

# Market Testing

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### Find where is this story

Where do you think the story of King content looking for the Queen and the Squire revealed the Biggest secret known to mankind is.

#### 1. PAGE BUSINESS GROWTH FORMULA (T X L X C X M S)

GL

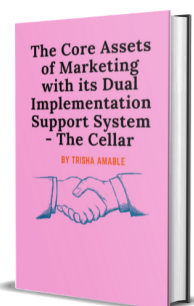
##### THE FORMULA

The T represents TRANSFORM (and includes the 9 core assets- the tactics. Each tactic can be applied for zero cost.)

##### THE CORE ASSETS

1. TM (Target Market)
2. H (Headline)
3. RW (Reason Why)
4. FB (Feature & Benefit)
5. D (Differentiator)
6. G (Guarantee)
7. IO (Irresistible Offer)
8. SP (Social Proof)
9. CTA (Call To Action)

"it is impossible NOT to grow your business when the formula and the core assets are applied"



##### (L) LEAD GENERATION

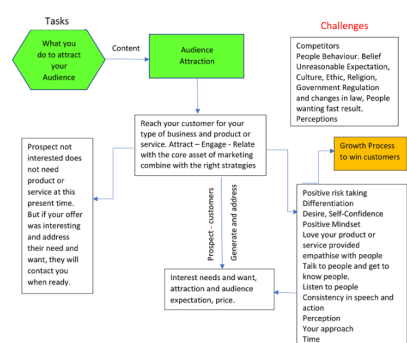
##### (C) CONVERSION

##### (M) MAXIMISING CUSTOMERS VALUE

##### (S) SYSTEMISE AND AUTOMATE

##### Playbook and System for winning

How to engineer growth in your small business



Combine the core assets in your content with one strategy for maximum effect to increase lead acquisition and conversion. Systemised and automate your delivery system.

The purpose of Market Testing is to reach your audience with a specific message addressed to your audience. Your audience can be a single individual, a group of people or communities anywhere in the world.

Market testing is very important and a huge part of successful marketing as it helps you determine the right customer's group for your business and what you have to offer.

Remember that you cannot market yourself to everyone in the world because people like different things, speak a different language, dresses differently and like and dislike different things. You need to define your demography and segment your market accordingly and determine the preference of your audience, needs, interest, inclination and offer choices and provide solutions to your customer issues to attract most people in your community and achieve sales of your products or services.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- Always A/B split test your audience
- Always use and resued the strategies and tactics which work best for your business.
- Always try to create attractive content that attracts your audience through stories using the legacy systems.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.