Plan, Run and Learn from a Test

A small test, planned in four parts

Start with one clear goal

- Say what the message must achieve
- Make it specific, in one sentence
- Your goal decides what you measure

Choose a simple method

- Quick conversation, side by side, or small send
- Fit your audience and your budget
- Change one thing at a time

Pick a sample like your audience

- Small group, similar to real readers
- Avoid colleagues and people who flatter

Run it the same way each time

- Same message, same questions
- Listen, do not defend
- Look for repeated problems

Write a short change note

- Goal, method, sample, findings, changes

Test small, test often

Plan one real test this week