

# WORKSHEET

## CHAPTER 8: OPTIMIZATION

Q1. What do successful entrepreneurs do when things don't work out?

- a) Declare "this online business thing" doesn't work and throw in the towel.
- b) Try a different business model altogether and keep going in circles.
- c) Find out specifically which part of the bigger system isn't working (i.e. the bottleneck) and fix it.

Q2. What is split testing?

- a) A way to see if you're still flexible enough to do the splits.
- b) A method to find out which marketing page works the best by splitting the traffic equally between two or more variations of a page.

Q3. Which six things should you always test in an advertising campaign?

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_
- 6) \_\_\_\_\_

Q4. Thinking about what you've learned in this chapter, what ideas do you have for your split tests? Do you have any ideas you'd like to test out?

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