Sales Angle Field Test Worksheet

Your decision engine ranked the angles. Now prove the winner cheaply: two variants, one variable, a pre-set decision rule.

Set Up the Test

- Variant A: the engine's top-ranked angle, written as faithfully as you can.
- Variant B: the runner-up angle — or your old control if you have one with real history.
- Change ONLY the angle: same offer, same price, same page design, same traffic source. Two changed variables means no lesson learned.

Run It

- ■ CHECK: Send comparable traffic to both variants for the same hours of the day. Morning and midnight audiences are different people.
- ■ CHECK: Decide your minimum sample BEFORE you start (for example, 200 clicks per variant) and write it here: _____ clicks.
- ■ CHECK: Track one primary metric only — click-to-sale or click-to-lead. Secondary metrics are commentary, not verdicts.

Call It

- ■ CHECK: The winner must beat the loser by a margin you set in advance (for example, 20% better conversion), not by a coin flip.
- ■ CHECK: If neither clears the margin, the angles were too close — test the winner against a genuinely different family next.
- ■ CHECK: Record the result with the date and the sample size. In six months, this one page will be your best marketing asset.

A ranked angle is a hypothesis. This worksheet turns it into evidence before the full budget follows it.

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