The Lab Routine

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

A steady routine for testing one change at a time, learning from it and keeping what works. Small tests, honestly recorded.

WHAT IT IS
A test backlog and a test log. It keeps ideas in order, forces a clear question before each test and records what you learned, including the tests that failed.

HOW TO USE IT
1. Add every idea to the backlog. 2. Pick one. 3. Write the question and the metric first. 4. Run it for full weeks. 5. Decide, record and move on.

GROUND RULES
Change one thing. Decide the metric before you look. Judge by clicks, replies and orders, not opens. Do not stop early because of a good or bad day.

Test sizes that fit a small list

UNDER 5,000 CONTACTS	5,000 TO 25,000	OVER 25,000
Test big changes: offer, subject idea, send time. Use whole-week comparisons.	Split A and B by half. Run until each side has at least a few hundred clicks.	Use a split and a holdout. Check lift against the control.

Small differences on small lists are usually noise. When in doubt, repeat the test.

Test backlog

Keep every idea. Score it by likely impact and effort, then take the top one.

IDEA	HYPOTHESIS	AUDIENCE	METRIC	PRIORITY

Test log

Record every test, even the ones that did nothing. The record is what makes the routine valuable.

TEST	DATES	RESULT	DECISION	WHAT WE LEARNED

Action plan and review rhythm

Turn what you found into a short list. Fix the highest impact items first, and give every item an owner and a date.

#	ACTION	LINKED FINDING	EFFORT	IMPACT	OWNER	DUE
1						
2						
3						
4						
5						

Review rhythm

WEEKLY
Check the running test. Do not change it mid-run.

MONTHLY
Decide, record and pick the next test.

QUARTERLY
Review what you learned. Retire ideas that kept losing.

Next: the EE Index brings every model together into one score.