**PREP FOR YOUR LEAD FORM MAGIC**

Save a copy of this document on your own computer

| **Campaign 1:** |  |
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| **Key Points of you Ad Offer:** |  |
| **Budget:**  *How much do you want to spend?*  *You need to spend enough to see results!* | *E.g. $10 per day, cost per lead is $5 = 2 leads per day / 14 leads per week / 60 leads per month* |
| **Targeting**  *Who is your ad for:*   * *Men or Women or Both?* * *What age range?* |  |
| **Interests**   * *What interests do they have?* |  |
| **Locations**   * *Where are they located?* |  |
| **Instant Form**  **Do you want their name & email address?** |  |
| **Final page of your Instant Form**  **What is the Link where you want people to click?** |  |
| **How often will you download your leads?** |  |
| **WRITE YOUR ADS** |  |
| **Copy 1**  *HOOK:*  *WHY IT MATTERS:*  *CALL TO ACTION:* |  |
| **HEADLINE** |  |
| **Copy 2**  *HOOK:*  *WHY IT MATTERS:*  *CALL TO ACTION:* |  |
| **HEADLINE** |  |
| **Copy 3**  *HOOK:*  *WHY IT MATTERS:*  *CALL TO ACTION:* |  |
| **HEADLINE** |  |
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| Who are your ideal customer/s? |
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| Markets Biggest Pain Points | Solutions that you offer |
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