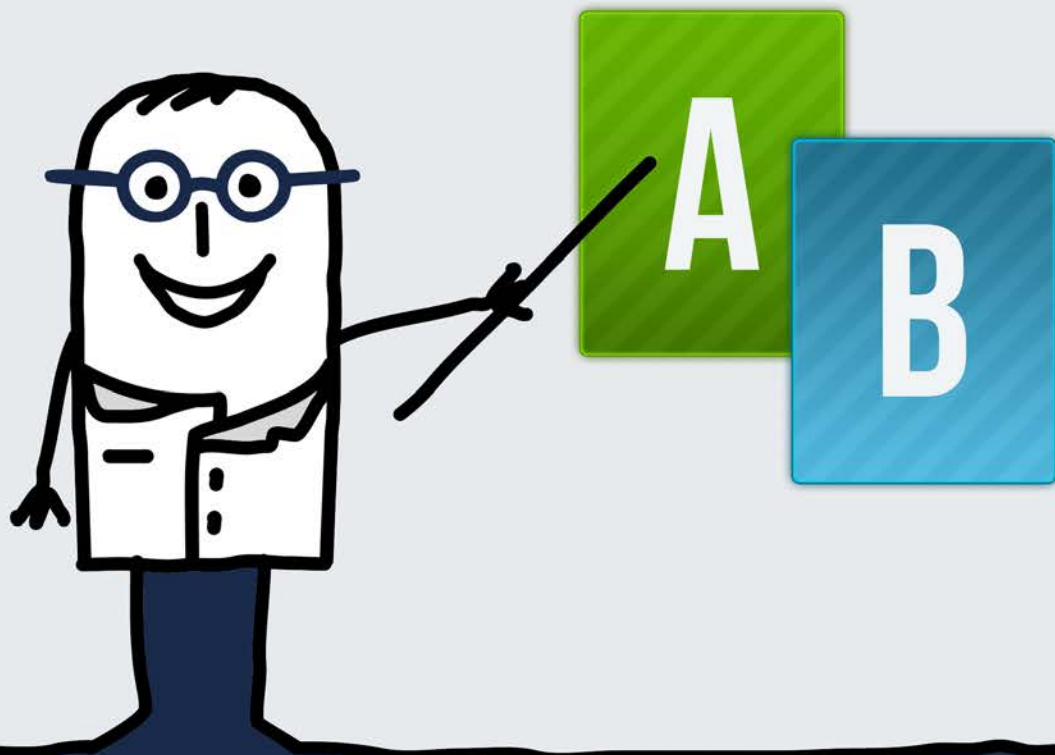# COPY HACKERS

The Great VALUE PROPOSITION TEST

11 case studies to help you find & test your USP.

By Joanna **Wiebe** and Lance **Jones**
Co-Founders of CopyHackers.com, Page99Test.com and KYVIO.com

ABOUT COPY HACKERS

Copy Hackers launched with a bang on Hacker News in October of 2011. Since then, we've had a pretty wild ride – and we owe it all to the tens of thousands of "copy hackers" around the world who recommend us daily via emails, tweets and good ol' fashioned word of mouth.

We believe that the best copywriters are the people who built the product. That's why we put everything we've got into creating actionable blogs, videos, ebooks and courses for you. So you can translate all that's awesome about your software, apps, info products, goods and services into high-converting web copy.

Learn more at www.CopyHackers.com, home to Joanna Wiebe and Lance Jones.

IN THIS EBOOK

9 winners
2 losers
―――――――
11 insights

HOW WE GOT AN AVERAGE LIFT OF 33% ACROSS 11 VALUE PROP TESTS

> *"The goal of the home page is to establish the value proposition and move them quickly along."*
> **Dr. Flint McLaughlin, Marketing Experiments (2013)**

FROM MARCH TO MAY OF 2013, we at Copy Hackers set out to test a big idea. This idea is based on a philosophy to which we've subscribed for a long time, a philosophy that itself is based on the classic Marketing Experiments Conversion Sequence and that Lance wrote about [on our blog](). Here is the big idea or meta-hypothesis:

Startups can increase micro-conversion from their home page by using their value proposition as the headline (and subhead).

Based on years of testing, we'd seen that, except in the rarest cases, quickly telling your visitors what's unique and highly desirable about you – the core of your value proposition – can increase sign-ups and clicks to key pages, like Plans & Pricing. We

knew this to be true. But we'd never gathered all the results of all the related tests we'd done in one place. And we'd never isolated the value proposition as the only element changed on the page. (If you've tested with clients or internal stakeholders, you know how hard it is to convince people that changing just *one* element of the page is worth the time.)

So we decided to generate brand new data.

We decided to run a meta-test.

We reached out to people who are subscribed to my weekly newsletter and invited them to apply to participate in this meta-test. Based on criteria such as sufficient traffic to conduct a test to confidence, we selected the top 15 opportunities out of the applicants, conducted some light research and discovery, shortlisted value props for each and ran the tests. Fifteen tests. All launching in the span of five days.

It turned out that four of the home pages didn't receive the required amount of traffic to run a test well. So, sadly, we scrapped those tests and focused on the remaining 11, which produced:

- ✓ 9 winners
- ✓ 2 non-winners

(BTW, if you can learn from a test, it's never a loser.)

Our goal was never to increase *paid* conversions. Your home page is often extremely far-removed from your conversion funnel; it would be an exercise in madness to try to tie paid conversions to your home page headline alone. Rather, your home page should help people understand that they've come to the right spot and then move them quickly along to the right *next* page for their needs. **Thus, our primary goal was to increase clicks to key pages – most often Sign Up / Get Started or Plans & Pricing.**

The average lift across the 9 winning tests was 34%, with some bringing in modest lifts (10%) and others eye-popping lifts (103%). By and large, the tests saw changes only to the copy – not the page layout, the visual design or other elements. The headlines were

always tested. Sometimes the subheads were also tested. And sometimes we added a new bullet list to flesh out a more detailed value proposition.

With great thanks to our study participants, who allowed us to share their test data in these case studies, we're happy to offer you 11 studies you can use to:

1. Assess your home page headline
2. Develop a selection of value propositions
3. Score and shortlist your value propositions
4. Drive your next home page test

What Is a Value Proposition and Do You Need One?

Everything you want people to do, you need to influence them to do. You need to help your visitors understand:

- ✓ Why they should choose your brand [over the alternative]
- ✓ Why they should choose your product or service [over the alternative]
- ✓ Why they should choose your website or store [over the alternative]
- ✓ Why they should choose your blog [over the alternative]
- ✓ Why they should choose your enewsletter or mailing list [over the alternative]
- ✓ Why they should choose your free ebook [over the alternative]
- ✓ Why they should choose your Facebook or PPC ad [over the alternative]

(You can replace the word "choose" above with "believe in", "value", "trust", "refer", "stick with", "recommend" – the list goes on.)

Your value proposition is simply a message that succinctly states what *really great X* your prospect or customer is going to get from you *that they can't get elsewhere*.

Although this exercise is for home page headlines, the smart copy hacker knows that you need to communicate the value of your company, product, sales channel and content in a range of spaces.

Internally, you may know what the value proposition is for each page on your site; this could help you cull content and keep on-goal when you're writing a page.

But it doesn't stop there. (Of course not!)

You'll also have different value propositions for different groups or audiences. Every audience you want to message to has its own key desires; one group will value X over Y, and another will value Y over X. New visitors will need a different value prop than existing customers returning to your site to upgrade, contact you or get support.

Even if you have just one target audience, you may also have prospective employees visiting your Jobs page, prospective investors visiting your About page, developers visiting your API page, guest bloggers visiting your Write for Us page, and journalists or bloggers visiting your Press page. You'd be wise to have an associated value proposition where possible. (If you didn't know what your Jobs page headline ought to be, now you do!)

That said, unless the majority of your traffic is journalists or prospective investors, you probably shouldn't target the value prop on your *home page* at anyone but prospective customers.

A Great Value Proposition Starts with Differentiation

So, what do you do differently? What do you have to offer that's better than or different from your prospects' alternatives?

That's the core of differentiation. And differentiation is the foundation of your value proposition. To put it straight, if there's nothing different about you, it would be easier for your business to manipulate the dreams of your prospects each night, succubus-style, than for you to create a winning value proposition.

But surely something's different about you! In *Copy Hackers: The Startup Guide to Differentiation*, I walk you through nine ways businesses are differentiating their products, services and brands today. And there are far more than nine ways to differentiate.

Here's a sample of some of the ways you may be different from alternatives:
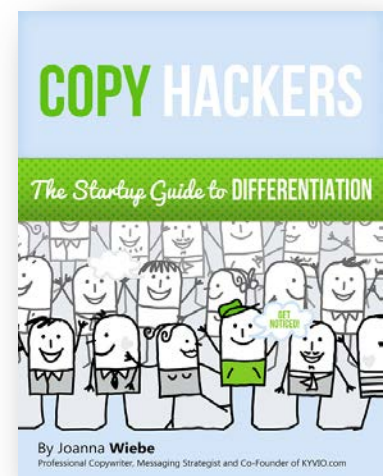
- Our products are built to last
- We're less expensive
- We're more expensive – and better!
- We do X faster
- We were the first
- We're always hassle-free
- We're 100% customer-focused
- We're the best selling
- We're the most loved
- More people use us than anyone else
- Our product is built by amazing people

When we're talking about differentiation, we're often talking primarily about your key differentiator… and then about all the other little ones that follow it. **Your key differentiator is the thing that everyone can instantly recognize about your product, service or business.** Sometimes your key differentiator is the reason your company exists, and your desire to be different from crummy existing solutions was the impetus for your startup; other times, you won't discover what's uniquely awesome about you until you start executing. Either way is okay. As long as you land on a key differentiator.

For Zappos, it's customer service.

For Apple, it's design.

For TOMS Shoes, it's their social responsibility (or worldview).

Everything those companies do supports what's different about them. Customer service is so important to Zappos, they pay for two-way shipping, they offer 365-day return policies, they have 24/7/365 phone support, and they even shut down their Canadian operations when they couldn't offer Canadians the level of customer love the Zappos brand demands.

> REMEMBER:
> The alternative to your solution is not always a direct competitor. It could be an established or familiar way of doing things. Differentiate yourself from *that*.

But Zappos doesn't stop at customer service any more than Apple stops at beautiful design or TOMS stops at donating one pair of shoes for every pair purchased. These companies – like most other companies – can also say that they are top-rated, that they are loved by more people than their competitors, that they have an incredible founder story, and so on. Those are high-value benefits, but they're not their key differentiator.

The one thing that is most distinctly, genuinely different about you (that your customers love) should be and verily *is* your key differentiator. It should be top-of-mind for you when you're developing your value proposition.

The 5 Characteristics of a High-Performing Value Proposition

Because your value proposition is most often based on your best differentiator, it makes sense that the two most well-referenced characteristics of a value proposition are:

1. what's unique about you that's
2. highly desirable to your audience.

To see what *else* we need, let's look at what the marketing world has agreed is the original value proposition, crafted by adman Rosser Reeves in 1954:

The Milk Chocolate Melts in Your Mouth Not in Your Hands

At the time – post WWII – chocolate that didn't melt when you carried it was highly desirable. Creators Mars and Murrie had patented Mars's chocolate coating process, making candy-coating unique to M&Ms, but that uniqueness was implied rather than directly stated in their value proposition.

This value prop is also communicated in just 11 words, making it succinct – our third characteristic. It's catchy enough to render it memorable – our fourth characteristic. And, finally, it's easy to figure out what it's about (i.e., candy that doesn't melt) because it is specific – our fifth and final characteristic. Here, then, are the 5 characteristics against which we measure a value proposition:

1. Unique
2. Desirable
3. Succinct

4. Memorable
5. Specific

What's with the Fifth Characteristic?

In *Copy Hackers Book 3: Headlines, Subheads & Value Propositions*, I scored value props against 4 criteria: uniqueness, desirability, succinctness and memorability. I have since added the fifth: Specificity. The reason I added this was because I saw that, inevitably, people in workshops would try to get their value prop as succinct and memorable as possible – often by stripping everything meaty out of it. The result was, more often than not, a tagline.

But when I told people they needed to be more *specific*, the value props almost instantly improved. Specificity keeps you from summarizing your value.

BREAKING DOWN THE 5 CHARACTERISTICS (So You Can Use Them)
Here's what we mean by each of the terms we use for the five characteristics.

UNIQUE
Your competitors can't say it. Or, more likely, your competitors could say it, but they don't.

DESIRABLE
Your prospects want that unique thing you have.

SUCCINCT
It's not as wordy as a mission statement, but it's not as short as one of those awful four-word taglines.

MEMORABLE

It is likely to stick with your visitor after they read it. To be memorable, it doesn't have to be something that your prospect would later *recite*. They should, though, be able to remember the gist of your value prop – which is likely if the previous three qualities are in place. Tapping into emotion and using rhetorical devices, like alliteration, can increase memorability.

SPECIFIC

It lacks ambiguity. It includes something definite and graspable, such as an identifiable reference to your niche or something quantified.

These characteristics are all given equal weight here and on the included scorecard – but you may find that certain characteristics are more important than others.

When you begin reviewing the case studies, you'll find that the scores for Succinctness and Memorability are often lower than the scores for Uniqueness, Desirability and Specificity – and yet we pushed forward with testing those value prop options. That's because, when I'm writing a value proposition, I tend to favor describing what's Uniquely Desirable in a Specific way. I'd rather use a few more words – and lose on Succinctness and Memorability – to communicate what the prospect most needs to hear. Naturally, that's not always the best strategy; it's just where I go first. Sometimes your prospects are more rushed and will respond better to shorter messages.

(Check out the last case study in this book, in which we got 41% lift using shorter copy. Of course, the eight other winners featured rather lengthy value props as headlines.)

A final note here: As always, you need to know your audience. You could create a value prop that scores perfectly across all five characteristics, but it you haven't hit on the benefit, outcome or feature that your prospect most desires, your value prop is unlikely to pull. If you don't know what to get Specific on because you don't really know who your audience is or what they're looking for, your value prop won't perform well.

Know your audience. There is never an exception to this copywriting rule.

SCORING AGAINST THE 5 CHARACTERISTICS

The included Value Proposition Scorecard is yours to complete as you craft value propositions and shortlist them into a testable selection. I'd love to tell you there's a perfect science to scoring your value propositions, but there isn't. Sorry.

As you'll see, the scorecards ask you to rate on a scale of 1 to 10, with 1 being *Awful* and 10 being *Awesome*. When we were scoring each of the over 100 value props we created for this meta-test, we started everything at a neutral 5 – not awful but not awesome. It was rare for the control or a value prop option to score less than a 5 on any point; it was just as rare for an option to score a 10.

These are some tips you'd be wise to follow when you first start scoring:

- If your headline will wrap beyond three lines, it shouldn't score high on Succinct
- If your competitors have said it or could easily say it, it shouldn't score high on Unique
- Have another person – or a few people – complete their own scorecards, and then compare; Lance and I scored individually and then compared notes, eventually agreeing on the scores we felt were most accurate

How to Write a Value Prop

By traditional standards, the goal of your headline is to grab someone's attention. That's the rule of AIDA: first capture their Attention, then inspire Interest, then build Desire, then compel them to Action.

What you may not know is that I'm not a big AIDA proponent. AIDA summarizes the complexity of copywriting – which is the only creative element that is present across all marketing media, from signs to radio to TV – into a single acronym that, when you actually try to use it, isn't that helpful. Communicating effectively with your website's visitors is a different challenge than communicating effectively with people reading your sales letter or listening to your radio ad.

I know AIDA works sometimes. But it doesn't work all the time. And I've never found it useful. So I don't rely on it or necessarily advocate its use.

Now, my profound issues with AIDA aside, the meta-question for this series of 11 tests was not, "Will value props slaughter attention-grabbing headlines?" I wasn't trying to pit value props against AIDA. That would be an interesting test, but it was not our test. Perhaps it will be your test and, if it is, I'd love to hear how it turns out.

None of our value props were trying to grab the visitor's attention.

Most of our value props spanned the headline and subhead. Some included bullet points. You may find that your value prop is decidedly lengthy to try to squeeze into a headline; if so, you could make your entire hero section into your value proposition – with a headline, subhead, bullets and a supporting proof point, like a testimonial or video.

THE 4 STARTING POINTS FOR A VALUE PROP

For each of the case studies that follow, we began the process of crafting value propositions using one or more of the following four starting points or formulas. I recommend you do the same.

BENEFITS-FOCUSED STARTING POINT:
The only way for _____ to _____, [plus benefit/outcome].

FEATURES-FOCUSED STARTING POINT:
We're the ones that _____.

BENEFITS- OR FEATURES-FOCUSED STARTING POINT:
The only way to _____.

GENERIC STARTING POINT:
We do X, but the difference is _____.

Do they all sound similar? That's because they're phrased very similarly. By design.

See, you don't have to run around inventing astounding new ways to communicate your message; spend that energy on your product or service. When you're crafting your value proposition options, stick to the formulas above, and *then* make slight modifications. I

like to think of copywriting formulas as the base for a sauce or soup: it's the perfect starting point, to which you can add anything you'd like to make it your own.

So let's say you're selling project management software. You come up with this value proposition, which is based on the first starting point above:

**The Only Way For App Agencies To Keep Projects – And Teams –
100% On Track. So You Always Hit Your Deadlines.**

And here's how you might score it:

> Unique: 9
> Desirable: 8
> Specific: 7
> Succinct: 6
> Memorable: 6

The phrasing "the only way" is a trigger phrase. It instantly tells your visitor that you are Unique. That's good. That's why the word "only" appears in two of the three starting points above and is implied in the other. As with all messages, you'll need to do more than *say* what you want people to believe; you'll need to *prove* that you're the only way to accomplish X goal or solve X pain. But that proof doesn't need to appear in your value proposition itself.

Let me repeat: You do not need to prove everything or give loads of supporting statements in your value proposition.

Does It Always Have To Be "Only"?
No! You can swap "the only way" for:
- ✓ the best way
- ✓ the most innovative way
- ✓ the beautifully designed way
- ✓ the shockingly simple way
- ✓ the budget-friendly way

There are loads of ways to go. Start with the word "only", and then tweak the copy based on how you're differentiating yourself.

Let your value prop tell people what they want to hear. And then let the rest of your home page prove to them – with specific supporting copy, with explainer videos, with testimonials – the many ways you do what you say.

Now, referring again to the above example, would you make that entire line your headline?

I'd test it. (And check out the following case studies to see how long vs. short often fared.) But, if you're like most people, you might shy away from going quite that long. So you could edit it to arrive at any of these and more:

App Agencies, Hit Your Deadlines by Keeping Everything 100% On-Track

The Only Way For App Agencies To *Hit Deadlines* Every Time

**Hit Deadlines Each & Every Time
with Project Management Software for App Agencies**

The more words you remove, the lower your Specificity score often gets. And when you remove the phrase "the only", the Uniqueness factor also drops because you're *implying* a rarity that would be better *clearly stated*. So don't strike words just for the sake of being Succinct. Would you rather have a tiny phrase that converts no one… or a lengthier phrase that converts loads of people?

Now let's say your project management software is built with a very Unique feature. You'd like to differentiate based on that feature alone because it's so majorly awesome; you've got beta feedback that gives you full confidence your prospects will adore this feature. Okay, great. Kudos to you.

Since you're taking a features-focused approach to differentiating, let's put it in the features-focused value proposition starting point (i.e., "We're the ones that _____"):

> You'll want to edit "we're the ones" out of the features-focused value proposition. The starting point itself is meant to help you, the copy hacker, get started. It's not meant to be customer-facing copy.

We're the Ones That Built Project Management Software For App Agencies, Featuring GeniusFlow: A Built-in System for Developing, Launching & Marketing Apps

Now that you've got your feature highlighted in the value proposition, you could edit it into something like this:

Project Management Software Designed For App Agencies
Includes GeniusFlow, a built-in system for developing, launching & marketing apps

And here's how you might score it:

> Unique: 8
> Desirable: 8
> Specific: 8
> Succinct: 5
> Memorable: 5

After very little work, you would arrive at a selection of headlines to test against your home page original or control:

The Only Way For App Agencies To *Hit Deadlines* Every Time

Project Management Software Designed For App Agencies
Includes GeniusFlow, a built-in system for developing, launching & marketing apps

Both speak to the same Specific audience. But both touch on very different things, with the first leading with a Desirable benefit and the second leading with a Desirable feature. Understanding that the ultimate research question for this test is whether leading with your value prop on your home page will increase meaningful clicks or not, the results of this test might also give you insights into the sorts of messages you should create for your audience. Are high-level benefits best for them? Do they prefer to see Specific ways that you're different or better? A test will point you in the right direction.

HOW *NOT* TO WRITE A VALUE PROP

Somehow, people have developed this idea that great copy is supposed to be super-short and almost songlike. I blame the guy who first repeated the phrase "write copy that sings". Unless you're writing copy for a jingle, your copy shouldn't *sing*.

Copy that sings is copy your finely-tuned ear enjoys hearing; copy that converts is copy your lizard brain notices. Copy that sings can be tuned out; copy that converts demands to be noticed, read and remembered. Copy that sings can lull you to sleep... but, unless you really cracked that whole succubus thing I mentioned earlier, your prospects can't convert if they're snoozing up a storm.

So here's what not to do when you're writing a value prop.

- Don't try to make your copy sound like a tagline or slogan
- Don't sacrifice meaning for the sake of brevity
- Don't be cutesy or too clever
- Don't use analogies or metaphors unless you know they're meaningful (i.e., your customers use them to describe your solution)
- Don't summarize your value

MORE TIPS FOR WRITING YOUR VALUE PROPOSITION

1. Don't give everything away upfront.
The challenge of expressing your greatest value early on the page is that you give up the chance to draw more people into your page. You jump right to the climax of the story, eliminating all the good lead-up that draws people in, lead-up that makes the climax much better. Using your value as your home page headline may be efficient way, but is it *always* the best way? Be especially careful about getting too Specific too soon.

2. Try to address a pain head-on.
My client HouseFax helps people learn about the property they're going to buy before they buy it. That alone could be a value prop: Learn about a property before you buy it. But it's lacking a little oomph, isn't it? After all, HouseFax isn't selling learning; it's selling risk-avoidance. So we directly addressed a real pain in their value proposition:

3. *Sound* different.

Express yourself differently. Enact your Unique difference on the page – by writing copy that sounds different from your competitors and is, thus, more likely to support your visitors' belief that you are, in fact, different.

Less Accounting does a great job of sounding different from all the accounting software on the market:
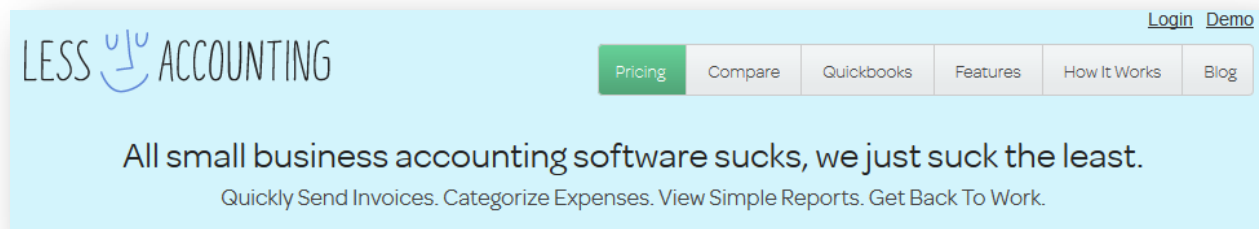
Also, think about the negative angle… in a positive way. What the Helsinki does that mean? Well, you might think that your unique selling proposition is that you're fun in a space that's traditionally dull.

You could write "The only fun ediscovery platform" or you could write "The only non-boring ediscovery platform". The latter has a better chance of being believed because it matches and then counters something your prospects already believe: that ediscovery is boring. It would take a *lot* of convincing to get prospects to believe that ediscovery software can be fun; the very mention of being fun might raise more objections than not mentioning fun at all.

4. Go easy on the personality.

One of our winning variations used copy that was not in the *tone* that the CEO had in mind, so, even though it won, the company is not using the value proposition. Too bad, right? The lesson here is to worry less about trying to sound a certain way and to focus instead on trying to clearly communicate your value proposition to your prospects.

Think of some of the most tonal brands and their home page headlines. Think of MailChimp. They're known far and wide for being personality-driven in their messaging, and yet their home page headline (as of May 2013) is this:
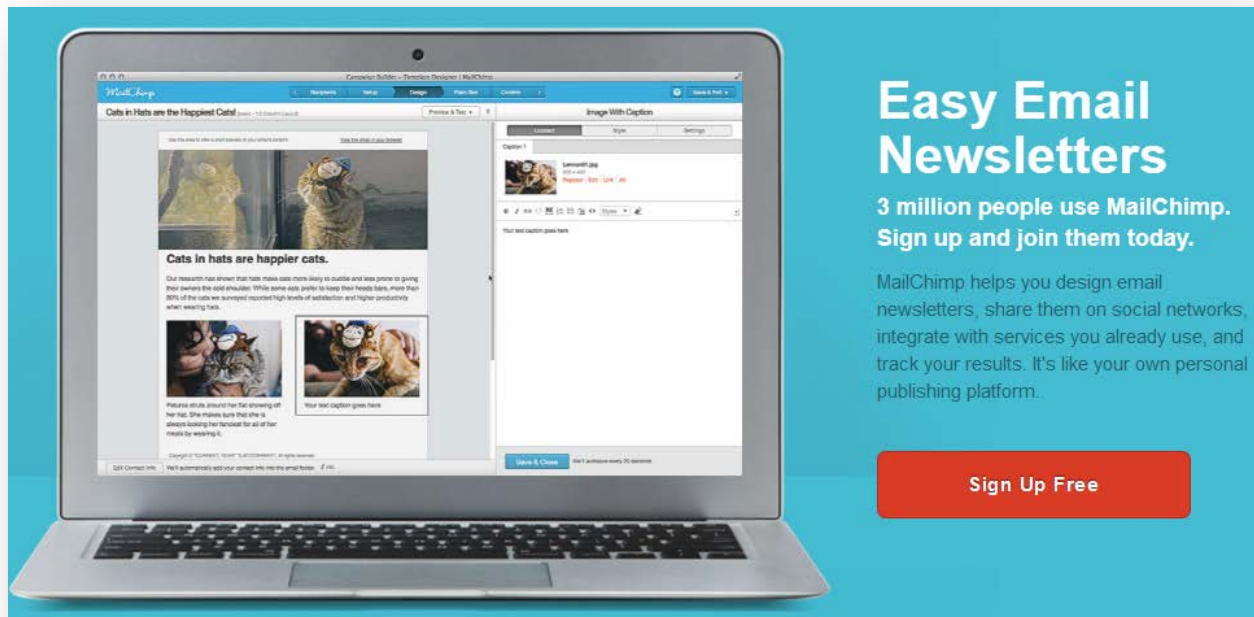
You don't have to fill every line of copy with personality. Save the clever language for great moments in the user experience; keep the first point of interaction straightforward.

5. Make sure people know what you do.

Perhaps the most common mistake I see in homepage headlines and subheads is this: the copy completely leaves out an explanation of what it is you do.

This is particularly bad among tech startups, where there seems to be a sense that people will just know because they'll be coming from places that will warm them, like your Twitter profile or your TechCrunch write-up. Never leave it to chance.

Say what you do early on the page.

DID YOU KNOW?
Rosser Reeves, who coined the term "unique sales proposition" (USP), is the inspiration for the *Mad Men* character Don Draper.

15% LIFT:
CREATIVE PORTFOLIO SITE INCREASES CLICKS TO "TRY US" PAGE

COMPANY: **4ormat**
LANDING PAGE: http://4ormat.com/
BUSINESS VERTICAL: B2B; Creative
PRODUCT OR SERVICE: Product

ISN'T IT STRANGE that you can create an awesome product, let people try it for *free*, have tons of qualified traffic come through your site… yet NOT get loads of sign-ups? I mean, your visitors can try your solution for **free**. Don't they get that? Don't they know how awesome free is? *Why are they being so damn stingy with their clicks???*

…Ah, the world of free. My least favorite world, but a critical world to roam. Nothing will humble you like the world of free.

As you know, increasingly startups are giving their stuff away online. Infographics. Starter versions of their software. Apps! Advice. Income reports. ...All of it useful. All of it free.

And, increasingly, people are consuming all those freebies.

But are people becoming more *grateful* for it? Are they gobbling up free high-value stuff as fast as it rushes at them?

If I gave you a tiny little *teaspoon* of ice cream, you'd relish it. But if I gave you a scoop of ice cream whenever you wanted it, you'd stop caring for it. In fact, I'd have to start convincing you to like ice cream (because I've got buckets of it that are about to melt).

Free is too abundant. It's ubiquitous. Unlike a few years ago and entirely unlike in the offline world – where free teaspoons of goods drive people in hordes to Costco – you have to *convince* people to sign up for your high-value freebie, including free trials. You have to get the message *just right* if you're going to hope to get a new user, as you'll see in this first case study...

Is the 4ormat Product or Customer Like *Yours*?

Although not the first or only to offer their type of solution, 4ormat had started to primarily attract a Specific segment of their target market – but had yet to directly address that segment in their messaging.

UNDERSTANDING THE PRODUCT

4ormat is a portfolio creation tool that lets photographers and other creative professionals easily build online portfolios. Are they the first to offer online portfolios? No. Are they the most well-

The #1 question posed by our prospective customers is "How do I easily create a professional website that is beautiful, professional and that I can depend on? I want to be able to control everything from the creation and management of my site without any delay."

Tyler Rooney, 4ormat

known among their competitors? No.

UNDERSTANDING THE CUSTOMER / PROSPECT

4ormat describes their ideal customer as a full-time creative professional, such as a photographer, designer, illustrator, artist or architect, who depends on their body of work for exposure and business.

Although this wasn't apparent anywhere on the 4ormat home page, the majority of the users of this online portfolio are photographers.

UNDERSTANDING THE DESIRABILITY

Customers love 4ormat because they can:

- ✓ Save money, as many photographers pay 1000s of dollars for a portfolio site
- ✓ Edit everything themselves without reading a manual – and the power feels great
- ✓ Have a mobile- / tablet-friendly site without paying extra

These points were critical to beginning to develop value proposition options.

How We Found Testable Value Propositions for 4ormat

DEFAULT COPY

DEFAULT COPY ON HOME PAGE:	COPY HACKERS VALUE PROPOSITION SCORE: 29/50
Professional Portfolio 4ormat is an online portfolio platform that provides complete freedom for professionally showcasing your work to clients, employers, patrons, and the world at large.	Unique: 4 Desirable: 7 Specific: 5 Succinct: 8 Memorable: 5

OUR ASSESSMENT: Like many companies, 4ormat felt slightly safer casting a wider net with their messages than going narrow, in the hopes of attracting as many free trial users as possible. After all, their online portfolio works for loads of creative types – so wouldn't they be shooting themselves in the foot to message toward *one* segment rather than toward the entire market?

No.

But we had to prove that. We started by assessing their default headline and subhead. We found it to be Succinct and reasoned that it would appeal to creative pros. But we couldn't help noting that it lacked important details that could help differentiate 4ormat from its competitors. For starters, there's nothing truly Unique referenced in the default. Nothing that could set 4ormat apart. And therefore nothing terribly Memorable, either.

> Whether your visitors are comparison shopping or not, you need to write copy with an understanding that there *is* another way for your prospect to do what your solution does and you *are* in competition with alternatives.

With few exceptions, the more you tailor your message to a Specific audience, the better they'll respond to it. You just have to know your audience. But if you don't, well, you can run a test to get the learning!

(Check out *Copy Hackers Book 1: Where Stellar Messages Come From* for more about focusing your message to increase conversions.)

COPY HACKERS VARIATIONS

To achieve our goal of increasing clicks to the Try It Free page, we developed a dozen value proposition options, each of them aiming to address the gaps we'd identified in the control: Uniqueness, Specificity and Memorability.

At the same time, we wanted to keep Desirability and Succinctness high – though, as is often the case when you're writing to convert, being Succinct at times sat unhappily on the backburner.

Ultimately, we whittled our mega-list of options down to the two with the highest scores.

VARIATION 1:

Frame Your Best Shots With The Only 100% Customizable Portfolio Site Made For Photographers
Tailor every last detail of your site with ease and showcase your work brilliantly on a computer, tablet, or mobile phone screen.

COPY HACKERS VALUE PROPOSITION
SCORE: 38/50

Unique: 8
Desirable: 8
Specific: 9
Succinct: 6
Memorable: 7

RATIONALE FOR VARIATION 1: To increase Uniqueness, we chose to include an important USP phrase – "The Only" – to highlight an important claim about the product. Variation 1 is tailored Specifically to photographers. Why? Because we wanted to know what would happen to conversion by *narrowing* the message.

Finally, the subhead reveals more detail about what makes 4ormat a Desirable solution.

Frame Your Best Work With The Only 100% Customizable Portfolio Site Designed For Creative Professionals

Tailor every last detail of your site with ease and showcase your work brilliantly on a computer, tablet, or mobile phone screen.

COPY HACKERS VALUE PROPOSITION
SCORE: 38/50

Unique: 8
Desirable: 8
Specific: 9
Succinct: 6
Memorable: 7

RATIONALE FOR VARIATION 2: Can you spot what's different about the second variation? It's almost the same, except we've removed mention of photographer. We're testing whether or not a more general audience message will positively impact conversion. Did the photographer-focused message pull ahead? Read on to see…
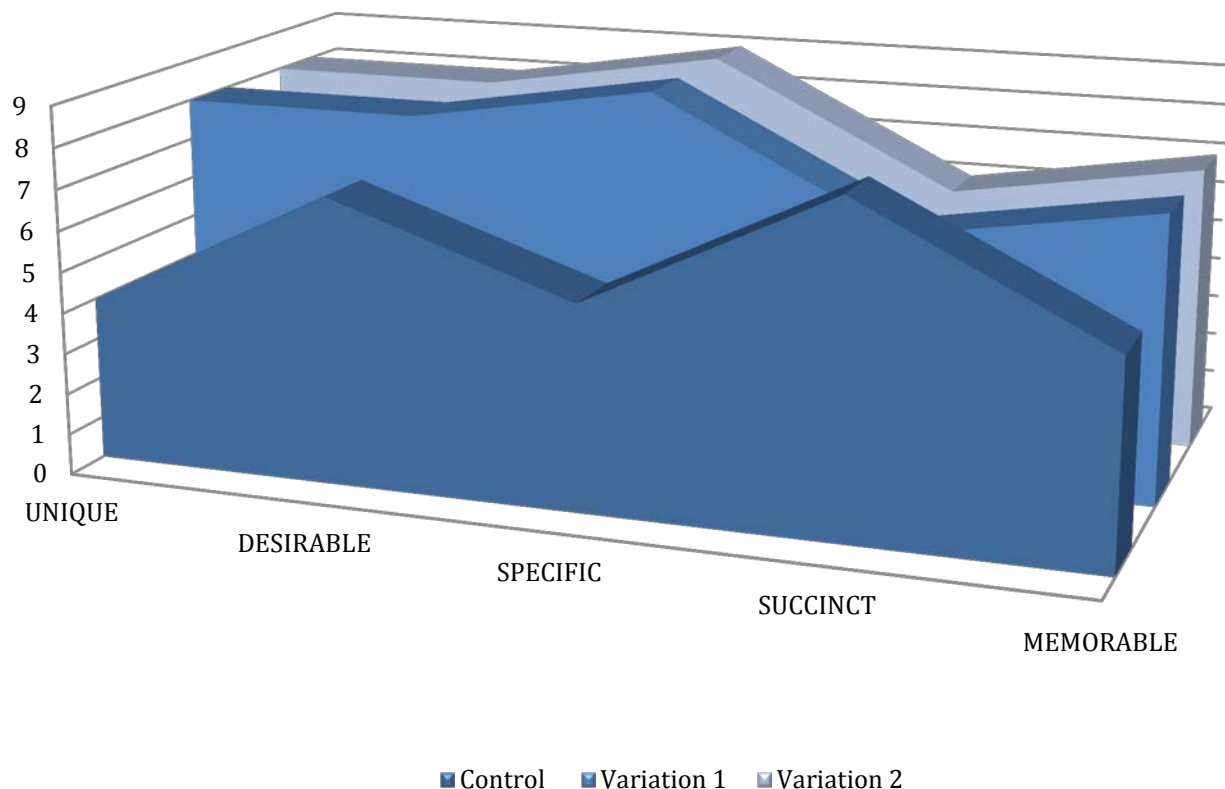
■ Control   ■ Variation 1   ■ Variation 2
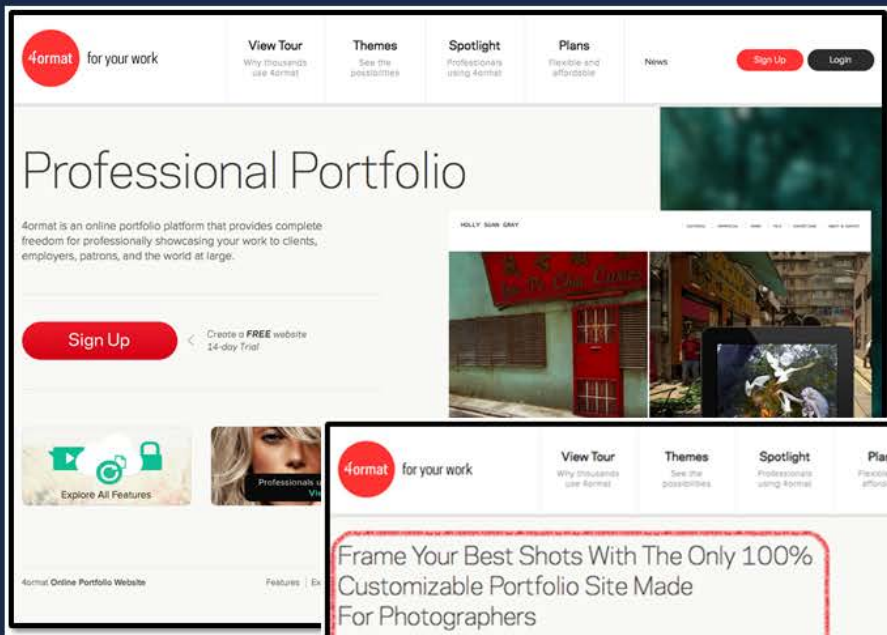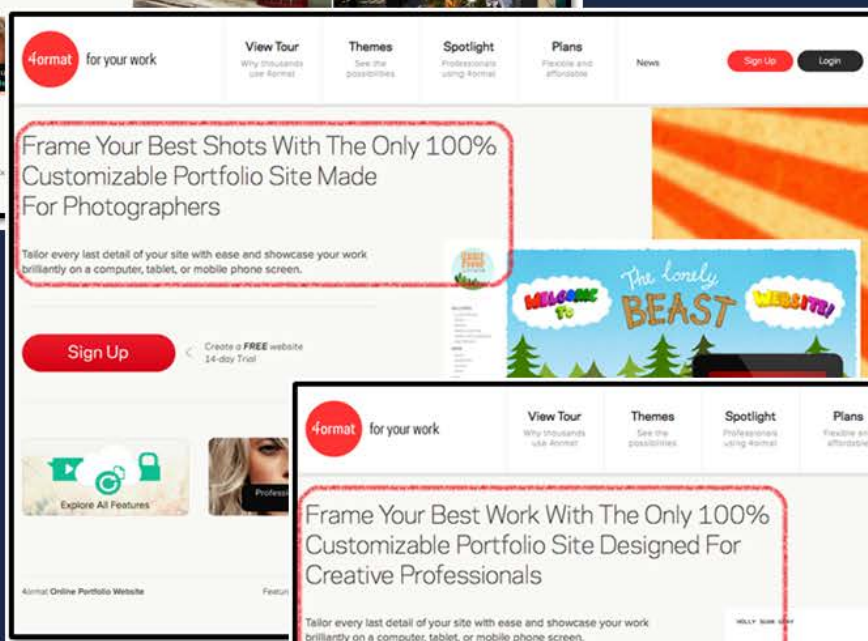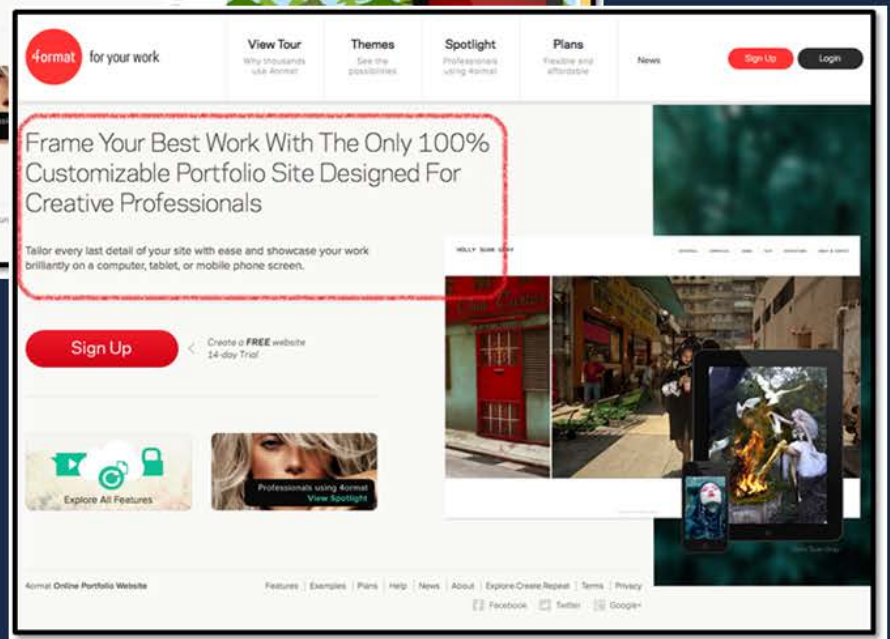
The Test: Platform & Results

Although Variation 2 wasn't far behind, Variation 1 produced a statistically significant and healthy 15% increase in visitors to the first page of 4ormat's portfolio set-up funnel. Here it is, the winning value proposition:

Frame Your Best Shots With The Only 100% Customizable Portfolio Site Made For Photographers

Tailor every last detail of your site with ease and showcase your work brilliantly on a computer, tablet or mobile phone screen.

Specificity won! And here's the data to support the winning treatment:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	Visits to the Try page
Test Duration	9 days
Test Results	Variation 1 produced 15.3% lift
Confidence	95.5%, with winner declared and sufficient conversions

Try Page Edit Remove

The percentage of visitors who visited http://4ormat.com/try (simple match).

✅ Variation #1 is beating Original by +15.3%.

VARIATIONS	CONVERSIONS / VISITORS	CONVERSION RATE	BASELINE	CHANCE TO BEAT BASELINE ❓	IMPROVEMENT
Variation #1				✔ 95.5%	+15.3%
Variation #2				90.3%	+11.8%
Original			✔	---	---
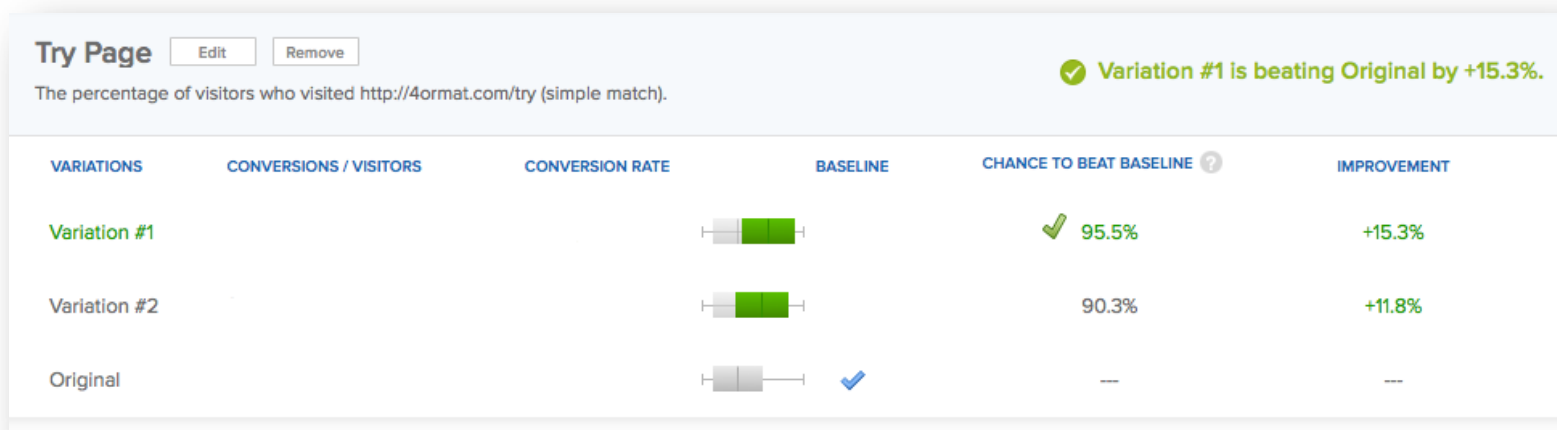
Key Takeaway: What Can You Do Now?

As we'd hoped, by improving Specificity and introducing a Unique claim about 4ormat into the headline/sub-head combo, we saw a lift in micro-conversion.

However, in our opinion, the primary learning here was less about how the lift was achieved. More importantly, the results of this test illustrate that **by narrowing your message to resonate clearly with your most important customer segment, you may positively impact your overall conversion rate.**

You can differentiate on niche. Don't be afraid to "go narrow", even though it may feel uncomfortable. It's when you're most uncomfortable in copywriting that you're closest to either a great win or a great learning. So make a narrow message your next test!

10% LIFT:
CONSUMER FITNESS PRODUCT INCREASES CLICKS TO "PRE-ORDER" PAGE

COMPANY: **6 Pack Bags**
LANDING PAGE: https://www.sixpackbags.com/
BUSINESS VERTICAL: B2C; Fitness
PRODUCT OR SERVICE: Product (pre-sales)

NICHE PRODUCTS ARE OFTEN easier to message because it's easier to get to the core of what motivates and inspires your prospect. You can dig deep on research to get Specific in your messaging. Compare that to consumer products that try to reach a broad range of prospects and need to 'play it safe' by avoiding Specificity, leaning heavily on summary statements… and ending up saying nothing Unique or Desirable whatsoever.

If you're trying to craft a value proposition for a niche product and targeted audience, spend some time on this case study in particular.

Is the 6 Pack Bags Product or Customer Like *Yours*?

In the case of 6 Pack Bags, we crafted value propositions that attempted to speak quite Specifically to what we knew to be generally true about their target: fitness enthusiasts.

Among the things we knew about this group was that it is important for them to be able to represent their passion for their fitness pursuits to the outside world. Which basically means that, for the 6 Pack Bags prospect, *looking the part* is Desirable.

UNDERSTANDING THE PRODUCT

6 Pack Bags solve one key problem for their market: they eliminate the hassle of trying to make traditional, often clunky food carriers work in a fitness enthusiast's highly efficient world. They provide customers with a single easy-to-carry, easy-to-organize solution that keeps all their food, specialty drinks and nutritional supplements organized in 1 place. Also, the bag looks just plain *stellar*.

UNDERSTANDING THE CUSTOMER / PROSPECT

Customers of 6 Pack Bags are passionately dedicated to fitness. They're always looking for ways to improve their performance, whether at work, at home or in the gym (which is, essentially, their home away from home).

A prospect is ready for 6 Pack Bags when they have this realization: nutrition and supplementation is 80% of the work. The majority of that time in the gym is wasted if they aren't eating properly!

To get to this point, the prospect will have normally lived through this series of events:

1. Worked out for several months, establishing fitness habits
2. Either experienced a plateau or began to gain momentum and desired even better results
3. Observed 'idols' at their gym drinking pre-

> Do YOU know what stages your prospect goes through before your solution becomes perfect for them?

workout beverages and chugging post-workout protein shakes

4. Began to ask questions about healthy eating only to learn that their idols are at least as concerned with *nutrition* as with working out

From this point, they establish a new habit of carrying their meals. They have their supplements. They plan their daily and weekly nutrition. And they acquire a ton of Tupperware® containers.

They load everything into a bag – or carry around an *ugly* hard-shell cooler purchased at some random big box store – and they realize, each time they struggle to load and unload the cooler, that not only is this an inefficient way to tote around their body's fuel but it fails to reflect their level of organization and pride.

UNDERSTANDING THE DESIRABILITY

Customers love 6 Pack Bags because:

- ✓ It's a meal organization system that matches the level of preparation and thought *they* put into preparing their meals
- ✓ They can carry a day's worth of meals and supplements – typically a hefty number of containers – super-easily in these bags
- ✓ It's systematized (and systems are very respected among fitness enthusiasts)
- ✓ It's a damn good-looking bag, and it's bound to get attention at the gym

With these points in mind, we turned our attention to the copy in question.

How We Found Testable Value Propositions for 6 Pack Bags

DEFAULT COPY

<table>
<tr><td>

DEFAULT COPY ON HOME PAGE:

PACK RIGHT
TRAVEL FIT
GET RIPPED

WITH THE ORIGINAL MEAL MANAGEMENT SYSTEM

Organize meals. Stay on track. Get results.

</td><td>

COPY HACKERS VALUE PROPOSITION SCORE: 32/50

Unique: 7
Desirable: 6
Specific: 5
Succinct: 8
Memorable: 6

</td></tr>
</table>

OUR ASSESSMENT: One of the biggest issues with the default copy is the lack of Specificity. It's not perfectly clear what a 6 Pack Bag *is*. As you'll see in the next section, the supporting image of the bag itself helps, but without a clear message about the product, we were pretty sure visitors to the site were going to have a hard time *immediately* understanding what the product actually is.

We also believed that the 3 lines of copy didn't quite build on each other as well as they could have. They left much to interpretation. **Visitors should never have to think about what your copy means – it's not their job to interpret your messages.** For example, what does "TRAVEL FIT" mean to you? It meant very little to us, and it didn't seem to be niche-specific jargon, either, so there was no excuse for it.

> Are you asking too much of your visitors? Do you expect them to interpret your copy or 'just figure it out'?

Finally, these are very cool, Unique bags. Their competition is essentially nil. But the 6 Pack Bags Uniqueness simply was not coming through in the default copy. So we shortlisted the following 3 variations.

COPY HACKERS VARIATIONS

VARIATION 1:

HYPER-FOCUSED
ON FITNESS
MEAL, SHAKE & SUPPLEMENT CARRIERS
Organize meals. Stay on track. Get results.

COPY HACKERS VALUE PROPOSITION
SCORE: 32/50

Unique: 7
Desirable: 7
Specific: 8
Succinct: 8
Memorable: 7

VARIATION 2:

THE ONLY MEAL, SHAKE & SUPPLEMENT CARRIERS METICULOUSLY DESIGNED TO
CARRY YOUR
BODY'S FUEL

COPY HACKERS VALUE PROPOSITION
SCORE: 41/50

Unique: 9
Desirable: 8
Specific: 8
Succinct: 8
Memorable: 8

VARIATION 3:

CARRY YOUR MEALS, SUPPLEMENTS & SHAKES IN A
HARD-CORE
MEAL CARRIER
(LEAVE THE MOUNTAIN OF TUPPERWARE® AT HOME)

COPY HACKERS VALUE PROPOSITION
SCORE: 43/50

Unique: 8
Desirable: 9
Specific: 9
Succinct: 8
Memorable: 9

All 3 variations refer to 6 Pack Bags as "meal carriers", with Variation 3's treatment of that term being most prominent.

Variations 1 and 2 focus on fitness, whereas 3 targets people who don't want to deal with a "mountain of Tupperware". Here's how all the variations stacked up against each other:

Control ■ Variation 1 ■ Variation 2 ■ Variation 3
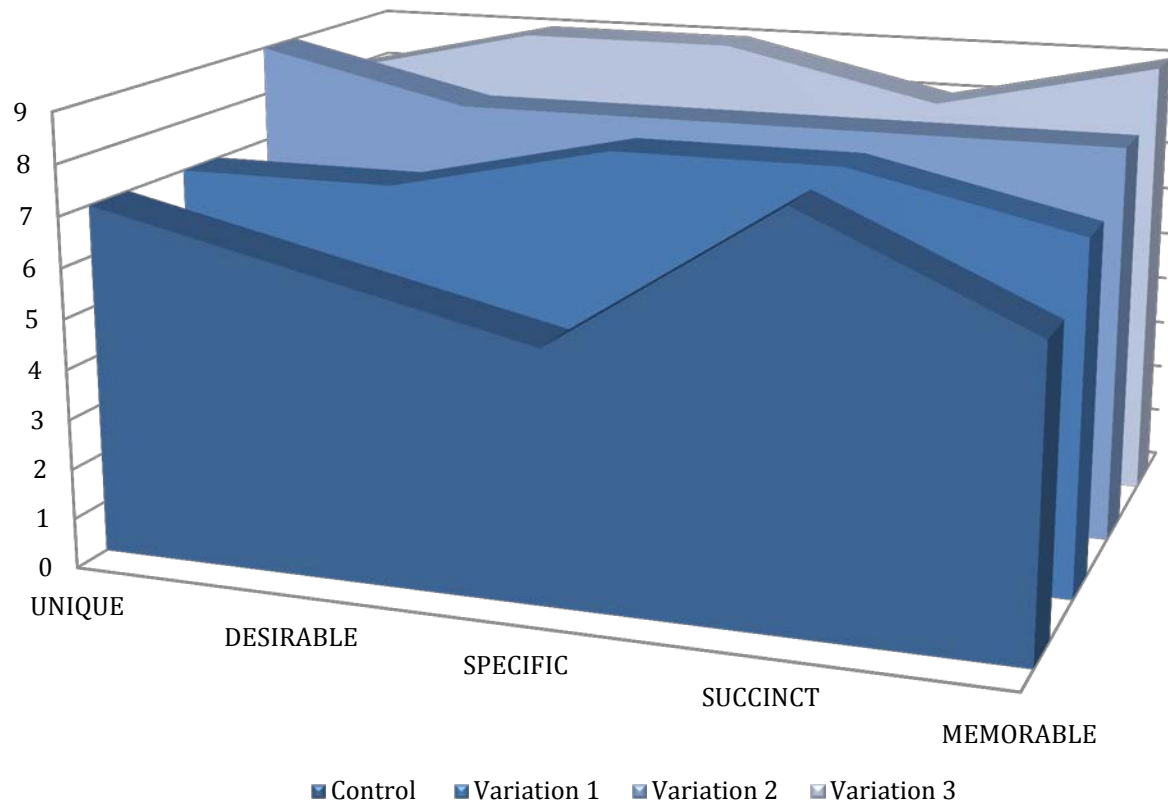
Based on our scoring, we had cause to believe that Variations 2 and 3 would perform best in the A/B/C/D test.

Were we right? We'll tell you… right after we show you the creative for each of the four variations in this split-test.

Where can you find the LANGUAGE your prospect uses?
Try sitting in their favorite environments – like the gym, in this case – and listening to them talk to each other. Or watch the videos they make & share.

CONTROL

VAR 1
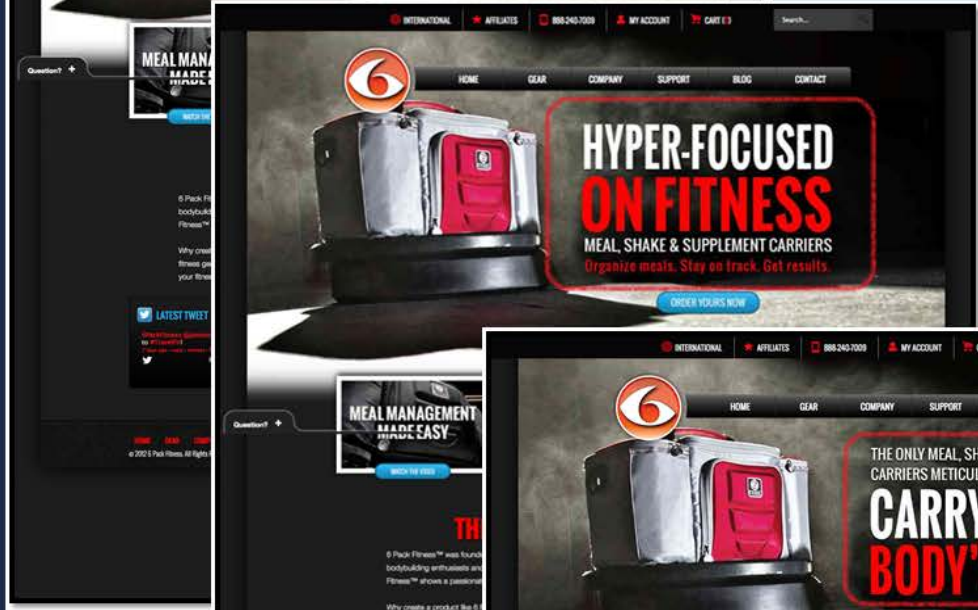
VAR 2
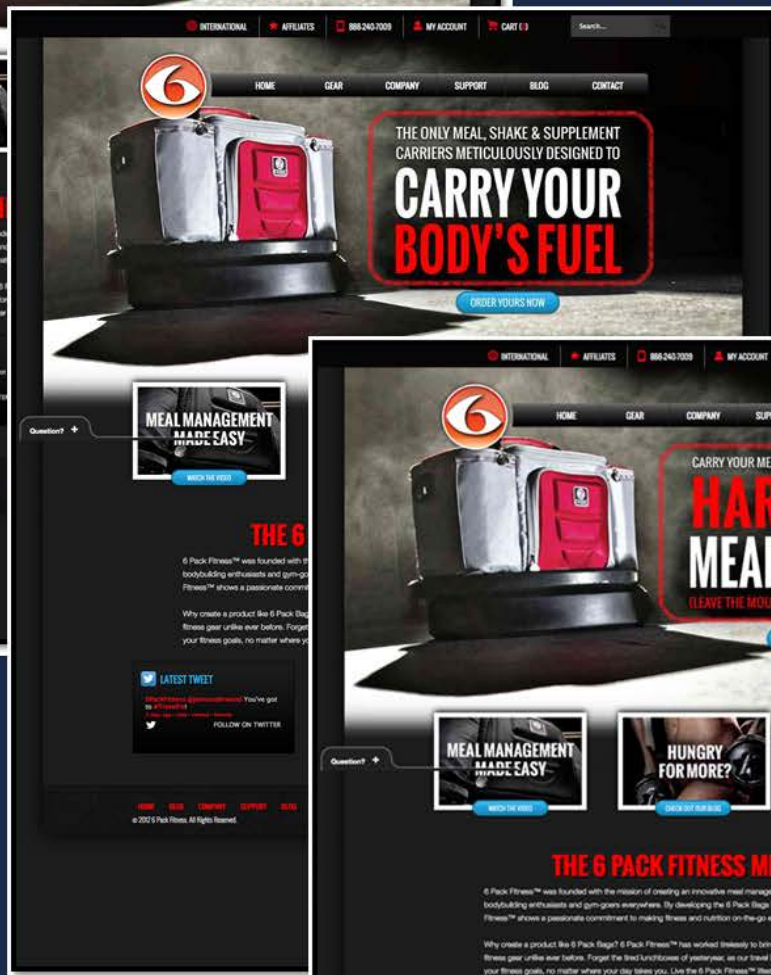
VAR 3
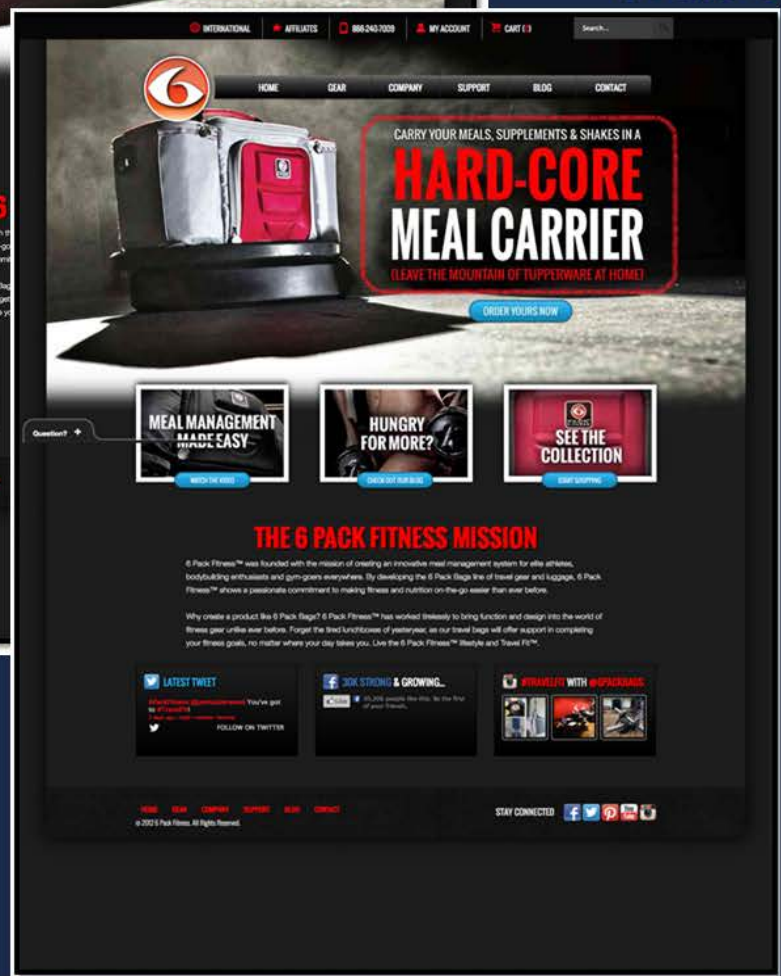
The Test: Platform & Results

Variation 3 produced the greatest lift, with a 10% increase to visitors of the pre-order page, at over 95% confidence. The winning value proposition for 6 Pack Bags – drumroll, please – is:

**Carry Your Meals, Supplements & Shakes in a Hard-Core Meal Carrier
(Leave the Mountain of Tupperware at Home)**

And here's the data to support the winning treatment:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	Visits to the pre-order page
Test Duration	4 days
Test Results	Variation 3 produced a 10.0% lift
Confidence	95.2%, with winner declared and sufficient conversions

Pre-Order Page [Edit] [Remove]

The percentage of visitors who visited http://www.sixpackbags.com/bags.html (simple match).

✓ **Variation #3 is beating Original by +10.0%.**

VARIATIONS	CONVERSIONS / VISITORS	CONVERSION RATE	BASELINE	CHANCE TO BEAT BASELINE ❓	IMPROVEMENT
Variation #3				✓ 95.2%	+10.0%
Variation #1				74.7%	+3.9%
Variation #2				57.7%	+1.2%
Original			✓	---	—

Key Takeaway: What Can You Do Now?

6 Pack Bags had a very high conversion rate going into this test, which made it difficult to imagine getting any sort of lift whatsoever. But even a 10% lift, as small as it may seem, can set you up for more conversions, more paying customers and more money.

When we look at the differences in the value propositions tested and how they performed in the split-test, we can't help but believe that an increased level of Specificity about the product as well as the Memorability of the visual created by the words "mountain of Tupperware" contributed well to the lift.

Now, when it's time for *you* to work on crafting your value proposition, really consider the weaknesses of your Control. The more realistic you are about where your messages are succeeding and failing, the better you'll be able to optimize them; in this case, we felt the Control was weak on Desirability, Specificity and Memorability, so we worked to improve those first and foremost.

It may not always be the case that Specificity will be critical to your message's success – but it was here, and it should be a consideration when you craft your test variations.

> "The value of this testing experience was immense… and we cannot WAIT to implement our findings once we have inventory to ship!"
> **Corrie Borris, 6 Pack Bags**

Remember, visitors to your landing page need to quickly understand what you're offering or they may not stick around to learn more. And if you can create a mental image of the pain your product or service solves, that message is likely to stick with them and help them visualize the problem you'll solve. With that, they'll be more likely to want to seek out additional info across your site.

NO LIFT:
DEMOGRAPHIC DATA PROVIDER ENDEAVORS TO INCREASE SAMPLE REPORT VIEWS

COMPANY: **Cubit Planning**
LANDING PAGE: http://california-demographics.com/orange-county-demographics
BUSINESS VERTICAL: B2B; Data Provider
PRODUCT OR SERVICE: Service

A LOT OF BUSINESSES CHARGE for stuff that can otherwise be done for free, if you're willing to do the work. It's a perfectly legit business model: make people pay for convenience. Banks, credit cards, airlines, events – they all charge convenience fees. All modern conveniences, like cell phones and cable TV, essentially charge you to do something that would otherwise be hard to do. (After all, smoke signals never 'broke'. They were just made obsolete by convenience.)

But are people willing to pay for *all* conveniences?

Are businesses willing to pay for everything and *anything* that will save them time?

Is the Cubit Planning Product or Customer Like *Yours*?

Cubit Planning sells data. Credibility has to be established immediately with prospective buyers because they need to feel confident that the data are correct. And the data have to be presented in a user-friendly format because, in Cubit Planning's case, customers want to copy and paste charts – not manipulate and massage raw numbers.

UNDERSTANDING THE PRODUCT

Cubit Planning packages Census 2010 demographic data for states, counties and cities, creates compelling visualizations, and sells the reports in a single, easy-to-consume PDF. Their primary competition is the US government's census website, which is none too easy to use but is, in fact, free (if your time is worthless to you).

UNDERSTANDING THE CUSTOMER / PROSPECT

Cubit Planning describes their ideal customer as a primary decision maker at an established "brick and mortar" or the proprietor of a brand new business. S/he is in need of demographic data for the following scenarios:

- They want to create a business plan to raise money from investors or to get a bank loan
- They need to support what they already know to be true about demographics within a geographic area (e.g., they want to open a new restaurant in Austin)

UNDERSTANDING THE DESIRABILITY

Customers love Cubit Planning demographic reports because:

- ✓ They are simple to understand (i.e., government data are very confusing)
- ✓ They save business decision makers considerable time
- ✓ There is always an option to speak with a real person when they have questions

The #1 problem faced by prospects is: "Demographic data are really confusing. Sure, I could pull data from different government websites or free sites – but I need to know that the data that I'm pulling is the most current and is correct."

Kristen Carney, Cubit Planning

How We Found Testable Value Propositions for Cubit Planning

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:

Get [County, STATE]
Demographics

COPY HACKERS VALUE PROPOSITION
SCORE: 26/50

Unique: 3
Desirable: 5
Specific: 7
Succinct: 8
Memorable: 3

OUR ASSESSMENT: Based on our experience, it never hurts to lead with the word "Get". But beyond that, Cubit's headline was essentially serving as a navigation tool, confirming with users that they are looking at the correct report and doing nothing more. It wasn't working to establish trust with prospective customers that the data are 100% reliable, either. The best we could say was that it was clear, it was Succinct and it reflected a probable visitor motivation.

Surely there is something more to Cubit Planning's product than simply re-packaged government Census data, but the headline said nothing about the real *value*.

Luckily for users, the things that differentiate Cubit's demographics reports from those of other providers are featured prominently throughout the rest of the page… via quick facts, summary information and a number of graphs from the report. In hindsight, perhaps too much supporting information.

COPY HACKERS VARIATIONS

With the Control coming in at a mere two pre-written words – fleshed out with dynamically driven geography-specific content – it would be pretty tough to craft a value prop as Succinct as that headline. And somewhat pointless to try. The act of messaging value to your visitors should never aim, first and foremost, to use as few words as humanly possible. Brevity is great, but not at the expense of helping people.

So we let ourselves craft a wide range of lengthier value props – and then, as usual, we shortlisted those options, selecting the top-scoring ones.

VARIATION 1: For Just $19, You'll Get The Most Actionable, Easy-To-Consume [COUNTY] Demographics Available – In One Place	**COPY HACKERS VALUE PROPOSITION** **SCORE: 39/50** Unique: 8 Desirable: 8 Specific: 9 Succinct: 7 Memorable: 7

RATIONALE FOR VARIATION 1: To increase Uniqueness and Memorability, we chose to make a claim in the headline – "The Most Actionable, Easy-To-Consume…" – so that visitors know exactly what makes these reports special.

We wanted to hit home the point that everything is included in one report, which suggests minimized work, especially for those who have already spent time researching across multiple sites.

Finally, we chose to highlight the price in this variation. Why? Because, based on what we were seeing in our user research, paying customers find the price to be a relative bargain. And here is the problem with surveying only prospects who've converted: you fail to get a view of the prospects *who didn't* and why they didn't, which makes it hard to know what their objections and anxieties are so that you can overcome them.

VARIATION 2:

Get The Latest US Census Demographic Data On [COUNTY] – Without Any Government Red Tape

Unique: 7
Desirable: 9
Specific: 9
Succinct: 6
Memorable: 6

RATIONALE FOR VARIATION 2: We took a very different approach with this variation, highlighting something we read in Cubit Planning's user research. Many customers shared how much time they believe they saved by going with Cubit's reports, and how difficult they found the US government's census website to be.

By contrasting this difference, we hoped to amplify the Desirability of their reports.

VARIATION 3:

You'll Get The Most Actionable, Easy-To-Consume [COUNTY] Demographics Available – In One Place

COPY HACKERS VALUE PROPOSITION
SCORE: **38/50**

Unique: 8
Desirable: 8
Specific: 8
Succinct: 7
Memorable: 7

RATIONALE FOR VARIATION 3: Can you spot what's different about the third variation? Yes, we removed the reference to price – and knocked off a point for Specificity. We felt that some visitors may not give the rest of the page a chance if we revealed the price too early, so we created a version to hedge that outcome.

Did it work? You'll soon find out…

Chart axis labels: 9, 8, 7, 6, 5, 4, 3, 2, 1, 0

UNIQUE DESIRABLE SPECIFIC SUCCINCT MEMORABLE

■ Control   ■ Variation 1   ■ Variation 2   ■ Variation 3

CONTROL

VAR 1

VAR 2

VAR 3

California
Demographics
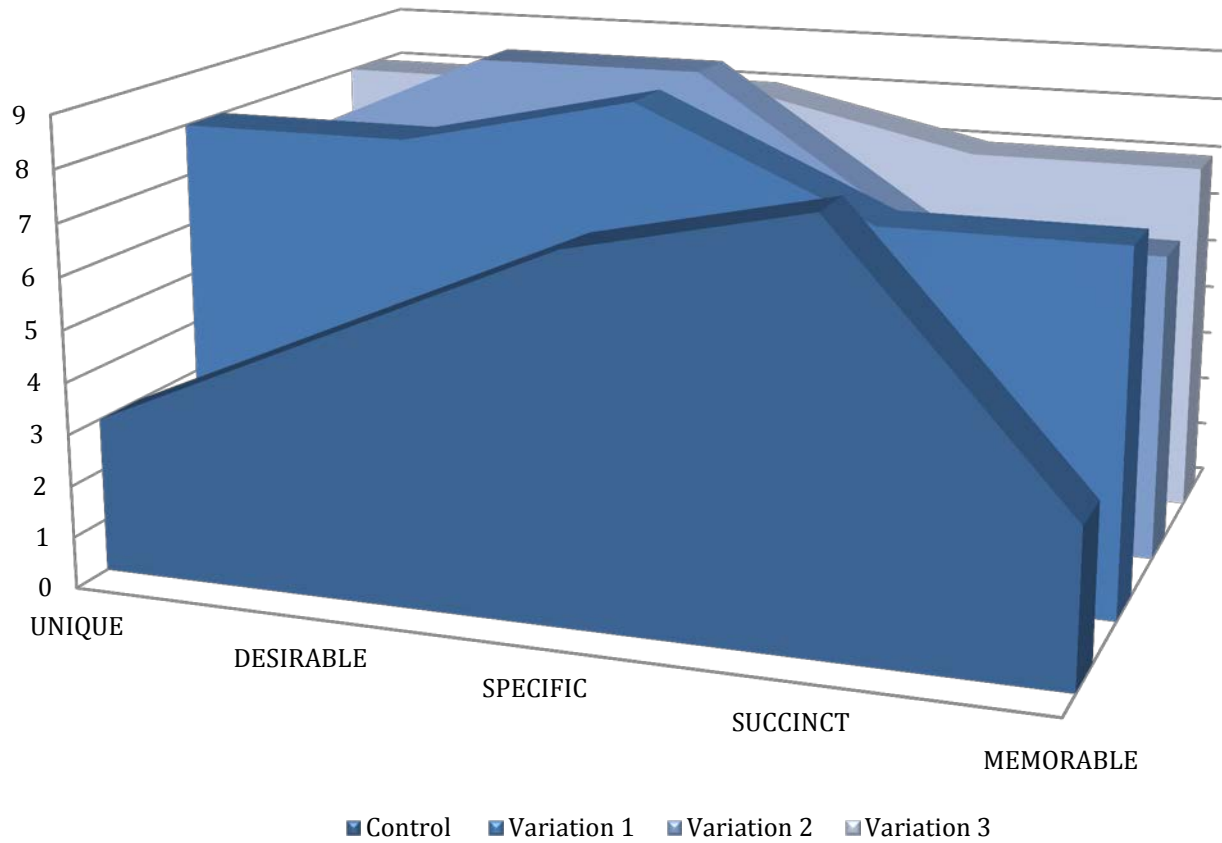
Home   Custom Data   A-Z Counties & Cities   About

California / Orange County

Get Orange County, CA Demographics

Who knew Orange County demographics could be so sexy? Check out Census 2010 data and current American Community Survey data for Orange County, CA. Feast your eyes on statuesque tables, curvaceous pie charts and titillating trend lines. **We dare you to call Orange County demographic data boring!**

Quick Facts

Population 2010 Census
Median Income 2010 for Households
Poverty Rate
Median Age
Largest Racial or Ethnic Group

Orange County Demograph...

With 3,010,232 people, Orange County is the 3rd most populated county in the state of California out of 58 counties. But watch out, Orange County, because Riverside County with 2,189,641 people and San Bernardino County with 2,035,210 people are right behind you.

In 2010, the median household income of Orange County residents was $74,344. Orange County households made slightly more than San Francisco County households ($71,304) and El Dorado County households ($70,000) However, 10.1% of Orange County residents live in poverty.

Orange County Race / Ethn...

Non-Hispanic Population
White
Black
American Indian
Asian
Pacific Islander
Some Other Race
Two or More Races
Hispanic

Hate spending hours searching for demographic data?

Did you know that in a recent study 86% of people could NOT find the data that they were looking for using the US Census Bureau's website?

Get Current Census data for Orange County: $19

For Just $19, You'll Get The Most Actionable, Easy-To-Consume Orange County Demographics Available - In One Place

We're obsessed with creating meaningful data visualizations – so you can skip the time-consuming analysis and jump straight to getting answers.

Quick Facts		
Population 2010 Census	3,010,232	#3 in the state
Median Income 2010 for Households		
Poverty Rate		
Median Age		
Largest Racial or Ethnic Group		

Get The Latest US Census Demographic Data On Orange County - Without Any Government Red Tape

The government's Census website may be free to use, but your time isn't.

Quick Facts		
Population 2010 Census	3,010,232	#3 in the state
Median Income 2010 for Households	$74,344	
Poverty Rate		
Median Age		
Largest Racial or Ethnic Group		

The Most Actionable, Easy-To-Consume Orange County Demographics Available - In One Place

We're obsessed with creating meaningful data visualizations – so you can skip the time-consuming analysis and jump straight to getting answers.

Quick Facts

Population 2010 Census	3,010,232	#3 in the state
Median Income 2010 for Households	$74,344	
Poverty Rate	10.1%	
Median Age	36.2 years	
Largest Racial or Ethnic Group	White	

Source: Census 2010 SF1 & 2009-2013 American Community Survey 5 year estimates

Orange County Demographics Summary

With 3,010,232 people, Orange County is the 3rd most populated county in the state of California out of 58 counties. But watch out, Orange County, because Riverside County with 2,189,641 people and San Bernardino County with 2,035,210 people are right behind you.

In 2010, the median household income of Orange County residents was $74,344. Orange County households made slightly more than San Francisco County households ($71,304) and El Dorado County households ($70,000) However, 10.1% of Orange County residents live in poverty.

The median age for Orange County residents is 36.2 years young.

The Largest Orange County racial/ethnic groups are White (44.1%) followed by Hispanic (33.7%) and Asian (17.7%)

Orange County Race / Ethnic Groups

Non-Hispanic Population	
White	1,328,499
Black	44,000
American Indian	6,216
Asian	532,477
Pacific Islander	8,357
Some Other Race	5,595
Two or More Races	72,117
Hispanic	1,012,973

Source: Census 2010 SF1 Table PI Hispanic or Latino in the Hispanic or Latino by Race

Hate spending hours searching for demographic data?

Did you know that in a recent study 86% of people could NOT find the data that they were looking for using the US Census Bureau's website?

Get Current Census data for Orange County: $19

See a Sample

Money Back Guaranteed

What others have to say

"The report was soooo helpful... It would have a taken at least a week for a staff member to compile all the data we were able to get in seconds via your system...we saved at least a couple thousand dollars by getting the report..."

— Kristin M.

"Thank you for your amazing service... it saves me so much time!"

— Angela B.

The Test: Platform & Results

We were surprised to see, after 9 days of data collection, that none of our variations produced lift; in fact, they all went the *other* way. Egads!

Variation 1, with its up-front pricing, performed the worst, confirming our suspicion that positioning the price high on the page could negatively affect visitor perceptions.

Helpful, sure, but the other two variations did not fare much better. They performed consistently poorly through the duration of the test, to our dismay.

Here's the data behind this eye-opening result:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	Views of the Sample Report
Test Duration	9 days
Test Results	**No winner**

View Sample Report Edit Remove
The percentage of visitors who clicked on a tracked element.

🕐 More data needed to determine a winner.

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE ?
Original BASELINE				---	---
Variation #1				-22.5%	17.0%
Variation #2				-13.5%	23.2%
Variation #3				-18.7%	15.1%

Key Takeaway: What Can You Do Now?

Win or lose, you should walk away from every test with learning. It's worth spending time dissecting the test results so that you can apply your learning to future tests. **It's more fun to look at winning tests, but losing tests are no less valuable to your business.**

So what might have gone awry here?

The default copy provided almost no Specificity other than the demographic area. Our 3 variations all provided more specifics about the reports, and yet fewer visitors viewed the sample report.

Is it possible that the additional information we provided in the headline allowed more people to immediately decide that the reports are not exactly what they're looking for?

It seems plausible, given that Variation 1 performed the worst, and yet it provided the greatest amount of detail. We've seen this before, where a lack of information in the hero section forces people to explore the site to get the basic information they desire – inflating clicks and engagement. Might providing less detail in the headline be *better* for your business? If your site can better express your value paragraph by paragraph, image by image and page by page, should your home page headline instead work to pique your visitors' interest – or say almost nothing at all – rather than trying to prove your value immediately? Are there cases where being vague is your best headline strategy?

It's impossible to say for sure, so we recommend that the friendly team from Cubit Planning try even more variations in a subsequent test to see if anything can resonate with visitors more than the generic default headline copy.

> **Every word in your headline needs to be right for your visitor.** Sometimes, you can say too much. Sometimes, you can fail to say enough. And sometimes you might just say the very thing they weren't *yet* ready to hear.

NO LIFT:
LEGAL SERVICES PROVIDER TRIES TO INCREASE FORM SUBMISSIONS

COMPANY: **FWCanada**
LANDING PAGE: http://trp.duicanadaentry.com/entering-canada-with-a-conviction/
BUSINESS VERTICAL: B2C; Legal Services
PRODUCT OR SERVICE: Service

LEAD GENERATION PAGES AND SQUEEZE PAGES have one goal and, generally speaking, a single call to action: complete and submit the form. Over time, I've learned that, to get the most conversions out of a lead gen page, you need to focus 99% of your copy on doing what it takes to get people to fill out the form. All of your effort goes into getting your visitor to sign up for whatever freebie or lead bait you're offering: an ebook, a mini-course or, in the case of FWCanada, a free consultation.

Which means that, on lead gen pages, it's not so much about listing your company, brand, product or service's benefits and features. Rather, it's about listing the benefits

and features of your freebie whilst neutralizing anxieties about getting that freebie and removing as much friction as possible to complete and submit the form.

Not only do all your messages tend to be focused so singularly on lead gen pages, but, from a testing and analytics perspective, you've really only got one goal to measure. **Your visitor can either complete the form or not complete the form.** There's nowhere else for her to go. There's nothing else for her to do. So you may see 3% of your visitors convert to leads... but you have no idea what the remaining 97% wanted and nowhere else to send them.

This is a challenge. Going into the test on this particular page, we knew it was going to be a challenge – but we were conducting an experiment, after all. We were trying to learn. We wanted to see if, in fact, a value proposition headline would increase sign-ups on a lead gen page. As you've already learned, we got no lift. Now see why...

Is the FWCanada Product or Customer Like *Yours*?

FWCanada provides legal services to a targeted group of people: people with criminal records who are highly motivated to cross the border into Canada. **Highly motivated visitors are terrific for the businesses that serve them, but they also present a challenge to CRO consultants**, as it's often difficult to amplify their motivation with optimized copy.

If you were preparing to cross the border with a conviction and needed legal help (and searched for some solutions on the web), would the website's headline matter to you?—or would you just want to get started already and see if you can get your freedom back? We'll try to answer that question with some data.

UNDERSTANDING THE PRODUCT

FWCanada provides legal advice and services to people who are trying to enter Canada with a criminal record. They provide a free consultation that website visitors can request by submitting a web form.

UNDERSTANDING THE CUSTOMER / PROSPECT

FWCanada's clients are people with a criminal record who have business or family in Canada and are required to cross the border into Canada.

UNDERSTANDING THE DESIRABILITY

FWCanada customers praise the service for the following reasons:

- ✓ FWCanada offers flat rates, so clients know exactly how much it will cost them for the service
- ✓ Clients are eligible for a free consultation within 24 hours to assess their situation
- ✓ FWCanada is a Canadian firm that has helped hundreds of people get into Canada

How We Found Testable Value Propositions for FWCanada

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:	COPY HACKERS VALUE PROPOSITION SCORE: **33/50**
Don't get rejected at the border. Plan ahead.	Unique: 3 Desirable: 9 Specific: 6 Succinct: 8 Memorable: 7

OUR ASSESSMENT: While the default copy doesn't provide any clues as to the type of service provided by FWCanada, it is attention grabbing. When presented to the right visitor, it likely triggers an emotional response – making it somewhat Memorable. Surely nobody wants to be rejected at the border. Nobody wants to be rejected, period. So, indeed, the default speaks well to Desirability.

But what about Uniqueness? What about Specificity? The default was lacking both.

COPY HACKERS VARIATIONS

RECIPE B: With Our Fixed-Fee Immigration Experts On Your Side, You Can Cross The Canadian Border Without Worry	**COPY HACKERS VALUE PROPOSITION** **SCORE: 38/50** Unique: 6 Desirable: 9 Specific: 8 Succinct: 8 Memorable: 7

RATIONALE FOR RECIPE B: To increase Uniqueness, Desirability and Specificity, we highlighted the fixed fee aspect of the legal engagement – and the fact that you're engaging with *experts*. We also toned down the message by changing the word "rejected" to the phrase "without worry" so that we could understand whether the default copy was playing too much on visitors' fears, creating anxiety and potentially hurting conversions.

RECIPE C: Talking To Our Team of Immigration Lawyers Is the Best Way to Avoid Embarrassment at the Border	**COPY HACKERS VALUE PROPOSITION** **SCORE: 38/50** Unique: 5 Desirable: 9 Specific: 8 Succinct: 8 Memorable: 8

RATIONALE FOR RECIPE C: In this variation, we tried a different approach to generating an emotional response in visitors, hypothesizing that avoiding "embarrassment" may be more powerful than getting "rejected". This is an experiment, after all, right?

RECIPE D:

The Sooner You Contact Us, The Sooner We Can Help You Cross The Canadian Border Without Worry

COPY HACKERS VALUE PROPOSITION SCORE: 35/50

Unique: 5
Desirable: 9
Specific: 7
Succinct: 8
Memorable: 6

RATIONALE FOR RECIPE D: This variation doesn't score as high as the previous 2 variations (by design), and it *breaks the rules* on our experiment: in addition to changing the headline, we modified the copy in the submission form header.

We believed that visitors felt a sense of urgency in their search for immigration help, so we wanted to tap into that urgency with the revised headline – and then amplify that further with messaging about how quickly prospects could speak with a lawyer.

Control   RECIPE B   RECIPE C   RECIPE D
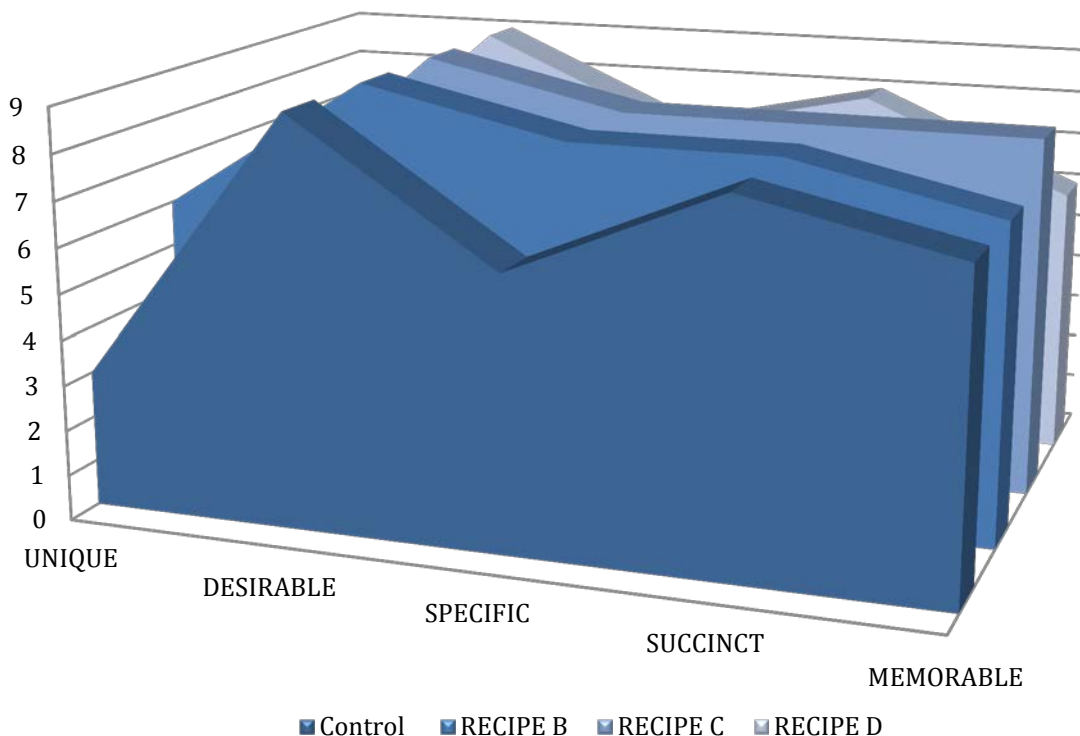
CONTROL

FW
FWCanada – Canadian Immigration Law Firm

Don't get rejected at the border.

Plan ahead.

Free Consultat...
Get a clear answer a...
Fill in the form or call...
consultation.

Flat rates
Don't gamble with ho...
exactly what your cost...

Personalized S...
Everyone has a uniqu...
Process was design...

REC B

FW
FWCanada – Canadian Immigration Law Firm

With Our Fixed-Fee Immigration Experts On Your Side, You Can

Cross The Canadian Border Without Worry

Free Consultatio...
Get a clear answer abo...
Fill in the form or call 1-...
consultation.

Flat rates
Don't gamble with hour...
exactly what your costs...

Personalized Ser...
Everyone has a unique...

REC C

FW
FWCanada – Canadian Immigration Law Firm

Talking to Our Team of Immigration Lawyers Is the Best Way to...

Avoid Embarrassment at the Border

Free Consultation
Get a clear answer about your...
Fill in the form or call 1-855-31...
consultation.

Flat rates
Don't gamble with hourly rates...
exactly what your costs will be...

Personalized Service
Everyone has a unique story. T...
Process was designed to me...

REC D

FW
FWCanada – Canadian Immigration Law Firm

The Sooner You Contact Us, The Sooner We Can Help You...

Cross The Canadian Border Without Worry

Free Consultation
Get a clear answer about your immigration to Canada.
Fill in the form or call 1-855-316-3555 now for your free
consultation.

Flat rates
Don't gamble with hourly rates. Go with certainty & know
exactly what your costs will be before you start.

Personalized Service
Everyone has a unique story. The Canada Immigration
Process was designed to meet your unique situation.

Contact Us Night or Day   FREE!
In just 24 hours, you could have the help
you need to cross into Canada...

Name

Email *

The Test: Platform & Results

After 15 days in the field, it was clear that that none of our new variations were going to result in an improved conversion rate. For the first few days, the success of each of the variations fluctuated, as they're prone to do; as time marched on, things stabilized a little, and it seemed that one of the three variations might win. But we never got there.

Recipe B, with its improved Specificity and Uniqueness, and Recipe D, *despite the additional changes to its form header*, performed worse that the default copy. Recipe C – "avoid embarrassment" – had a fighting chance to outperform the control, but it could not pull ahead in a meaningful way.

Here's a snapshot of the data:

Testing Platform	Unbounce
% Traffic Included In Test	100%
Primary Success Metrics	Contact form submissions
Test Duration	15 days
Test Results	No winner

A/B Test Centre			Reset Stats	Preview Variants	Add Variant		
Current Champion			Weight	Visitors	Views	Conversions	Conversion Rate
P	Entering Canada with a Conviction - Control Page Updated 16 days ago	Edit ⚙▾	25%				
Challenger Page Variants							Confidence
Q	Entering Canada with a Conviction - Recipe B (USP) Updated 10 days ago	Edit ⚙▾	25%			↓ -10%	34%
R	Entering Canada with a Conviction - Recipe D (Form-Filler) Updated 10 days ago	Edit ⚙▾	25%			↓ -12%	39%
S	Entering Canada with a Conviction - Recipe C (USP) Updated 16 days ago	Edit ⚙▾	25%			↑ 13%	39%

Key Takeaway: What Can You Do Now?

We enjoyed having the opportunity to test FWCanada's lead generation page! It presented a couple of challenges:

1. visitors to the page are highly motivated but also highly skeptical due to the nature of their complex legal predicament, and

2. there is only one place to click on the page: the form submit button.

Interestingly, the second challenge is partially responsible for creating the first. If there had been more than one way to engage with the page, we may have discovered something about the visitors that a form submission (or more importantly, lack thereof) would not reveal to us.

Having a single engagement metric is not an ideal situation for a split test – so be sure to select a few key metrics for *your* next test.

If you're lucky enough to offer a product or service to a highly motivated group, we recommend optimizing the **usability of your page** – over the headline and other attention-grabbing elements. You want to be sure there are no obstacles in your visitors' way, and testing fixes to potential usability hurdles could prove to be very profitable experiments.

> If your landing page analytics won't show you what your visitors are doing, try UserTesting.com and pop-up surveys like Qualaroo Insights to get the insights you need for conversion rate optimization.

50% LIFT:
FOREX RESEARCH & ANALYSIS SITE INCREASES CLICKS TO "PLANS & PRICING" PAGE

COMPANY: **FXTechstrategy**
LANDING PAGE: http://www.fxtechstrategy.com/
BUSINESS VERTICAL: B2C; Financial Services
PRODUCT OR SERVICE: Service

HYPER-ANALYTICAL PEOPLE are supposed to be the hardest to sell to. That's because we understand that most if not all purchasing decisions are made on emotion first and foremost. There's a sense that because analytical folks – like traders, programmers, scientists and accountants – rely on logic and data to do their jobs well, they can't even *speak* the language of emotion nor can they be persuaded with anything but data. We can probably thank Lt. Commander Data for that.

But split tests like this one prove that logical people can be influenced. By traditional persuasion tactics. Like plain-language benefits. And social proof.

Is the FXTechstrategy Product or Customer Like *Yours*?

Like Cubit Planning (the demographic reports company where we got no lift), FXTechstrategy is in the business of selling information. And like the test we ran for Cubit Planning, this test would explore how *establishing credibility* influences people's decision to pay for information.

FXTechstrategy's customers, forex (foreign exchange) currency traders, are always on the lookout for new trading ideas. Problem is, there are hundreds of websites promising exactly that. So the challenge for us was developing a headline/subhead message that would set FXTechstrategy apart and generate immediate interest in their offering.

UNDERSTANDING THE PRODUCT

FXTechstrategy sells monthly subscriptions to a forex currency analysis, which is delivered as a daily report and includes analyses of 7 currencies (in their Pro plan). The report helps currency traders spot important trends and figure out where to enter their trades as well as how to set their profit targets.

UNDERSTANDING THE CUSTOMER / PROSPECT

FXTechstrategy's target customers are forex traders and commodity traders. The #1 problem they're trying to solve is simple: they need to improve their trading results. For many, there's *tons* of money on the line.

UNDERSTANDING THE DESIRABILITY

FXTechstrategy's existing customers get excited about the following:

- ✓ The reports help speed the decision-making process and help traders spot trends easily on the charts
- ✓ Reports are created by industry experts with over 6 years of trading and analyzing forex markets
- ✓ In 2011 and 2012, this research was so good it earned awards

How We Found Testable Value Propositions for FXTechstrategy

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:

Make Better Trading Decisions And Improve Your Trading Results With Research Designed Exclusively For Forex Traders

COPY HACKERS VALUE PROPOSITION SCORE: 37/50

Unique: 8
Desirable: 8
Specific: 7
Succinct: 8
Memorable: 6

OUR ASSESSMENT: The default copy was already strong – in fact, it received the highest score of all 11 websites' default headlines included in our experiment.

We saw an opportunity to get more Specific and to make the headline more Memorable.

More importantly, we noticed a little something in our FXTechstrategy background info that was not being sufficiently highlighted in the default copy.

Are you too close to your product to know what's unique and highly desirable about it? Let someone else read through your documentation – like your Product Positioning Document (Book 1) – to see if they can't spot a few cool points to test as messages.

COPY HACKERS VARIATIONS

VARIATION 1:

Award-Winning Currency
Analysis That Will Lower Your
Risk & Instantly Reveal Promising
Trade Ideas
Cut your analysis time and dramatically
improve your Forex trading results with
our annotated charts and easy-to-grasp
commentary

COPY HACKERS VALUE PROPOSITION
SCORE: **43/50**

Unique: 8
Desirable: 10
Specific: 10
Succinct: 7
Memorable: 8

RATIONALE FOR VARIATION 1: We packed a lot into the new headline, even adding a new subhead. So we gave up a point on Succinctness to improve the scores on Specificity and Desirability.

In this variation, we chose to highlight Specific elements of the service that make it great – like annotated charts and a helpful commentary. We also led with the fact that the research is award winning; we made the assumption that prospects would take comfort in the risk-minimizing social proof associated with earning an award.

Finally, we loaded the new copy with benefits such as "lower your risk", "cut your analysis time" and "improve your results".

It's packed with info – and it was up against a pretty solid and equally lengthy headline – so how did it fair?

Chart axis values (Y-axis): 10, 9, 8, 7, 6, 5, 4, 3, 2, 1, 0

X-axis categories: UNIQUE, DESIRABLE, SPECIFIC, SUCCINCT, MEMORABLE

Legend: Control, Variation 1

CONTROL

VAR 1

The Test: Platform & Results

After 16 days in the field, a clear winner emerged. Variation 1, with its sharp increase in word count – but laser-focus on benefits and establishing credibility – overtook the already strong default headline copy by a whopping 50%.

Again, here is the winning value proposition:

Award-Winning Currency Analysis That Will Lower Your Risk & Instantly Reveal Promising Trade Ideas
Cut your analysis time and dramatically improve your Forex trading results
with our annotated charts and easy-to-grasp commentary.

And here's a quick snapshot of the test:

Testing Platform	Visual Website Optimizer
% Traffic Included In Test	100%
Primary Success Metrics	Clicks on "See Plans & Pricing" button
Test Duration	16 days
Test Results	Variation 1 produced 50.0% lift
Confidence	95.0%, with winner declared and sufficient conversions

Variations ?	Conversion Rate Range ?	Percentage Improvement ⇕	Chance to Beat Original ?
Control		–	–
👉 **Variation 1**		+50.00%	95%
Average Case	–	–	–

Key Takeaway: What Can You Do Now?

Our #1 takeaway from this test is that no matter how strong your default copy, you can still **achieve massive conversion gains by connecting with your visitors on their terms.**

The FXTechstrategy team can now take the benefit statements and "award-winning" language to use throughout their site and in their marketing channel materials (PPC ads, affiliate promotions, etc.).

We also recommend splitting out the various elements of the winning variation to understand exactly which copy element influences conversions most.

> "You need a lot of patience to conduct a valid test, whether a winning test or a losing test. The next step for me is to find a way to optimize my pricing page where most visitors the home page go."
>
> **Mohammed Isah**

MID-POINT ACTION ITEM

YOU WEREN'T PLANNING ON JUST *READING*, WERE YOU?

BY NOW, YOU MAY BE THINKING about value proposition options to test on your home page. You're thinking about what's unique and highly desirable about your offering – and you're thinking about whom it's best for. So print off a few copies of the enclosed scorecard (shown below), write out your initial value props – and score 'em!

18% LIFT:

IPHONE SCREEN REPAIR SERVICE INCREASES CLICKS TO "SCHEDULE REPAIR" PAGE

COMPANY: **JCD Repair**
LANDING PAGE: http://www.jcdrepair.com/apple-iphone-4-4s-screen-repair
BUSINESS VERTICAL: B2C; Electronics Repair
PRODUCT OR SERVICE: Service

WOULD YOU COMPETE WITH APPLE? Put it this way, if you had to compete with Apple – and convert Apple fanboys into your paying customers – would you jump at the challenge? How would you do it? Where would you even begin?

If you are different enough in a Desirable enough way – if you do something better than your competition, no matter how big – you can carve out a nice chunk of the market. In this case, the startup was only competing with Apple in a fractional way – not for world domination – but the point remains the same: differentiate. Show and tell how you're better. And, while you're at it, lighten up a bit. (That'll make sense soon…)

Is the JCD Repair Service or Customer Like *Yours*?

JCD Repair has a stellar reputation, online and offline. While their iPhone screen repair prices and wait times are similar to other reputable shops, their commitment to providing outstanding customer service sets them apart.

As a result, much of their traffic arrives via Yelp reviews and word of mouth between family and friends.

How will you differentiate your business? Check out 9 ways to differentiate in Copy Hackers: The Startup Guide to Differentiation

Converting those who have been referred to JCD Repair from Yelp or other customers isn't the challenge. It's converting the people arriving on the site who have not yet heard of JCD Repair.

UNDERSTANDING THE PRODUCT

JCD Repair offers while-you-wait iPhone screen repair services in 4 US cities (Redmond, Seattle, Madison and Chicago). On their website you can book an appointment, then show up to their shop with your cracked screen, and walk out with a just-as-new repaired iPhone in about 45 minutes. JCD Repair is not only customer-focused but also super-fast – two great ways to differentiate.

UNDERSTANDING THE CUSTOMER / PROSPECT

JCD Repair's ideal customer is an image conscious person (or parent of an image conscious teenager) that has a cracked iPhone. They tend to be more affluent, but not so well off that dropping $500 on a new phone doesn't matter.

Their top customers include college grads with a professional career or middle class parents of teenagers that are simply hard on their stuff. Some customers like to have fun, too, because a lot of phones come in after the weekend. (St. Patty's Day is like their Black Friday!)

UNDERSTANDING THE DESIRABILITY

What makes JCD Repair's service so special?

- ✓ Repairs are done uber-quick, as in 30-45 minutes while you wait
- ✓ The phone's screen looks brand new when the repair is complete
- ✓ Customers just show up with a broken device and JCD Repair takes care of the rest

Note that the competition in this space is quite significant, with Apple offering its own repair services at the Genius Bar.

How We Found Testable Value Propositions for JCD Repair

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:	COPY HACKERS VALUE PROPOSITION SCORE: 30/50
iPhone 4 or 4S Screen Repair Our Promise: Fixed Fast. Fixed Right. Cracked iPhone 4 or iPhone 4S? Need it fixed quickly? Want to make sure it's done right? This is the repair you want.	Unique: 5 Desirable: 7 Specific: 7 Succinct: 6 Memorable: 5

OUR ASSESSMENT: The default copy is very Specific – visitors will quickly understand what JCD Repair offers. The service itself is obviously Desirable, if you have a cracked screen. And there is certainly nothing wrong with making a nice promise to customers.

But beyond Specific, we didn't see any of the "personality" of this company come through, and yet they're all about the people (customers and employees). We saw an opportunity to make visitors feel something about the problem they're trying to solve, thus making the copy more Memorable and the service even more Desirable.

COPY HACKERS VARIATIONS

VARIATION 1:

Your iPhone Will Look New Again In Less Than 1 Hour

Whether your screen is cracked or shattered, our skilled technicians will blow you away with the results.

COPY HACKERS VALUE PROPOSITION
SCORE: 37/50

Unique: 6
Desirable: 9
Specific: 9
Succinct: 7
Memorable: 6

RATIONALE FOR VARIATION 1: Our first variation highlights the speed of the repair service and the amazing results. That, when combined with a note about the expert technicians, helps Desirability and Specificity. We're *not* focusing on being Unique or Memorable in this version. As mentioned in the intro, sometimes you've got to choose to focus on a handful of the characteristics.

VARIATION 2:

Don't Be Embarrassed Of Your Cracked iPhone Screen!

In less than 1 hour, your iPhone will look brand new again (and you can show it off proudly!). For half of what the other guys charge.

COPY HACKERS VALUE PROPOSITION
SCORE: 39/50

Unique: 7
Desirable: 9
Specific: 9
Succinct: 7
Memorable: 7

RATIONALE FOR VARIATION 2: In Variation 2, we're trying to trigger a more emotional response in visitors, that of being embarrassed to walk around with a cracked iPhone. We're still including copy about the speed and great results – and in this version, we're mentioning cost savings (typically highly Desirable).

VARIATION 3:

Did Your iPhone Screen Have A Rough Night Out?

We can't cure a hangover, but we can make your iPhone look brand new in less than 1 hour. For half of what the other guys charge.

**COPY HACKERS VALUE PROPOSITION
SCORE: 41/50**

Unique: 8
Desirable: 9
Specific: 9
Succinct: 7
Memorable: 8

RATIONALE FOR VARIATION 3: Here we're also trying to elicit an emotional response – this time, a smile. We decided to go in this direction based on the background information JCD Repair provided us (St. Patrick's Day = Black Friday for them). We retain the short repair timeframe copy and mention the cost savings, but we're using humor to make the service sound Unique and more Memorable. This is the "personality variation."

VARIATION 4:

We Can Fix Your iPhone 4 or 4S Today. Open 7 Days A Week. Schedule Now!

**COPY HACKERS VALUE PROPOSITION
SCORE: 37/50**

Unique: 6
Desirable: 9
Specific: 8
Succinct: 8
Memorable: 6

RATIONALE FOR VARIATION 4: Our fourth and final test variation goes in yet another direction (that's the goal with headline testing!). The primary message here is high availability. It's less Specific than the other versions, but we hoped that visitors would react positively to the "7 days a week" message (of course that would only happen if they care). So did they care? The results await…

9
8
7
6
5
4
3
2
1
0

UNIQUE
DESIRABLE
SPECIFIC
SUCCINCT
MEMORABLE

■ Control   ■ Variation 1   ■ Variation 2   ■ Variation 3   ■ Variation 4
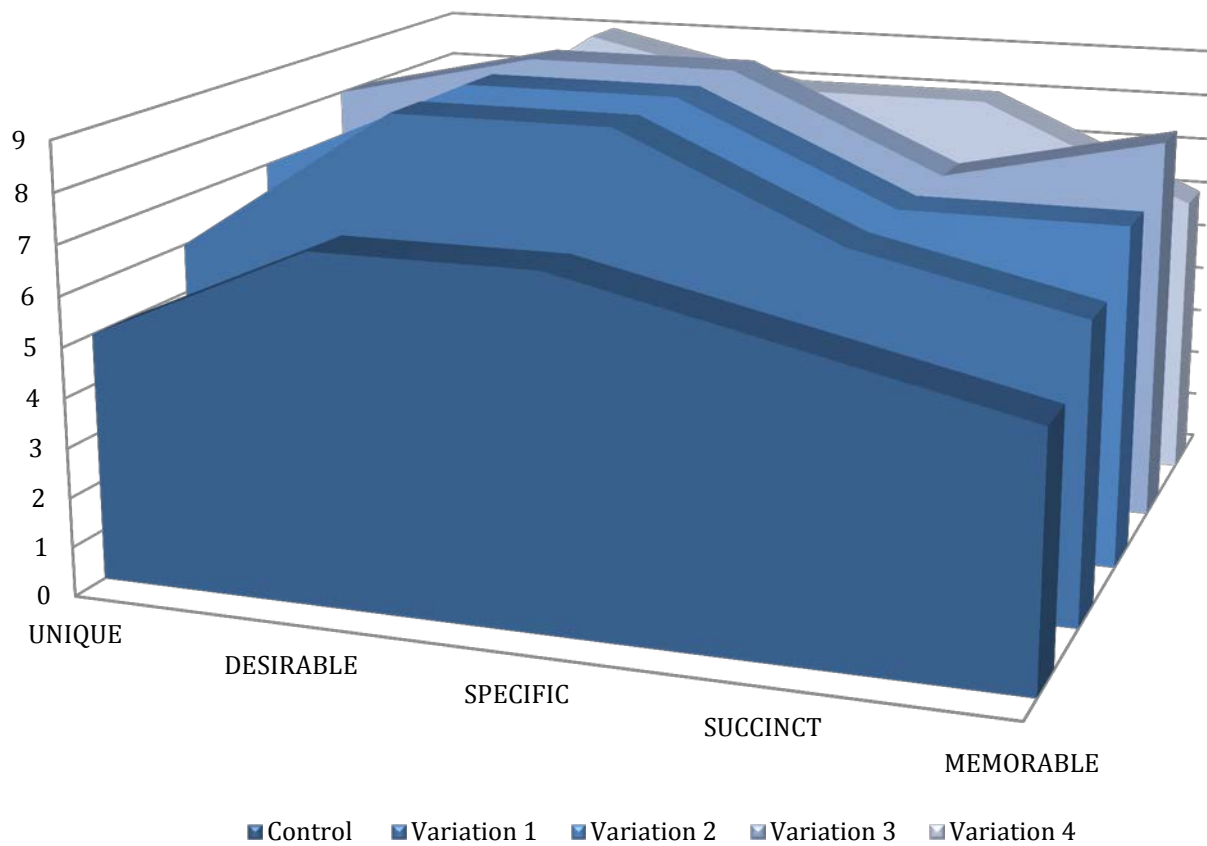
CONTROL

JCD REPAIR | Find Your Device | Local Repair Shops | About Us | Reviews | Blog | FAQ | Contact Us

iPhone 4/4S - all offerings -> Screen Repair

See Shopping Cart

iPhone 4 or 4S Screen Repair

Our Promise: Fixed Fast. Fixed Right.

Cracked iPhone 4 or iPhone 4S? Need it fixed quickly? Want to make sure it's done right? This is the repair you want.

- **Full-Service Repair.** Includes parts, labor & warranty.
- **Done Quickly.** Fixed in under an hour.
- **All iPhone 4 & 4S Models.** AT&T, Verizon & Sprint. Black or white. All different storage capacities.
- **It's Simple.** Schedule an appointment and get us your phone - we take care of everything from there.

Read about our in-person process or our mail-in service.

Price: $79 plus sales tax and/or return shipping*

VAR 1

JCD REPAIR | Find Your Device | Local Repair Shops | About Us | Reviews | Blog | FAQ | Contact Us

iPhone 4/4S - all offerings -> Screen Repair

See Shopping Cart

Your iPhone Will Look New Again In Less Than 1 Hour

Whether your screen is cracked or shattered, our skilled technicians will blow you away with the results.

- All iPhone 4 & 4S models, black or white
- Price includes parts, labor & warranty
- Schedule an appointment today and leave the rest to us

VAR 2

JCD REPAIR | Find Your Device | Local Repair Shops | About Us | Reviews | Blog | FAQ | Contact Us

iPhone 4/4S - all offerings -> Screen Repair

See Shopping Cart

Don't Be Embarrassed Of Your Cracked iPhone Screen!

In less than 1 hour, your iPhone will look brand new again (and you can show it off proudly!). For half of what the other guys charge.

- All iPhone 4 & 4S models, black or white
- Price includes parts, labor & warranty
- Schedule an appointment today and leave the rest to us

VAR 3

JCD REPAIR | Find Your Device | Local Repair Shops | About Us | Reviews | Blog | FAQ | Contact Us

iPhone 4/4S - all offerings -> Screen Repair

See Shopping Cart

Did Your iPhone Screen Have A Rough Night Out?

We can't cure a hangover, but we can make your iPhone look brand new in less than 1 hour. For half of what the other guys charge.

- All iPhone 4 & 4S models, black or white
- Price includes parts, labor & warranty
- Schedule an appointment today and leave the rest to us

VAR 4

JCD REPAIR | Find Your Device | Local Repair Shops | About Us | Reviews | Blog | FAQ | Contact Us

iPhone 4/4S - all offerings -> Screen Repair

See Shopping Cart

We Can Fix Your iPhone 4 or 4S Today. Open 7 Days A Week. Schedule Now!

- All iPhone 4 & 4S models, black or white
- Price includes parts, labor & warranty
- Schedule an appointment today and leave the rest to us

Read about our in-person process or our mail-in service.

Price: $79 plus sales tax and/or return shipping*

Choose a Repair Option

Go to a Local Repair Shop

Select Your City

Schedule Repair

Live in the Chicago, Madison, or Seattle area? You can have your iPhone 4 or 4S fixed in under an hour. You can probably even get it done today.

See the full details on in-person repairs.

Mail-In

Select Your Version

Add To Cart

Don't live close to one of our repair centers? Not to worry. We offer a fast & secure repair service through the mail. You'll have your iPhone 4/4S fixed and back in 5-6 business days. Most the delay is shipping since most repairs are completed within 24 hours of our receiving the device.

See our full FAQ on mail-in repairs.

* Shipping and/or sales tax not included. For mail-in repairs, add $7.50 for shipping & handling.

About JCD Repair

JCD Repair is a full-service, cell phone repair shop with locations in Chicago, Redmond, Seattle & Madison. We have been in business since March of 2007 and have fixed thousands of devices in that time and we are very good at it.

Our top service is replacing the cracked glass screen on iPhones, iPod Touches, and iPads. We also do battery replacements, water damage, and more. All repairs are available through our mail-in service or in person at one of our local stores. Mail-in repairs are completed in about 24 hours and in-person repairs are usually done in about 45 minutes. These are full service repairs that include parts, labor, and a 6 month warranty.

Read more about us.

Customer Reviews

"These guys were very professional, accurate, quick, reasonably priced, and guarantee their work. Everything you want in a repair shop!"

"These guys were by far the best deal in town, and fixed my cracked iPhone screen so fast it was astonishing."

"I was very impressed at their speed and skill . One painless hour and 50 reasonable bucks that it takes these guys to get the job done. Highly recommended."

To read these and more reviews, see what people are saying about us online.

Google   facebook

Locations

Chicago Store
2351 N Southport Ave
Chicago, IL 60614
(773) 800-1854

Redmond Store
16144 NE 87th Street
Redmond, WA 98052
(425) 835-2546

Seattle Store
3642 Wallingford Ave N
Seattle, WA 98103
(206) 569-5088

Madison Store
5439 University Ave
Madison, WI 53705
(608) 620-1940

Contact Us

The Test: Platform & Results

This test required more time to complete, primarily because we had 4 variations. The more variations, the greater your traffic split, and the fewer conversions that occur per variation. But we did get there eventually.

Variation 3, with its humorous approach to headline copy, outperformed the rest and directed 18% more visitors to the schedule repair page. The winning copy:

Did Your iPhone Screen Have A Rough Night Out?
We can't cure a hangover, but we can make your iPhone look brand new in
less than 1 hour. For half of what the other guys charge.

And here's a quick snapshot of the test:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	Clicks on the "Schedule Repair" button
Test Duration	27 days
Test Results	Variation 3 produced 17.9% lift
Confidence	95.6%, with winner declared and sufficient conversions

Schedule Repair Button [Edit] [Remove]
The percentage of visitors who clicked on a tracked element.

✅ Variation #3 is beating Original by +17.9%.

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE
Variation #3				+17.9%	95.6%
Variation #2				+14.0%	90.3%
Variation #1				+7.7%	65.8%
Original BASELINE				—	—
Variation #4				-3.8%	38.4%

Key Takeaway: What Can You Do Now?

Three of four variations were tracking positively relative to the default copy. Only the less-Specific variation that focused on "7 days a week" availability fell behind. This generated an insight about the prospect for us: expanded hours are not important to these visitors. JCD Repair could use that insight, as well as their customer booking data, to see whether it's worth staying open on Saturday & Sunday.

We saw that the two variations that tapped into visitors' emotions performed best. Focusing on "embarrassment" was not as effective as using humor, in this case. Be careful how you use humor, though, because just like for novice public speakers, it can easily backfire. There is no better way to see if you're on the right "funny track" than to test.

> "I didn't like the *Hangover* version of the headlines at first. I thought that one might prove too offensive. But that's testing, so I had no problem seeing how it would do. It won."
>
> **Matt McCormick, JCD Repair**

We've struggled a lot with whether Emotion should be added as a sixth characteristic or if it should replace Memorable. By and large, messages that are emotional are Memorable in some way; however, messages that are Memorable are not always emotional. And we've seen that, when you tell someone to try to be emotional, things get very sappy very quickly.

But this test reveals to us what we've long suspected: a great value proposition is often one that people can connect with emotionally. Whether based on light humor, as here and in the 6 Pack Bags winning variation, or on romantic love, human connections, nostalgia – the list goes on – emotions do, in fact, do the heavy lifting when it comes to converting your visitors.

103% LIFT:

COLLABORATION SOFTWARE START-UP INCREASES CLICKS TO "PLANS & PRICING" PAGE

COMPANY: **Keep&Share (Gee Whiz Labs)**
LANDING PAGE: http://www.keepandshare.com/
BUSINESS VERTICAL: B2B; Software
PRODUCT OR SERVICE: Product

YOU MAY NOT KNOW what your value proposition is. You may not know what's Unique about your solution that your customers will love. But here's one lesson I've learned in my years of copywriting – a lesson that's changed the way I write entirely.

The lesson is this: Your customers know everything you don't.

They know why they're choosing your solution. They know why they're cancelling. They know why they're referring or why they're not. And some of them even put these amazing insights into testimonials and quotes you can use as your actual copy.

Is the Keep&Share Product or Customer Like *Yours*?

After nearly a decade as a consumer calendaring tool, Keep&Share recently started the transition from B2C to B2B – specifically, to a complementary suite of for small- and mid-sized businesses. This has been and will continue to be a long road – and their value proposition may change along the way.

They have a free offering, which they monetize with ads, but they are working to increase paid conversions. Accordingly, clicks to their "Plans & Pricing" page are critical.

UNDERSTANDING THE PRODUCT

Keep&Share is a suite of 7 web-based applications that facilitate collaboration within a company or between a company and its customers or vendors.

Their "halo" product is an online calendar, but Keep&Share also provides secure file sharing, photo sharing, online to-do lists, a database and a contact management tool. You manage everything through a single account. That alone is Unique to them – but can this value be highlighted above the fold? Or might it take more time to explain each tool's value and the value of integration for collaboration?

UNDERSTANDING THE CUSTOMER / PROSPECT

Keep&Share's target market is small business owners or managers who want to facilitate team sharing and communication – especially the sharing of calendars.

UNDERSTANDING THE DESIRABILITY

Customers love Keep&Share because:

- ✓ The calendar tool lets you do things that Google Calendar does not
- ✓ It's simple to add a calendar to any web page and configure it to suit
- ✓ You can set up a complete appointment booking system, including payment options

How We Found Testable Value Propositions for Keep&Share

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:

Collaborate & Share & Store – Online
Keep&Share Makes it Easy.

COPY HACKERS VALUE PROPOSITION SCORE: 25/50

Unique: 3
Desirable: 5
Specific: 5
Succinct: 8
Memorable: 4

OUR ASSESSMENT: While Succinct, the default copy wasn't doing a sufficient job of explaining what Keep&Share is about – nor did it give visitors a reason to get excited about (or even interested in) the product. Without providing more detail, it's difficult to create Desire in visitors. It's like being handed a blurry photo of someone and asked if you know her; it would be pretty tough to tell until the picture becomes clear.

By including a clear, concise explanation of Keep&Share's capabilities and some key points of differentiation, we'd expect to see a sharp rise in interest from home page visitors.

COPY HACKERS VARIATIONS

The biggest challenge before us wasn't improving the Specificity or Uniqueness of Keep&Share. It was adequately explaining the Specifics of seven (!) web applications *without confusing or overwhelming* readers. Should we focus the copy on one particular application – say, the calendar – or message the power of combining multiple tools into a single suite?

Since the Keep&Share website has the traffic volume to support a larger test, we opted to go with four variations.

VARIATION 1:

End The Headache Of Constantly Emailing Files & Appointment Requests Back-And-Forth
Our small business suite is the no-hassle way to quickly create a secure space for sharing files, calendar events, and more.

COPY HACKERS VALUE PROPOSITION SCORE: 37/50

Unique: 6
Desirable: 8
Specific: 8
Succinct: 7
Memorable: 8

RATIONALE FOR VARIATION 1: Our first variation makes improvements on most elements of the value proposition. We prominently message pain relief, which increases the scores on Desirability and Memorability.

Keep in mind, however, that for this variation to outperform the default copy, visitors must actually experience this pain in their workday – or the copy won't have the desired impact. We also touch on the product's ease of use and security, and include a couple of common "use cases" for Keep&Share.

VARIATION 2:

The Only Small Business Collaboration Suite That Anticipates Your Every Move

Our suite of 7 web apps will relieve you from the hassle of emailing files, appointment requests, and to-dos to your customers or team.

COPY HACKERS VALUE PROPOSITION SCORE: 39/50

Unique: 8
Desirable: 8
Specific: 9
Succinct: 7
Memorable: 7

RATIONALE FOR VARIATION 2: In Variation 2, we led with this key differentiator for Keep&Share: customization. It provides customization options that map closely to what business owners want out of collaboration tools. You'll notice the continuing theme of pain relief – this time it's "hassle" instead of "headache" – and again we include typical use cases (Specificity), so that visitors understand what they can do with Keep&Share.

VARIATION 3:

The Only Small Business Collaboration Suite That Works The Way You Do

You can customize your calendar, file folders, and to-do lists in ways that other business software can't match.

COPY HACKERS VALUE PROPOSITION SCORE: 40/50

Unique: 8
Desirable: 8
Specific: 9
Succinct: 8
Memorable: 7

RATIONALE FOR VARIATION 3: Variation 3 is similar to Variation 2, but in case visitors have a difficult time believing the "anticipates your every move" message, we decided to modify the meaning and get visitors thinking about *how they work* – and how

Keep&Share will work in step with them. This variation also takes a shot over the bow of the competition… something that has proven effective in many other tests we've run.

COPY HACKERS VALUE PROPOSITION SCORE: 42/50

Unique: 6
Desirable: 10
Specific: 8
Succinct: 9
Memorable: 9

RATIONALE FOR VARIATION 4: The most prominent part of this value proposition – the headline itself – was *swiped word-for-word from a testimonial* we found on one of Keep&Share's pages.

The key to a good test is validating an assumption, and in this case we wanted to validate our assumption (or hypothesis) that people love the idea that online collaboration software can eliminate a ton of paper files. With this headline, however, there's no mention of what Keep&Share actually does, so we tackled that in the subhead – with messages about security, collaboration, and ease of use.

Testimonials are good – but high-converting headlines can be even better. Have you reviewed your testimonials to see if you can swipe the basis of your value prop – or any other messages – from your happiest customers?

How did people react? Read on to find out…

Chart axis labels:

10
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4
3
2
1
0

UNIQUE

DESIRABLE

SPECIFIC

SUCCINCT

MEMORABLE

■ Control   ■ Variation 1   ■ Variation 2   ■ Variation 3   ■ Variation 4

The Test: Platform & Results

Even with four variations and the default copy, the test required just three weeks to reach significance. About the mid-way point, we noticed Variations 1 and 3 performing poorly against the default, and so we eliminated them as contenders. It's best to let all variations run until a test completes, but sometimes – when you see particularly low conversions from one variation – it makes *business sense* to remove it. In doing so, there would be more traffic to direct to the remaining two variations.

In the end, Variation 4 generated a massive 104% lift in visitors to the Plans and Pricing page – effectively doubling traffic to that page. The winning copy:

<div align="center">

Eliminate Up to 99% of Your Paper Files
Store files securely online. Access them easily. And collaborate with
your staff & customers in a single, private location.

</div>

And here's a quick snapshot of the test:

Testing Platform	Optimizely
% Traffic Included In Test	50% (only first-time visitors to the page)
Primary Success Metric	Clicks on the "Plans & Pricing" link
Test Duration	21 days
Test Results	Variation 4 produced 103.7% lift
Confidence	98.9%, with winner declared and sufficient conversions

Clicked Plans & Pricing [Edit] [Remove]
The percentage of visitors who clicked on a tracked element.

✓ Variation #4 is beating Original by +103.7%.

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE
Variation #4				+103.7%	98.9%
Original BASELINE				---	---
Variation #2				-11.8%	34.8%
Variation #3				-64.9%	0.6%
Variation #1				-100.0%	0.0%

Key Takeaway: What Can You Do Now?

Nothing came *close* to performing as well as Variation 4. We took a very different approach to the copy in this variation, and it clearly resonated with visitors. As noted in the rationale for that particular variation, we swiped the headline directly – almost verbatim – from a testimonial we found on a different page. And I'd venture to guess that you have some testimonials kickin' around that contain testable messages.

Your customers know best – from firsthand experience – what's Uniquely Desirable about your solution. Keep&Share's customers knew far better than we could what they loved about Keep&Share. **Your best messages are waiting right now in your customers' heads.** You just have to go find 'em.

It's important to note that, had we relied on *our understanding* only in this case, we would not have impacted home page visitors at all. And we could *not* have arrived at that key value of paper-elimination on our own! It didn't come up in our initial discovery phase. We just, quite luckily, stumbled upon it.

> "The test reinforced for me that we really need to make sure the rest of our site follows through consistently on what our value prop highlights. If they don't say the SAME message, users can drift off, be confused or become wary."
>
> **Ramsay Leimenstoll**

If you have the traffic to support multiple variations of your landing page headline, we recommend testing as many of your assumptions as possible, including risky or long-shot messages (especially if they're from your customers' mouths). You can learn a ton about your visitors by greatly varying what you put in front of them.

Even through all the testing we've done, it's impossible to predict which copy will resonate most with your prospective customer. But when you go to your customers first for your messages, you're far more likely to find a winner.

16% LIFT:

FACEBOOK DATING SITE INCREASES ENGAGEMENT

(WHICH COULD LEAD TO MORE ENGAGEMENTS… GET IT?)

COMPANY: LikeBright
LANDING PAGE: http://www.likebright.com/
BUSINESS VERTICAL: B2C; Social
PRODUCT OR SERVICE: Product

WHAT DOES IT MEAN to be Memorable? Of the five characteristics, Memorability is perhaps the hardest to pin down. After all, unless you run message recall tests – which is a good idea and easy enough to do with 5 Second Test – it's quite challenging to determine if, in fact, your message is one that visitors will remember.

In this test, we see what it means to be Memorable – and why being Memorable is so important when communicating your value proposition.

Is the LikeBright Product or Customer Like *Yours*?

There are, like, a million dating sites – and users of these sites have pre-conceived notions of what a dating site looks like and how it works. It follows that introducing *the value of* your differences can be more critical in spaces like this than in less-crowded spaces.

If you're in a vertical where there are established players, your value proposition has to come through clearly. If it doesn't, you run the risk of your visitors assuming your product or service is the same as the others they've seen and swiftly exiting.

UNDERSTANDING THE PRODUCT

LikeBright is an introduction and dating site that uses your Facebook network to introduce you to the people your friends know. You simply invite people into your "inner circle", and their friends form your dating pool. If a friend thinks there's a good potential match between you and their friend, she can easily make an introduction.

UNDERSTANDING THE CUSTOMER / PROSPECT

LikeBright's target market is a woman in her late 20s or early 30s. She has a college education and works full-time. She has a busy lifestyle, is very connected (active on FB and Twitter) and has tried various forms of dating. She views dating somewhat seriously, and wants to meet people that are most compatible with her.

She's been overwhelmed or frustrated by other dating sites. The #1 problem she is trying to solve is finding a date with someone who is right for her – rather than wasting her time and attention on yet another poor match.

UNDERSTANDING THE DESIRABILITY

Users of LikeBright love it because:

- ✓ You can completely trust the profiles you find interesting because your friends know them, *making them part of your extended circle of friends*
- ✓ It gives you a reliable way to learn more about someone (i.e., through your Facebook friend) that's similar to how we meet people offline: through friends
- ✓ It makes dating safe (and fun) while removing much of the guesswork

How We Found Testable Value Propositions for LikeBright

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:

Meet great people
through trusted friends.

**COPY HACKERS VALUE PROPOSITION
SCORE: 28/50**

Unique: 3
Desirable: 7
Specific: 6
Succinct: 8
Memorable: 4

OUR ASSESSMENT: While certainly Succinct, there's a lot of detail missing from the default headline copy. It communicated nothing Unique about the service, and it was hardly Memorable. One of the biggest issues we noticed was the absence of the words "date" or "love". LikeBright is a dating site, but it wasn't coming through in the copy – and visitors are left wondering.

In LikeBright's defense, the background image removes some of the ambiguity (as you'll see in the creative snapshots that will soon follow) but, even with that, there is still a disconnect between the image and the copy.

COPY HACKERS VARIATIONS

We were and still are floored by how smart the idea behind LikeBright is. We were stoked to start brainstorming ways to message the awesomeness – but, to our great surprise, when it came time to start writing, we found it very, very difficult to pinpoint the value here.

The benefits were extensive; the concept was round and full. There was almost too much to say. That's normally a high-class problem, a copywriter's dream. But not in this case – especially when you consider the small amount of real estate available to us for the value props. It seemed that the value proposition for LikeBright was more of a story

than a handful of lines at the top of a page… and we simply had a hard time getting anywhere close to the level of Succinctness the control has.

Ultimately, we saw an opportunity to improve on the default headline's Specificity while at the same time making the copy more Memorable, and perhaps more emotionally engaging – as a dating site should be!

VARIATION 1:

Turn Your Facebook Friends Into Matchmakers
Use LikeBright to find & connect with potential matches in your friends' social circles.

COPY HACKERS VALUE PROPOSITION SCORE: 35/50

Unique: 6
Desirable: 8
Specific: 8
Succinct: 7
Memorable: 6

RATIONALE FOR VARIATION 1: Our first variation greatly expands on the default copy, explaining how the product works, figuratively in the headline and then literally in the sub-head. The new copy improves the scores on Specificity, Uniqueness and Memorability, and it all works together to make LikeBright sound interesting.

After all, what woman in her late 20s or early 30s wouldn't be curious about the singles in her friends' networks and more open to being connected to a handful of potential matches curated by her friends? It's a far better strategy than jumping blindly into a pool of singles that neither she nor her friends know.

COPY HACKERS VALUE PROPOSITION
SCORE: 37/50

Friends Don't Let Friends Date Strangers
LikeBright is the smart, private way to find love in your friends' Facebook circles.

Unique: 6
Desirable: 8
Specific: 8
Succinct: 8
Memorable: 7

RATIONALE FOR VARIATION 2: Variation 2 is very similar to the first variation, with two meaningful differences. First, to increase emotional appeal, it introduces light humor via a familiar-sounding phrase (i.e., the well-known MADD campaign). Second, it touches on LikeBright's privacy; we reasoned that a key anxiety for prospects would be whether their friends would know all about their dating life, so we sought to quickly neutralize that – without going into too much detail. Although we weren't fans of the cleverness of the headline, the score for Variation 2 ultimately warranted that we test it.

■ Control   ■ Variation 1   ■ Variation 2
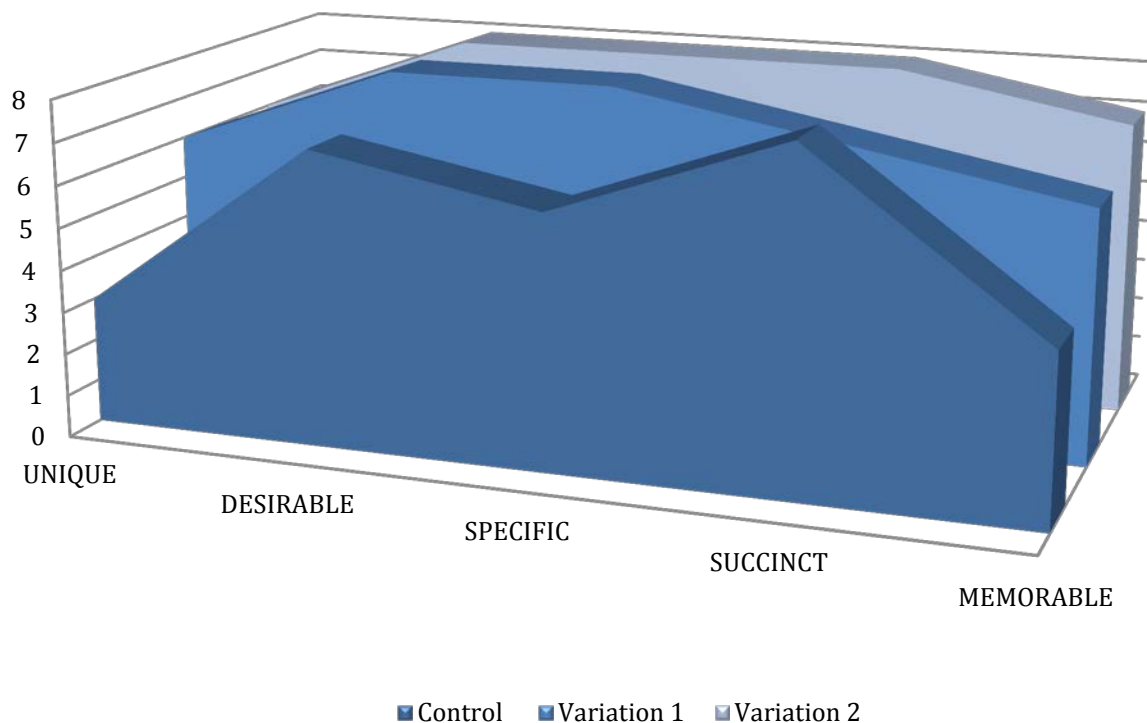
CONTROL

VAR 1
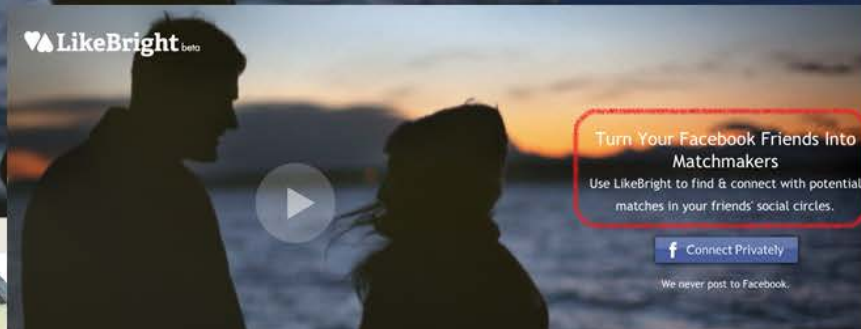
VAR 2
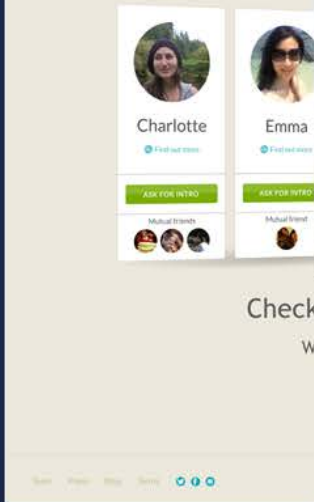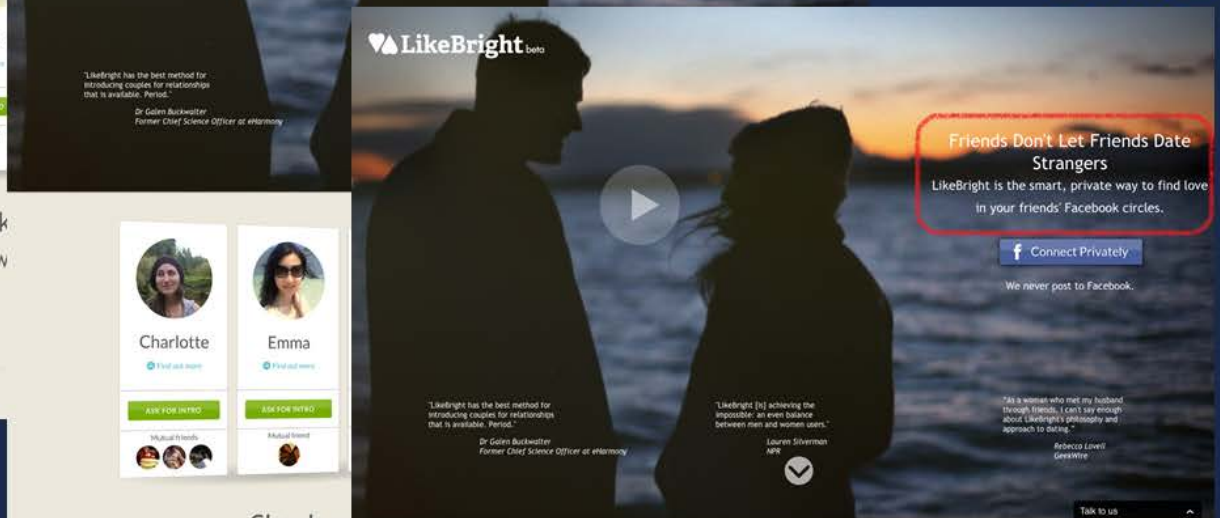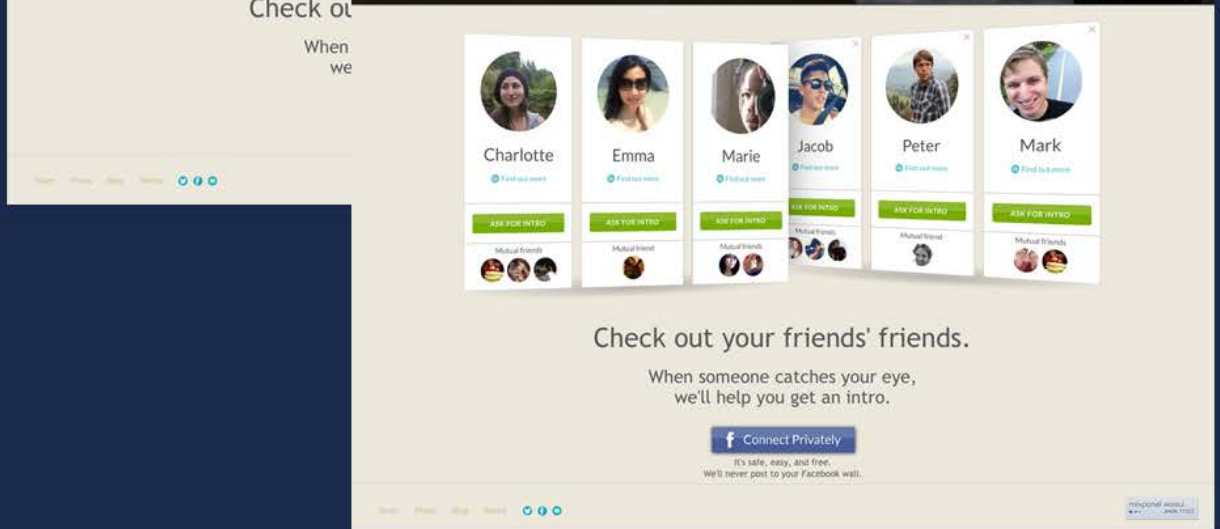
The Test: Platform & Results

Using Optimizely, we configured two goals for this test:

1. Engagement (i.e., any clicks on the landing page)
2. Clicks on the "Connect Privately" button

We reached a significant lift on the engagement goal after about two weeks, but we did not quite reach significance on the button click goal in time to publish our findings here. For what it's worth, we were seeing an 84.8% lift in "Connect Privately" clicks at 93.4% confidence, just shy of our 95% confidence threshold.

In the end, the more humorous Variation 2 outperformed the default by a nice margin. The winning copy:

Friends Don't Let Friends Date Strangers
LikeBright is the smart, private way to find love in your friends' Facebook circles.

Here's a quick snapshot of the test:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metric	Engagement (any click on the page)
Test Duration	17 days
Test Results	Variation 2 produced 16.0% lift
Confidence	95.4%, with winner declared and sufficient conversions

Engagement Remove
The percentage of visitors who clicked on any part of the experiment page.

✓ Variation #2 is beating Original by +16.0%.

VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT	CHANCE TO BEAT BASELINE
Original BASELINE				—	—
Variation #1				+8.8%	83.0%
Variation #2				+16.0%	95.4%

Key Takeaway: What Can You Do Now?

As we've seen so many times in this experiment, getting Specific can work wonders for your conversion rate. In this test, we ensured that enough detail was coming through in the headline/subhead for home page visitors to reasonably appreciate what the service is, how it works and how it helps them.

By adding a little levity – along with a mention of Facebook privacy, of course – we achieved the desired result: lift! That said, going into this test, we didn't feel comfortable about the cutesy messaging of Variation 2's headline. After all, it goes against our most basic rule of clarity over cleverness.

But that's the interesting part.

Are there times when a clever line can beat a clear line? We've seen countless tests that prove otherwise – but it would be foolish not to take this test (and the JCD Repair test earlier) as seriously as we've taken the others. This test tells us that, for certain audiences and certain products, a clever message may be enough to lure prospects into the page and compel them to explore the offering. You may not *always* have to give everything away in clear, plain language. To be sure? Test.

> **"This was a huge win from our perspective.** We'll be doing a thorough review of our on-boarding funnel, minimizing the steps and tweaking all copy based on what we've learned."
>
> **Nick Soman**

36% LIFT:

FACEBOOK POST MANAGEMENT TOOL INCREASES CLICKS TO "PLANS & SIGNUP" PAGE

COMPANY: **Post Planner**
LANDING PAGE: http://www.postplanner.com/
BUSINESS VERTICAL: B2B; Social
PRODUCT OR SERVICE: Product

LENGTH CONTINUES TO BE a key consideration when it comes to writing high-converting copy. How much do you need to say? How much is too much? With Succinctness being one of our five characteristics of a high-performing value proposition, we can't underestimate the importance of brevity.

And yet we tested longer variations against shorter ones repeatedly throughout this exercise. Our challenge internally – a challenge you may also have – has been coming to understand which characteristics trump which. We know that the five qualities (Unique,

Desire, Specific, Succinct and Memorable) cannot be equally weighted all the time; we know that, for certain audiences, products and brands, one will outweigh the others.

Our philosophy that it's better to get wordy about what interests a visitor than to get Succinct about what doesn't has colored all of our tests. This one is no exception.

Is the Post Planner Product or Customer Like *Yours*?

Social media is a beast to handle, whether you're managing social for a business or keeping up with personal Facebook updates – like posting Rockwell-esque photos of your normally Dali-esque personal life, or rubbing your international travels in the faces of your so-called Facebook friends. In late November 2012, Mashable reported that Facebook users spend an average of 6.75 hours per month on the social site. Imagine if you could share with your Facebook friends – for business or pleasure – without losing over an hour of your week?

UNDERSTANDING THE PRODUCT

Post Planner lets you schedule Facebook posts ahead of time; the software gives you the option to choose the date, time and *repetition interval* of the posts. With its Status Ideas Engine and Trending Content features, users will spend far less time brainstorming new post ideas. Finally, Post Planner delivers real-time analytics about your posts, so you know the best times and days to reach fans. Not bad for a free product, right?

UNDERSTANDING THE CUSTOMER / PROSPECT

Post Planner customers are largely social media/community managers who manage 10 to 30 local business pages. They want software that helps them post content that gets engagement and shares.

Post Planner also targets SMBs that focus their social media efforts on Facebook and need an app that helps them plan out and organize their posts. This is a secondary audience, one with goals similar to those of the primary audience.

UNDERSTANDING THE DESIRABILITY

Post Planner customers love it because:

- ✓ Everything happens within Facebook, so it's easy to learn
- ✓ There's a plethora of time-saving tools that keep your content fresh and targeted at the right audience
- ✓ Of its status ideas engine and content curation

How We Found Testable Value Propositions for Post Planner

DEFAULT COPY

DEFAULT COPY ON LANDING PAGE:	COPY HACKERS VALUE PROPOSITION SCORE: **25/50**
Get Results with Your Facebook Posts Post better Content | Get more Likes & Shares | Reach more Fans | Manage all your Pages & Groups from one place in Facebook	Unique: 3 Desirable: 7 Specific: 6 Succinct: 5 Memorable: 4

OUR ASSESSMENT: "Get" is an excellent word to use in a headline. It communicates what you're offering from the reader's point of view – and it has a pretty good chance of being read. Sure, there are synonyms for "get" that may generate more immediate attention, but it's a solid start.

The bullet points that follow the headline are worded as benefits, too – also the right approach.

So where does the default copy go wrong? Based on our scoring, it's far too light on Specifics; without a way to support or prove the promise you're making, it's hard for

your visitors to believe you. Furthermore, don't most social media managers desire more than just "results"? What does that even *mean*? What *more* might they want?

COPY HACKERS VARIATIONS

We saw an opportunity to generate conversion lift by introducing more Specific messages into the copy, which should make the app sound more Desirable to the target audience. We also planned to mention two Unique features of Post Planner – and their benefit to users – as a way to increase the product's Memorability.

A final note: we required more room on the page for our new copy than the default layout would allow. So we did something different than we'd done on the other tests: **we eliminated the hero image** ("Zen Guy" – see below). There was a risk in deleting the image, aside from the risk to the 'purity' of our test; this risk was that Zen Guy might actually be helping conversion by anchoring the eye on the hero section.

VARIATION 1:	COPY HACKERS VALUE PROPOSITION SCORE: **35/50**
It's Like Having an Entire Social Media Team On Demand With our Status Ideas Engine and dead-simple Post Scheduler, you'll never run out of Like-worthy content for your Facebook pages.	Unique: 6 Desirable: 8 Specific: 8 Succinct: 6 Memorable: 7

RATIONALE FOR VARIATION 1: Post Planner is quite simple in concept, but we felt it could be better explained using an analogy.

So we incorporated the idea of having a social media team behind you into the new headline, which we'd expect to make the product sound more Desirable and Unique.

We also drew attention to Post Planner's Status Ideas Engine, which would hopefully create even more desire in visitors.

The new copy improves the scores on four out of 5 value proposition elements, so we felt good about moving in this direction.

COPY HACKERS VALUE PROPOSITION SCORE: 34/50

Unique: 5
Desirable: 7
Specific: 8
Succinct: 8
Memorable: 6

RATIONALE FOR VARIATION 2: Variation 2 is nearly identical to the first variation, but we've pulled out the headline from Variation 1 and put all the focus on what otherwise presents only as a subhead.

Why did we do this? We wanted to understand the impact of Variation 1's headline on the test outcome (i.e., conversion goal), so we simply removed it from this variation and left the remaining copy as is. In the process, we give up a little on Uniqueness and Memorability – but we picked up a point or two on Succinctness.

8
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UNIQUE
DESIRABLE
SPECIFIC
SUCCINCT
MEMORABLE

■ Control   ■ Variation 1   ■ Variation 2

CONTROL

VAR 1

VAR 2

The Test: Platform & Results

We configured two goals for this test:

1. Clicks on the "Sign in with Facebook" button
2. Clicks on the "Plans & Signup" link

In the end, we were only able to significantly impact results for the latter (more on that in the Key Takeaway section that follows). Variation 1 reached significant lift on the Plans & Signup goal in about a week, seeing a 36.2% conversion increase at 99.4% confidence. Variation 2 wasn't far behind, with its 28.6% lift at 97.8% confidence!

Two winners is great, but the one that converted the most people is the one we'd call the winner, which was *the lengthier* Variation 1:

It's Like Having an Entire Social Media Team On Demand
With our Status Ideas Engine and dead-simple Post Scheduler, you'll never run out of Like-worthy content for your Facebook pages.

Here's a quick snapshot of the test:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	(1) Clicks on "Plans & Signup"; (2) clicks on main CTA
Test Duration	8 days
Test Results	Variation 1 produced 36.2% lift
Confidence	99.4%, with winner declared and sufficient conversions

Key Takeaway: What Can You Do Now?

To be completely transparent, some of the lift in this test may have been the result of removing "Zen Guy" – but it's also possible that we could've achieved higher lift by leaving him on the home page. This would make a great follow-up test.

Something we can say for sure is that our Variation 1 headline was worth a full eight (8) points of conversion lift. If you discover a similar data point in your own testing – that is, if you have two winning variations but can only make one your new control – we encourage you to use the alternative high-performing copy in other locations throughout your site. It's a no-brainer. You know visitors respond well to it.

Admittedly, we couldn't impact clicks on the "Sign in with Facebook" button with our new copy. We believe that's because it is simply too early in the visitor's thought sequence to "ask for the sale", and that would be the case no matter how stellar the headline. To offer visitors more compelling reasons to try Post Planner before asking them to commit to signing up, we recommend moving the big call to action further down the page – and to spend the earlier part of the page priming them to sign up. We also recommend running a test on the button language as "Sign in with Facebook" is not very persuasive or sufficiently revealing about what happens once someone actually clicks the button.

Our experiment was purely about value-propositions-as-headlines, but if you believe that other page elements (like a premature call to action and suboptimal CTA copy) are working against your own landing page's conversion rate, be sure to test solutions to those obstacles.

> "Headlines and subheads don't necessarily have to list features - in fact, selling benefits seems to be much more effective."
>
> **Josh Parkinson**

72% LIFT:

EMAIL DELIVERY SERVICE INCREASES CLICKS TO "PRICING" PAGE

COMPANY: **Wildbit (Postmark application)**
LANDING PAGE: http://postmarkapp.com/
BUSINESS VERTICAL: B2B; High Tech
PRODUCT OR SERVICE: Service

HOW WELL DO YOU THINK you know your audience? If I sat you down right now and asked you to tell me who's coming to your site and what they want from you, could you do it?

Okay, let's make things a little easier.

If we spent an hour in a pub talking about stuff in general, and everyone was in very good spirits and comfortable with each other – no hot seat – would you be able to tell

me who's coming to your site and what they want from you? And would you be *right*?

So often, we think we're building a solution for X Group that wants Y… only to learn the hard way that Z Group is visiting your site and *they* want Y. Or that X Group *is* visiting your site but they want *Z*. (Confused yet?)

When we started working with the very smart people at Wildbit, creators of email delivery solution Postmark, we made an assumption going into the test. And that assumption turned out to be dead wrong. Thankfully, we had enough time and traffic to create a new variation of value props to test – and the last value prop we came up with ended up being very, very right.

If you find yourself trying different variations of the same message in your tests – and flat-lining like Facebook stock – check this study out. Chances are you need to get to know your visitors a little more.

Is the Postmark Service or Customer Like *Yours*?

Do you target app or web developers? Do you find yourself saying things like "they're too logical for that message" or "all they really care about is [insert highfalutin language here]"? **Careful.** You may have the right product for your market – but the way you're trying to fit it into that market could be all wrong.

UNDERSTANDING THE PRODUCT

Postmark is a pay-as-you-go email delivery service that ensures your web app's transactional (i.e., 1-to-1, non-marketing) emails are delivered successfully. Their service replaces SMTP (or Sendmail) and it enables businesses to easily track stats for number of emails sent, bounces and spam complaints.

UNDERSTANDING THE CUSTOMER / PROSPECT

Postmark was designed specifically for developers who run web-based applications that send transactional emails, which include statements, invoices, password resets and confirmation messages of any kind. They want to offload the burden of setting up and managing an email infrastructure but also know that they can rely on the emails being delivered.

UNDERSTANDING THE DESIRABILITY

Customers love Postmark because it offers:

- ✓ 99-100% email delivery to the inbox
- ✓ Solid infrastructure of global SMTP servers – to reduce latency and deliver email quickly
- ✓ Visibility to what's happening with your emails that you wouldn't necessarily have if you managed your own SMTP server

These points were critical to beginning to develop value proposition options.

How We Found Testable Value Propositions for Postmark

DEFAULT COPY

DEFAULT COPY ON HOME PAGE:	COPY HACKERS VALUE PROPOSITION SCORE: **28/50**
Email delivery for web apps – done right.	Unique: 3 Desirable: 6 Specific: 5 Succinct: 9 Memorable: 5

OUR ASSESSMENT: The default headline is certainly Succinct, but it doesn't adequately cover off the other attributes of a great value proposition, does it?

We quickly hypothesized that there was a big opportunity to bolster the headline's effectiveness across a number of the 5 attributes. In fact, the only one Postmark seemed to be hitting the mark on was Succinctness… which , it should come as little surprise to learn, is what most startups get right. It's the other dimensions that take a tad more practice to get right.

COPY HACKERS VARIATIONS

VARIATION 1:

Choose Postmark and never again lose sleep over in-app email delivery, MIME parsing, scaling or servers

COPY HACKERS VALUE PROPOSITION
SCORE: 37/50

Unique: 6
Desirable: 8
Specific: 9
Succinct: 8
Memorable: 6

RATIONALE FOR VARIATION 1: This first variation uses language that should be familiar to the target customer. It touches on Specific worries that could be top of mind for home page visitors.

VARIATION 2:

Because we never do bulk email sends, your triggered emails get delivered faster and are less likely to be marked as spam

COPY HACKERS VALUE PROPOSITION
SCORE: 37/50

Unique: 7
Desirable: 8
Specific: 8
Succinct: 8
Memorable: 6

RATIONALE FOR VARIATION 2: This variation scores about the same as Variation 1, but it targets a different worry. It leads with a word that has proven to be effective at persuasion – "because" – and it explains how Postmark offers high deliverability.

VARIATION 3:

Because you need to be sure your web app's critical transactional emails are delivered. Every. Time.

COPY HACKERS VALUE PROPOSITION
SCORE: 37/50

Unique: 6
Desirable: 9
Specific: 6
Succinct: 9
Memorable: 8

RATIONALE FOR VARIATION 3: Once again we end up with a score of 37, but on this variation we've given up a little Specificity to achieve more points on Desirability and Memorability. This variation provides less detail about Postmark, but we hoped it would trigger a more emotional response in visitors. In fact, the treatment of "Every. Time." was used specifically to draw attention to that part of the headline – in other words, to make it *stickier*.
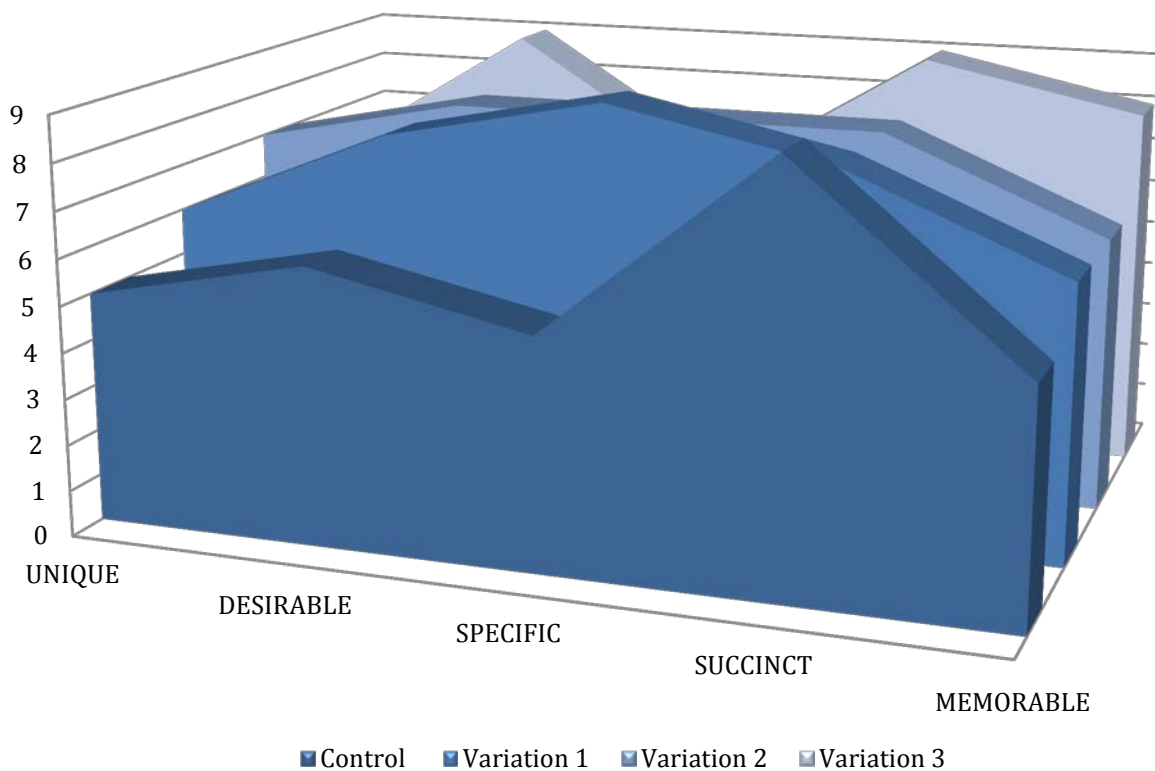
■Control ■Variation 1 ■Variation 2 ■Variation 3

CONTROL

Postmark   Why Postmark?   Inbound NEW   Pricing   Documentation   Get Help   Blog   Sign Up   →   Log In

Email delivery for web apps – done right.

Postmark removes the headaches of delivering and parsing transactional email for webapps with minimal setup time and zero maintenance. **We have years of experience getting email to the inbox**, so you can work and rest easier.

Use our **Send API** or our simple **SMTP interface**, to start sending in minutes, & use our **Inbound API** to easily parse incoming emails.

Sign Up   →   View our Pricing

VAR 1

Postmark   Why Postmark?   Inbound NEW   Pricing   Documentation   Get Help   Blog   Sign Up   →   Log In

Choose Postmark and never again lose sleep over in-app email delivery, MIME parsing, scaling or servers

Postmark removes the headaches of delivering and parsing transactional email for webapps with minimal setup time and zero maintenance. **We have years of experience getting email to the inbox**, so you can work and rest easier.

Use our **Send API** or our simple **SMTP interface**, to start sending in minutes, & use our **Inbound API** to easily parse incoming emails.

Sign Up   →   View our Pricing

Our Customers:

...the time not spent dealing with email problems is worth the price of Postmark many times over.

VAR 2

Postmark   Why Postmark?   Inbound NEW   Pricing   Documentation   Get Help   Blog   Sign Up   →   Log In

Because we never do bulk email sends, your triggered emails get delivered faster and are less likely to be marked as spam

Postmark removes the headaches of delivering and parsing transactional email for webapps with minimal setup time and zero maintenance. **We have years of experience getting email to the inbox**, so you can work and rest easier.

Use our **Send API** or our simple **SMTP interface**, to start sending in minutes, & use our **Inbound API** to easily parse incoming emails.

Sign Up   →   View our Pricing

Our Customers:

...the time not spent dealing with email problems is worth the price of Postmark many times over.

VAR 3

Postmark   Why Postmark?   Inbound NEW   Pricing   Documentation   Get Help   Blog   Sign Up   →   Log In

Because you need to be sure your web app's critical transactional emails are delivered. Every. Time.

Postmark removes the headaches of delivering and parsing transactional email for webapps with minimal setup time and zero maintenance. **We have years of experience getting email to the inbox**, so you can work and rest easier.

Use our **Send API** or our simple **SMTP interface**, to start sending in minutes, & use our **Inbound API** to easily parse incoming emails.

Sign Up   →   View our Pricing

See how easy it is to integrate with Postmark:

1. Create a new virtual server

Instant access to our infrastructure, no waiting required. Create as many servers as you want, for each of your web applications and environments.

My App   Next →

Our Customers:

...the time not spent dealing with email problems is worth the price of Postmark many times over.

carbonmade   freckle   Sifter   MINECRAFT

Lighthouse   Forrst   pulley   Readability

Storenvy   Discovery creative   Tender   vzaar

The Test: Platform & Results

Based on our scoring – where all three new variations scored exactly 37/50 – it was impossible for us to guess at which variation might win. In fact, Variation 3 produced the greatest lift on both key metrics, delivering an impressive 71.5% lift in visitors to Postmark's pricing page. The winning copy:

Because you need to be sure your web app's critical transactional emails are delivered. Every. Time.

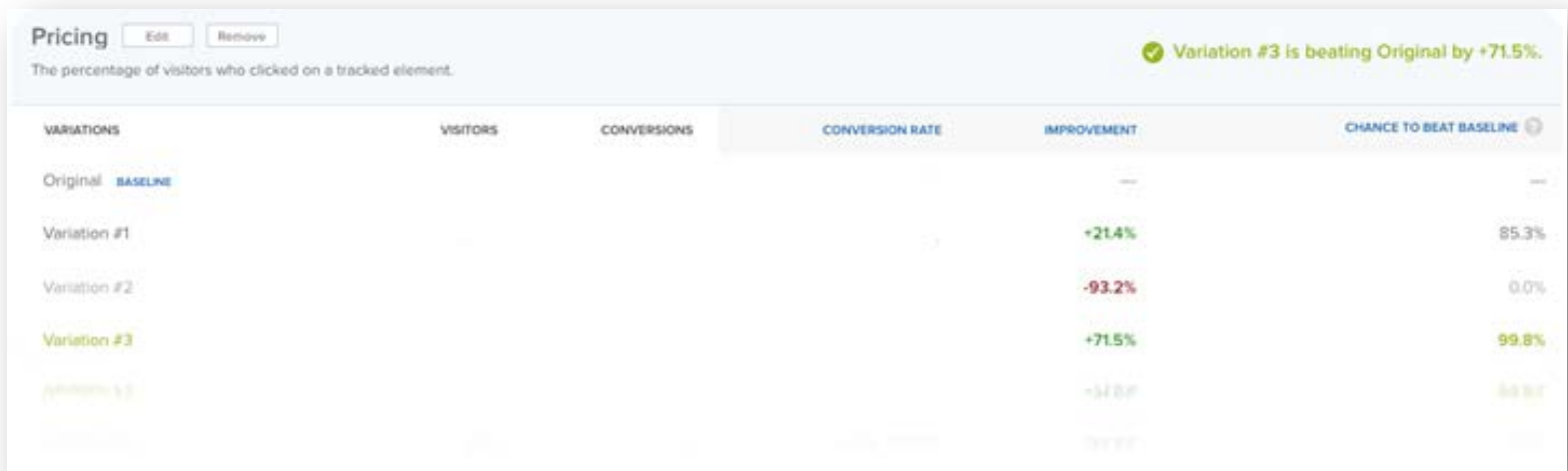|	
Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	(1) Visits to the sign-up page
	(2) Visits to the pricing page
Test Duration	13 days
Test Results	(1) Variation 3 produced 14.2% lift
	(2) Variation 3 produced 71.5% lift
Confidence	(1) 95.1%, with winner declared and sufficient conversions
	(2) 99.8%, with winner declared and sufficient conversions

(1) Visits to the Sign Up Page

(2) Visits to the Pricing Page

Key Takeaway: What Can You Do Now?

Remember how, at the beginning of this study, I mentioned that we were pretty darn wrong about a few assumptions we'd made? Yeah, you can see just how wrong we are by checking out the big red numbers on the Optimizely screen captures above. Namely:

<div align="center">

-13.1% and
-93.2%

</div>

Variation 2 was responsible for both of those blemishes on the screen. How could we have been *so wrong* to believe that Variation 2 – which speaks to how Postmark achieves fast delivery of emails with less likelihood of being marked spam – both seemingly Desirable – might actually win? Variation 2's length was quite close to that of the other two variations, neither of which showed such potential for loss as this one. So it can't be a "too much copy" issue. Here are a few possibilities about what went wrong:

- It's possible that potential customers already know that transactional emails *cannot* be sent in bulk – and so the mere mention of that term reduced the credibility of Postmark's service.
- It could be that the phrase "less likely to be marked as spam" raised a mental red flag that has visitors clicking their browsers' Back button.
- Perhaps *speed* and *no-spam* aren't as Desirable to visitors as we'd thought.

The variation that ended up taking home the cake on two counts – Variation 3 – spoke less to what we believed the target audience wanted to hear (i.e., technical jargon, no spam) and more to what I would call a benefits-focused marketing message. This ran counter to the sort of messaging we saw across the Postmark site, which is interesting and which warrants further exploration on their part.

When you test your own value proposition, pay close attention to the losing variations as much as to the winning variations. There is a lot to be learned about what *didn't* work in your test – and when you contrast that with what *did* work, crafting your website's messages becomes a whole lot easier.

> "We want to explore more with longer copy headlines. I'm not sure we're convinced to go as long as some of the variables, but the winner has us considering some longer alternatives."
>
> **Natalie Nagele, Postmark**

By changing only the home page headline copy, Postmark has an opportunity to convert substantially more traffic into paying customers.

With additional copy changes to the home page that support the winning headline, the lift could be increased even more. And with so many more visitors checking out Postmark's pricing, it only makes sense for the Postmark team to turn their attention to optimizing the pricing page.

Remember: You're never done optimizing your site copy. And you never *know* what your visitors want and need to hear until you test it.

41% LIFT:

ACTIVITY BOOKING SERVICE INCREASES
CLICKS TO "SCHEDULING" PAGE

COMPANY: **Vimbly**
LANDING PAGE: http://www.vimbly.com/splash
BUSINESS VERTICAL: B2C; Leisure & Travel
PRODUCT OR SERVICE: Service

HOW MUCH IS TOO MUCH? How do you know when you've written *enough*? How do you know when you're getting too Specific? As a copywriter, I like to think I've developed a strong instinct for when it's time to stop talking – but I was raised with a very verbose stepmother, so my "You've Said Enough Meter" *may* need recalibration.

Case in point: Vimbly.

If you find yourself struggling to know whether you need to keep writing or not, check out the test results here – and compare them to Post Planner, shown earlier.

Is the Vimbly Service or Customer Like *Yours*?

Highly motivated consumers can be a joy to market to. Especially when you're trying to help them use a slick service that quickly solves a key problem for them – and that they're likely to bookmark and talk about. The challenge becomes less about trying to find one highly Desirable benefit to communicate and more about figuring out which of your many benefits is the most Desirable and, thus, the foundation of your value prop.

UNDERSTANDING THE PRODUCT

Vimbly is a search and booking service for activities in NYC. They make it simple to find fun activities in categories such as comedy, dance, cooking and adventure tours.

UNDERSTANDING THE CUSTOMER / PROSPECT

Vimbly's target customer is a young professional male. His schedule is busy on weekdays, but on weekends he wants to relax and do so without engaging in this classically painful conversation: "What should we do?" "I dunno. What do you want to do?"

He wants to find the right thing to do that fits his schedule. He works so many hours a day that finding interesting things is difficult for him. NYC is full of interesting activities, but choice bogs him down, making it hard to decide.

UNDERSTANDING THE DESIRABILITY

Customers love Vimbly because it:

- ✓ Shows available time slots for activities, so users can quickly pick things that match their schedule
- ✓ Vets the most popular and most interesting activities
- ✓ Lets people book instantly online so there's no reason to pick up the phone or browse dozens of websites

Finding the Value Proposition for Vimbly

DEFAULT COPY

DEFAULT COPY ON HOME PAGE:

Find Activities in New York. Book Online Now.

COPY HACKERS VALUE PROPOSITION
SCORE: 30/50

Unique: 4
Desirable: 6
Specific: 8
Succinct: 8
Memorable: 4

OUR ASSESSMENT: The default headline scores well in terms of Specificity and Succinctness, but it probably doesn't *connect* with home page visitors as well as it could. It's missing the FUN that people generally expect to find when planning NYC activities.

What kind of activities can visitors find on the site? How long will it take to find and book something? These are elements that could be communicated in a more Desirable and Memorable way right off the bat.

COPY HACKERS VARIATIONS

VARIATION 1:

You're Seconds Away From Finding Your Next NYC Adventure
With our schedule-at-a- glance chart, you can spend more time doing amazing things and less time searching for them.

COPY HACKERS VALUE PROPOSITION
SCORE: 38/50

Unique: 6
Desirable: 8
Specific: 9
Succinct: 7
Memorable: 8

RATIONALE FOR VARIATION 1: This variation uses language that speaks to how quickly a person can find something exciting to do in NYC – and a new subhead describes exactly how you search for activities. Overall, we believed it to be a more Desirable and Memorable description of Vimbly's value proposition than the Control.

<table>
<tr><td>**VARIATION 2:**</td><td>**COPY HACKERS VALUE PROPOSITION**
SCORE: 37/50</td></tr>
<tr><td>You're Seconds Away From Finding Your Next NYC Adventure</td><td>Unique: 6
Desirable: 7
Specific: 8
Succinct: 8
Memorable: 8</td></tr>
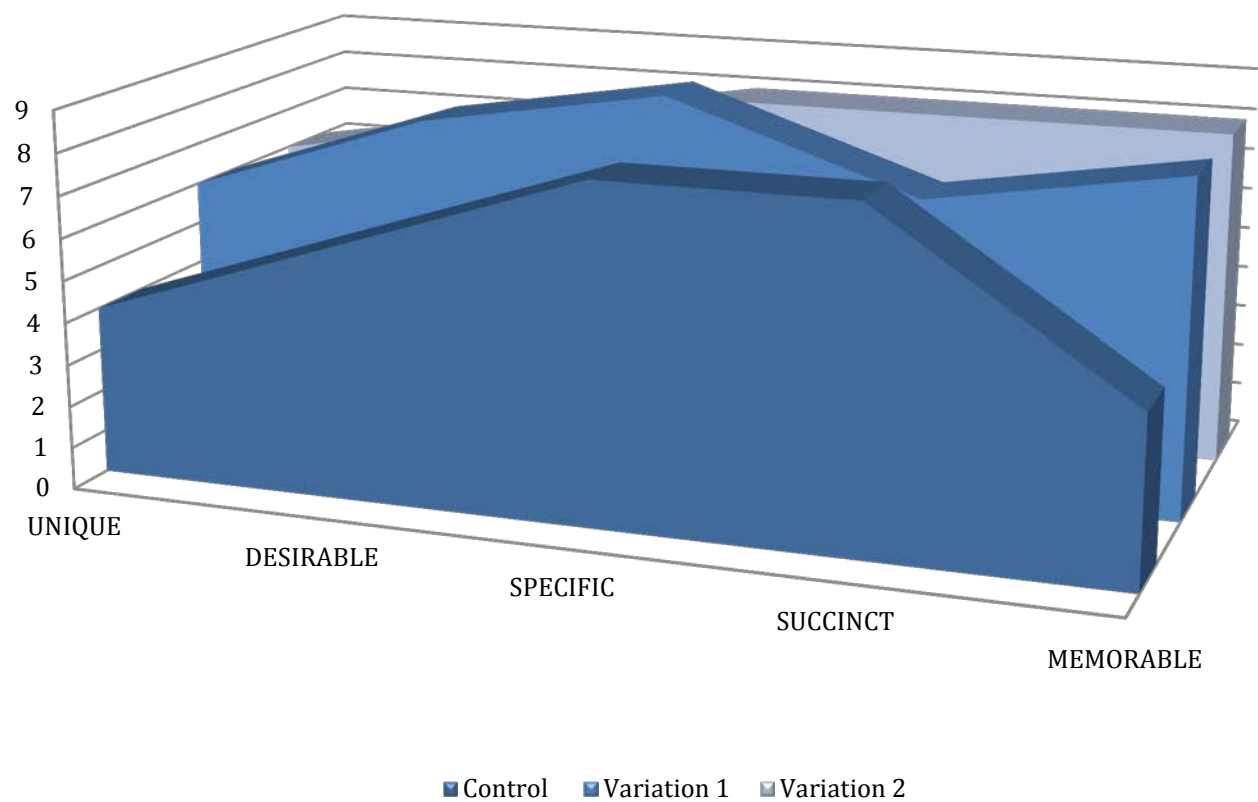</table>

RATIONALE FOR VARIATION 2: This variation is identical to Variation 1, but without the subhead. As such, we subtract a point each on Desirable and Specific and add a point on Succinct. This has the makings of a great test, because we're isolating one variable between the two variations: supporting language in a subhead.

Based on our scoring, Variation 1 with its more descriptive subhead should pull ahead.

As you've surely started to notice, it's very hard to try to communicate value in a Specific and Memorable way with little more than a headline and subhead to get you there. Sure, we could've added bullet points. We could've filled the entire hero section on this home page and all the tested home pages with more lines of copy – one speaking to what's Unique and highly Desirable, one offering a Specific example of value and one cleverly crafted to be stickier or more Memorable.

But our goal is not to turn your home page into a long-form sales page. It's to see if we can increase high-value clicks by trying to communicate the *best* of the 5 characteristics of a strong value proposition.
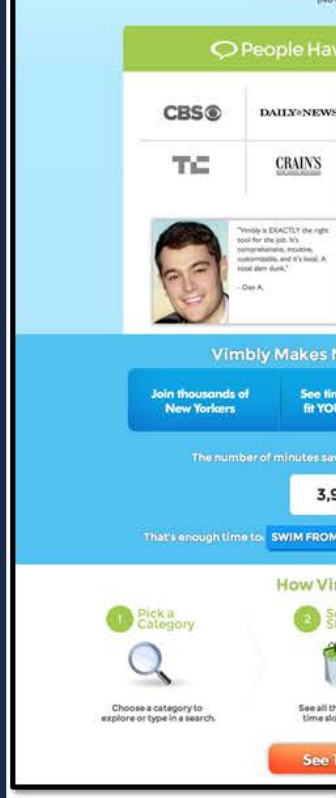
The question becomes, Do I *always* need to rate high on all 5 characteristics?
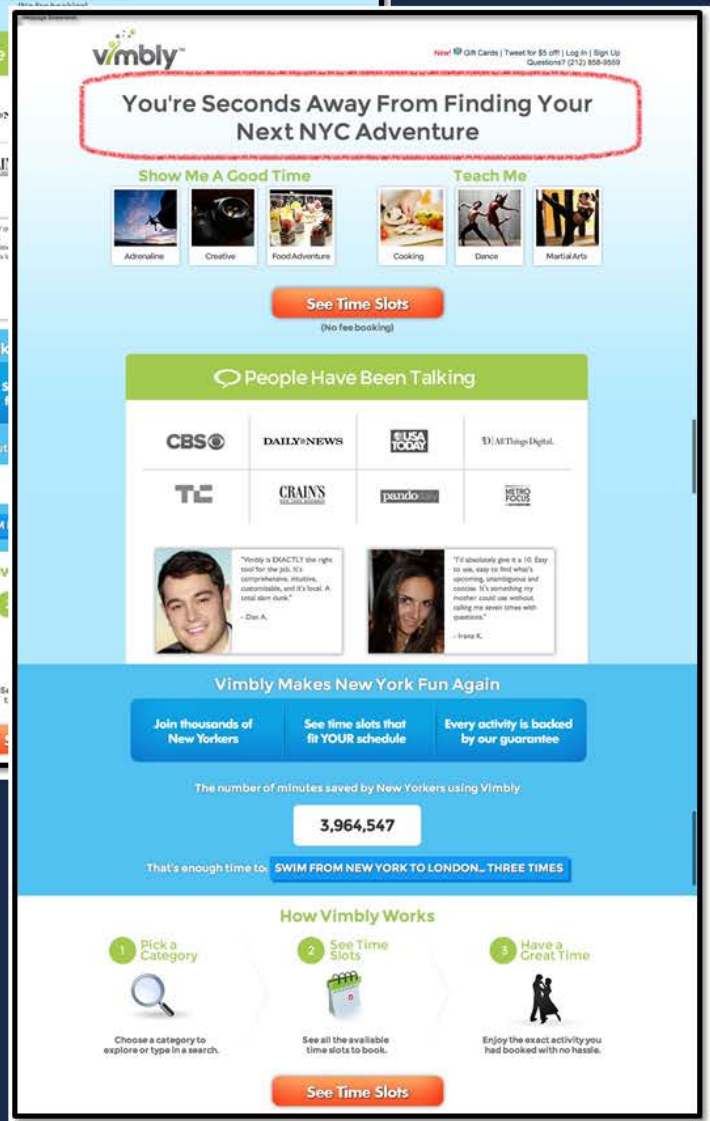
9
8
7
6
5
4
3
2
1
0

UNIQUE

DESIRABLE

SPECIFIC

SUCCINCT

MEMORABLE

■ Control   ■ Variation 1   ■ Variation 2

CONTROL

VAR 1

VAR 2

The Test: Platform & Results

Variation 2 produced the greatest lift, delivering an impressive 41% increase in visitors to Vimbly's scheduling page. The winning copy:

You're Seconds Away From Finding Your Next NYC Adventure.

[no sub-head]

And here's the data to support the winning treatment:

Testing Platform	Optimizely
% Traffic Included In Test	100%
Primary Success Metrics	Clicks on the See Time Slots button
Test Duration	11 days
Test Results	Variation 2 produced 41.4% lift
Confidence	96.4%, with winner declared and sufficient conversions

Key Takeaway: What Can You Do Now?

We were quite surprised by the result, as you may have been. This is why you have to test meaningful changes to your landing page… you just never know for sure what the outcome will be.

I took away two key learnings, which are related to one another.

The first, you do not always have to address all five characteristics of a strong value proposition. Sometimes, certain characteristics are far more important than others. I've always considered Unique and Desirable to be the most important of the characteristics, but here we can see that being Succinct was uber-critical to conversions.

Which leads me to the second: even with the benefit of formatting, you need to be careful with copy length when you're writing for highly motivated consumers.

Because both variations used the same headline (and both saw lift), we're confident that the new headline copy is a much better fit for Vimbly's target audience than the default message. But imagine if we'd only tested Variation 1! The presence (and/or content) of the subhead actually dragged down the results delivered by the new headline – yikes!

It's difficult to imagine what element of the subhead is responsible for the conversion suppression – relative to Variation 2 – but again, this is why you *need to test* copy changes. There is a big difference between a 14% lift and a 41% lift!

> "I learned that changing a few words is enough to massively boost conversion, and I'm going to try it now with some of our other pages. Also, the headline is probably the most important thing."
>
> **Alex Berman, Vimbly**

TAKEAWAYS & INSIGHTS

TAKEAWAYS & INSIGHTS

HOW OFTEN DO YOU SEE A WIN RATE OF 9 IN 11? Or an average lift of 33% across 11 tests? Yes, we were measuring micro-conversion rather than paid conversions, but remember that the goal of your home page headline is not to increase paid conversions or generate sign-ups but rather to move people to the place on your site that best matches their motivations and intent. Our average lift is a major win.

That so many of our tests concluded positively suggests to us that, in fact, we're on to something with our meta-hypothesis:

**Startups can increase micro-conversion from their home page
by using their value proposition as the headline (and subhead).**

Additional quick takeaways:

- Succinctness is often the characteristic on which the top-performing value prop headlines scored lowest, suggesting that a) keeping things very short is not always necessary and b) when you win on the four other criteria, it's okay to lose on one.
- The one case in which Succinctness boosted conversion is when visitors are especially hurried or time-harried. It's important to call out here that, although *all*

visitors are, in some way, hurried, not all are especially hurried; if you assume that your visitors are too busy to read but are, in fact, not too busy, you could lose conversions by being too Succinct.

- Emotional messages perform as well in a value prop-focused headline as they do anywhere; emotion (e.g., humor) should be scored under Memorability.
- Your value proposition may hit all 5 criteria perfectly, but if you're speaking to a value or differentiator that your target audience doesn't greatly desire – or if it sounds like they can get that value anywhere – you are likely to negatively impact conversion.

Does the Scorecard Work?

You saw the scores for each and every value prop option we tested. We had a total of nine winners and, of those nine, the winning variations for *eight* scored above the other variations, including the control, before we even launched the test. This suggests to us that the scorecard is a strong tool for predicting the success of a value prop headline test.

There was just one case in which the scorecard failed to predict the winning variation: Vimbly, with its 41% lift. The winning variation in this case scored one point *lower* than the other treatment it was up against (though it scored seven points higher than the control). Note that all the winning variations scored higher than the control.

The scorecards failed us in two cases (i.e., the two tests in which we saw no lift). In the case of Cubit Planning, we created three variations, each of which scored at least 12 points higher than the control. In the case of FWCanada, we created three variations, each of which scored at least 2 points higher than the control. Neither produced a lift. Subsequent tests could see us prepare new value prop options that score higher on characteristics that were not well represented in the options in this

round. That said, perhaps a value prop simply won't work on either Cubit or FWCanada; however, considering the nine winners, it's hard to believe that certain products or audiences could be entirely unsuited for value props – it's far easier to believe that we simply got the value props wrong, which a scorecard couldn't predict.

Will Your Value Prop Work as a Headline on *Any* Page?

Note the two tests in which we saw no lift. Both were tests on pages that do not qualify purely as home pages. Cubit Planning and FWCanada both tested on landing pages, where the page goal is often to convince a person to sign up rather than to encourage clicks to new pages.

Of the nine winning tests, each and every one saw the value prop tested on a home page.

We included landing pages in this test to help us glean learnings beyond whether a value prop works on a home page or not. We also wanted to understand if a value prop works on a landing page, such as a lead gen page; further, one of the tests that didn't make it to significance and thus does not appear in this book was for a blog, where we hoped to see if a value prop would increase clicks around the blog and sign-ups for the newsletter.

A key takeaway for us is that it is wise to test a high-scoring value proposition as your headline on your home page, but we would not recommend testing a value proposition – whether high or low scoring – on landing pages.

Are Certain Characteristics More Important Than Others?

What your visitor most desires and is most motivated by will likely impact your conversion rate greatly. Copywriting principles tell us that any headline that addresses a key desire of your audience is bound to perform well; a value prop built around a highly Desirable differentiator or benefit is likely to perform just as well if not better.

There is one test in particular that is interesting here: Postmark (or Wildbit).

In this test, we saw Variation 3 bring in winning results on *two* metrics: a 72% lift on visits to Plans & Pricing, and a 14% lift on visits to Sign Up. What's most interesting is that Variations 1, 2 and 3 each scored exactly 37 out of 50. What can we learn about the 'most important' characteristics from a test where the scores are the same but one winner prevailed? Let's take a look at the variation scores to see:

- The default scored very low on Unique, Specific and Memorable but very high on Succinct; it spoke only moderately well to a Desirable benefit
- *None* of the variations scored well on Unique
- Variation 3 scored highest on Desirable and Memorable
- Of the three variations, Variation 3 scored lowest on Specific

For this particular product (i.e., Postmark), the most important characteristics were Desirability and Memorability. We could say that Specificity mattered least – but, based on the other test results, we wouldn't say that Specificity *always* matters least. Perhaps a fourth variation that scored high on Uniqueness, well on Desirability and Memorability, and low on Specificity would perform even better than Variation 3, by virtue of the fact that it would be the *only* option to speak to something Unique.

~

NATURALLY, THERE IS A LARGER CONVERSATION to have around each of these takeaways, but they are interesting starting points for a conversion that would surely lead to more test-worthy variations for you.

From our perspective, based on these results, we would and will recommend a value proposition scorecard and home page test exercise for all of our clients and readers.

THE ONLY WAY YOU'LL GET ANYTHING REAL OUT OF THIS

You've got a lot to do in your day. Where will a value proposition test fit in?

You have to make it fit in. You spent money on this ebook, you got loads of information – from how to write a value prop to how others' value props have worked for them – and, unless you just *luuuv* reading Copy Hackers stuff, you must have a home page that's in need of optimizing.

I don't need to tell you your action items. Midway through the book, I paused for a quick check-in. But you already know what you need to do next:

1. Zero in on what's different about you
2. Craft a long list of potential value props, editing them as you need to
3. Score those value props using the 5 characteristics on the enclosed scorecard
4. Craft a short list of high-scoring value props to test against your current headline
5. Run the test to significance, without changing your variations
6. Note your learnings or the insights for ongoing site optimization
7. Make the winner your new control

You have the information you need to get cracking. So get started! And if you have questions, contact me at joanna@copyhackers.com.