

WORKBOOK



Your 2020 Facebook and Instagram Ad Plan

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3 WAYS TO GET MORE OUT OF THIS TRAINING

#1 Print this workbook and use it during the training to take notes.

#2 Think of one question you want to be answered on the training. I promise to stay on to get your question answered! Don't worry if you think your question is too basic - trust me if you have it, someone else does too! I find the people who ask questions are often the smartest ones :)

#3 Commit to taking just one action after the webinar. I'll give you plenty of EASY things you can do to give you momentum in your business so that you can get more clients!



Before We Start....

What is the one thing you feel is stopping you from getting better results out of your Facebook and Instagram Ads?

Yes, I know maybe you are just starting out using Ads, or kicking the tires to find out more but just list whatever you feel is most appropriate here.

The 3 Questions You Need to Ask

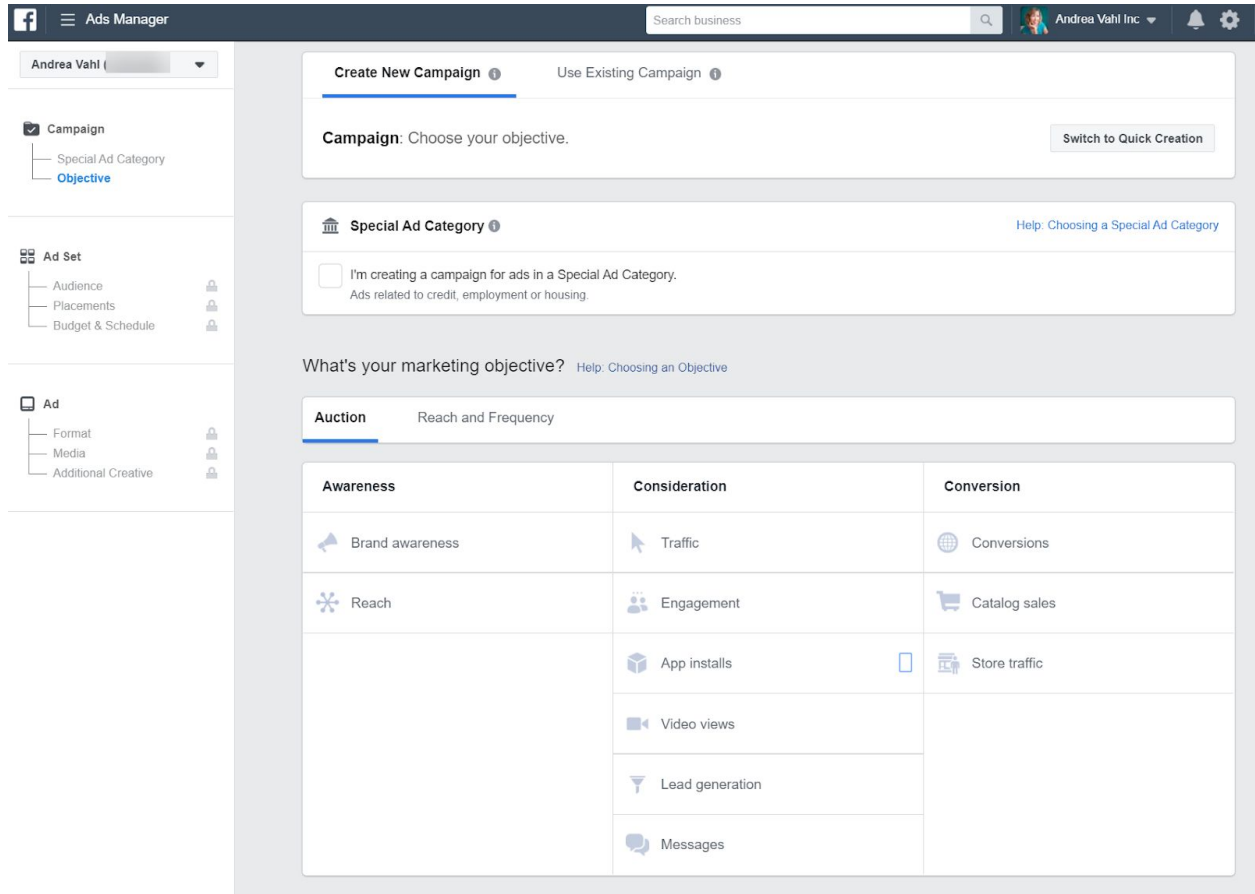
#1 _____

#2 _____

#3 _____

① Your Answers to these questions:

Types of Facebook Ads



The screenshot shows the Facebook Ads Manager interface. On the left is a navigation sidebar with sections for Campaign, Ad Set, and Ad. The main area is titled 'Create New Campaign' and 'Use Existing Campaign'. Below this, there's a 'Campaign' section with the instruction 'Choose your objective.' and a 'Special Ad Category' section with a checkbox for 'I'm creating a campaign for ads in a Special Ad Category.' Below that is a 'What's your marketing objective?' section with a 'Help: Choosing an Objective' link. The 'Auction' tab is selected, showing a table of objectives categorized into Awareness, Consideration, and Conversion.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

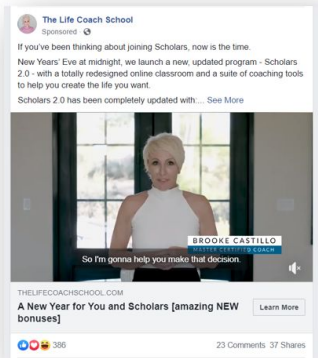


List the type of ads you will run

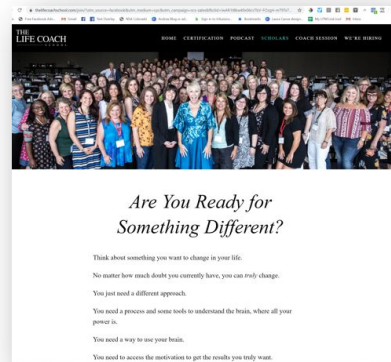


Traffic Sequence

Ad

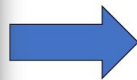


Website



Email Optin Sequence (Conversion Ad)

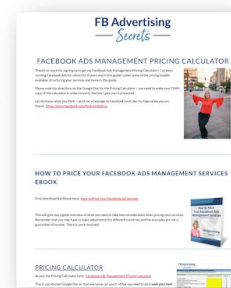
Ad



Website



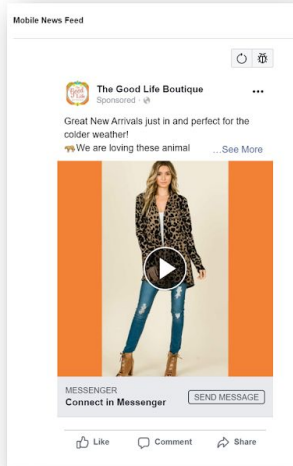
Thank You Page



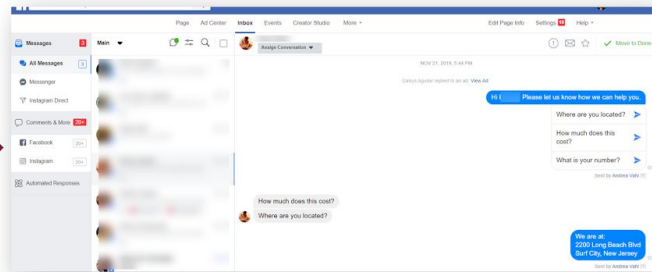


Messenger Sequence

Ad



Messenger

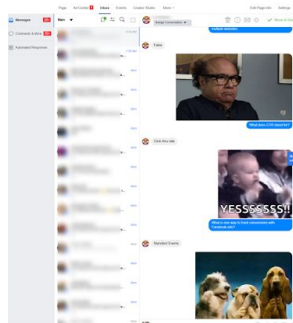


Chatbot Sequence

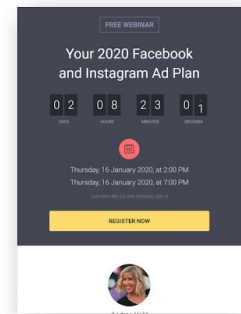
Ad



Messenger



Optin Page or Sales Page





Lead Generation Sequence

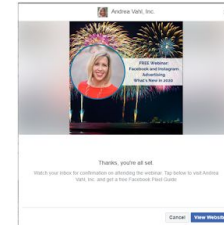
Ad



Lead form popup



Can Redirect to a website



Great for people who do not want to have a Landing Page

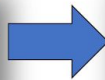


Conversion Ad Sequence

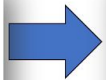
Ad



Website



Add to Cart

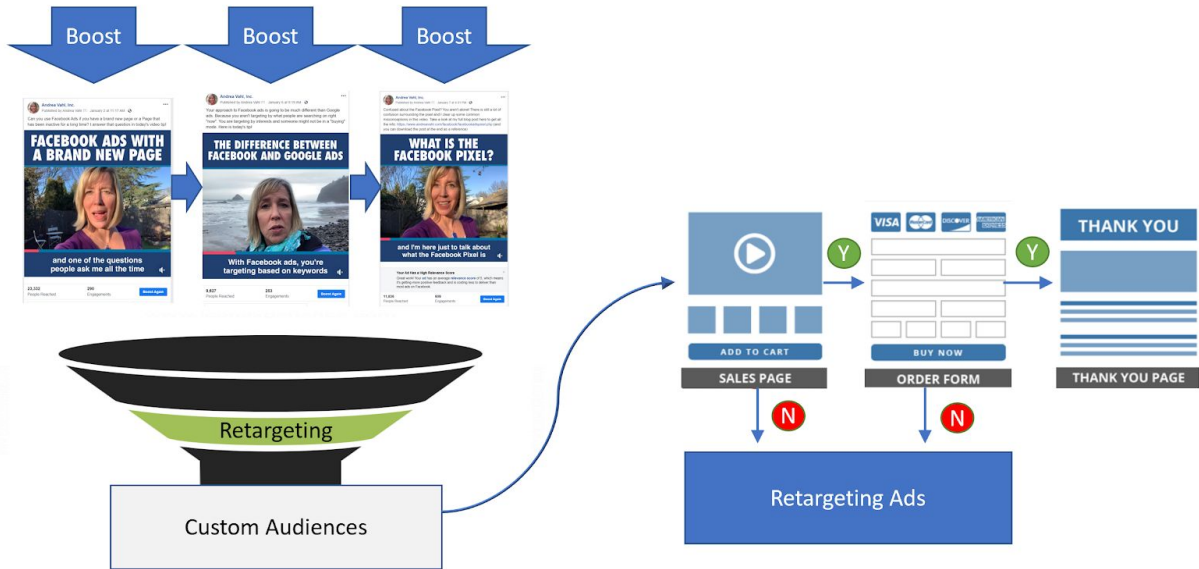


Thank You Page





Video Sequence (Boosted Posts or Video Views)



NONE of this matters!

You have to have the right

AND



List the next way you will connect with the client:

3 common mistakes that prevent business owners from getting positive ROI on their Facebook and Instagram Ads

#1 _____

#2 _____

#3 _____



Ideas:

“

You have treasures hidden within you - extraordinary treasures. And bringing these treasures to light takes work and faith and focus and courage, and the clock is ticking and the world is spinning and we simply do not have time anymore to think so small.

Elizabeth Gilbert, *Big Magic*

“

Don't wait for the opportunity. Create it.

George Bernard Shaw