

## **Extreme Optimization Preview**

*How to Beat Better, More Experienced Marketers.*

*“On the internet, speed is king.”*

**Matt Gallant**

This report will reveal some very advanced price and deadline strategies, that you can implement TODAY and get a big pay raise.

## The Secret To Beating The Most Dangerous, Wealthy, Baddest Marketers In The World Is...

Now, let's start by outlining the secret to beating more skilled, experienced marketers that are going head-to-head against you...

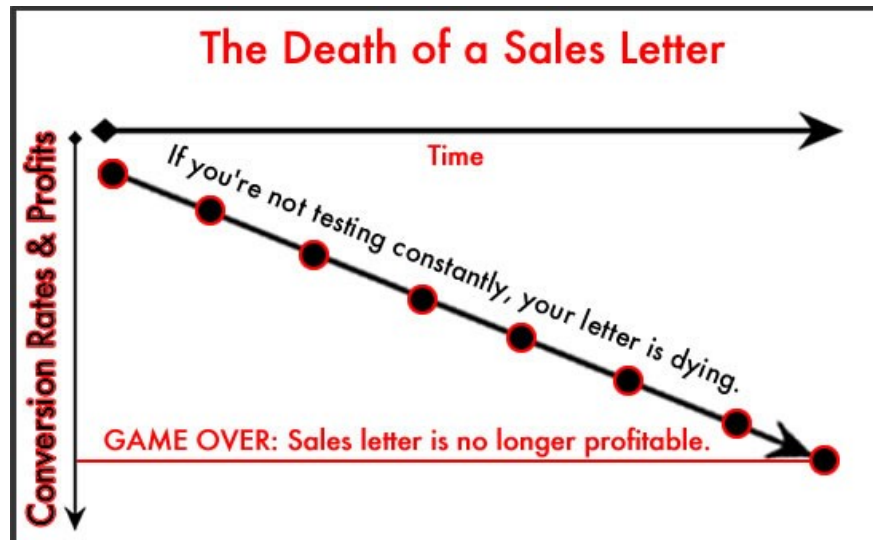
You OUT-TEST them.

Here's a shocking fact that most copywriters never talk about (even most of the "big names"): They are GUESSING 95% of the time. Now, in their defence they are making educated guesses. They've studied other copywriters and they've put their chops to the test and created many winners.

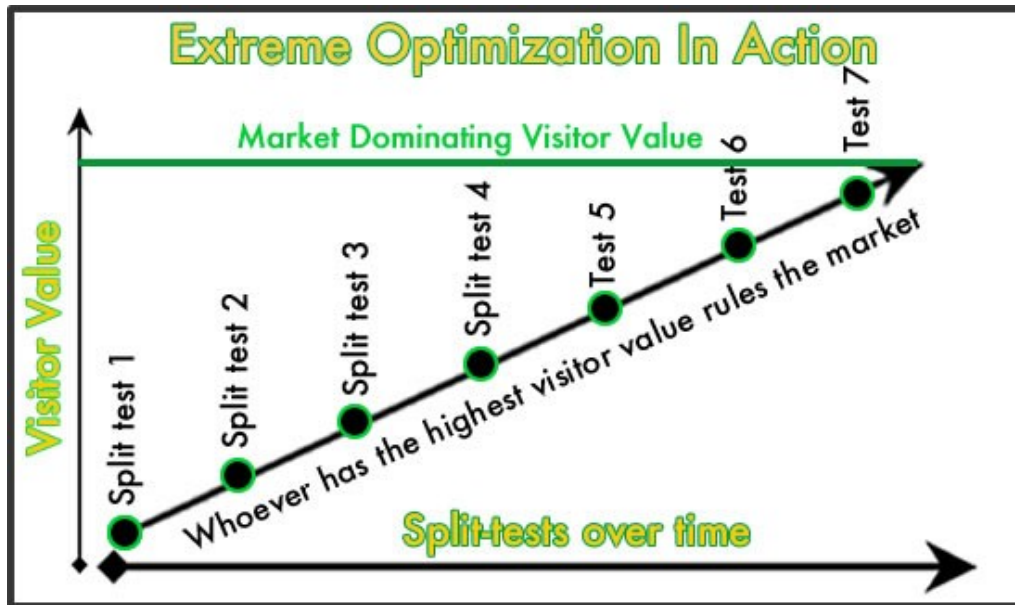
However, it doesn't mean that a newbie can't get into a market and clean their clocks. Especially, if the newbie learns the art and science of Radical Testing Results (Which you'll be begin to learn starting with this report).

There are 3 reasons why a skilled tester will beat the seasoned copywriter:

1. The skilled tester will learn what the market REALLY responds to: their hot points, their deepest desires, and their turn-offs. The copywriter is shooting darts in the dark.
2. The skilled tester's conversion rates will continue to rise. The skilled copywriter's conversion rates will decline and eventually die because he's onto something else and all sales letters eventually DIE unless continually tested.



3. Even someone with no copywriting skills will eventually stumble unto something that works like gangbusters.



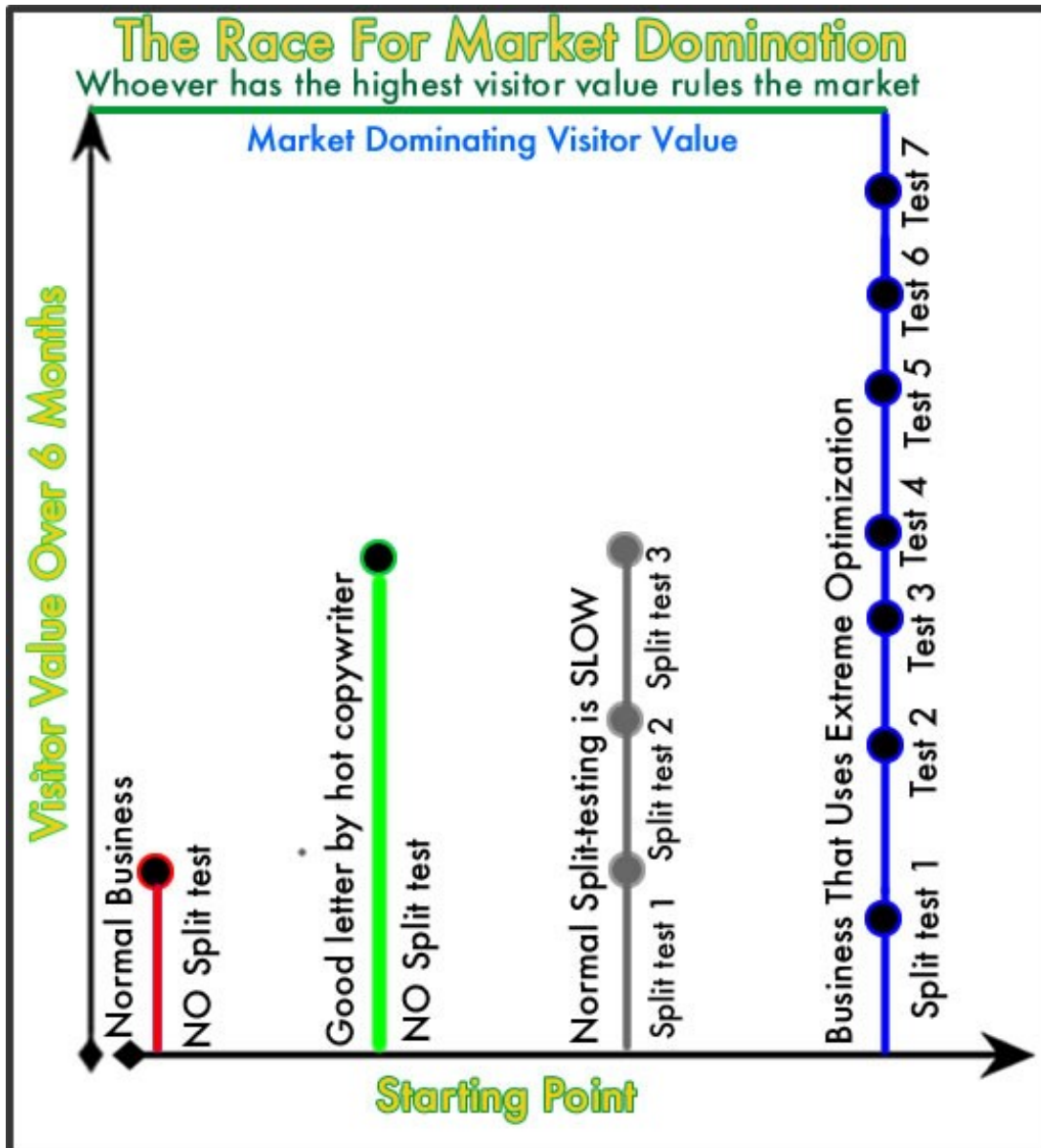
Split testing is in my opinion the most critical, powerful part of building a highly profitable business in record time.

Testing is how you transform a money-losing project into a serious cash cow. And testing is sooo much fun once you get started! Personally, it's my favorite thing. It's like a cool video game, except when you "beat a level" you make more money.

The best attitude to have is: "I'm going to try this and see what happens." It's a blast! This is where you can "street-test" your ideas. And as they say: "The numbers don't lie." This report will reveal how you can multiply the SPEED of your split-test by 200% to 500% or more...

## **On the Internet, Speed is King.**

They used to say that 1 year on the internet is equal to 7 years offline. Nowadays, I think it's more like 10 years or more. Internet marketing moves at the speed of light and it's just getting faster and faster. That's why I developed the "Radical Testing Results Protocols".



First of all, I couldn't stand waiting for "statistical validity". In a minute, I'll explain why I think that concept just slows down the growth of your business to a crawl.

I'll also give you quite a few advanced shortcuts you can use to speed up your testing results by 200% to 500%.

Plus, I'll show you some new upgrades on a split-testing software that makes setting up test 3X faster.

## The 3 Levels of Testing Results

1. Donuts
2. Incremental Improvements (also known as “whispers”)
3. Breakthroughs (also known as “screams”)

### **Rule #1 of the Radical Testing Results Protocol is: You can't multiply donuts!**

Let's do some math together:

0 X 10 = zero

0 X 100 = zero

0 X 10,000 = zero

0 X a million = ZERO!

In other words, you can't multiply donuts (zeros)!

Here's a rule of thumb: If you set up a sales letter test and 300 people have seen your letter and no one has bought – STOP THE TEST IMMEDIATELY. Basically, it means that your sales letter is a bomb and it's time to move on. (Personally, I would even stop the test after 150 people saw the letter because I want to find a winner as quickly as possible.)

However: THAT IS GREAT NEWS! Because you want to FAIL FAST. You want to know what DOESN'T work: FAST! That way you can move on to the next test and find the next big breakthrough.

Note: There are exceptions... For an example, if you are selling expensive equipment or courses or packages. If you're selling a \$10,000 piece of construction equipment – then maybe a 0.3% conversion rate is acceptable.

However, if you're selling anything below \$100 – Do NOT accept any conversion rates below 0.3%.

### **Rule #2 of the Radical Testing Results Protocol is: Don't wait too long for incremental improvements**

Rule #2 is similar to rule #1. The bottom line is: you need FAST results!

Why? Because YOU ARE WASTING TIME if you're not aggressively looking for Big Breakthroughs!

Let's take some advice from the world's greatest investor, Warren Buffet. Mr. Buffet makes investments based on *opportunity cost*. This means he doesn't look at an

opportunity and think “I can make 20% return if I invest 1 million dollars in that company.” Instead, he looks at all of the other opportunities he’s losing by NOT investing the million dollars in the other companies.

Now, integrate that concept with your split-testing strategy.

### **Scenario #1: The “normal” way**

Let’s imagine you set up a split test. And the 2 factors are neck-to-neck. So, you wait 60 days to in the end you get a 10% improvement in your conversion rate. That’s not bad.

However: what did you lose by waiting so long for statistical validity to kick in?

### **Scenario #2: The Radical Testing Results Protocol**

Now, Here’s Why Waiting Too Long for Statistical Validity Is Dumb...

So, you set up the same test as in scenario 1. However, you abandon the test after 1 week because it wasn’t a BREAKTHROUGH result.

So, you set up a new test and you get a whopping 25% improvement in your conversion rate after only 2 weeks. And then you set up another test and you get another 15% improvement after 2 weeks.

So with this strategy, you achieved a 40%+ improvement in 5 weeks, instead of the 10% in 8 weeks. I’ve done this over and over again and it’s how I’ve brought money-losing sales letters to the big-time profit zone in just a few short weeks!

The point is: by abandoning test that are neck-to-neck quickly – you will open the door for radical testing results!

### **Rule #3 of the Radical Testing Results Protocol is: Become a relentless hunter of Big Breakthroughs!**

This is a radical concept that I stumbled upon by being impatient. That’s how I’ve tripled conversion rates of sales letters and optin rates in weeks instead of months and years.

Basically you want to look for big results fast.

### **Big Breakthrough Formula:**

The Winner - Square root of the winner > the losing element

The big breakthrough formula is simple... You subtract square root of the winner from the winner and it should be a bigger number the loser.

It sounds more complicated than it is...(most every simple calculator has a square root button)

:

Let's say you're doing an A/B test and element A has 20 sales and B has 12 sales.

First, calculate the square root of 20 – which is 4.47.

Now, simply plug-in the rest of the numbers:

$20 (\text{winner}) - 4.47 (\text{square root of } 20) = 15.53$

The next question is: Is 15.53 a bigger number than 11 (the losing element)?

I hope you answered yes.

## **An Answer to Hardcore Believers of Statistical Validity**

Frankly, is this method perfect? Of course not. I would even say, by picking winners quickly – you'll be wrong 10% of the time or so.

And you know what? WHO CARES!

I'll take SPEED over accuracy any day of the week. Even if I was wrong 20% of the time, the increase in my conversion rates will quickly leave my competition in the dust.

The reality is, the results will self-correct over time as you test more variables. For an example, let's say I end a test early and I was wrong about the winner... I'm going to set up a NEW test – and hopefully I'll crush the “wrong winner”. And I'll set up another test and beat the champ again... and again... and again...

To recap: focus on achieving BIG breakthroughs with your test. Don't be afraid to end a test early. You do NOT need 200 results to have a valid test. I think that's just insane (especially on a sales letter).

## **Tactics To Speed Up Your Tests**

There are a few techniques that I suggest you use to make your testing even faster. They are:

1. The Royal Rumble Method
2. The Fastest Multi-variable Test
3. The “Evolve” feature

### **The Royal Rumble Method**

This is one of my favorite techniques to dramatically speed up my testing results. When I was younger, I used to watch wrestling on t.v. and they would do “Royal Rumbles”. It

was basically like king of the hill. The last man standing in the ring would win.

Well, you can do the exact same thing when you're testing things. The purpose of this technique is to find the ultimate winner as fast as humanly possible.

Let's say you set up an 4-way headline test. So, you're testing 4 different headlines against each other.

After the first week, here are the results:

*Headline 1: 5 sales*  
*Headline 2: 1 sale*  
*Headline 3: 6 sales*  
*Headline 4: 2 sales*

What I would do at this point to speed up the test is set up a new test and do a "Royal Rumble" with headline 1 and headline 3. Basically, I would eliminate headline 2 and headline 4. This automatically **DOUBLES** the speed of the test by sending twice the amount of traffic to the best 2 headlines.

## How To do a Multi-variable Royal Rumble

We do a lot of multi-variable split-tests. Most people think you need an insane amount of data to get accurate results. I say that's B.S.!

Here's a real example of how we do it... First, we started with an optin rate of: 28.94% on Jan 24. Then, we set up a multi-variable test and we had 18 versions being tested.

Here's the actual numbers after 3 days of doing a multi-variable optin test:

AD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	TOTAL
Unique IPs	167	168	175	169	178	167	170	167	167	169	179	168	168	167	167	169	167	166	3048
# of Sales	47	43	59	46	53	59	51	46	44	36	61	55	51	46	44	43	69	48	901
Cnv Rate	28.14%	25.6%	33.71%	27.22%	29.78%	35.33%	30%	27.54%	26.35%	21.3%	34.08%	32.74%	30.36%	27.54%	26.35%	25.44%	41.32%	28.92%	29.56%

Then, we took the top 5 versions, which were:

*Version 3: 33.71%*  
*Version 6: 35.33%*  
*Version 11: 34.08%*  
*Version 12: 32.74%*  
*Version 17: 41.32%*

And we set up a new 5-way split-test. By eliminating the 13 "losers", we increased the **SPEED** of the test by 360%!

Here was the testing results after 3 days:

<b>Variation 1</b>		
Unique IPs: 805	# of Sales: 255	Cnv Rate: 31.68%
<b>Variation 2</b>		
Unique IPs: 784	# of Sales: 240	Cnv Rate: 30.61%
<b>Variation 3</b>		
Unique IPs: 781	# of Sales: 205	Cnv Rate: 26.25%
<b>Variation 4</b>		
Unique IPs: 795	# of Sales: 274	Cnv Rate: 34.47%
<b>Variation 5</b>		
Unique IPs: 780	# of Sales: 217	Cnv Rate: 27.82%
<b>Total</b>		
Unique IPs: 3945	# of Sales: 1191	Cnv Rate: 30.19%

So, the “ultimate winner” was version 12.

The best part is, it just took 6 days to do the whole process.

And we increased our highly-tested optin page by an extra 19%!

This is a MONSTER pay raise over time!

## Introducing the Fastest Multi-Variable Test Ever

Have you ever set up a big multi-variable test? If you have, you know it can 2 hours or more sometimes. Sure, I think it’s worth it... But sometimes, you just don’t have 2 hours to set up a test.

That’s why we created the: 2, 2, 2, 2 multi-variable test.

It’s quickly become one of my favorite ways to test. Basically, you have 4 testing elements (For an example: headline, picture, guarantee and P.S.) and you create 2 versions of each element (e.g. 2 headlines, 2 pics, 2 guarantees and 2 P.S.).

I like it for 2 reasons:

First, it just takes 15 to 30 minutes to set up your first test from scratch. You’ve got to love that...

Second, you’ll get faster data because there’s less interaction between the factors. When you set up a monster multivariable test like: 6, 3, 3, 3, 3, 3, 3 – there are so many variations and possible interactions that it can take awhile before you get solid data.

## The Fastest Way To Set Up A New Test Just Push The “Evolve” Button

There are 2 parts to setting up a new split-test.

1. Figuring out what you’re going to test.
2. Setting up the test.

Guess which one takes more time? If you’ve ever set up a new test, you know the answer to that question is #2. This is especially true if you’re setting up a multivariable test.

And I'll confess: I FREAKING HATE WORKING WITH CODE! Sure I can do it... But, I just don't want to waste my valuable time.

With a typical split-testing solution, you would have to:

1. Figure out the elements
2. Create a new test
3. Put the code into the right places on the page (This one takes time)
4. Enter all the elements inside of the tester (including the old winners)
5. Start the test

That's why we designed our Extreme Optimization Software with SPEED in mind. We basically wanted to cut the time it takes to set up a test by 50% -- AND WE DID IT!

Here's how the simple yet brilliant "Evolve" feature works...

- 1) You set up your first test.
- 2) Once you have a breakthrough winner or enough data, you end your test by pushing the "evolve" button. It automatically archives your results and then it enters the winning elements into the NEW test.
- 3) Just fill out the new elements and you're set to go. You don't have to waste your time copying the old winning elements.

This easily cuts the time it takes to set up a new test by 50% to 75%.

With the "evolve" feature, you don't have to mess with the code at all. I think that's "da bomb". And once you use it, I think you'll agree with me. You will get this software if you show up at the "Hyper-Growth Formula Seminar".

## **Here's How The Strategies In This Report Boosted A Sales Letter's Conversion Rate by 2018% In Only 5 Short Weeks...**

Here's a real life example of I brought a sales letter that was converting at 0.11% to over 2.22%. That's a 2018% improvement!

Here's how it happened...

First, we set up a multivariable test on the sales letter on Jan. 7<sup>th</sup>. Here's the results of that test:

<b>AD</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>TOTAL</b>
<b>Unique IPs</b>	<b>328</b>	<b>325</b>	<b>330</b>	<b>332</b>	<b>326</b>	<b>328</b>	<b>327</b>	<b>332</b>	<b>328</b>	<b>326</b>	<b>329</b>	<b>337</b>	<b>327</b>	<b>332</b>	<b>328</b>	<b>332</b>	<b>5267</b>
<b># of Sales</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>11</b>
<b>Cnv Rate</b>	<b>0.3%</b>	<b>0%</b>	<b>0%</b>	<b>0.3%</b>	<b>0.31%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0.61%</b>	<b>0.31%</b>	<b>0%</b>	<b>0.59%</b>	<b>0.31%</b>	<b>0%</b>	<b>0%</b>	<b>0.6%</b>	<b>0.21%</b>

Now take a look at the element data:

**Element 1: Headline:**

Variation	1	2
Unique IPs	2628	2639
Number of Sales	3	8
Cnv Rate	0.11%	0.3%

Now, this is what I call a BIG BREAKTHROUGH. If you use the formula I gave you earlier – it proves it:

**Big Breakthrough Formula:**

The Winner - Square root of the winner > the losing element

Let's enter the headline data...

$$8 \text{ (winner)} - 2.82 \text{ (square root of winner)} = 5.18 > 3 \text{ (the losing element)}$$

The new headline almost tripled conversion rate! You've got to love that...

Let's take a look at some more data:

**Element 2: Video**

Variation	1	2
Unique IPs	2635	2632
Number of Sales	7	4
Cnv Rate	0.27%	0.15%

According to the Big Breakthrough Formula – we had another big breakthrough...

$$7 \text{ (winner)} - 2.65 \text{ (square root of 7)} = 4.35 > 4 \text{ (the losing element)}$$

The next factors were 2 videos. We tested with or without videos and it surprisingly had a very negligible effect. And what's rule #2? Abandon test that aren't producing a big breakthrough.

Variation	1	2	Variation	1	2
Unique IPs	2620	2647	Unique IPs	2623	2644
Number of Sales	6	5	Number of Sales	5	6
Cnv Rate	0.23%	0.19%	Cnv Rate	0.19%	0.23%

So, on Jan. 6<sup>th</sup> – we set up a NEW test and we did a Royal Rumble by using the best 3 versions of the letter from the multi-variable test (Which was version 9, 12 and 16). Here's the result of that Royal Rumble...

Variation 1		
Unique IPs: 323	# of Sales: 4	Cnv Rate: 1.24%
Variation 2		
Unique IPs: 326	# of Sales: 4	Cnv Rate: 1.23%
Variation 3		
Unique IPs: 323	# of Sales: 0	Cnv Rate: 0%
Total		
Unique IPs: 972	# of Sales: 8	Cnv Rate: 0.82%

Now, you also see that the conversion rate DOUBLED again on variation 1 & 2. That happened for 2 reasons:

1. We added some professional looking bonus report covers.
2. We added 2 more emails to the autoresponder sequence.

Then, on January 30<sup>th</sup> – we set up the next test (which is still running as of the time of this writing). Here are the results...

Variation 1		
Unique IPs: 225	# of Sales: 3	Cnv Rate: 1.33%
Variation 2		
Unique IPs: 232	# of Sales: 4	Cnv Rate: 1.72%
Variation 3		
Unique IPs: 231	# of Sales: 2	Cnv Rate: 0.87%
Variation 4		
Unique IPs: 225	# of Sales: 5	Cnv Rate: 2.22%
Total		
Unique IPs: 913	# of Sales: 14	Cnv Rate: 1.53%

Now – AGAIN... it seems we have another BIG payraise. The winner so far is converting at 2.22%...

The bottom line is: **By using the strategies in this report we improved original conversion rate of 0.11% by a whopping 2018%!**

Now, let's get into some strategies you can implement FAST – and give yourself a pay raise...

## **Advanced Testing Strategy #1: The Pressure Cooker Method**

Deadlines are a proven sales tactic. They work with almost any kind of business, offline and online. Big stores use it for X-mas promotions or Easter promotions with resounding success.

They also work ON-LINE. However, until now most marketers have either had to:

1. Do the deadline manually
2. Use simple scripts that create mistrust over time

For example, if you've visited a lot of websites – you've probably seen a script that says: "Order before midnight tonight" Or... "Order in the next 3 days before the price goes up

to \$97". And then you return to the website and it's still the SAME. This creates bad vibes and it makes your potential customers distrust you. Over time, your conversion rates will drop because these people simply won't believe you.

Well, the Ultimate Profit Maximizer (UPO) software takes care of that problem.

First, the UPO software works on 2 levels: cookies and I.P. addresses. These days, a lot of web users have software that eliminates cookies. So, if your split testing script only uses cookies and the visitor comes back 3 days later – they will see the same thing they saw 3 days earlier.

By recording their I.P., this system allows the UPO software to know when they came the last time and what deadline or price we need to show them.

Here's a list of ideas you can test in your business:

1. A REAL 1 Hour Offer vs. nothing
2. A 2, 3, 4, 5, 6 or 7 day deadline vs. nothing
3. A 2 day deadline vs. a 5 day deadline
4. A 5 day deadline vs. a 10 day deadline

And a whole lot more...

## **An Advanced Strategy That Doubled My Profits**

Do you want a "plug-n-play" tactic that doubled profits in one of my businesses?

Then read on...

Of course, who said 1 deadline is enough -- Why not create MULTIPLE deadlines?  
For an example, you can do:

Deadline 1: 5 days at \$47

Deadline 2: 7 days at \$57

Deadline 3: 7 days at \$77

Deadline 4: 7 days at \$97

**THAT SPECIFIC PRICE PATH DOUBLED MY PROFITS FOR ONE OF MY NICHE BUSINESSES.**

Why? For a few reasons...

First, people do NOT like to miss out on a deal. When they see that you're "for real" and that you are increasing the price – they will be a lot more likely to take action and buy your products. Especially when there's ANOTHER deadline coming! Missing one deadline is one thing – however missing 2, or 3 or 4 is another.

And for some reason, A LOT of people buy at \$97. Especially if you keep emailing them with interesting and informative content with character.

Now, you should test your own price paths. And the UPO software allows you to do this easily. In fact, you can even split test 2 completely different ideas.

For an example

*Price path #1:*

Deadline 1: 5 days at \$47 then

Deadline 2: 7 days at \$57 then

Deadline 3: 7 days at \$77 and finally

Deadline 4: It stays at \$97

Let me explain what that means exactly: first someone opts in to your list. Next you give them great content in the form of an interesting-informative video or ebook-report (like the one you're reading) and you let them know you are going to be selling something or that you are selling something right now.

If you are already selling a product – then show them your sales letter after they have experienced your inspiring-good-vibe-creating content.

Now – is where the price path does the magic.

First, you let them know what the regular price is – let's say \$97. However, you are doing a special discount of \$50 for people who will order in the next 5 days (and you show them a real date). Give them a good reason why: Could be a "reward" for fast-action-movers, you don't want them to forget, early bird gets the worm, or something else.

**IMPORTANT TIP:** I suggest that you do a split-test with the REASON you are doing this. Usually, an interesting TRUTH wins – so test that.

Now, on the 4<sup>th</sup> day of your email sequence – SEND THEM AN EMAIL BEFORE YOU RAISE THE PRICE AND NICELY REMIND THEM THAT THE PRICE IS GOING UP TO \$57.

The next day the software raises the price automatically to \$57. Now – keep giving him great content: articles, videos, reports, audio interviews, questionnaires, blogs, etc...

Now on the 11<sup>th</sup> day of the sequence – email them another gentle warning that the price is going to up AGAIN to \$77 and you don't want them to miss out.

Then switch back to great content... Video testimonials, case studies, more articles and so on. And on the 18<sup>th</sup> day – contact them and let them know that the final price jump to

\$97 coming and you don't want them to miss out again.

Go back to great content – do fun wacky videos of you... show your family pet... and so on. Build the connection... After that: KEEP sending them great stuff and just keep the price at \$97. You'll STILL keep getting sales at \$97.

That's been a BIG winner for some of our niche businesses. I highly suggest you implement this one as soon as we release our breakthrough tester.

*Price path #2:*

Deadline 1: 4 days at \$77 then

Deadline 2: 4 days at \$87 then

Deadline 3: 4 days at \$97

*Price path #1:*

Deadline 1: 5 days at \$29 then

Deadline 2: 7 days at \$49 then

Deadline 3: 7 days at \$77 and finally

Deadline 4: 7 days at \$97

The UPO software will record:

- a) The conversion rate
- b) And more importantly: THE TOTAL SALES

I hope you enjoyed this report... If you want the “Extreme Optimizer & Ultimate Profit Maximizer” software, you should come to the “Hyper-Growth Formula”.

Now start testing your way to mega-profits,

Matt Gallant

*The Extreme Optimizer*

P.S. As far as I know, the Ultimate Profit Tester is the only tester that can split-test multiple price paths.

P.P.S. A lot of “hardcore statistics” guys might say “your stats don't enough data”. I'll let them argue, while we run 5X more tests in the same amount of time they are “waiting for validity”.

[Click Here To Join](#)  
[The Hyper-Growth Formula Hotlist](#)

Here's what John Carlton (the world's most ripped-off copywriter) has to say about me and my marketing skills...



*"I've personally watched John's skills and abilities as a marketer skyrocket over the last few years. He's one of these "quiet types" that's secretly making big bucks. John's copywriting and marketing skills are rock solid and he's always looking for new innovative ways to improve response. Be on the lookout for this guy... He's a dangerous marketer."*

John Carlton

[Click Here To Join](#)  
[The Hyper-Growth Formula Hotlist](#)