

FRAMEWORK

Creative Testing That Produces Learning

Turn hooks, concepts, proof, formats, and offers into a controlled creative learning system.

USE THIS WHEN

Asset volume is high but reusable learning is low.

LEAVE WITH

A repeatable creative test log

01**Tension**

Audience problem or aspiration

02**Hypothesis**

Expected behavior

03**Variation**

Controlled changes

04**Read**

Performance in sequence

05**Transfer**

Learning carried forward

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

01 Name the question before producing the asset.

02 Avoid changing every variable at once.

03 Read the stage the asset should influence.

04 Document patterns, not only winning files.

Decision record

CONSTRAINT OR DECISION

EVIDENCE

NEXT ACTION

OWNER

REVIEW DATE