Channel-Experiment Planner

Nichecraft | Repeatable acquisition | Plan one test

How to use: Use one copy for one channel and one audience slice. Set limits before starting; fill in observations after the test. This plan is a hypothesis, not a forecast.

Owner / date: _____

Buyer and fit: Which organization or role are you trying to reach? What makes someone a fit?

_____

_____

Job or trigger: What recurring job or event makes this buyer look for help?

_____

_____

Channel: _____

Hypothesis: For [buyer] facing [job or trigger], [channel] could create [qualified next step] because [observable reason].

_____

_____

_____

Why this channel?: What do you know about where this buyer can be reached? Separate what you observed from what you still assume.

_____

_____

Offer and next step: What useful action will you invite, and can the product deliver it today?

_____

_____

Bound the Test

Nichecraft | Channel-Experiment Planner | Choose limits you can carry

Test window: Start date: _____ Review date: _____

_____

Audience slice: Who is in scope, and who is out of scope?

_____

_____

Activity limit: Set your own maximum number of actions, accounts, placements, or assets. No standard volume is assumed.

_____

_____

Time and spend: Maximum founder hours: _____ Maximum direct spend: _____
Currency: _____ Other limits:

_____

Keep / change: What will stay consistent? What is the one part you intend to change or learn about?

_____

_____

_____

Decision rule: Before you begin, what observable signal would make you repeat, adjust, stop, or gather more evidence? Set a context-specific rule; there is no universal benchmark.

_____

_____

_____

Record What You Learn

Nichecraft | Channel-Experiment Planner | Complete after the test

Learning question: What is the one most important thing you want this test to clarify?

_____
_____
_____

Evidence to watch: Which buyer action or response would help answer that question? Note the source and date.

_____
_____
_____

Observed outcome: Record what happened, including activity and qualified next steps. Leave stages blank if the offer did not reach them.

_____
_____
_____
_____

Interpretation: What did the observations support? What remains unknown or could have another explanation?

_____
_____
_____

Next decision: [ ] Repeat [ ] Adjust one part [ ] Stop [ ] Gather more evidence
Reason and smallest useful next test:

_____
_____
_____

Use your own observations to make the next decision. This worksheet offers no guaranteed result and does not set expected conversion rates or other benchmarks.