

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

The Hook *Sheet*

You have about **three seconds**. Creative is the number one lever, bigger than targeting and bigger than bidding. It is also the only lever you control exactly as well as someone spending a hundred times your budget.

STEP 1 · WHERE IS YOUR BUYER?

STAGE	THEY ARE	SO YOUR HOOK MUST
Unaware	Do not know they have the problem	Name the problem out loud
Problem aware	Feel the pain, do not know solutions exist	Agitate, then point at a way out
Solution aware	Know solutions exist, do not know you	Show why yours is different
Product aware	Know you, have not bought	Handle the objection, prove it
Most aware	Ready, need a reason now	Offer and urgency

Most founders write a **product aware** hook for an **unaware** audience. That is the single most common reason an ad flops.

STEP 2 · PICK A SHAPE

- ☐ **Problem, agitate, solve.** "Tired of _____? It is costing you more than you think."
- ☐ **Unexpected result.** "We _____ by _____% by changing one thing."
- ☐ **Pattern interrupt.** "Stop _____ing. You are doing it backwards."
- ☐ **Authority statistic.** "_____% of _____ are _____. Here is what the rest do."

STEP 3 · THE THREE LAYER HOOK

Broad appeal, catch the widest net:

Narrow focus, who this is actually for:

Niche expertise, why you specifically:

STEP 4 · YOUR THREE HOOKS · DIFFERENT SHAPES, SAME OFFER

Three ads in one ad set. Let the auction pick the winner. It is better at this than you are. Once one works, change **one** variable to make seven more: audience, pain point, benefit, example, emotion, question form, visual.

WHAT WORKING LOOKS LIKE

METRIC	HEALTHY	DEAD
Link click rate	around 1% or better	below 0.5%: investigate creative and traffic quality
Hook rate (Meta)	25 to 30% or better	below 15%
Watch time	50%+ of the video	

PRODUCTION REALITY

- | | |
|---|--|
| ☐ Shot on a phone. Vertical. Sound on. | ☐ One ask at the end. One. |
| ☐ Key message in the first two seconds | ☐ Test length against your message and audience |
| ☐ Text on screen, most watch muted first | ☐ Producible by you, this week, no agency |

The Board

SIX BOXES · TWELVE MINUTES

Copy this onto your sheet. *Fill all six.*

Group _____ We are fixing _____ One platform _____

THE GOAL

1

_____ a month

at no more than \$_____ each

WHERE ON THE FUNNEL

2

Awareness · Consideration · Conversion

so we are buying _____

THE OFFER

3

A stranger says yes to _____

and lands on _____

WHO

4

One person.

One sentence.

THE AD

5

Format _____

First line _____

THE SCOREBOARD

6

\$_____ a day × _____ days

It worked if _____

The marker moves after every box. If you cannot fill one, write down why. A blank box with a reason under it is the best work in the room.

Group _____ We are fixing _____ One platform _____

1 · THE GOAL, IN NUMBERS

They need _____ (leads / bookings / orders) a month, at no more than \$_____ each.

A customer is worth \$_____ over ninety days, so we can pay about a third of that.

2 · THE OBJECTIVE AND THE OPTIMISATION EVENT

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

Optimising for: ☐ Click ☐ Landing page view ☐ Lead ☐ Purchase ☐ Value

The rung you can stand on is the one your measurement supports. **Start one rung below where you want to be.**

3 · THE OFFER, ONE SENTENCE

A stranger says yes to _____

and lands on _____ (the exact page, or an instant form)

4 · THE AUDIENCE

One person, one sentence. Who are we actually talking to?

Location _____ Age _____ Language _____

Targeting: ☐ Broad ☐ One interest ☐ Lookalike of _____ ☐ Retarget _____ ☐ Smart / Advantage+

Exclude: _____

At a small budget the creative does the targeting. Stacking interests is the most common beginner mistake and can restrict delivery.

5 · THE CREATIVE

Format: Talk to camera · Demo · Before / after · Testimonial · Founder story · Creator post

Three **different** hooks, same offer. Not three edits of one.

☐ Are we running a creator's post as the ad, instead of a copy of it?

6 · SIGNALS · WHAT CAN THE PLATFORM ACTUALLY SEE?

- | | |
|---|---|
| ☐ Pixel on the site | ☐ App SDK or measurement partner |
| ☐ Events API / Conversions API | ☐ Nothing yet |
| ☐ Instant form, no site needed | ☐ Partner app, wires both in ten minutes |

The one event that counts: _____

No signal and the machine is guessing. **Fix this before anything else on the page matters.**

7 · BUDGET AND BIDDING

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

Expected events = total ÷ max cost from §1 = _____ **Is that 50 or more in the first week?** ☐ Yes ☐ No

Bid strategy: ☐ Maximum delivery first ☐ Cost cap at \$_____ ☐ Campaign budget on

8 · THE SCOREBOARD

We look on _____ (not before day 7). It worked if _____

We kill it if by day _____ we have spent \$_____ with fewer than _____.

☐ We will not touch it before then.

One campaign → one ad set → three ads. The same shape at \$25 a day or \$10,000 a month. If you cannot fill a box, write down why. That is the finding.

FICTIONAL CLASSROOM SCENARIO · All names, businesses and figures are invented.

Dani Ruiz. Runs a lash and brow studio on her own in *East Austin*.

What she sells. \$180 a set. A regular comes back every three weeks.

What she wants. Twelve new clients a month. She has room for twenty.

What she does now. Four Reels a week. Hits **Boost** on the best one for \$75 a time, about **\$400 a month**.

Last month. 20,000 views, ninety comments, **three new clients**, and all three came from a friend telling them about her.

How you book her. Instagram DM. **No website.**

“The videos are working. I just need better targeting.”

ANSWER THESE THREE.

1. Twenty thousand views and three clients. Why?
2. She has \$400 a month and no website. Where does that money go?
3. She wants twelve new clients a month. Does \$400 buy twelve? Show your working.

WORKING NOTES

FICTIONAL CLASSROOM SCENARIO · All names, businesses and figures are invented.

Marcus Obi. Bottles cold brew coffee and sells it at *two farmers markets*.

What he sells. \$34 for a four pack. Online store built on Shopify.

What he wants. A hundred orders a month online. He gets eleven, and every one of them is somebody who met him at a market.

What he did. One campaign in June. Picked **Traffic**, sent everyone to his **home page**, \$30 a day for two weeks. Nine hundred visitors, **four orders**. He switched it off.

What is on his website. He has never installed anything. "It is Shopify, so I assume it tracks."

"That traffic was junk. I need to find real buyers, not tyre kickers."

ANSWER THESE THREE.

1. Nine hundred people clicked and four bought. Whose fault is that?
2. Should he be on TikTok, or on Facebook and Instagram? Why?
3. It is 21 September and half his sales are gifts. What has to be true by the middle of October?

WORKING NOTES

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Priya Raman. Built an app that does the tax and budgeting maths for *freelancers*.

What she sells. Free download. \$8 a month after a fourteen day trial.

Where she is. Four hundred downloads, all from friends and one Reddit thread.

What she wants. Five hundred downloads a month.

What she plans. \$300 for the month, launching on **Facebook, Instagram, TikTok, Reddit and LinkedIn at the same time**. She checks the App Store dashboard every morning to count installs.

“I just need to find the right people to target.”

ANSWER THESE THREE.

1. She has \$300 and five platforms. What do you tell her?
2. Right now, can the platform tell when somebody installs her app? What does that mean for her?
3. What is one of her customers worth in the first ninety days? Now look at her plan again. Would you spend the \$300 on ads at all this month?

WORKING NOTES

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Trey Vance. Runs mobile car detailing. *Four vans, all over Austin.*

What he sells. \$180 a detail. About a third of customers add a \$59 a month maintenance plan.

Where he is. \$28,000 a month coming in. He spends **\$10,000 a month on ads** and runs them himself.

What he runs. Six campaigns and **nine ad sets**, \$35 to \$40 a day each, one per neighbourhood so he could see which part of town works. Every one reads **Learning limited**.

What he does daily. Checks every morning, moves budget to whatever looks good, swaps in new video most days.

What he also buys. Two creators a month for videos. He posts them on his own page. **He has never run one as an ad.**

“The money is coming in. I just cannot tell which of these is doing it.”

ANSWER THESE THREE.

1. Nine ad sets, one per neighbourhood. Good idea or bad idea? Why?
2. He checks every morning and moves money around. What is that doing to him?
3. He spends \$10,000 a month and cannot tell what works. What one number would fix that, and why does he not have it?

WORKING NOTES

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June Alvarez. Runs a small bookkeeping firm *for restaurants.*

What she sells. A restaurant client is worth about \$9,000 a year, and most stay two or three years.

What she wants. Eight new restaurants a quarter.

What she pays. An agency, \$2,500 a month, plus \$3,000 a month of ad spend on top.

What the monthly report says. 240,000 impressions. 1,900 clicks. 42 conversions. Engagement up 31 percent.

What she has never been shown. What a new restaurant client costs her.

“The reports look great. I have no idea if I am getting anything.”

ANSWER THESE THREE.

- 1. Her report has four numbers in it. Which one tells her whether it worked?
- 2. What would you ask the agency, and what would a good answer sound like?
- 3. Should she fire them?

WORKING NOTES

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Wes Carter. Builds walnut cutting boards by hand *in his garage*.

What he sells. \$140 each. Six to eight a month at craft fairs and by word of mouth, and people love them.

When he sells them. About **half his year** happens in November and December.

What he wants. “For people to know who we are.”

What he has. **\$500.** **Once**, not every month. Nine hundred Instagram followers. **No website.** Orders come in by DM.

“Once people know us, the sales follow.”

ANSWER THESE THREE.

1. He wants people to know who he is. Can he buy that? Should he?
2. He has \$500, once. How would you spend it, and over how many days?
3. His big season starts in eight weeks. What has to happen first?

WORKING NOTES