

4-5 - Test Your Solo Ads Out!



S1: We have come to the final chapter of the Solo Ads series. In this final module, you will be testing out your ads.



S2: From the previous modules, we stated to test small and scale small. As a beginner, it is unrealistic for you to be too ambitious and spend your resources

on a market you're uncertain of. The first try is always the hardest, and it won't guarantee you the results you wished for.

Test Run In Small Samples

- ▶ For instance, when you have found a particular mailing list that suits your market and the sample size is 100,000. What should you do?
- ▶ For the first run, you should only take up 10% of the Solo Ad block, which means you select 10,000 lists from the entire block.

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S3: Therefore, be strategic in your Solo Ad journey and test run your Solo Ads frequently through a small sample. For instance, when you have found a particular mailing list that suits your market and the sample size is 100,000. What should you do?

For the first run, you should only take up 10% of the Solo Ad block, which means you select 10,000 lists from the entire block.

Track Progress And Improve Performance

- ▶ If it did not work out the way you planned, devise a new plan and improve.
- ▶ Most importantly you are not taking a risk you can't afford to handle, as you are scaling it small.

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S4: This gives you the chance to track your progress and observe your performance. You are able to identify if the Solo Ad is in fact the suitable market for you. If it did not work out the way you planned, devise a new plan and improve.

Most importantly you are not taking a risk you can't afford to handle, as you are scaling it small.

Consistency And Sustainability

- ▶ When you've figured out the game and set up your game plan, my suggestion is to gradually increase your Solo Ad by 10%.
- ▶ Do not scale it up drastically.
- ▶ Remember, consistency and sustainability is always key.
- ▶ Test small, scale small and go bigger!

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S5: When you've figured out the game and set up your game plan, my suggestion is to gradually increase your Solo Ad by 10%. Do not scale it up drastically.

Remember, consistency and sustainability is always key. As mentioned earlier from the 100,000 subscribers, you have had your test run of 10%. Continue to purchase the next 10% from the same block and test run your ad again. If you've found out it is working for you then go for the next 10%. This is how you should test run and scale your Solo Ad if you're relatively new in the Internet marketing scene.

Keep going and increase your momentum by 10%. Once you've got the hang of it, its smooth sailing from there.

Test small, scale small and go bigger!