



DESIGNING EXPERIMENTS — Start Small, Learn Big

Article 6: Transform ideas into action with low-risk, high-learning tests

Updated: 2025-08-27

1) Choose Your Experiment

- What idea, offering, or question do you want to test?

- Who is it for, and what do you hope to learn?

- Why is this the right next step (not the perfect one)?

2) Define the Format

- What will your experiment look like? (e.g., event, post, call, pilot, draft)

- What tools, time, or support do you need to execute it?

- What's your minimum viable version?

3) Measure and Debrief

- What will success look like (quantitative + qualitative)?

- What surprised you, worked well, or fell flat?

- What will you keep, shift, or stop based on what you learned?
