



THE RETENTION CAMPAIGN EXPERIMENT

Section 1: Your Studio Snapshot — What Are You Currently Doing?

Reflect honestly on your existing approach related to today's topic. What systems, habits, or strategies are already in place? What's working well, and what feels outdated or inconsistent?

CURRENT SYSTEM/STRATEGY	OUTCOME / RESULTS	IS IT WORKING (YES/NO)

Section 2: What Have You Tried or Tested Already?

List previous experiments, strategies, or improvements you've attempted in this area. Capture what you learned from each (wins, surprises, and challenges).

WHAT YOU TRIED	OUTCOME / RESULTS	KEY LEARNINGS

Section 3: What Other Ideas Could You Try Next?

Inspired by today's innovation, brainstorm new strategies, experiments, or adjustments you could implement in the next 30–90 days. These may be simple upgrades or bold new concepts.

IDEA TO TEST	ACTION STEPS	DATA TO TRACK	SUCCESS MEASUREMENT / KEY PERFORMANCE INDICATOR

NOTES