Before You Run Ads Checklist

01 Mindset First

1. **Be ready to test, learn, and refine.** Results compound over time.
2. Ads are truly an **INVESTMENT**, not instant gratification.
3. Stay focused on impact over vanity metrics — **Sales > Likes.**

Remember: We can do all things through Christ who strengthens us (Philippians 4:13)

02 Foundations You Need in Place

- **Clear Offer:** Know exactly what you're selling and why it matters
- **Defined Audiences:** Who are you trying to reach? Dive deep into interests; values; behaviors
- **Strong Brand Voice:** Consistent tone; visuals; and message across platforms
- **Organic Presence:** A few test posts that show your story; values; and product or service offered

03 Technical Setup

1. **Meta Pixel Installed**
   - Tracks, analyzes, and improves ads by turning website activity into actionable insights; bridges the website and ad platform so the right people are targeted at the right time.
2. **Conversion Event Chosen (purchase; lead; add to cart; etc.)**
   - Select the most relevant event(s) to track and optimize toward.
3. **Landing Page Ready**
   - Mobile-friendly; clear headline; single clear CTA.
4. **Email Nurture Sequence**
   - At least 3–5 follow-up emails to nurture leads.

04 Creative Assets

- **High-quality visuals:** Photos; videos; or graphics that reflect your brand
- **On Brand:** Make sure everything is on brand and following your brand voice
- **Testimonials or Social Proof:** Screenshots; reviews; or stories
- **Multiple Variations:** At least 2–3 versions to test

05 Budget & Plan

- **Test Budget:** Start small ($10–$20/day) with minimum $500/month
- **Timeline:** Commit to at least 4 weeks of testing
- **KPIs:** Decide what success looks like: sales, leads, signups, emails, etc.

06 Heart Check

Q1: Am I running ads **to serve people**, not just sell to them?
Q2: Does my message **align with my values and calling**?
Q3: Am I ready to **steward results well**, both the wins and the lessons?