

**Cash Without Job**

# 10 THINGS TO KNOW BEFORE YOU RUN YOUR FIRST AD

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Don't start advertising until you know these 10 things.

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Hey! Glad to see you, not actually see you but you know how it was meant.

I am SO excited that you're thinking about using Facebook and Instagram ads to grow your business!

They are an incredible tool for getting in front of just the right people with your fabulous products and offers!

With over 2 billion active monthly users on Facebook and another 700 million on Instagram, advertising on these two platforms is the quickest path to successfully building your customer base and bringing in steady sales.

Even though Facebook and Instagram are amazing, that doesn't mean that crafting a winning campaign is easy. Far from it!

You'll need to plan carefully, craft a fabulous offer, and target just the right people in order to be successful.

Let's dig into the 10 Things You Need to Know Before you Run your First Ad.

You got this!

*Travis Bungora*

Founder, [cashwithoutjob.online](http://cashwithoutjob.online)



# 1. DON'T SPEND ANY MONEY UNTIL YOU HAVE A PLAN HOW TO GET THEM BACK

Listen, friend, there is no reason to pour cash into boosted posts and page like ads just because you think it'd be nice to have more website traffic or page fans.

Your hard-earned money should only be used to positively grow your business revenue.

So let's talk about a few example campaigns that can affect your bottom line instead of just making you feel all warm and fuzzy because of your page got a few more likes.

You can create an ad for one of your fabulous products and send people right to a landing page where you outline what makes that product unique and how it solves a problem. Note: This type of campaign is more effective for lower-priced products. (\$5-\$75 range)

You can create an ad for a killer freebie and send people to a page where you collect their name and email address in exchange for the freebie. Note: On the back end, you already know how you'll nurture those new subscribers and pitch a product to them a few emails later.

You can create an ad for a free class and again, collect names and email addresses in exchange for access to the class. Note: You'll pitch a great a product at the end of class.



You can retarget people who have visited a product listing in your shop and remind them to come back and buy.

Note: You can incentivize a sale by providing a coupon code, limited-time bonuses, or a customer testimonial.

These examples just scratch the surface of the kinds of campaigns you can run that will ultimately lead to profitable sales. But you get the idea, right?

You're not paying to send traffic to your site unless you know how that traffic helps you earn money. You're not paying for fans or subscribers or followers or anything, for that matter, unless you know how you'll leverage those additional people to make more sales.



## 2. INSTALL FACEBOOK PIXEL FIRST!

The Facebook pixel allows you to track your blog or shop visitors so you can retarget them with more ads later. This is a great way to capture more sales, so you don't want to spend money on ads until you've got the pixel installed.

Installing certain types of pixel code like the lead tracking pixel or purchase pixel, allows you to track specific actions your website visitors take. So you can see how much it costs to get a new email subscriber or customer, for example.

The pixel allows you to be a super savvy business man because you'll know which campaigns ads and audiences are most effective. Get that pixel installed in all the right places before you run your first ad!

Not sure how to install the pixel? No worries! I'll show you how in the next couple of weeks. Just keep your eyes on your inbox for an email from me!

Just an aside here: some sites like Etsy or MLM company sites do not allow you to install your own Facebook pixel. If that's you, I don't want you to get discouraged. There's still a lot you can do with Facebook and Instagram ads, so don't write them off just because of a little setback.



# 3. KNOW THE ADVANTAGES OF YOUR PRODUCT, WHAT PROBLEM IT SOLVES

A lot of new business owners have the wrong idea about ads. They think they can take any old, boring product, shove it in front of people's faces, and make a sale.

Nope, it just doesn't work that way. Facebook ads will not fix your crappy product.

Before you ever spend money on ads, you've got to be clear on why your product is unique and what problem it solves.

## Here are a few examples:

Own a handmade baby boutique? Maybe you solve the problem of being the perfect gift because you offer customized embroidery and gift wrapping.

Or, you could be a baby boutique owner who solves the problem of creating the perfect fit pants for chubby toddlers who need a waistband that won't sag but won't be too tight and uncomfortable either.

Or you could be a baby boutique owner who solves the problem of sourcing only ethically made organic clothing for babies.

See how the same business focus can be totally unique in the problem that it solves?



If you're planning to just throw something cute up on the internet and hope people like it, think again. Know what makes you unique and how you help your customers.

**Here's one more example from another niche:**

Maybe you're a food blogger who solves the problem of helping moms make healthy and delicious freezer meals that they can reheat in a pinch.

Maybe you're a food blogger who solves the problem of providing delicious vegan dessert recipes - so your vegan readers don't have to sacrifice taste in order to eat according to their conscience.

Maybe you're a food blogger who teaches young couples how to cook together and make dinner time a bonding experience.

Again, same niche, but thousands of different problems you could solve!

# 4. WHO IS YOUR IDEAL = TARGET CUSTOMER?

After you complete Step 4, you should have a pretty clear idea of who your target customer is.

Ask yourself these questions so you can figure out how to target them on Facebook and Instagram:

- How old are they?
- Are they married or single?
- Do they have kids?
- What's their education level?
- Where do they live?
- What's their income level?
- What websites do they visit on a regular basis?
- Where do they shop online?
- What books do they read?
- What influencers do they follow?
- What TV shows or movies do they love?
- What are the tools and products they use every day?

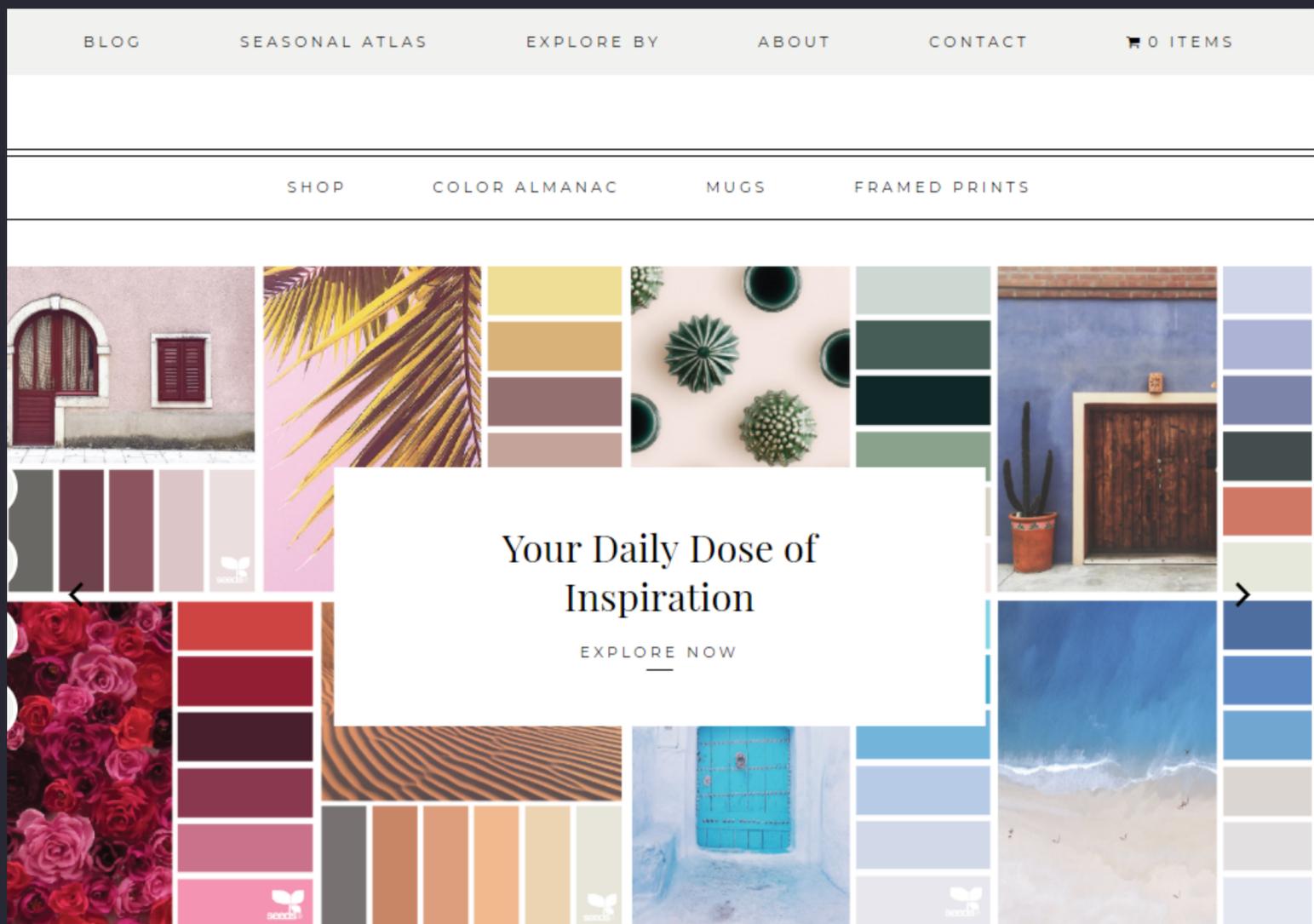


# 5. MAKE SURE YOU HAVE 2 - 4 BRAND COLORS

When it comes to drawing in your ideal customer, you've got to have a strong brand identity. You'll want to use the same font and colors throughout your website and ads.

My favorite resource for choosing a color scheme is Design Seeds.

Remember, there's no right answer for which colors to choose, but think about how a certain color scheme makes you feel, and how you want your customers to feel when they interact with your brand.



## 6. CREATE EXCEPTIONAL AD GRAPHICS AND PHOTOS WITH YOUR BRAND COLORS

Here are a few tips!

You don't have to be a professional photographer to get branded photos of your products. A colored or textured photo backdrop can go a long way in pulling your brand together.

I love searching on Etsy for photo backdrops, and Savage Paper on Amazon has an awesome selection of different colors.

Do you sell a digital product or just need to advertise a great email freebie? You can use stock photos to create gorgeous ad images in no time.

You can get free stock photos at Pexels.com. Both Etsy and CreativeMarket.com have loads of beautiful stock photo shops too!



Here's an example of using a stock photo and then adding our brand colors to make it pop.

Finally, less is more when it comes to brand photos. Props can be tricky, and cluttered backgrounds are a definite no. Start with something simple and you'll be amazed at how lovely your amateur photos can look!



# 7. BREAKING EVEN? BE OKAY WITH THAT, WHY?

A lot of new business owners have ridiculous expectations of growth for themselves. Again, they're assuming they can just push a button and the sales will pour in - at 3 times the amount they're spending on their ads!

I'm here to tell you that while massively profitable results are possible, they're not the norm, and that's ok!

Here's why: Your long-term business strategy should be keeping customers around long term. If you wow someone with your first product, chances are they'll want to buy from you again.

So with that in mind, it's totally ok to just break even on acquiring a new customer, because you and I both know you'll wow them, and then you'll earn a big profit from that customer in the next few months (and maybe even over the next few years!).

I've seen way too many business owners give up on ads because they didn't get 2x the return on their ad spend or better.

Meanwhile, they're spending hours a day guest posting, pitching influencers, and trying to land interviews.

That time is invaluable! They could spend just a few hours setting up a killer ad campaign and use that campaign to acquire new customers day after day!

Have realistic expectations about what ads can do for you, and have a realistic view of just how valuable your time is!



## 8. ARE YOU ON A BUDGET? START WITH TESTING ONLY TWO AUDIENCES

When it comes to Facebook ads success, the more audiences you test, the easier it is to find that winning group of people who respond to your products and offers at an affordable rate.

But... when you're just starting out, all this testing can use up your cash before you ever make it back!

This is where careful planning and brilliant ads come into play. If you've got a winning ad image, copy, and an offer your audience will love, then it won't take nearly as long to find an audience that will respond to what you're offering.

Start your campaign by testing just two different audiences in two different ad sets. Set your budget at \$5 per day for each ad set. In as little as 24 hours, you'll know whether an ad set is working for you or not.



## 9. NO RESULTS IN AN AD IN 24 HOURS? TURN IT OFF RIGHT NOW.

Contrary to popular advice, you really don't need long in order to see which audiences and ad sets are responding well to your ad.

I recommend you budget just \$5 per day on each ad set, then once at least 500 people have seen the ad, you can make an informed decision on whether you've got a winning audience or not.

Popular advice will tell you to test each ad set and audience for several days, but this just isn't necessary. In my experience (running hundreds of campaigns and spending over 130k on ads!) turning off ad sets early always saves me money.

An ad set that doesn't bring in leads or sales after day 1 almost never brings in leads or sales on day 3. Just turn it off and save yourself some money.



# 10. HAVE A GROWN MINDSET

You likely won't have a slam-dunk money machine ad campaign on your first try, and that's ok!

It takes a lot of tweaking to figure out which audiences to target, which offers work best, and a host of other factors that you can tweak in order to get better results. But when you do find that winning campaign, all the testing and tweaking will be so worth it!

So there you go, Cash Without Job! Those are the 10 Things You Need to Know Before you Run your First Ad!

Now go forth and build your biz with Instagram and Facebook ads!

You can do it!



# VALUABLE INFORMATION

So here are some value bombs I have prepared for you!

1. You can go check out my website [here](#) where I share a lot of other freebies for you.
2. Here is access to my private **Cash Without Job Telegram** group which is only for selected ones - there is a lot of value, guides, tricks, we discuss on a daily basis.

Enjoy, we'll see on the TOP!

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