PRACTICAL RESOURCE / STARTUPCOACH

First Marketing Channel Test Worksheet

Save a copy. The objective is a specific learning decision, with clear resource limits and a realistic observation window.

1. Buying Situation

Specific customer:

Trigger for seeking help:

Where the customer currently looks for advice:

Buyer and approvers:

Offer version and available proof:

Meaningful next action:

2. CHANNEL COMPARISON (repeat for each candidate)

Channel:

Audience access: score 1-3 and evidence

Fit with current intent: score 1-3 and evidence

Ability to demonstrate value: score 1-3 and evidence

Speed of learning: score 1-3 and evidence

Feasibility: score 1-3 and evidence

Hard blockers:

Assumptions that still need testing:

Scores are discussion aids, not statistically validated predictions. Do not let a total override a hard blocker.

3. Test Brief

Selected channel and reason:

Message and destination:

Definition of a qualified response:

Commercial outcome:

Cash limit / time limit:

Start date / review date / why this window fits:

Decision rule for continue, revise, or stop:

What will remain consistent:

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4. Results

Suitable people reached:

Responses / qualified responses:

Offers made / purchases:

Customers who received the promised result:

Advertising or placement spend:

Direct sales effort cost:

Other acquisition costs tracked:

Advertising cost per inquiry = ad spend / inquiries

Advertising cost per acquired customer = ad spend / customers

Tracked acquisition cost per customer = included acquisition costs / customers

If a denominator is zero, report no conversions and spend rather than an invented cost per conversion.

Example: $300 ads / 15 inquiries = $20 per inquiry.

$300 ads / 2 customers = $150 advertising cost per customer.

($300 ads + $200 direct sales effort) / 2 customers = $250 tracked acquisition cost per customer, before other costs.

5. Review

Stage where progress stopped:

Evidence explaining it:

Delivery costs, refunds, repeat use, and cash timing still to assess:

Source-tracking gaps or other uncertainty:

Decision and one next test:

Owner and review date:

Guide: https://startupcoach.cc/journal/choose-first-marketing-channel

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