

# 20-POINT OFFER OPTIMIZATION CHECKLIST

## #1: The Headline.

Write 25 headlines pick the best 4 or 5 and test them.

## #2: Product Deliverables.

Test things like course length, number of modules, memberships, bonuses, etc. for digitally delivered products and size, quantity, shipping option, and bonuses, etc. for physical products or services.

## #3: Graphics (if any).

If you have graphics above the fold (*top 25% of the screen*) the first thing you should test is removing them. If you're using pictures of people, test color vs. black and white, male vs. female, old vs. young, ethnicity, etc.

## #4: Sub-headline.

Write 10 sub-headlines, pick the best 3 and test them.

## #5: Lead.

If your sales copy starts out positive, test negative, if it starts out with a story, test direct and vice versa.

## #6: Guarantee.

Test the length of your guarantee... 30, 60, 90 days. Test the wording... if you have a 90 day guarantee test calling it a 3 month guarantee, if you have a 1 year guarantee, test calling it a 365 day guarantee.

## #7: Scarcity.

Test date driven scarcity (this discount expires on XX/XX/XXXX), test unit scarcity (only XX more available at this price), test using scarcity versus not having any scarcity at all.

## #8: VSL Vs. Long-Form.

Test delivering your sales message with traditional long form written sales copy versus power point style video sales letter.

## #9: VSL Voice

If the video sales letter wins, test the "voice" of the video sales letter. Test male vs. female, older vs. younger, accents, etc.

## #10: VSL Speed

Test speeding up the video by 10% - 15%.

## #11: VSL Volume

Test lowering the spoken audio volume on your video sales letter to increase engagement.

## #12: Buy Button Time

Is your buy (or add to cart) button visible immediately? You should test not hiding this versus hiding it and then test the display time. Test “popping” your button at the call to action, the price reveal at the first big “ahh ha!” moment in your video... If you really know your analytics you can also test popping it just before the point in the video where most viewers leave.

## #13: Buy Button Color

Orange, Yellow and Green are all good to test... be careful with red though.

## #14: Buy Button Text

Sometimes getting cute can really cost you... so what do you say? Test things like “Add To Cart” “Buy Now”, “Get Instant Access”... anything but “Submit”

## #15: Headline Above Video?

Should your headline be the first slide on your video sales letter or be written above the actual video? This will depend a lot on your head and lead... are you going blind?... telling a story?... leading with a big benefit?... Give it a test either way; this can give you a big boost in conversion.

## #16: Background Color

Black is a good control and will win more often than not but shouldn't be over used... test white, blue and even static images too.

## #17: Auto Play vs. Click-To-Play

If you're using a traditional direct response video sales letter (not a demo video for software but just a video on a page) auto play will almost always win... However, if your page has other elements and copy you should definitely test this.

## #18: VSL vs. Doodle Video

Doodle videos are highly engaging, but they don't always out-perform ordinary video sales messages. Once you have a winning video message, though, test it as doodle animation and see if it doesn't give you a bump. (TIP: Usually story-based copy performs better as a doodle than direct sales copy.)

## □ #19: Options

It's common to offer multiple levels and pricing options when selling products and services online, but we've found that single-option offers tend to work the best. That's certainly not always the case, though, so test having a Good/Better/Best or Silver/Gold/Platinum vs. a single option to see if you don't get a bump in conversions and/or average customer value.

## □ #20: Price

Of all the variables on this list, none will have more impact than price... and that's exactly why we wait until the end to test it. Testing price is simple: Start as low as you can stand and work your way up until you get resistance.