

The First Test *Blueprint*

Name _____ Business _____

Two ways to use this page. Starting out? Fill it in. Already running ads? Fill it in for the campaign you are running right now, and **the field you cannot answer is your problem**. A blank field is a finding, not a failure. Every answer is a number or a sentence a stranger could act on.

1 · THE GOAL, IN NUMBERS

I need _____ leads / purchases / bookings per month at no more than \$_____ each.

A new customer is worth, in 90 days: _____ Most I would pay to get one (start at 1/3): _____

If buying leads: _____ leads become 1 customer, so max cost per lead = \$_____

2 · OBJECTIVE AND OPTIMISATION EVENT

Circle one: Awareness · Traffic · Engagement · Leads · App promotion · Sales

Optimising for: ☐ Purchase ☐ Lead ☐ Install ☐ Landing Page View ☐ _____

Can I measure it? ☐ Yes ☐ No How: ☐ Pixel + Events API ☐ Instant form ☐ App SDK ☐ Nothing yet

The rule. Optimise for the deepest event you can measure **and afford about fifty of in a week**. If you cannot, step up one rung. Check the selected platform's measurement requirements.

3 · THE OFFER, ONE SENTENCE

_____ (who) gets _____ (what)

for _____ (price) by _____ (the action), and the reason to act now is:

"Learn more about us" is not an offer. A stranger has to be able to say yes to something.

4 · THE AUDIENCE

The person who most needs this is:

Right now they are (what is going on in their life):

Location _____ Age _____ Targeting: ☐ Broad ☐ One interest ☐ Advantage+ Exclude:
☐ Existing customers

Under about fifty dollars a day, go broad. Stacked interests are the most common beginner mistake. At small budgets the creative does the targeting.

5 · CREATIVE: ONE FORMAT, THREE HOOKS

Format I can shoot this week on a phone: Talk to camera · Demo · Before / after · Testimonial · Founder story

My three opening lines (see the Hook Sheet):

6 · BUDGET: DO THE ARITHMETIC

\$_____ per day × _____ days = \$_____ total

Expected events = total ÷ max cost from §1 = _____

Is that 50 or more in the first week? ☐ Yes, proceed ☐ No, then: ☐ step up a rung ☐ extend duration ☐ call it a creative test

7 · SUCCESS AND KILL RULE · DECIDE NOW

Succeeds if by day _____ I have _____ at \$_____ or less.

Fails if by day _____ I have spent \$_____ with fewer than _____.

☐ I will not touch it before day 7.

Day 3 indicators, do not panic: link click rate around 1% is a workshop reference point, below 0.5%: investigate creative and traffic quality. Hook rate 25 to 30% on Meta. **A test without a kill rule is a gamble.**

THE FIRST TEST BLUEPRINT · CONTINUED

8 · PRE-FLIGHT · CANNOT LAUNCH UNTIL EVERY BOX IS TICKED

- | | |
|--|---|
| ☐ Pixel + Events API firing, or form built, or SDK live | ☐ Business verification complete |
| ☐ Landing page loads fast on a phone | ☐ Instagram account linked |
| ☐ Payment method added | ☐ Special Ad Category checked |

9 · STRUCTURE · THE SAME AT \$30 A DAY OR \$10,000 A MONTH

1 campaign → 1 ad set → *3 ads*

Launch date _____ Review date _____ (launch + 7)

MY ONE NEXT ACTION

by _____

NOTES