

Bonus: A/B Testing Swipe File

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Ever wonder why two emails, sent to the same list, can get totally different results? One sparks clicks like fireworks, while the other just... fizzles. It's not luck. It's not magic. It's testing.

That's the power of A/B testing—it shows you exactly what your audience loves, trusts, and responds to. No more guessing, no more crossing your fingers before you hit “send.” Just real data that helps you make better decisions every time.

And here's the good news: you don't have to start from scratch. Inside this Swipe File, you'll find proven subject lines, CTAs, and offers you can test right away.

Think of it like a cheat sheet of winning plays—you can copy the format, tweak it to fit your voice, and instantly see what works best for *your* readers.

So grab a coffee, open up your email editor, and get ready. This is your shortcut to writing emails that get opened, clicked, and acted on.

1. Subject Line Variations

Try these pairs head-to-head and see what clicks with your audience:

- Curiosity vs. Clarity
 - A: “The email secret nobody talks about...”
 - B: “3 simple steps to write emails that sell”
- Urgency vs. Value
 - A: “Last chance to join us!”
 - B: “Join today and start saving time instantly”
- Question vs. Statement
 - A: “Struggling to grow your list?”
 - B: “How to grow your list in 30 days”

- Short vs. Descriptive
 - A: “Ready?”
 - B: “Ready to automate your sales funnel?”

2. Call-to-Action (CTA) Variations

Test CTAs not just for clicks, but for *tone and feel*.

- Action-First vs. Benefit-First
 - A: “Click here to start now”
 - B: “Get instant access and save hours”
- Soft Invite vs. Bold Push
 - A: “Take a peek inside”
 - B: “Claim your spot today”
- Specific vs. General
 - A: “Download the 18-email sequence now”
 - B: “Get your free download”
- Personal vs. Neutral
 - A: “Yes, I want my toolkit!”
 - B: “Access the toolkit here”

3. Offer Framing Variations

Sometimes it’s not *what* you offer, but *how* you phrase it.

- **Emphasize Savings vs. Emphasize Speed**
 - A: “Save \$100 when you enroll today”
 - B: “Get started in 5 minutes—no setup hassle”
- **Focus on Scarcity vs. Focus on Value**
 - A: “Only 20 spots left”
 - B: “Lifetime access included”
- **Highlight Transformation vs. Highlight Simplicity**
 - A: “Turn your blog into a business in 30 days”
 - B: “A simple 3-step system to grow your blog”

4. Quick-Start Testing Tips

- Always test one variable at a time.
- Split your list evenly—don’t cherry pick.
- Give each test enough time (24–48 hours minimum).
- Track more than opens. Clicks and conversions matter most.
- Keep a “winners” folder—reuse what works, ditch the rest.

Swipe File in Action: A/B Testing Swipe File Library

Subject Line Tests

1. Friendly vs. Direct Webinar Invite

Scenario: Promoting a webinar.

- A: *“Your seat is waiting...”*
- B: *“Reserve your webinar seat now (free)”*
What to Track: Opens (does a casual, friendly tone beat a clear, direct one?).

2. Benefit vs. Curiosity

Scenario: Offering a checklist.

- A: *“Get the 7-step checklist that saves hours”*
- B: *“You’re missing step #4...”*
What to Track: Opens (does curiosity spark more clicks than a clear benefit?).

3. Personal vs. Neutral

Scenario: Sending a nurture email.

- A: *“Hey [First Name], quick question for you...”*
- B: *“A quick question about your blog”*
What to Track: Opens (does personalization lift engagement, or does neutral feel more natural?).

4. Short vs. Descriptive

Scenario: New product launch.

- A: *“Ready?”*
- B: *“Ready to automate your sales funnel?”*
What to Track: Opens (does mystery drive curiosity, or does clarity win?).

CTA Tests

5. Soft Invite vs. Bold Push

Scenario: Driving webinar sign-ups.

- A: *“Take a peek at the training”*
- B: *“Reserve your seat now!”*

What to Track: Clicks (do gentle invitations outperform strong commands?).

6. Action-First vs. Benefit-First

Scenario: Offering a free toolkit.

- A: *“Click here to download”*
- B: *“Get instant access and save hours”*

What to Track: Clicks (does focusing on action beat highlighting benefits?).

7. Specific vs. General

Scenario: Promoting an email sequence PDF.

- A: *“Download the 18-email sequence now”*
- B: *“Get your free download”*

What to Track: Clicks (does specificity drive urgency, or does simplicity pull more clicks?).

8. Personal vs. Neutral CTA

Scenario: Promoting a bonus resource.

- A: *“Yes, I want my toolkit!”*
- B: *“Access the toolkit here”*

What to Track: Clicks (does a personal, “me-focused” CTA beat a straightforward one?).

Offer Tests

9. Scarcity vs. Value

Scenario: Course enrollment.

- A: *“Only 10 spots left—don’t miss out!”*
- B: *“Lifetime access + all future updates included”*
What to Track: Conversions (does urgency push faster action, or does long-term value seal the deal?).

10. Savings vs. Speed

Scenario: Selling a software tool.

- A: *“Save \$100 when you enroll today”*
- B: *“Get started in 5 minutes—no setup hassle”*
What to Track: Conversions (do money savings win, or is convenience more powerful?).

11. Transformation vs. Simplicity

Scenario: Blog-to-business training.

- A: *“Turn your blog into a business in 30 days”*
- B: *“A simple 3-step system to grow your blog”*
What to Track: Conversions (does a bold promise inspire action, or does easy simplicity feel safer?).

12. Urgency vs. Social Proof

Scenario: Limited-time coaching offer.

- A: *“Doors close at midnight tonight!”*

- B: *“Join 500+ students already inside”*
What to Track: Conversions (does fear of missing out work harder than safety in numbers?).

Put Your Swipe File to Work

Here’s the punchline: testing isn’t about being clever. It’s about being curious. It’s about showing up with two simple options and letting your audience tell you which one feels right.

Every test you run—no matter how small—gets you closer to understanding your readers. And the more you understand them, the more confident you’ll feel pressing “send.”

So, here’s my challenge to you: pick one test from this file today. Subject line, CTA, or offer—your choice. Run it, track it, and see what happens.

Because once you stop guessing and start testing, you’ll never go back. Your list becomes more than names in a database—it becomes a conversation. And that conversation is where trust (and sales) are built.

Now it’s your turn: what will you test first?