

6 Opt-In A/B Tests You Can Run in Under 20 Minutes Each



In general, when devising a new A/B test, I'll look at my current opt-in through the lens of the opt-in scorecard PDF. BUT if you're at a loss for ideas of what to test, this PDF gives you a flow that should work as a starting point, regardless of your niche.

And remember, you can also put things on easy mode by working with me – I can give you feedback, write your copy, or even run your A/B tests for you hands-off with a risk-free conversion improvement guarantee! Go to <https://crowiz.co/easymode> to learn more.

INSTRUCTIONS:

Go through the tests below, in order.

This is a solid testing flow that I use for my own sites and for my clients – it's the exact process that allowed me to 7x the opt-in rates for one of my clients, Afford Anything. (0.88% to 6.02% for the same lead magnet.)

For all of these tests, we want to leave them running until we get at least 100 conversions to make sure we have good data.

As you go, you'll essentially be testing the new variant against the previous winner.

FIRST STEP — FOUNDATION

Establish a Baseline

Use my "Short-Form, Text-Only" template from my opt-in toolkit (<https://crowiz.co/optintoolkit>) to get a really simple opt-in up ASAP to establish a conversion baseline.

While that's running, be collecting concrete wins & transformations from your existing students & audience – ideally wins/transformations they got from your lead magnet.

If you do coaching, I find that the easiest way to get these is simply to ask on coaching calls how people enjoyed XYZ thing, have 'em share some deets, and then ask if you can use that as a testimonial.

Other idea that's worked well for me and clients: send a couple broadcasts asking people to fill out a testimonial typeform, and raffle a free coaching call off to the people who do. (Be sure to include a deadline!)

TEST #1

Different Dream Outcome / Fundamental Motivation Headline

If you're *suuuuupppeerrr* sure that everyone has the exact same dream outcome for your lead magnet, think of different ways you could *illustrate* that same dream outcome.

For example, instead of speaking to "lose weight," you might speak to "finally fit into that pair of jeans you love but never get to wear."

Or in my case, for Conversion Wizard, perhaps instead of speaking to "Grow your email list," I might do something speaking to increased conversion rates, more revenue, more sales, money in your pocket, not having the cost of ads eating into your profits so much, etc.

TEST #2

Test Against a "Social Proof AF" Headline

In the case of the client I 7x'd opt-in rates for, the winning headline was "Join 70,981 Renegades Crafting the Lives of Their Dreams." (vs. the vague original "Live with Freedom")

To test a social proof headline, we basically want something that illustrates the fact that others have gotten results from this thing you're asking someone to sign up for.

Social proof can be...

- Number of positive reviews
- Number of customers
- Number of subscribers
- Number of members
- Testimonials from customers
- Testimonials from people your audience will recognize (e.g. me showing my EoFire or Amy Porterfield testimonials)
- If you're desperate, you can also use things like years in business, certifications, accolades, etc. (But technically, those aren't so much *social proof* as they are *credibility indicators*.)

TEST #3

Headline / Sub-Headline That Speaks to a Specific Result The Lead Magnet Has Brought

If your lead magnet has brought good results to one of your subscribers, show 'em off!

The nice thing about this headline approach is that it naturally adds social proof – it works great for case study lead magnets too.

e.g. "Get the exact opt-in template I used to 7x my client's email list growth rate and add an extra 9,508 subscribers to her email list" (although that's a bit long; I'd want to noodle on it to get it shorter if I were doing it for realzies.)

If you don't have any results from your lead magnet, but you *DO* from your brand, you can lead with the brand testimonial and "substantiate it" with the lead magnet as the implied *how*.

TEST #4

Image: Short Quote / Testimonial

Now we'll start testing images. For this one, having a photo of the person leaving the testimonial is essential. (This test can essentially be the same as test #3, but with a photo.)

In terms of copy, be sure to paraphrase the testimonial to keep it short.

(Note: I have a template for this already designed and ready for you to use in the opt-in toolkit. It's called "Case Study Image Left" and "Case Study Image Stacked" in the toolkit. More info at <https://crowiz.co/optintoolkit>)

TEST #5

Image: Lead Magnet Product Image

For this lead magnet image approach, you can pretty much use the same copy from whichever of the first 3 was the winner, and add an image of the lead magnet to it.

If the lead magnet is an ebook, have the image be a 3D book with a cover designed to match your lead magnet. If it's a course, I'll usually go for an iPad or a desktop monitor design.

(You can use placeit.net to generate these, or if you're having me help you with your opt-ins and A/B testing, I'll be doing this as a part of my work anyway so you don't need to worry about it right now – more info on that at <https://crowiz.co/easymode>)

TEST #6

Long-Form Copy

Take the winning opt-in from tests 1-5 and test against long-form copy, i.e. bullet points. If you're in the opt-in toolkit or downloaded my opt-in layout wireframes, the template called "Long-Form, Text-Only" has more details.

Basically, we want to just add a few bullet points that speak to the transformations the subscriber will get, the stuff they'll learn, or the features of the lead magnet.

(Note that transformation & learning tend to be more compelling than lead magnet features.)

NEXT STEPS...

What To Do Moving Forward

If you're a good copywriter, I'm confident that these 6 tests alone will bring huge improvements to your opt-in conversion rates. Once you've done these, the ongoing process is to regularly try different things out based on where your forms are weakest, per the Opt-In Scorecard PDF. If you have the traffic for it, running one test a month is a good cadence.

And of course, if you want the help of a pro copywriter with over a decade of experience, you can also put things on easy mode by hiring me – I can give you feedback on what you create, write your copy for you, or even run your A/B tests for you totally hands-off with a risk-free conversion improvement guarantee! Go to <https://crowiz.co/easymode> to learn more.