



OAP INTENSIVE PROGRAM HOMEWORK ASSIGNMENT #1: **YOUR BETA TEST**

A beta test is a small-scale test to a curated group of ideal customers in order to get feedback on the experience, content and results. It is specifically designed to validate your product prototype and get data and testimonials for future marketing and launches.



YOUR BETA TEST

After you've created your product prototype, review these steps and plan your Beta Test. Give yourself about 2-3 weeks to prepare and recruit your first set of beta testers. Remember, the size of your beta test will vary depending on what you are testing and your stage of business. Don't expect large numbers or major coin right out of the gate. The purpose of your beta test is to refine your product before you start to market and launch it.

INSTRUCTIONS: Plan and execute your beta test

1 Define who should be in your beta group

- ▶ Your beta group should include a handful of individuals that match the target audience(s) that you created your product for
- ▶ If possible, look at getting 2-3 individuals per target audience group

2 Poll to see who is interested

- ▶ Share on social media, your current e-mail list, and/or with friends that you may know
- ▶ Here's an example communication:

"Hey y'all, several of you have asked me how I built/made/lost/gained (the solution). I've finally got the answers together. Comment below (or reply to this e-mail) if you'd like to take a look."

- ▶ Gather the names of those that respond

Group 1: _____

Group 2: _____

Group 3: _____



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YOUR BETA TEST (CONTINUED)

3 Select your beta group

- ▶ From those who responded to your poll, identify the best candidates based on those who most closely align with your target audience group(s)

Group 1: _____

Group 2: _____

Group 3: _____

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4 Invite your beta group to join

- ▶ Next, send a private message or separate email to those in your beta group list
- ▶ Here's an example communication:

"Hey friend, thanks for expressing interest. I'm in the process of building this for my business and looking forward to launching to the public soon. I'd like to select you to be a beta tester. What that means is you'll get to experience this first and help me shape it for others. There is a small commitment fee to make sure you do the work, because, I know you've wanted this for some time. That said, I'd be so grateful if you could participate and I can't wait to see your transformation."

- ▶ Provide a link for them to purchase your product

Link: _____

- ▶ For those you do not invite, you can tell them your beta group is full, but that you'll let them know when the product is next available

5 Start your beta test

- ▶ Your beta test should have a clear start and end date

Start Date: _____

End Date: _____

- ▶ Run your product as best as you can, giving 100% world class customer service
- ▶ Hold participants' hands and walk them through it! That may mean, for your Intro and Main products, including a Facebook group for the duration of your beta test, so you can provide that extra level of service



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YOUR BETA TEST (CONTINUED)

6 Conclude your beta test

- ▶ At the end of your beta test, provide a brief survey where you request specific feedback

Link to Survey:

- ▶ Identify those that completed your program. Call and/or Zoom each person personally to thank them and get more detailed feedback; this can be a quick 15-minute conversation where you ask them about their experience
- ▶ For those that completed your product, ask them to provide a testimonial. This should ideally be a video, but text with a photo works as well

7 Review feedback & refine product

- ▶ How did your beta testers do? Did they finish your product? Did they get the results you were hoping? What was their feedback?

Feedback:

- ▶ Now is when you fine-tune your product based on that feedback

8 Test again (if needed) and/or launch the product



Want to know more about beta testing and launching? Check out these resources available in Yacht Club to help you further learn and refine your launch skills.

[Launch 101 with Jessica Brown Part One](#) ▶

[Launch 101 with Jessica Brown Part Two: The 4 Critical Factors for a Successful Launch](#) ▶

[Launch 101 with Jessica Brown Part Three: Your Customer's Journey](#) ▶

[Launch 101 with Jessica Brown Part Four: Your Next Launch](#) ▶