Stories Trial Planner and Weekly Log

Trial setup

Choose one goal for the trial. Define a useful inquiry before you publish anything, so you judge results against it and not against whatever turns up.

Trial goal

Useful inquiry definition

Weekly production minutes cap

Trial start and end dates

Observation window

Decision date

> **Note**
>
> A reply is not a website visit, a visit is not an inquiry, and an inquiry is not revenue. Tagged links identify the tagged visit, not how someone discovered it. Record missing tracking as unavailable, not zero.

Weekly entry

Copy this page for each week of the trial.

Week of

Minutes spent

Frames in the sequence

Viewers

Replies and question submissions

Tracked website sessions

Useful inquiries

What to change next

> **Legend**
>
> **Viewers:** unique accounts that saw a Story at least once. **Minutes spent:** total preparation and publishing time. **Useful inquiry:** one that matches the definition written on page 1.

> **Illustrative example**
>
> Example numbers only, not benchmarks or results from a real account: 90 minutes, 6 frames, 240 viewers, 7 replies, 12 tracked sessions, 1 useful inquiry. Next change: reuse the recurring format and cut one frame.

Decision prompts

Set no thresholds here. Compare your own entries with the goal and cap from page 1.

- **Continue:** results support the goal within the minutes cap.
- **Adjust:** the goal still fits, but effort, format or tracking needs a change.
- **Stop:** the goal is not being served within the minutes cap.