MESSAGE TESTING

Ten steps, three gates.

Internal reviewers, then analysts, then users. Users matter most.

1	2	3	4	5	6	7	8	9	10
Plan and rally support	Draft v1	Share internally	Book analysts early	Brief analysts on v2	Prepare user tests on v3	Test with users	Finalize and sign off	Publish internally	Publish externally

GATE 1 · STEPS 1–3

Internal

Substance over style. Due dates 2–3 weeks out.

GATE 2 · STEPS 4–5

Analysts

Go in open-minded.

GATE 3 · STEPS 6–7

Users

25–50 per persona.

STEPS 8–10

Sign off and publish

Measure before and after.

Five days to build a message? One to write it, four to test it with users.