

Launch Checklist

Final checklist before you hit Publish • Your Pro Marketing Assistant

Use this the night before or the morning you launch your first (or next) campaign. Tick every box. This prevents the most common expensive mistakes.

Foundation (Do Not Skip)

- Business Manager is set up and I am Admin
- Ad Account is under Business Manager with payment method working
- I am using Instant Forms (no website required)
- I have the standard 6 questions ready

Creatives & Offers

- I have at least 4 strong creatives ready (mix of styles)
- I have chosen my first offer from Letter-Offer-Templates.pdf
- Primary text uses a tested hook style
- Headline is short and benefit-driven
- Instant Form headline + description match the ad

Campaign Structure

- Campaign objective is correct (Leads)
- I am using Ad Set budgets for testing (CBO off)
- I have 4–6 ad sets following the Testing Groups Map
- Naming convention is clean and consistent
- Location radius and age make sense for my business
- Exclusions are set (customers, recent leads if needed)

Instant Form Final Check

- Standard 6 questions are in place
- Zip / Postcode question is there (to filter service area)
- Privacy Policy link is added
- Thank You message sets the expectation of a call/text
- Form is published and selected in every ad

Budget & Mindset

- I have enough budget for at least 7–10 days of testing (\$80–150/day recommended)
- I understand results take 3–7 days to stabilize
- I will not panic and edit everything after 24 hours
- I know how to check CPL, leads, and frequency daily

After You Click Publish

- I will check Ads Manager once per day (not every hour)
- I will use the Optimization Playbook to decide what to kill or scale
- I will message my private support (you) on Messenger if something looks wrong
- I will keep this portal open while I work so I can follow the written steps

Pro Tip: Launching is only 20% of the work. The other 80% is consistent optimization and creative iteration. You now have the system. Execute it with focus.

You are ready. Go launch. Then come back to the Optimization Playbook every day.