**PREP FOR YOUR LEAD FORM MAGIC**

Save a copy of this document on your own computer

| **Campaign 1:**  |  |
| --- | --- |
| **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**  |  |
|  |  |
|  |  |

| Who are your ideal customer/s? |
| --- |
|  |

| Markets Biggest Pain Points | Solutions that you offer |
| --- | --- |
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