

BONUS #3 • VALUE \$97

Bonus #3: The \$300 Low-Risk Paid Traffic Test Plan

Kills the 'Losing money on ads' objection · Strict Numeric Rules

How to Test Your Funnel on \$15/Day Without Guessing

Never spend \$100/day on an unproven funnel. The \$300 Test Plan breaks your initial validation into three controlled \$100 phases:

Phase	Budget	What You Test	Pass / Kill Threshold
Phase 1: Hook & Click Test	\$100 (\$20/day x 5 days)	3 ad creatives + 3 primary text hooks	Kill any ad with Outbound CTR < 0.8% or CPC > \$2.50 at 500 impressions
Phase 2: Landing Page & Checkout Initiation	\$100 (\$20/day x 5 days)	Winning ad driving 50–80 targeted clicks to sales page	Target 12%+ Click-to-Initiate-Checkout rate
Phase 3: Full-Stack AOV Validation	\$100 (\$20/day x 5 days)	Front-end + Bump + Upsell take rate	Compare total revenue collected against \$100 spend

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