

THE MONDAY

HOTSHEET

2-28-2011

RECENT FINDINGS OF AN INTERNET BUSINESS JUNKIE

Each week, I learn a lot about what works, what doesn't and everything in between. Here are some of my recent findings:

Facebook® Pop-Up in Action

Before we jump into the meat today, just want to show you an example of how I'm using the Facebook® pop-up I mentioned in a previous hotsheet. When people sign-up to my Clients Suck list, they are given the option of a "one click" way to post a note about my list to their Facebook® wall. Since I don't want to skew the results of a split test I'm running (more about that in a second), I duplicated my "thank you" page for you to see how this works. You can see it [here](#).

Split Testing Made EZ

This is a big one... we **all** know that split testing is key to creating a marketing machine that is constantly improving. Despite that knowledge, the vast majority of marketers simply don't do it. Why? Because it's a pain in the ass, that's why. Take Google® Website Optimizer as an example. It's not too complicated to setup, but it involves adding code to several different pages. In my opinion, it's just clunky. Especially if you want to always be testing something. It can get a bit annoying managing all of those code changes. Well, that's all gone now, cause here's something that totally blows Google® Website Optimizer out of the water. It's called [Visual Website Optimizer](#). Before I go into some of the details, let me tell you what I accomplished in about 10-15 minutes my first time through. I downloaded a Wordpress Plugin and setup an A/B split test... oh yeah, and I did it without making ANY changes to code. No cutting/pasting... nuttin. If you run static or dynamic websites, you can paste a single snippet of code on every page which will work for ALL of your current and future tests. The setup process for my site (running on Wordpress) was drop dead simple. I simply entered the URL I wanted to test, clicked on

the part of the webpage I wanted to test. The underlying code was brought up so I could create a variation (I am testing a headline in this example) and after a few more clicks, my experiment was live. I **did** have one question I needed to get answered about how to run this test (the headline for my optin in the website sidebar) on ALL pages of my website. So I submitted a request to support with the question. This brings me to one of the highlights of the service... I received an answer in about 10-15 minutes!! And this was a Sunday morning that I submitted my request. If you are serious about testing, you **must** check this out. You can run simple A/B split test, multivariate tests and split url tests. They have software plugins for Drupal and Wordpress. In the case of Wordpress, the plugin allows you to set and run tests without having to change ANY code on your site. That is really an amazing little plugin. And the results are in realtime which is also sweet. Visual Website Optimizer is NOT free (you get what you pay for) although they **do** offer a free trial. If you don't think this sounds amazing, or if your jaw isn't already on the floor, just [watch this quick video](#).

Need Sound Effects?

If you create multimedia stuff and you need a great place to get royalty free sound effects and music loops, here are two sites you should check out. The first one is [Sound-Effect.com](#), the second is [MusicLoops.com](#). I used a combo from these sites to put together the opening sequence for my [Client 911](#) video. I believe that both sites are owned by the same company and was happy with the response of support. I got a response to a question I had about licensing from the CEO in less than 24 hours.

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