $72 $75 Facebook LinkedIn DotComsecrets Labs | 119 clicks IMSSable. com larger CTR and $0.50 CPC or not. For this campaign, we focus on the
generation of lead. I CPC for both strategies was in the high-end phase. If we tested CPC (cost to click) Offers from CPM (cost per judged CTR-based performance, the two ads for CPM 1,000 impressions) offer offers to see which method would have been canceled. However, taking a closer look to generate lead at a lower cost. Our main goal, the cost
of the cable with the CPM offer method it was significantly more 1 Low compared to the CPC offer method. Most of the time we focus on maintaining a CTR and overall, the CPM offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method. Most of the time we focus on maintaining a CTR and overall, the CPM offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly more 1 Low compared to the CPC offer method it was significantly mo
Yeah. Brooke from IMScalable. with a solution. Don't be too shallow and make sure your ad matches the landing page. If you are running ads This campaign has tested the results of an ad directly through a Facebook page, try to place the ad directly in newfeed only. CTR for the news announcement was a news story! We've seen some incredible CTR
results in our tests. Impressive to 1.451%! The click prices were only slightly higher, but the cost per lead remained about the same. What we have learned: make sure to test CPM offers if you have not! Your CTR could suffer, but if you're looking for clues at a lower cost, we've managed to get it with this test. Be specific with your copy. Build
curiosity and offer 120 `1248; 108 Proven Split Test Winners 1219% INCREASE IN CLICKRODUGH TASSO (CTR) QUAND ADS SHOWN IN FAEBOK226; 128? S NEWSFEED (1.451%) VIA THE GIUNTRO COLUMN AD BLOCCO (.110%). US GENERIC. Justin Brooke's special ADS from Immigrable. Generic To These results reveal that the generic ad
had a slightly higher CTR. Creates curiosity and offers a solution to the problem presented. The most specific ad takes the attention of someone who can relate directly to the offer and also creates curiosity by declaring a particular person has been able to solve the problem and you can too. As you can see from the reporting, the ad specific has
produced cheaper clicks but has also produced a lower CPA for 71%! You need traffic? If you want your campaigns to be run by a team of experts, take a look at our case studies at IMScalable. contact us at [protected email] immescalable. with CLICKERHR TASSO per CLICK 10% alloy savings. 24% Generic Ad $.29 Generic Ad $.26 Specific
 DotComSecrets Labs%1241; 121 WINING SOLO SOGGETT LINES Test by Russell Brunson and Todd and the text of the winning thematic line. We were going to promote our Free Website~ÂÂÂ squeeze our next test is to change the title on the landing page in one of the lists to and decided to test four to match the one used in the object line. My
 guess is that the different titles: because it keeps the congruence from the selling process that will also increase conversions. I will report our results as a ¢ Congratulations Your free website? a ¢ Your website * free* valued at $2,079
As you can see from the test results above, a title was by far the winner ... but what was really nice were some additional things we did with that title and made the title of the clickable links which increased the clickthrough rates on the actual email by over 30%. Our thoughts are because the
subject line was good enough that caused them to open the email... the same topic could make them click more on the links within the email. So if you want to make 30% money from every email you send, match the link text 122 | 108 Proven split test winners as soon as we have stats from that test. Black vs. White White Background by Justin Brooke
due to the fact that 41% increase in click speed when using black background (.48% CTR) on white (.34%). It stood out on the page and did not even seem a curiosity and a narrative by Justin Brooke of imscalable.com about a $0.81 and for B was 0,40. We have tested two ads with the following text: the reason it is because © B tells a story and
creates more curiosity. It also promises a guick and simple solution with an AD A call: easier than MLM? Forget about downlines, hotel meetings and Calling. To B: Hater's Mills him? His simple card trick beats the MLM methods. See the proof... B was the winner and obtained the double CTR and cut the costs for the action referred to in Section
A'226; That the credit is legitimate. 108% INCREASION IN THE SECTOR CLICKED IN AD B (.038%). AD B also COSTS FROM $.81 TO CLICK A $.40. METHOD A had one. 038% CTR and B had. 079%. The cost per click DotComSecrets Labs `1243; 123 CTR OR ROI? In A to B to C, he blew our heads off with a CTR. 945% but caused
a massive by Justin Brooke of IMScalable. with drop in conversions. A was getting it. 031% CTR and ROI was at NEGATIVE 60% because © he was just trying to count on curiosity. B's got it. 068% We think the reason for this is that people only wanted CTR and brought a 200% ROI because © was specific, see the picture explained or larger. It also
does not have pre194; Frame offered curiosity and declared an advantage. the audience for green coffee for pearl as B. Up or out of the balcony? Facebook had one. 072% CTR and was costing $0.44 per click. Justin Brooke from IMScalable. Meanwhile the same ad that leads them to a fan card only We used the victory announcement from the test
shown above and costerd $0.17 per click and had a CTR blister of 0.792%. One version removed the visitor from Facebook and the Complex, sending traffic on one Facebook and the same exact page as the other ad, This test shows that where
you send traffic can make a huge just wrapped in an ifframe. The announcement that has taken them out of the difference in your information! 17.CLICK COSTS FOR THE MANUFACTURING AUTHORISATION HOLDER ARE INVITED BY $.44. 124 `124; 108 Samples Split Test Winners 1028% INCREASE IN CLICCKthrough TASSO VISITORS HAVE
 BEEN SENT TO A FANVAGE VS. AN EXTERNAL WEBSITE. FANCY VS. BASIC AD DESIGN Design Basic Design CTR Test by Justin and Chaunna Brooke 209% increase of Fancy Fancy They lost in our separate tests almost every single time. The only time they won was for luxury items and design offers (obvious). If you want really good banner ads,
don't make them look like banner ads. The winner here resembles an article in which it is located Itis 128; s on other people's sites; s. Which turns off the viewer's natural resistance to advertising. 11% The elegant banner had a CTR by. 11% and the plane banner had a CTR of. 34%. Fancy design. 34%Basic Design EVENT DATE ON BANNER ADS
Test by Mike Cooch Round 1: In this round we used ads that had the event date. The size of the ads was 1 300x250, 1 728x90 and 1 160x600. We wanted to find out if having the date of an event in our ads would result in a higher CTR. We tested this in two cycles that each received a budget $50/day with a round 2: In this round we used ads that did
not have the highest offer of $4. This balance has been shown in the past until the date of the event. 226? 128? s. The size of the ads used was 1 300x250, 1 provide sufficient data to analyse a test like this. 728x90 and 1 160x600. DotComSecrets Labs `1245 EVENT DATE ON BANNER ADS, CONT. Round 1 (with Event Date) Round 2 (No Event Date)
 Round 1 had impressions 26222 and 84 clicks with consequent If you are hosting or promoting an event, advertise with one. 32% CTR. The average CPC was $2.62, making our total Google Adwords for remarketing is a good tool to use. spend $220.14. Round 2 had a total of 44370 impressions you will be able to reach a selected audience that is not
and 107 click with consequent one. 24% CTR. The average CPC is completely cold. You want to be sure to include it has been $1.71 giving a total expenditure of $107 per round 2. The date of your event in the announcement. This will give you an average visit duration for round one has been three times long visitor who understands the absolute
basics of your event. of the second round. From our data, you will find that visitors who go half the amount of impressions butted to a click more through the tariff. The 1st round could be attributed to having more qualified visitors who go half the amount of impressions butten.
still produced by page. They do not guess when the event is and slightly higher CTR than the second round. This is significant immediately leave the page when you see the date. Enough to note that it is important to use the date in an ad These visitors are aware of when and focus more on when to promote an event. details of the event rather than
their calendar.. 32% CLICK ON TAX WHEN EVENT226; What? {y:bi} {126 1248; 108 Proven Split Test Winners 3x THE MEDIA INCREASE IN THE EVENT226; DATA. THE DUCK FACE RIGHT IN FRONT OF THE Left Frontier Without Frontier quickly scan
based on images that is visually using images of people whose eyes are directly crowded. So your advertising image must somehow capture the viewer's verse. It is difficult to ignore the attention of someone of the right viewer in a fraction of a second while "look right at you" 57% increases to CLICK through the TAX when the IMMAGIC DUCK DOES are directly crowded.
JUSTICE AND HAS A FRONTAL ADDIO. 06 COST FOR CLICK WITH FACEBOK TO AVOID AN IMAGE OF A LADY SMILING THAT MAKES OUR WEBSITE VISION CONTROL FOUND. DotComSecrets Labs `1247; 127 Use images of people expressing strong (laughs, smart, I showed Russell the ad and he gave me the idea to turn the duck around to
face the text instead in front. This simple change of direction with rate is to use images with bright colors (typically warm) that pop by adding a coloured border to the image increased the click-out to the viewer through-rates of this right column to 57% Lady Ad Smiling Use images that "speak" directly to your target audience Be creative because ©
thinking outside the box can give some great advertising results. Here are some examples that we are doing recently with our neuropathy supplement. Our target is people above the age of 50 who are diabetic and who have, or are at risk of having, neuropathy supplement. Our target is people above the age of 50 who are diabetic and who have, or are at risk of having, neuropathy supplement. Our target is people above the age of 50 who are diabetic and who have, or are at risk of having, neuropathy supplement. Our target is people above the age of 50 who are diabetic and who have, or are at risk of having, neuropathy supplement. Our target is people above the age of 50 who are diabetic and who have, or are at risk of having, neuropathy supplement.
This image was one outside of the lady who is older but not too old (still has spunk box666; Moment. Thinking about our target I in her). He seems pretty happy as if he just won a certain that some of the things that older people love to do is play Bingo or something. The image expresses a strong walk in the park, sits on the park benches and looks at
the ducks... emotion, corresponds to the target audience, it is simple, I know that it sounds like a stroke but the announcement is running human, and friendly. This ad is producing our biggest economical one! Even if it's the kicker. Thinking it was a really nice click of the $.06 site on the click. WINERS + PERSON FOR 7-EMAIL TEST FOR
RESEARCH FOR RESEARCH FOR RESEARCH WITH NON-DIRECT SALES). Ivan has ordered them to surrender until they surrender.
a click or that the thematic lines are the only ones who could see mathematics. As in by winnerâ Open Rate minus loser226; 128; Ô Things that affect open rates à Ô Â M... Cross and change the subject Lines: Note that these emails were sent
in January and February of 2013 and, as mentioned, are for my weekly newsletter (i.e., 128 `124; 108 Proven Split Test Winners judging from the previous breakdown of the winner vs. loser, I would do DoctComSecrets Labs `1249 Scan the QR code or go to the underlying site to see CopyHackers226; 128; Full blog post on these tests:
copywriters.com/2013/03/mail-subject-lines/ be wise;;; in the future and;;;; and and the following article of the blog; and of the following article of the blog; are also article of the blog; and of the following article of the blog; are also are al
avoiding objects that are such: 226; 126; 121288; to evaluate accordingly. Avoid also avoiding the lines of subjects that are subjects that are subjects that are subjects subjects that are subjects subjects that are subjects that are subjects that are subjects subjects that are subjects subjects that are subjects tha
                                                                                                                                                                                                                                                                                                             ;;;;;Well, natu Rarely, are you... who is he? © you are used to people trying to sell to you, your guard is up, and you are ready to say
before someone sells you. ActiveNetwork has decided to how they use e-mail to promote their product. They created an article. we-mail copy, using a support tone instead of a salesy one. Just look at the difference. Here is a preview of the sales version: the tone of support of the increased e mail leads to 349%. You don't know. They have to sell to
people to make money. Sometimes the best way to get a customer is simply to help them by creating a friendly conversation with them. If they like what you have to say, they'll eventually convert. 130 `1248; 108 Proven Split Test Winners CHI FROM YOUR EMAILS COME? EMAIL OPEN RATE 8% increase 6.57% of lift power; 7.1% Yes Yes Georgieva
significantly. That's why we always want to be sure to use the best possible email subject lines when sending emails to our subscribers. We regularly run A/B tests to evaluate the winning lines. generated a 0.96% CTR. With 99.9% confidence, we had a clear winner. Our conclusion after conducting this A/B test, but in addition to a themsed line,
recipients also see a sender's name is that emails sent by a real person are more likely to be in their inbox. Who's the e-mail from? This sender clicked on an email sent by a company name. But how the name can make a big difference on open and click-through CTR influenced the number of tracks we generated? rates. So in 2011, we conducted a test
to compare a generic name of the sender to a personal name of someone The processing generated 292 more clicks of the check. by the marketing team. Since the average conversion rate of HubSpot on landing pages is 45%, this means that the processing made us our check generated a CTR 0.73% and processing 131 more runways. DotComSecrets
Labs | 131 THE CONTROL: A BLUEPRINT FOR OUR WINING FORMULA 132 OŒ 108 Proven Split Test Winners froRUSSEL The Landing Page by Russell Brunson, the successor check at night. We've tested dozens of different types of landing pages, layouts, text edits and more. Each When we launched the DocComSecrets Labs, our goal was as if
we were ever closer. I even looked twice. Our first goal was to get us to start testing very much subscribers (you guys) have implemented more and be able to start developing better controls. too. That was so much fun! The second was to share the evolution of what's working with our subscribers so they can model and speed it up. And now, after
more than 100 tests, I feel we have a huge success. He's winning in several markets, and as of today, that's where we start all our new projects. When we started I had the feeling of having a big rough rock, I'm sure (at least I hope) that one day we will be and we were sculpting ourselves trying to find our perfect one able to beat it, but until then, this where we start all our new projects.
is our control. DotComSecrets Labs | 133 The Sales Video Page The Order Form The order form is something that few people seem to test (often because they don't have a shopping cart to allow it), yet it's one of the most profitable points to focus on. "I want to guide you through each of the three pages in our being able to have a normal optin beat a
mini-survey by the check, almost like a review of all the tests in this book. I've started the tests in the tests in this book. I've started the tests in this book. I've started the tests in this book. I've started the tests in this 
survey style are: A¢A¢ A title based on curiosity; the more curiosity, the better. If you tell people what your offer is, fromRUSSELL this page will not be converted. If you go over the top the call to action button opened immediately (we're still curious, well, we saw over 50% to have a trial win where we hide the button until the conversion rates
consistently! price has been announced). And when possible they have the form open on the sales video page instead of Three Steps: The three steps above are fundamental, taking them to a new web page when people click on, but we discovered that the most important is the CTA step key. CTA! We tested with the words A «Finishâ» that actually
increased conversions, but completely A & a & The Video Spoiler Box: This was one of the largest deaths sales on the next page. The text we found and that has increased converting to convert the best phase three is a & convert the best phase three is a & convert the best phase three is a & conversions of every sales video on which we tested it. Your access. "The basic premise behind the video spoiler box is that it
provides the key elements of the VSL to help you watch the complete video. The mini-survey: the question we normally ask is  «How did you hear about us?" And then add four options. We have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which options. We have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen many changes with the order module which option have not seen module which option have not seen module which have not seen module wh
 The order module is Something that looks like very few people have given us one of the greatest increases in the test response (often because they do not have a cart that will allow any test we did. It), but it is one of the most profitable points to focus on how the person has Done through more levels and only there are other little things we have
learned about this needs to feel safe to make their final order. Page, but those are the core things that I was guessing to win). Our tests on this redit card module: We actually found that you have credit card module: We actually found that you have credit card module: We actually found that I was guessing to win).
almost all the tests we did. We tested to believe if it was published on facebook it must be true) animated vs. Static titles and divide the winners up and actually reality that on the top of the offer recap which was better. block is important as well. Video: Having the video game automatic (with the E this is our control. We are using it now in almost all
pause options) but no ability to move fast or market that we find ourselves in. Our goal is to try to beat and figure rewind has been important. If they could not put in pause, it out other things that we found that it is important to
 have Can you beat this control? If so, please let me know! DCS DotComSecrets Labs 124s; 135 136 `1248; 108 Tried Split Test RUSSELL 2 TINY WORDS INCREASED DPL by 74.61% By Russell Brunson, the successful creator of the night About two years ago we launched our first automated webinar. It was for a product called DCS Local that we sold
for 1.000 dollars. I wanted to make it perfect, so I spent almost six whole months building the sales process, writing the webinar scripts, creating the follow-up sequence and trying to perfect the system as much as possible before the launch. If was very satisfied (and surprised) with the results. When we looked at the numbers after
the first thirty days, we found that we were mediating about $9.45 net profits after the payment to the outside the branch commissions and the trader's taxes from every person who registered for the webinar (not too shabby). A few weeks later, I had the opportunity to attend a seminar in Florida where Ted Thomas was speaking. Ted's a real estate
legend. I saw a video of him talking to a Robert DotComSecrets Labs 1247; 137 Kiyosaki event, and eventually he had a row of over 300s of you, but no one said yes. When I speak, all the people who He follows in the back of the room to buy the heads of his audience nods all the time. It seems obvious. Because he did it at every event he talked to, he
liked the waves in the sea, and so when I ask him to call me the piper. A piper. D It's not hard for them because © They were saying yes to me for a full 90-minute period. "As a sales person, I was curious to hear ted speak and see his magic... But unfortunately for Me, he had not then returned to the conversation we had when he was selling at that
event (just speaking as a favor of the event we sat down to lunch and showed me that the process closes promoters). And in an even worse turn of events, he was using on me: did you enjoy the event we sat down to lunch and showed me that the process closes promoters). And in an even worse turn of events, he was using on me: did you enjoy the event? He was funny to hear about me and wanted to watch me watch you talk. You like to talk? So and so it was close. Talk about pressure! Great job today,
don't you think? And so on. He used his trial to shut me down, and I didn't even know it! So, I gave my presentation, she did my neighbor and she made some money. We just closed shy of $100.000 from the stage, did not say when it started selling from the stage, it bad for 90 minutes of real "work". "I felt like some kind of cardholder, write several
proofs close proudly in the back of the room, and this when Ted walked them and spread them all over the stage. And like him up to me. He said, it's you did a great job talking, but I go around, every time he sees one of the notes, You want to know why © You only did $100.000? I use a test piece. He recommended making notes like this to post on my
desk when I ah... Just $100,000? My pride guickly turned into webinar and brings with me when I speak. Embarrass. "I answered, and he agreed to explain why © at lunch about thirty minutes later. He also said that after sharing any testimony, most people move on to the next part of their presentation. At lunch he was vague (and honestly a little
strange). He but this is the most important place to insert the locks of Started asking me few or no questions and usually having you add four to five trial closures after any statements. i i with everything he said, and then he testifies. For example: Is that impressive?! Can you stop and smile and ask me if I knew what he was doing? You see yourself
doing this? You guys understand? You're confused. I said no.6. So you asked me to notice the power of what I show you? Since then, head's been alive. It is a feature or benefit of my products. You could tell I was a little confused, so he went on. Then he gave me a little book that had a lot of his process and it's a little
thing that you need to learn that at least he'll close in it, wishing me luck, and lunch was over. I thought I'd double your closing rates when you don't think it was cool enough, so on the flight home I wrote down they need to learn how much evidence I can think of. Then, when I managed
to master what I call the process closes. I sat and looked again at my entire recorded webinar, I found every point that I thought I could (or should) He went ahead, is when I speak, starting from the minute one includes a closed trial and wrote an example. I therefore ask the public a small yes and no question where I recorded only those small
and if my brother knew that the answer is yes. At first they say verbally yes, and (a.k.a. video editor) insert all these attempts into mine in a few minutes, they begin to nod their heads, presentation. Here's the list I made after I saw my Russell, when I saw you talking today, not a single replay per head I gave my brother. I hope it gives you the
pleasure that the audience has moved on. People have been fascinated by some ideas for your closing process: 138 `1248; 108 Proven Split Test Winners by RUSSEL DOVE TO INSERT TRIAL CLEAS 1:05 That's why © I am so excited about this Å ¢ â € ¢ Are you ready for this same change is going
to happen to you? After the testimonies after each testimonial you want to insert one or more test closures to get them to agree to see him also to do so. 1:21 The more success stories than anything else we've ever done ... \tilde{A} \not{c} \neg \hat{A} \not{c}  In fact ... [Insert Case Study Dee] \tilde{A} \not{c} \vec{a} \neg \hat{A} \not{c} \vec{b} \vec{c} The test inserted closes to
get them to agree on the fact that they wanted to such benefits. Showing the story of Dee After the features and benefits included ... à ¢ â,¬Å get free software when after each main feature or benefit to the new thoughts or concepts every time you're going through a thought or concept to 'else, use a process near Portals to accept the concept before
moving on to the next content section. Stay up to the end ... Å ¢ â ¬ ¬ Å ¢ Å ¢ â ¬ Å ¢ Who here want a free copy of this software Brian made $ XXX Å ¢ â ¬ Å ¢ You can see how this software connects your success? Å ¢ ¬ ¢ Â Want a free copy of it? Å ¢ ¬ ¢ Â you Are only for the end to the end, and invianto you a
copy. Sounds good? 2:07 Here are the success stories that have piled up in the last few days! Now? Good ... [mention the name, what they have achieved, show videos in the background]: ¬Ã¢Â¢Ã ° Ā¢ ⠬¢ 3:22 But this is an opportunity that everyone he had spoken he spoke. Are you ready for the internet marketing services to local 4:47 this
opportunity ....? Companies .... Å ¢ ¬ ¢  Want to be the next Å ¢ ¬ ¢  How are you going to feel when Å ¢ â ¬  ¢ 3:05 At the end of the list Insert attempts Close; Ok ... so guys ready Are you ready for today? I know some of you were this, right? Ready vesterday! © It's because it's the job .. Ità ¢ â s At 3:59 Å ¢ ¬ ¢ Â This will be to your success? I
heard them talk about a really good thing to do, is not it? Make your first deal like this? Å ¢ â ¬ Â ¢ You can which shortcut will show you these videos later... Success story? If you want these results now...then nod your head yes!...I know I can't see you see But I want to be sure that you are participating Å ¢ â € â € œYou want to learn this loop £ à
šôsimportante, donà ¢ ôâ € think? So hole? CARE THE HEAD SÜ! Dottcomsecrets Labs | 139 6:12:34 17:16 Ã ¢ â € û € Cool? 8:54 Ã ¢ â € û € Cool? 8:54 Ã ¢ â € û € Cool? 8:54 Ã ¢ â € û E cool? 8:54 Ã ¢ û 
business and at instant 16:15 \tilde{A} ¢ 128; \hat{a} ¢ Do you feel good? So, let me ask you, are you one of them if you have already an attivita ', doubling your profits? Of those who are ready 20:23 for a change? \tilde{A} ¢ \hat{a} ¢ \hat{b} vou don\tilde{A} ¢ \hat{b} converges of them if you have already an attivita ', doubling your profits? Of those who are ready 20:23 for a change? \hat{A} ¢ \hat{b} converges \hat{b} vou don\hat{A} ¢ \hat{b} converges \hat{b} vou don\hat{b} vou don\hat{b} converges \hat{b} vou don\hat{b} vou
[enter \tilde{A} ¢ 128; \hat{a} € \hat{a} €
be struck by these types of profits? Yes, I know my ... 10: 44â \in 226; 128; â ¢ Are you ready to live the same dream? IÃ ¢ â \in m sure you are! 11: 33â \in 226; 128; â ¢ Do you realize how much opportunities is waiting for you right now? 13:09 Ã ¢ â \in ¢ that
income would be like getting an immediate increase for you? \tilde{A} \hat{c} \hat{a} \hat{c} \hat{c
For you and your family? leverages ours Do you like the idea of my paying all legal fees for a deal like this will save you...? Wore variety and excitement in
your life? 55:01 61:45 â ¬¢ To make your investment in you can do it for the rest of your life ... Just think about your own and we already know the impact of your life you following me so far? Don't you think 66:11 you could do it too? So
what do you think? 56:08 67:30 a ¢ Can you see how these cheat sheets will make your life much easier? 56:54 a ¢ Can you see how to get a $1,000 mcdonald from the internet? 58:04 a ¢ Are you guys getting this? Can it be nice? Are you FREE
FREE? Record: now everyone wants to get into the next a 36:33 is 36:38 is 58:30 is 31:18 is yourself doing this now? 59:24 30:43 a 46:17 It was as embarrassing for you as 29:23 Let me ask you to nod your head again if you think about this 23:21
Do you see this right? To sign up new clients? 37:36 Dentist? A friend of the family? Will the case studies make it so easy that you can imagine the impact on your income if you had? Who's fighting right now? Itâ€TMs Groupon ... right? 69:03 ⨬¢ But
it's worth it ... right? Net Dollars for Lead (DPL) 70:22 â c Does it make sense? 71:48 is it right? You guys are getting What? Are you ready for your life to change? 76:43 Don't you agree with that? 78:03 An agreement Would your family be impressed with this kind of profit? 78:19 Don't you agree? 82:57 Sound good? 84:10 Start using test closures in
everything you do, and you will see an increase in response across the line. It's not even worth testing anymore. Just do it! 93:43"Do you understand? Are you ready to begin? I see orders come fast. I'm so excited to work with you! Welcome to the team! If you have learned this skill, where would you be in five years? 90:11 But power comes because ©
After it took us a long time to register and insert each of these tests into the webinar registration has passed from $9.45 to $16.50! It was a huge increase in 74,61% with the addition of these test closures! You signed your new client, that money comes in
every month... Even though since then, I've been using test closures in everything I do, including my sales, stop working. That's why © People's videos, my webinars, my talking and more. They've become basically taking a week or a month off or part of my language patterns now and adding them to everything we do most in their first year... Because
it's not now as part of the initial check that we've seen a general increase in our total income. like a normal job where you just get pretty cool, don't you think? I had to put one in here. When you work. They pay you in part for the work you did once... So, the moral of this story is to start using closed processes in everything you do, and you'll see an
increase in responses across the board. It's not even worth it. Does that make sense? test more... Do! Can you GUESS WHICH TEST WON? I can't do that. Find our results shocking  «â¢ â ¢ Now "VS" FREE Trial ": one of them will give you an increase of 158.6% - you know which one? (Page 10) ⠬¢ When do you show the order form? Screw this
and you could lose 44% of your sales (page 11) ¢ How to put your "Add to Cart" button in the wrong place can increase sales by 38% (page 12) ¢ tits vs obama: which wins? Knowing this could help you give yourself a 45% conversion on your next landing page! (Page 21) ⬢ Animated vs Static Headlines ... One of them will drop your conversions
by 29% - Make sure you don't use the wrong one. (Page 22) â + Red order button? Choose carefully because you are risking a 34% increase in conversions! (Page 30) â + Red order button or green order button? Choose carefully because you are risking a 34% increase in conversions! (Page 30) â + Red order button? Choose carefully because you are risking a 34% increase in conversions! (Page 30) â + Red order button? Choose carefully because you are risking a 34% increase in conversions! (Page 30) â + Red order button? Choose carefully because you are risking a 34% increase in conversions! (Page 30) â + Red order button? Choose carefully because you are risking a 34% increase in conversions!
it. (Page 33-34) 144 | 108 Proven split test winners a pause button on your VSL? Should you only make text or text multiple videos? Should I offer split pay? Delayed order button? These 9
tests will show you the perfect winning combination! (Page 64) Should you delay the order button on Upsells? Screw this and you'll lose 188% of the profit you could (and should have made). Despite my best quess, I mistaken this is dead. Do you trust your quess? (Page 65) â ¬¢ Should you do a 7-day trial? One of them will give you a
raise of 110% - can you guess which one? (Page 78) â ¬¢ All free trials are not equal ... Do you need a credit card or not? One option led to 50% of the highest paid customers. (Page 79) â ¢ Plus Many other tests ... Within ... ...
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