
Mozi Minute: My biggest split test winner of all time

1 message

Alex Hormozi <value@acquisition.com>
Reply-To: value@acquisition.com
To: julioaira4@gmail.com

Mon, Nov 18, 2024 at 2:20 PM

Words I like: Stop crying. It's not happening as fast as you want because you're not as good as you think you are.

Mozi Money Minute: My biggest split test winner of all time

I have run probably 500-1000 split tests in my life. A lot of businesses can unlock 10-20-30-40% increases in revenue with little effort by running A/B tests on different parts of their funnel. And yet, most don't. It's usually because they either don't do it, or they test the wrong stuff. So let me give you my process for CRO (conversion rate optimization):

1. Test in order of greatest conversion loss
2. If unsure, test front to back (typically the smallest numbers are at the front of the funnel and make the biggest differences in total throughput)
3. Test minimum one thing per week per funnel.
4. Keep tests separate.
5. Don't test more than one thing at a time (unless your existing thing totally sucks).

Now that we've established that, the largest gains I've ever had... happened split testing something I hear almost no one talk about: their tools/integrations.

As much as you measure different tools based on their feature set, one stat which few track (and they don't report) is the conversion rate of the tool itself. Think scheduler integrations, form integrations, video integrations, page builders...the stuff you actually build your business on. It takes a *little* more work to split test them... BUT...IT. IS. SO. WORTH. IT.

If you have 3-4 comparable softwares that are client facing and in the conversion process - TEST THEM before committing. It may be one of the most valuable things you ever do. (my biggest one had a true 45% increase in revenue...to a 2 year existing split test winner).

I put it off because it was a pain...but now...the only thing more painful is realizing how much money I would've made having tested it two years ago.

As promised, money in under a minute.

Small hinges open big doors. If you'd like the same tweaks we use that help our portfolio companies grow much faster than the market, [apply to see if you qualify for a workshop](#). We just opened up a new one on Jan 20 & 21st. Last month's attendees averaged \$2.9M in revenue - we turn away ~65% of applicants to keep the room quality high.

Actually test this,

Alex

PS - finding your biggest split test winner of all time...



Acquisition, LLC, 7710 North FM 620 Rd Building 13C, Suite 100, Austin, Texas 78726, United States

[Unsubscribe](#) [Manage preferences](#)

