

01 — Foundations Checklist

Tick every box before you move to Module 2 • Your Pro Marketing Assistant

Print this or keep it open while you work. Tick every box before you move to Module 2.

Business Manager & Ad Account

- Created or claimed Facebook Business Manager
- Added myself as Admin
- Created a new Ad Account under Business Manager
- Added a payment method to the Ad Account
- Confirmed the Ad Account currency and time zone are correct
- Linked my Facebook Page as an asset in Business Manager
- Gave myself full Admin access on both Page and Ad Account

Instant Forms Understanding

- I understand I do NOT need a website or landing page
- I understand Instant Forms collect leads inside Facebook
- I have opened Letter-Offer-Templates.pdf and reviewed the 8 offers
- I know the standard 6 questions we use on every form

Offer Clarity

- I have chosen my first offer (recommended: Free Honest Roof Inspection)
- I understand the offer structure: benefit + risk reversal + low friction
- I am ready to create creatives for this offer in Module 2

Pro Tip: Do not skip any box. A broken foundation = wasted ad spend later. Message me on Messenger if you get stuck on any step.

When everything is ticked → go to Module 2: Creative System