

# FIND MORE WINS FASTER



If 80% of experiments fail, success will be a function of how many experiments you run per year, per month, per week, per day. Here are 11 unexpected ways to find testable ideas.

## 1 DO WHAT WORKS

The world's first conversion rate accelerator. Learn from others. [DoWhatWorks.com](https://www.dowhatworks.com)



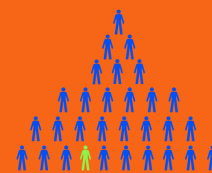
## 2 NUDGE

Deliver personalized prompts to spark new ideas in the flow of work using HUMU's nudge engine



## 3 6 LEVELS DOWN

The person best able to solve your problem may be 6 levels down. Ask them.



## 4 THE OPPOSITE

If 80% of tests fail, test the opposite. Remember T-Mobile's successful un-carrier strategy?



## 5 MARTECH VENDORS

Ask Martech vendors what features their most sophisticated clients use



## 6 FRONT LINES

Answer the call lines, respond to social media yourself to discern emotional benefits



## 7 OBSERVATION

Observe customers to understand actual behavior vs intended behavior.



## 8 POWER OF TWO

The best ideas could be from duos. Schedule paired brainstorms to spark creativity.



## 9 HABIT-STACK

Habit-stack marketing podcasts with exercise. Sustained growth is like exercise: both need a habit to be effective.



## 10 REVIEW MINING

Habit-stack marketing podcasts with exercise. Sustained growth is like exercise: both need a habit to be effective.



## 11 BEHAVIORAL DESIGN

Bring behavioral design skills to the workplace by taking Irrational Labs Behavioral Design Bootcamp.

