

The Signal Scorecard.

Turn your \$50 test results into one honest decision: pass, sharpen or pivot. Fill it in, in order, top to bottom.

Step 1 • Your rate

TYPE IN YOUR NUMBERS

PEOPLE WHO SAW IT (REACH OR VISITORS)

1200

HANDS RAISED (CLICKS, EMAILS, ADD TO CARTS)

36

YOUR RATE

3.0%

"Hands raised" means someone did something real, not just liked it or scrolled past. The numbers above are an example. Type over them.

Step 2 • Your bar

THE BAR YOU SET BEFORE THE TEST

YOUR BAR, AS A PERCENTAGE

2.5

Use the number you wrote down in advance. Don't move it to match your result.

Step 3 • The verdict

WHAT YOUR NUMBERS SAY

PASS • keep going

VERDICT	WHEN	WHAT YOU DO
PASS	Your rate is at or above your bar.	People raised their hands. Keep going.
SHARPEN	Close but under: about 60% to 100% of your bar.	Tighten the offer, the opener or the price, and run it again.
PIVOT	Well short: under about 60% of your bar.	Not a failure, a new direction. Change who it's for or what it is, then retest.

There's no "fail" line here, on purpose.

Step 4 • The gut check

WAS THIS THE RIGHT TEST?

Some products don't test well on a screen. A weak result on the wrong test isn't a reason to quit.

IF IT WASN'T THE RIGHT TEST, WHAT WOULD BE BETTER?

Step 5 • Your one next move

BASED ON YOUR VERDICT

THE SINGLE NEXT THING I'LL DO IS