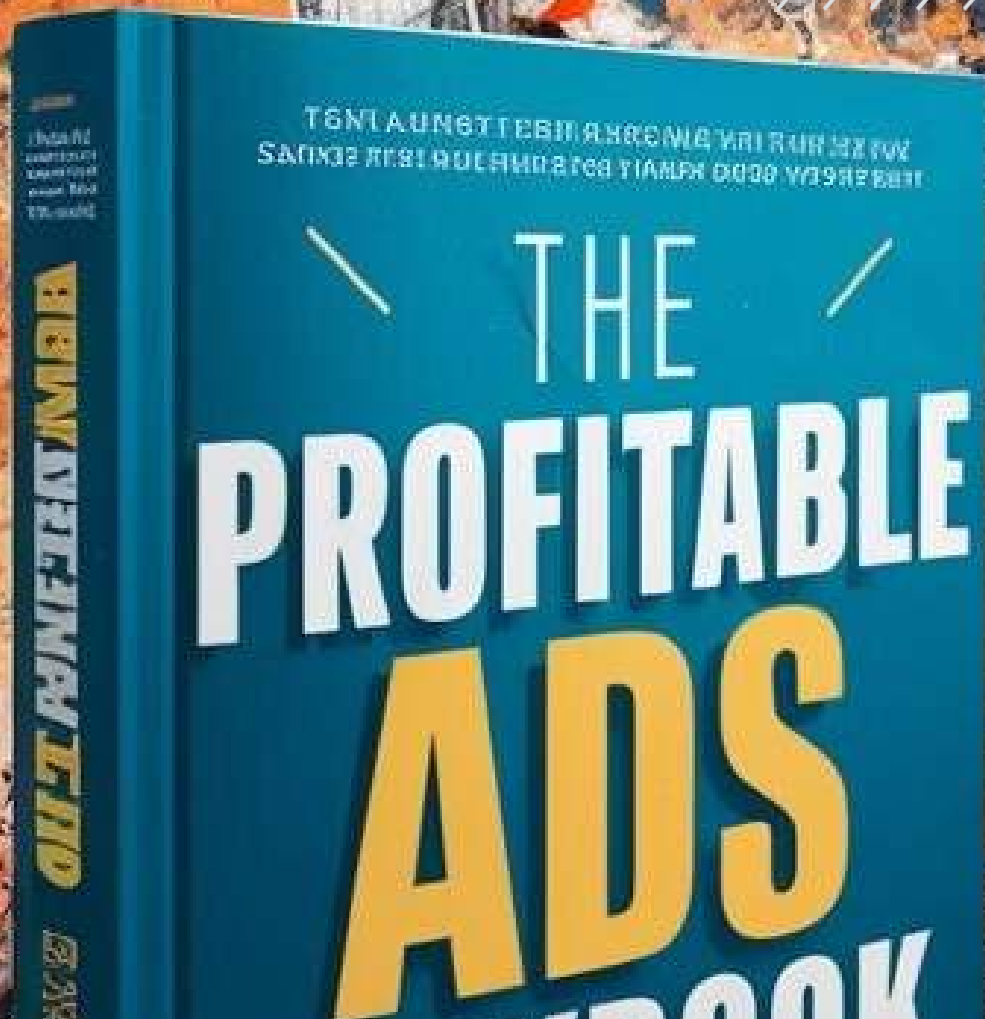


Profitable Ads Playbook

Discover the proven system for reducing your ad costs by as much as 50%

By Dr. Theresa Pantanella



01

PART ONE

Getting started

1. Develop 5 variations of your headline for each category on [this document](#).
2. Copy and paste the headlines [onto this Google sheet](#)
3. Download your headlines from the Google Sheet in .csv format

Canva - use a paid account

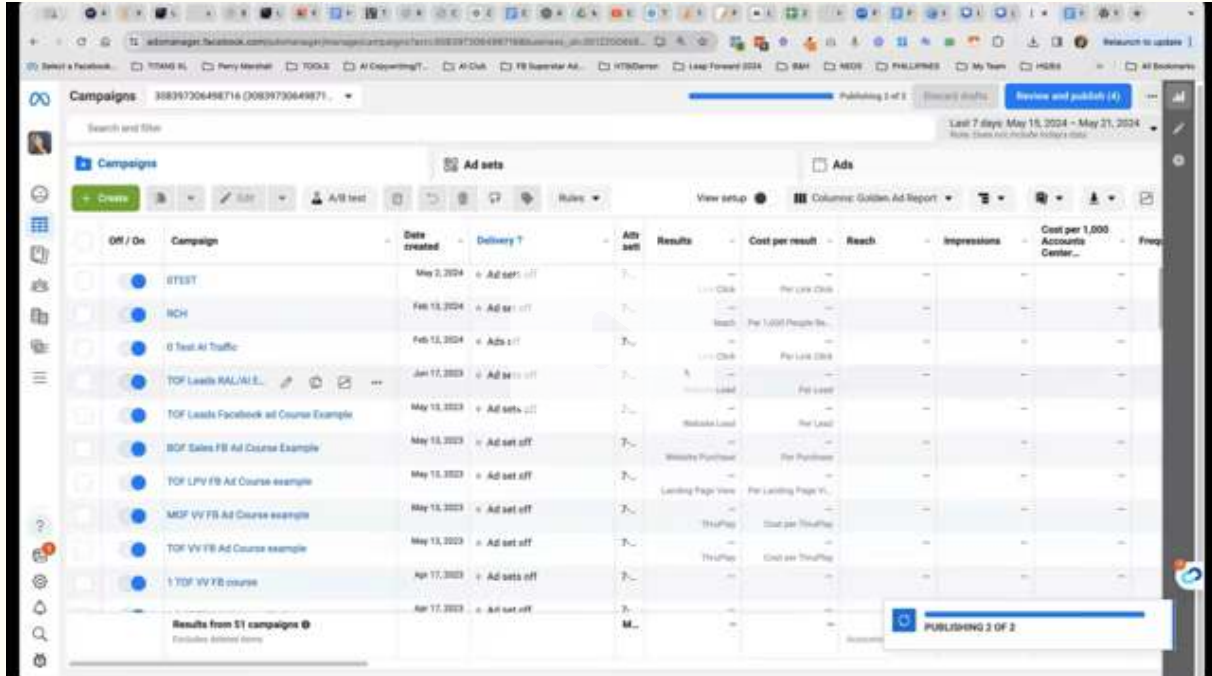
4. Open Canva (need a paid account to do this)
5. Select Instagram Post (square)
6. In the left-hand column, select 'Bulk Create'
7. Select Backgrounds from the menu on the left.
8. Select the background color according to your brand colors
9. Select 'Text' from the menu on the left
10. Select 'Add a text box'
11. Go back to 'Bulk Create'
12. Select 'Upload data'
13. Select your .csv file with your headlines
14. Right-click on text on the graphic
15. Click on 'Connect data'
16. Select the first one in the popup
17. Click on 'Continue'
18. Click on 'Generate...'
19. Check all the posts
20. Click on 'Share' in the top right, then Download - it will download in a zip file
21. Unzip the file so that you can upload the images into Facebook



Facebook Ad Account Set Up - PART ONE

Click the **PLAY** button for the video instructions

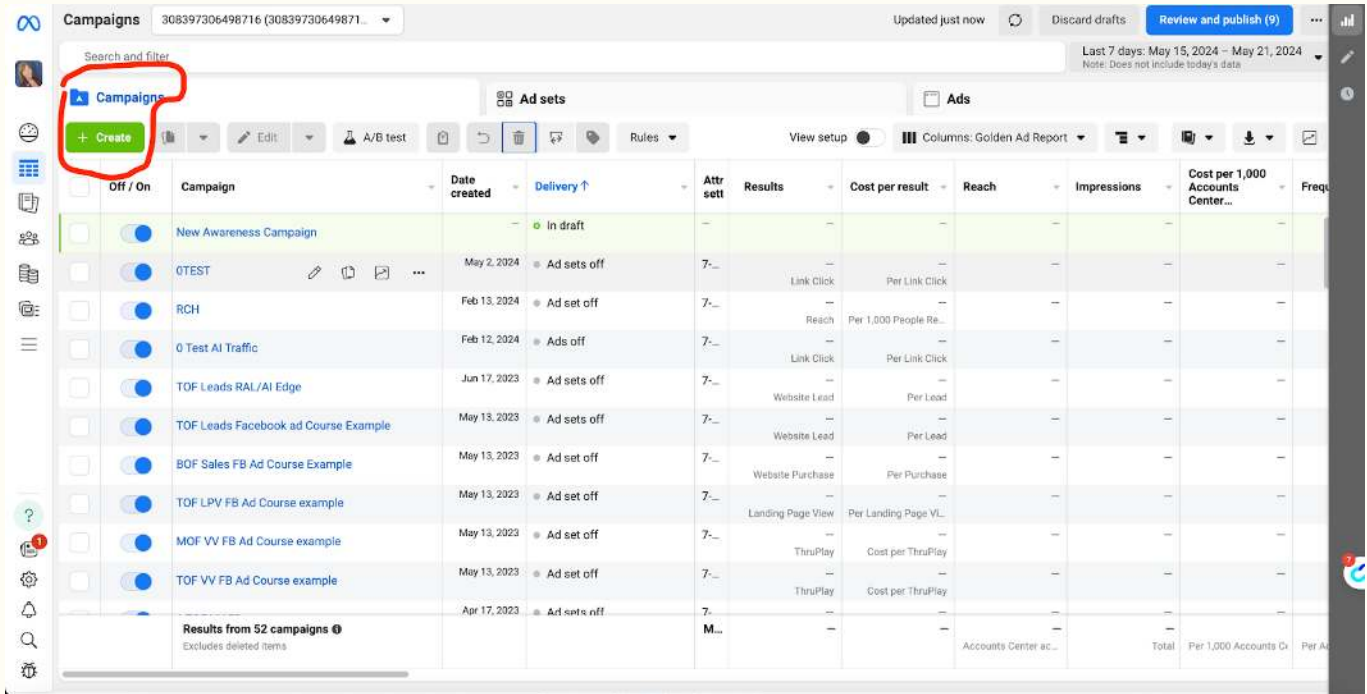
Click the **PLAY** button



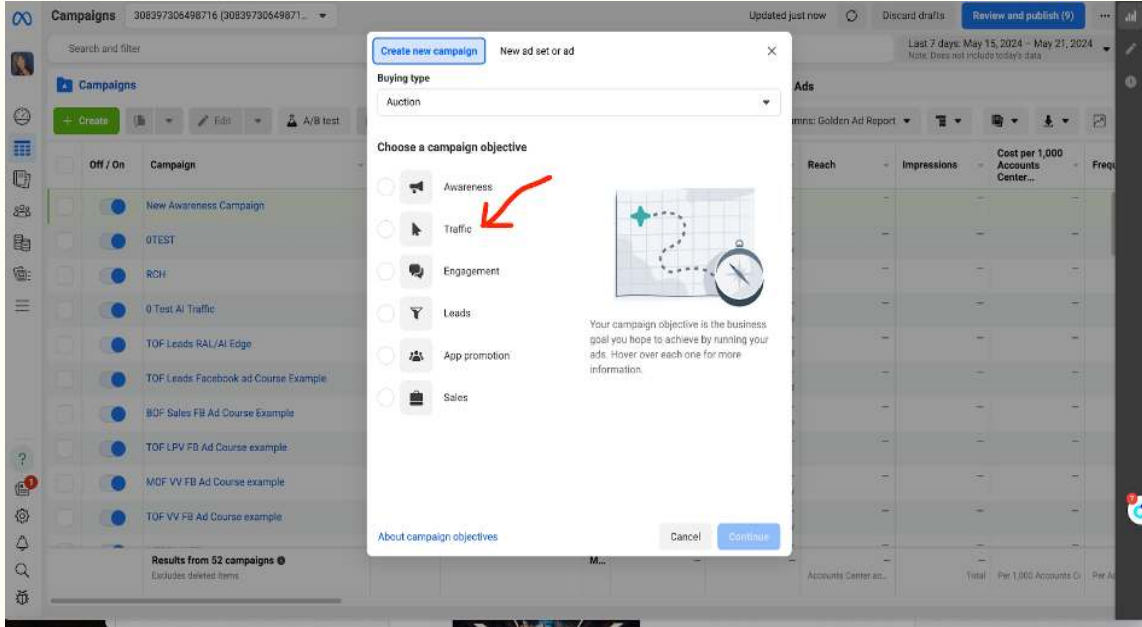
Transcript: [PART ONE \(Click to open\)](#)

Step-By-Step Instructions

1. Open your Facebook Ad Account
2. Select 'Create' in the Campaign tabs

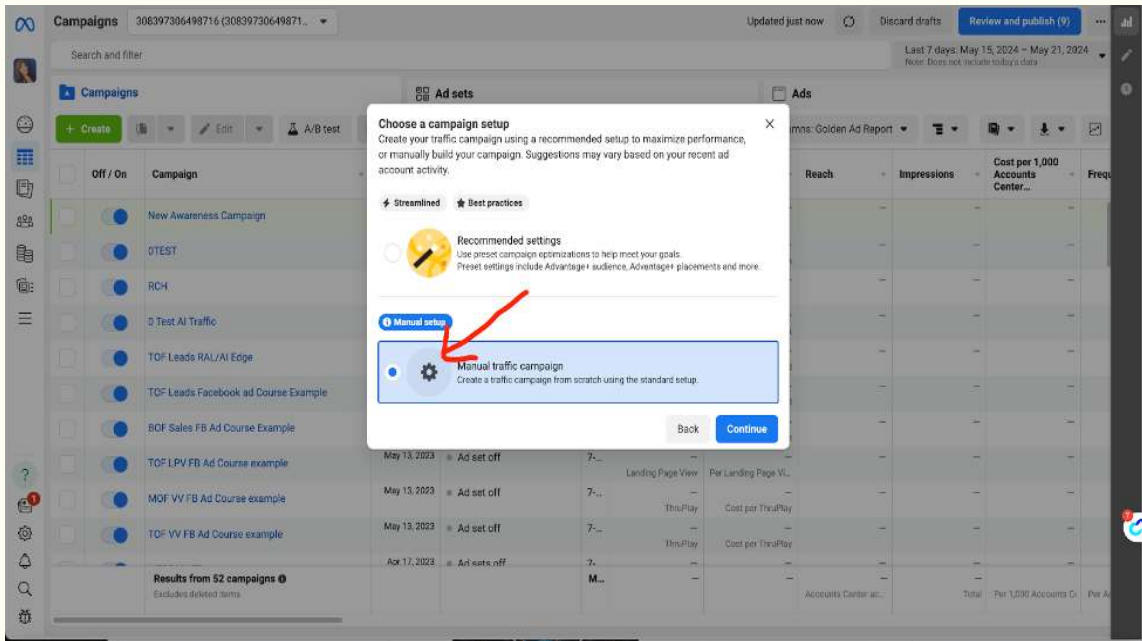


3. Select objective: TRAFFIC

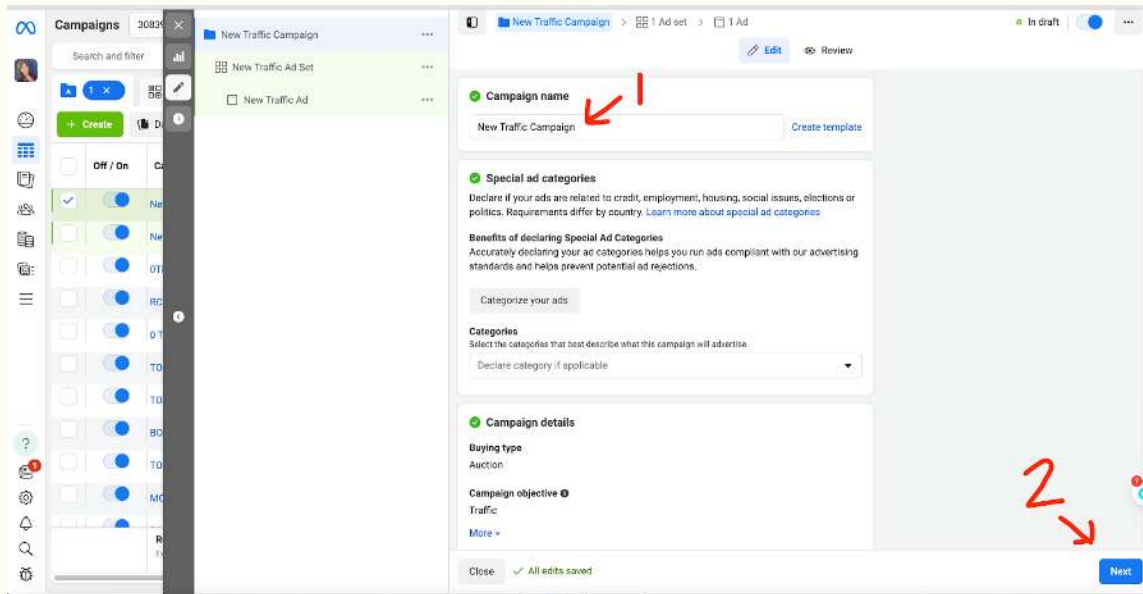


4. Click the blue 'Continue' button

5. Select 'Manual Traffic Campaign'



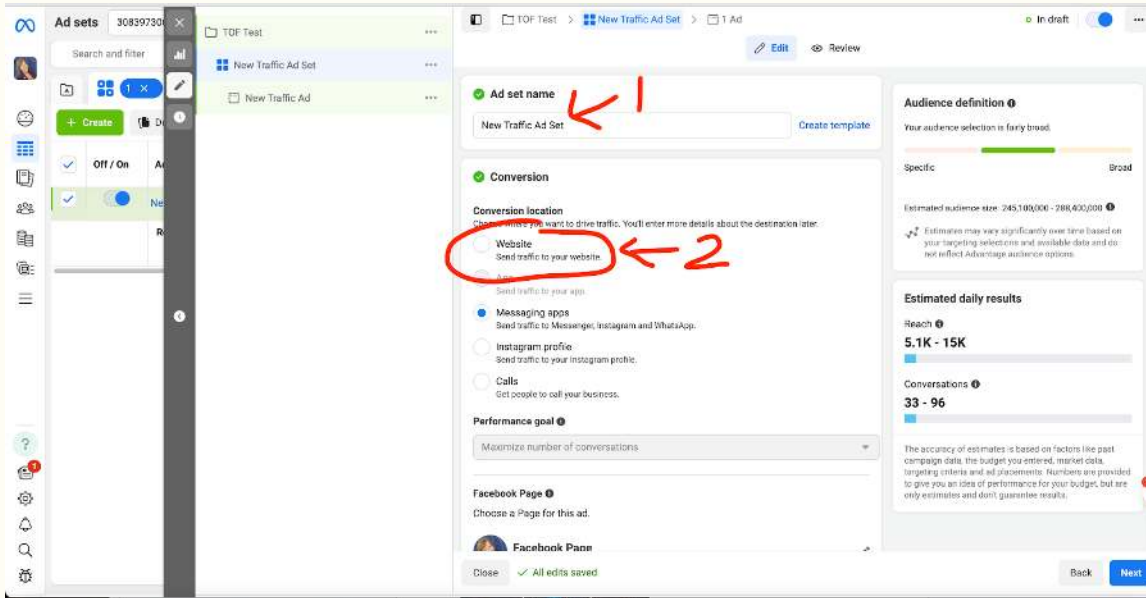
6. Name your campaign: Naming convention I use is : [TOF] + [Test]
7. Click the blue 'Next' button



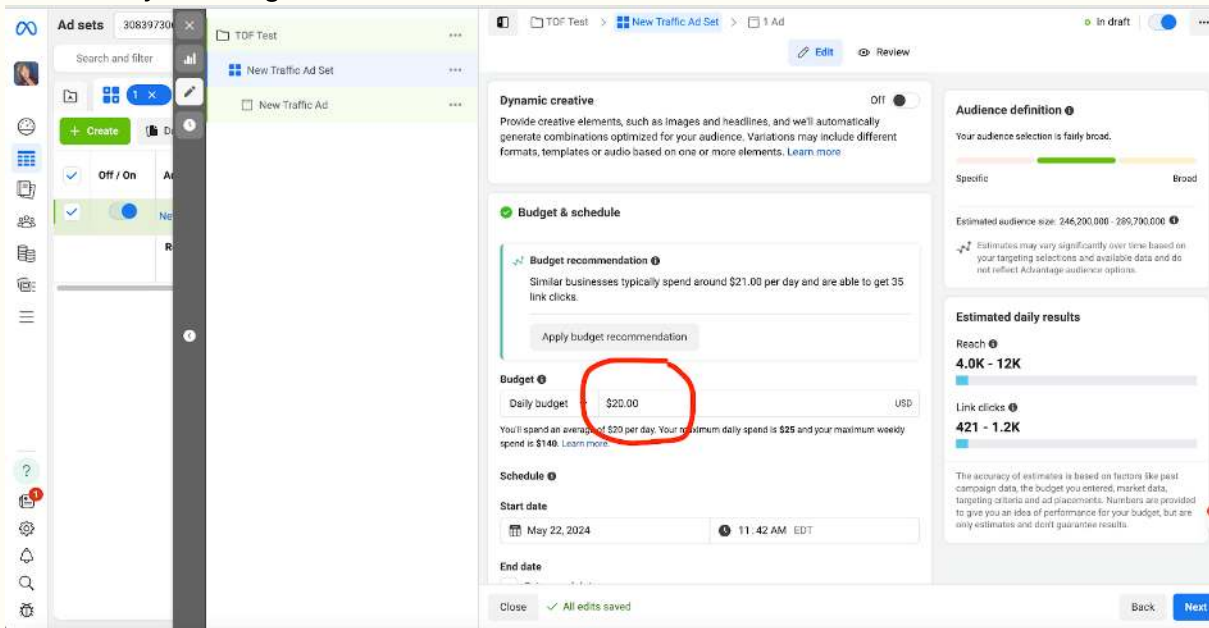
Creating your Ad Set

1. Name your Ad Set: Naming convention I use is : [TOF] + [Test] + [DATE] + [AUDIENCE] + [AD NAME]

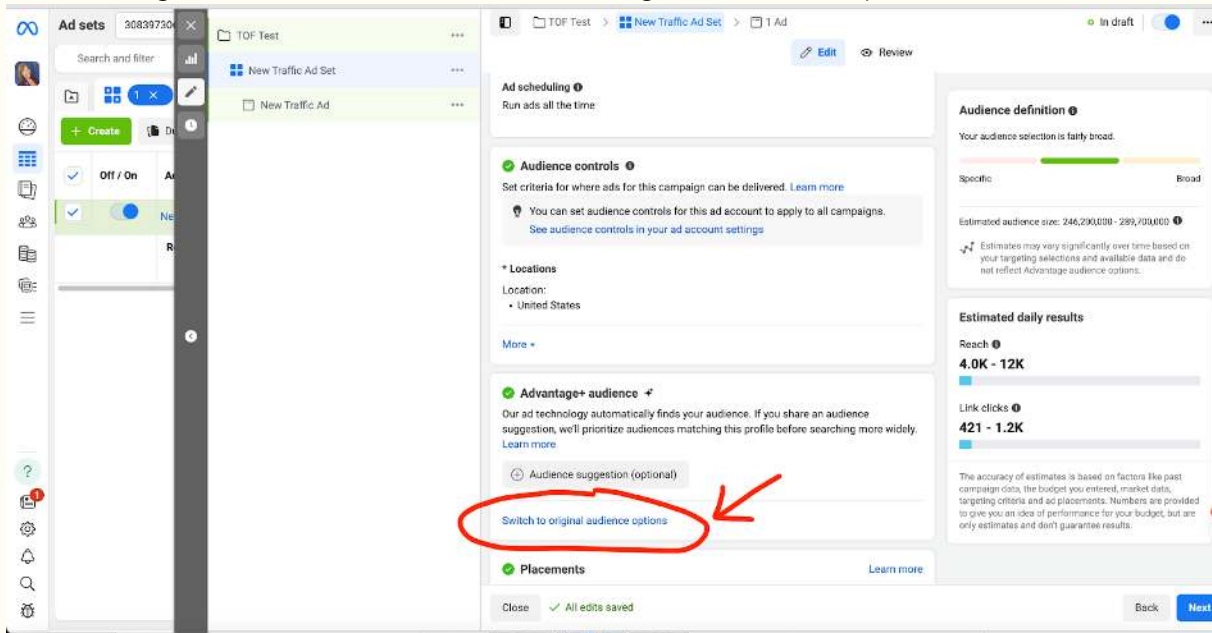
2. Conversions: Select 'Website'



3. Set daily ad budget (recommend \$10 minimum)

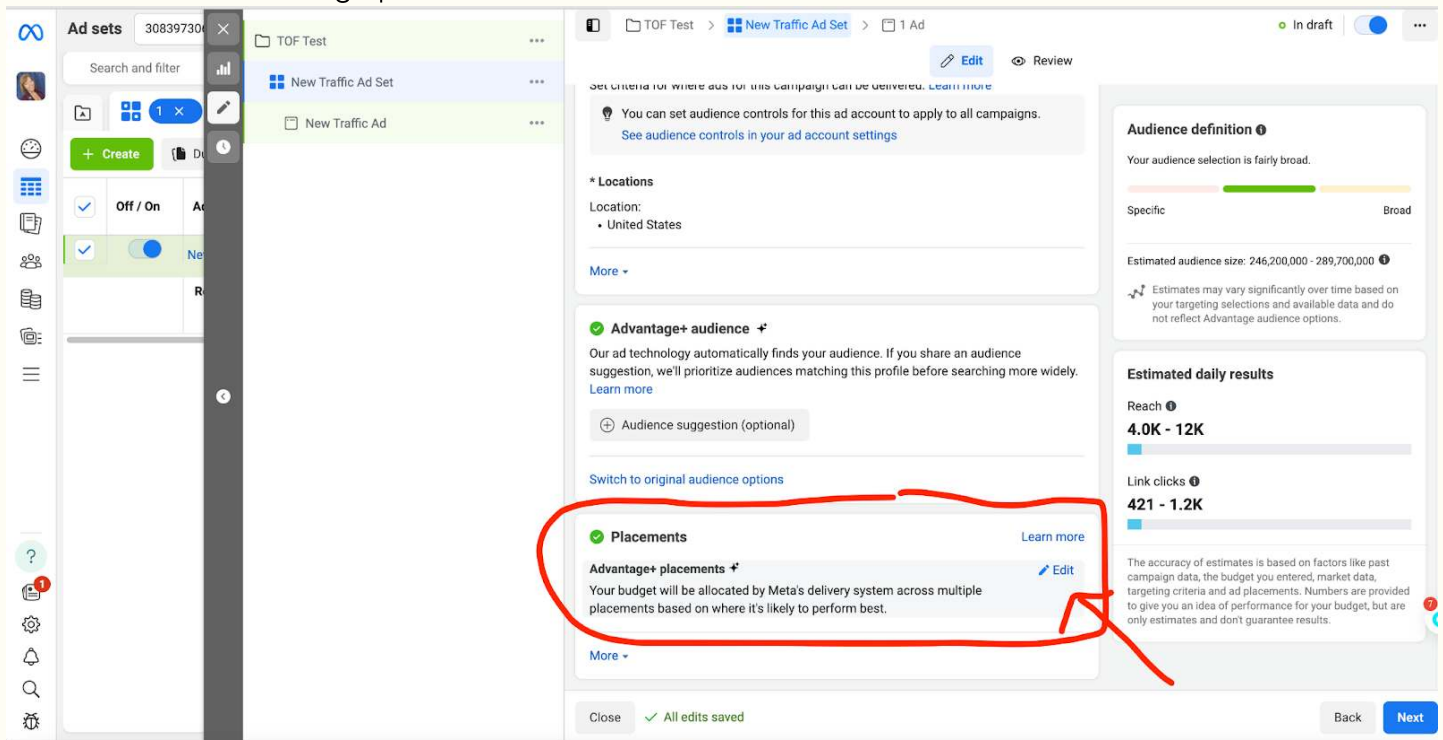


4. Advantage + controls: Select 'Switch to original audience options'



- Use 'original audience'
- Set age range
- Set gender
- Set detailed targeting

5. Placements: Advantage placements - Edit

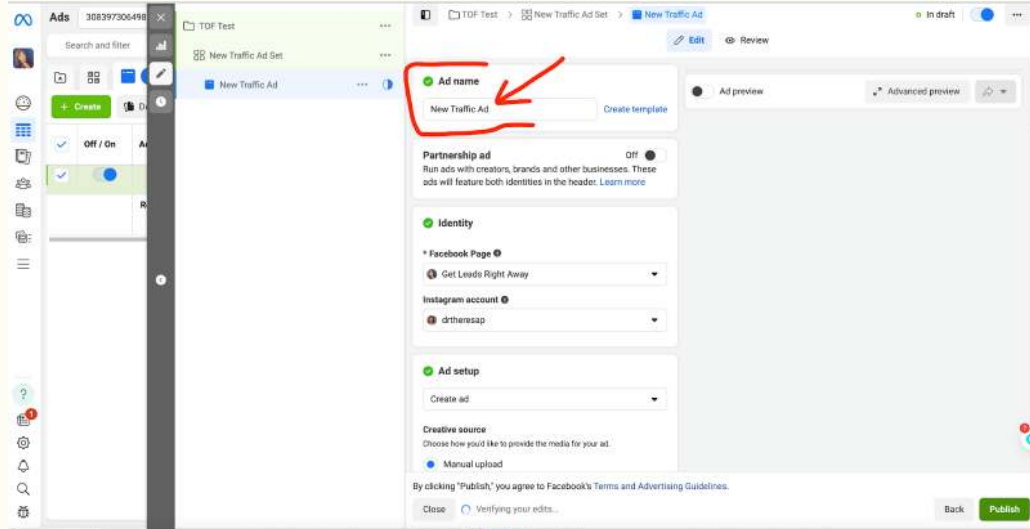


- Select 'Manual placements'
- Deselect Audience Network
- Deselect Messenger
- Open 'Feeds'.
 - Deselect Facebook Marketplace
 - Deselect Facebook Right Column
 - Deselect Instagram Explore
 - Deselect Instagram Explore H0me
 - Deselect Facebook Business Explore
 - Deselect Instream ads for videos and reels
 - Deselect Search results

6. Click the blue 'Next' button

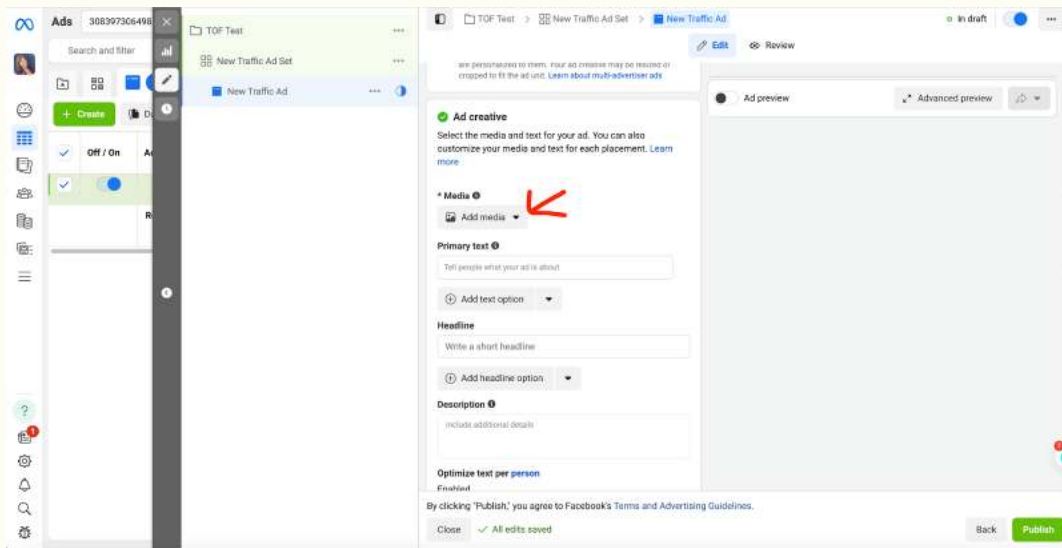
Creating your ad

1. Name your Ad: Naming convention I use is : [TOF] + [Test] [AUDIENCE] + [AD NAME]

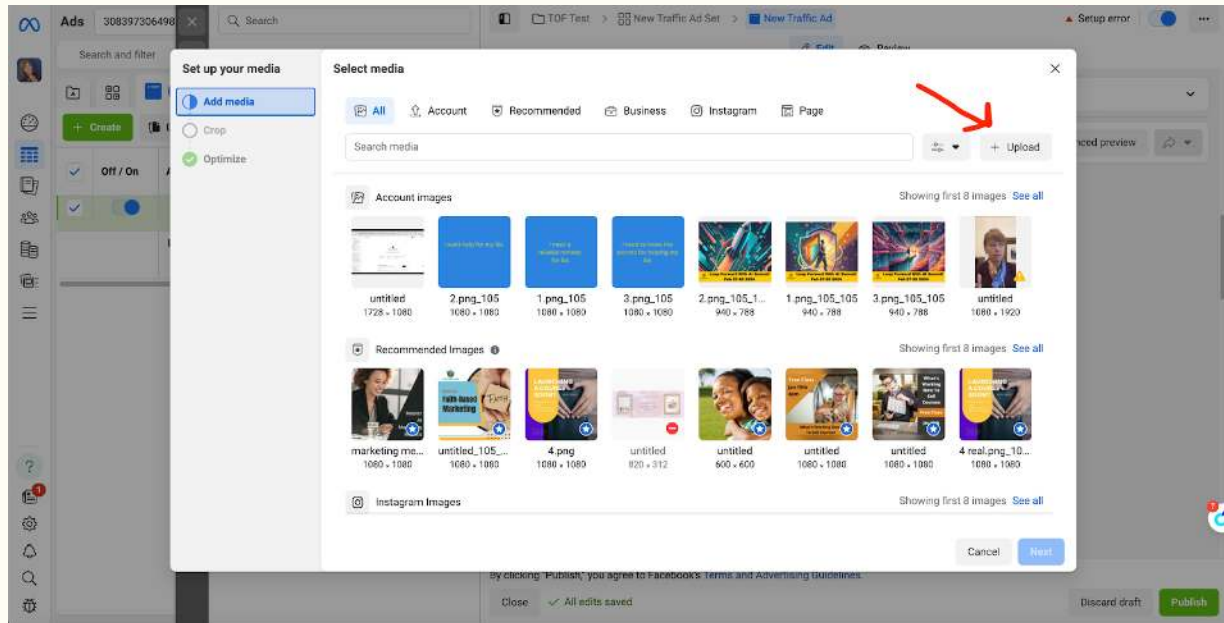


2. Scroll down to 'Ad Creative'

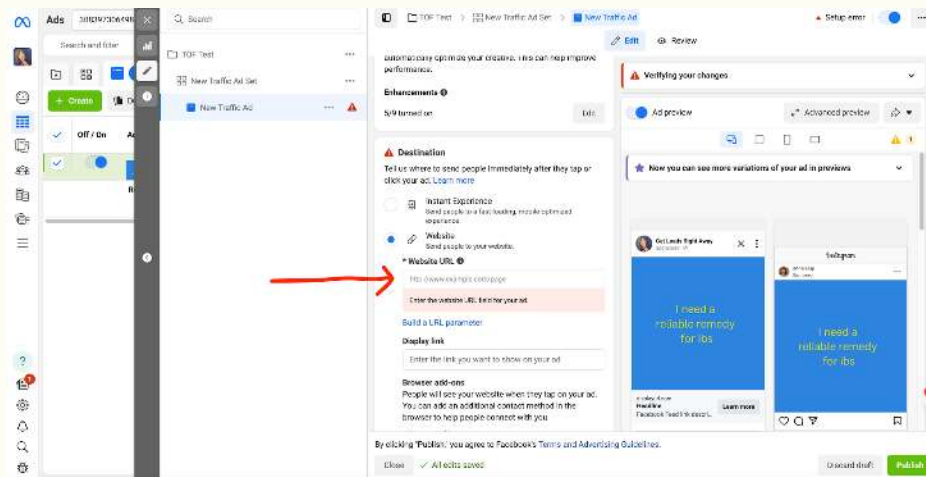
3. Select 'Add Media'



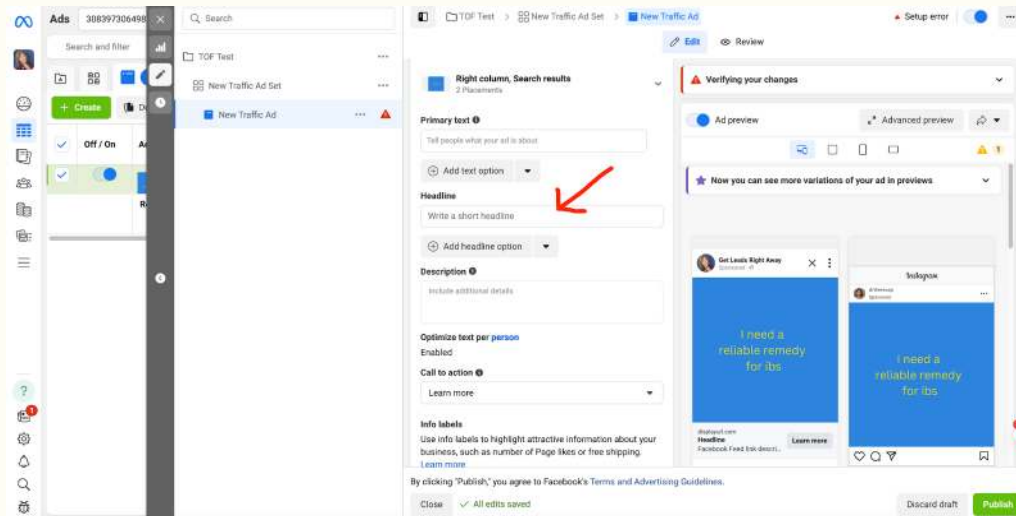
4. From the drop-down menu, select 'Images'
5. In the new window, click on 'Upload' in the top right corner



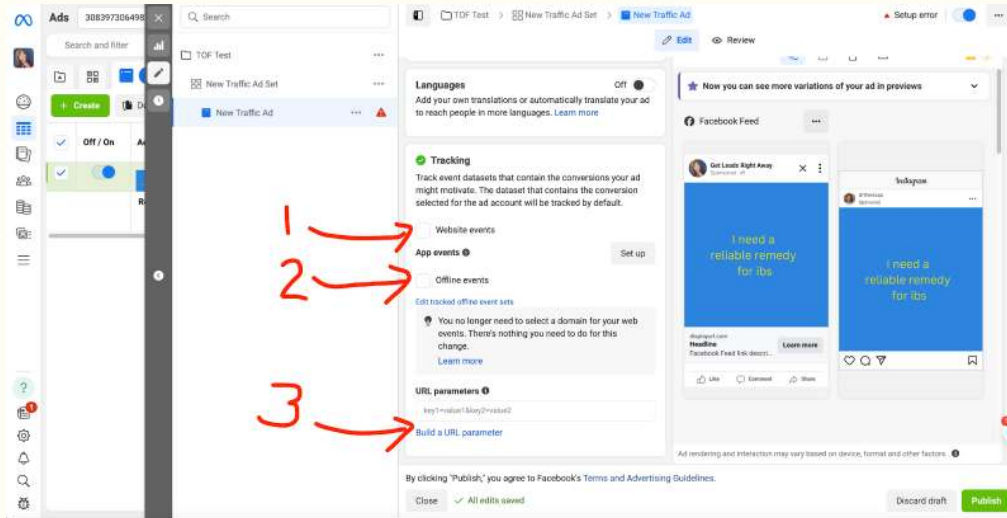
6. Select all graphics you downloaded from Canva
7. After they've downloaded, select the first one
8. Click the blue 'Next' button
9. Click the blue 'Next' button again
10. Click the blue 'Done' button
11. Scroll down to add website URL of your landing page



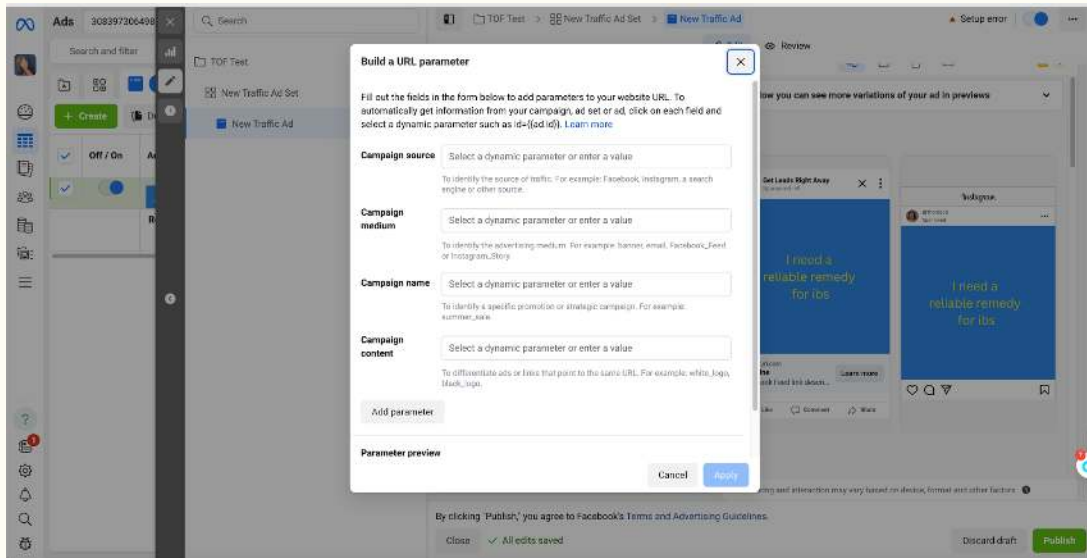
12. Scroll back up to check the headline



13. Tracking



- Select 'Web Events'
- Select 'Offline Events'
- Set up the URL parameters (new popup)

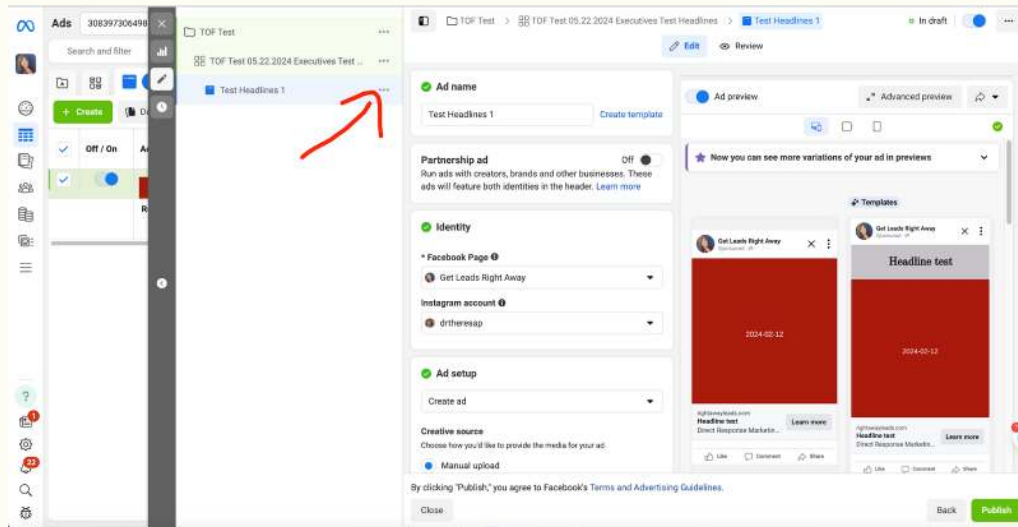


- Manually type in 'Facebook' in the first line
- Manually type in 'PPC' in the second line
- From the drop-down menu: select 'adset name'
- From the drop-down menu: select 'ad name'

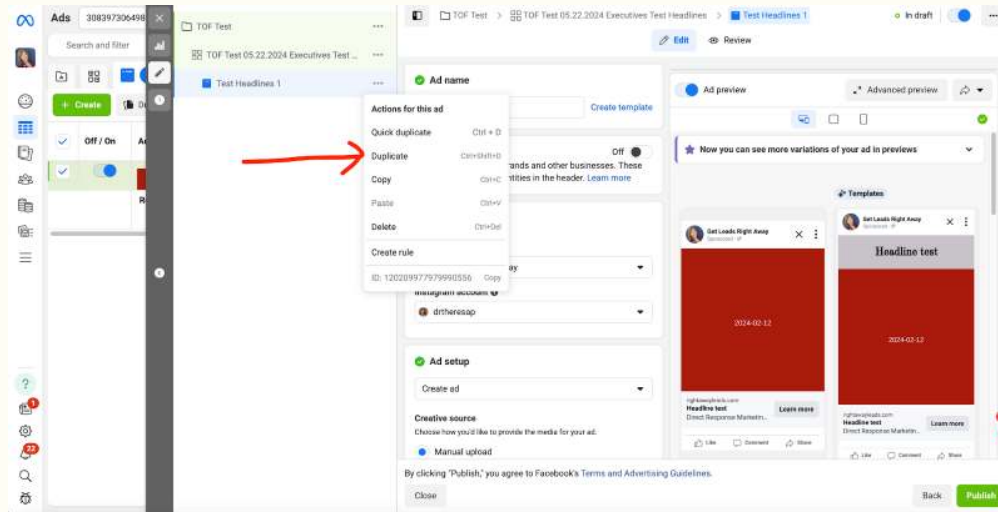
14. Click the green 'Publish' button. When completed, you'll see a popup stating '3 items published'

Creating the remaining 19 ads

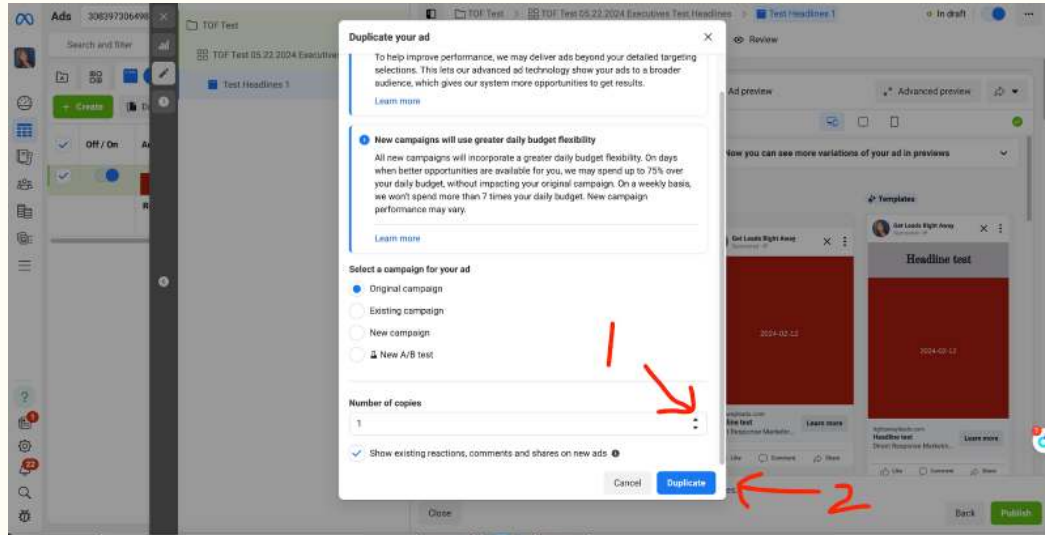
1. On the left-hand column, click on the three horizontal dots.



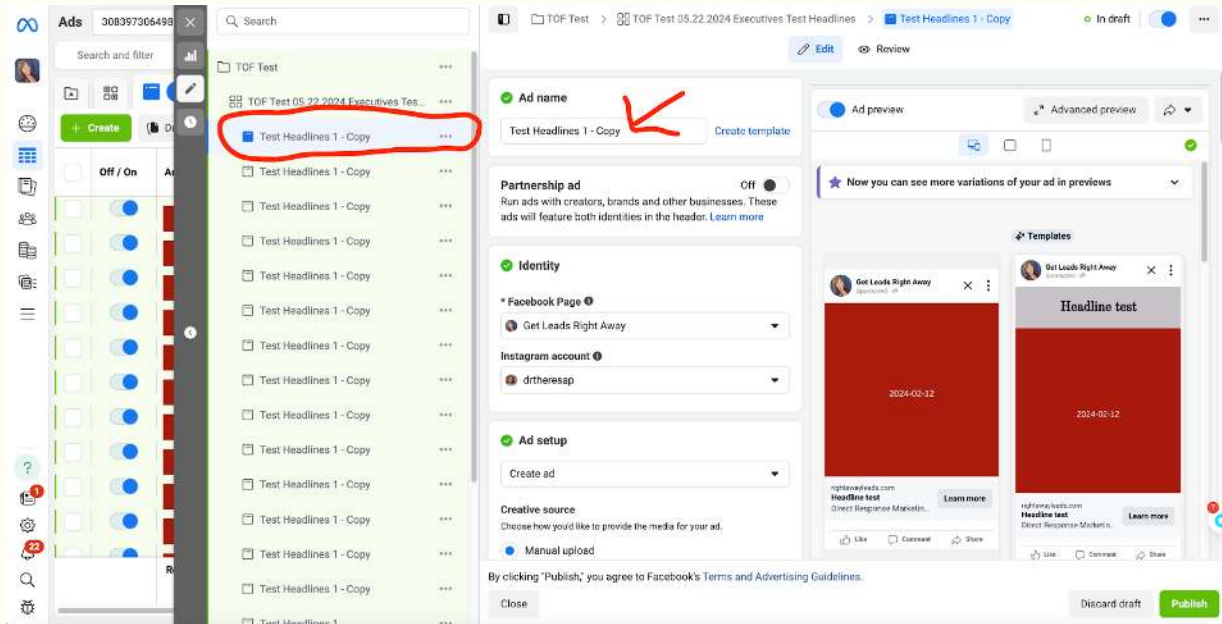
2. From the drop-down menu, select 'Duplicate'



3. In the new window, scroll down to the bottom. Increase the number of duplicates to nineteen (19).



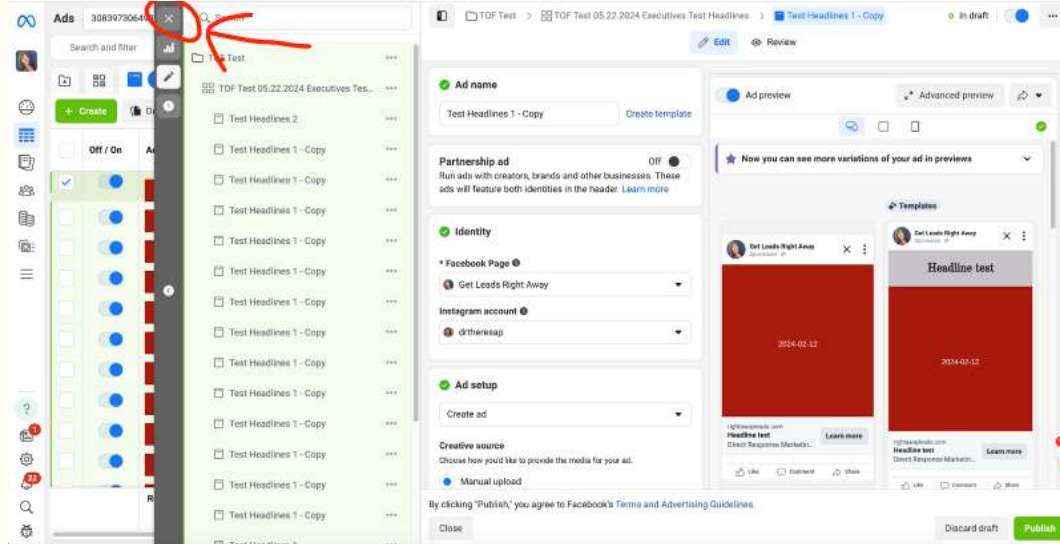
4. Click the blue button 'Duplicate'
5. On the left-hand column, you'll see copies of the original ad. Click on the one at the top.



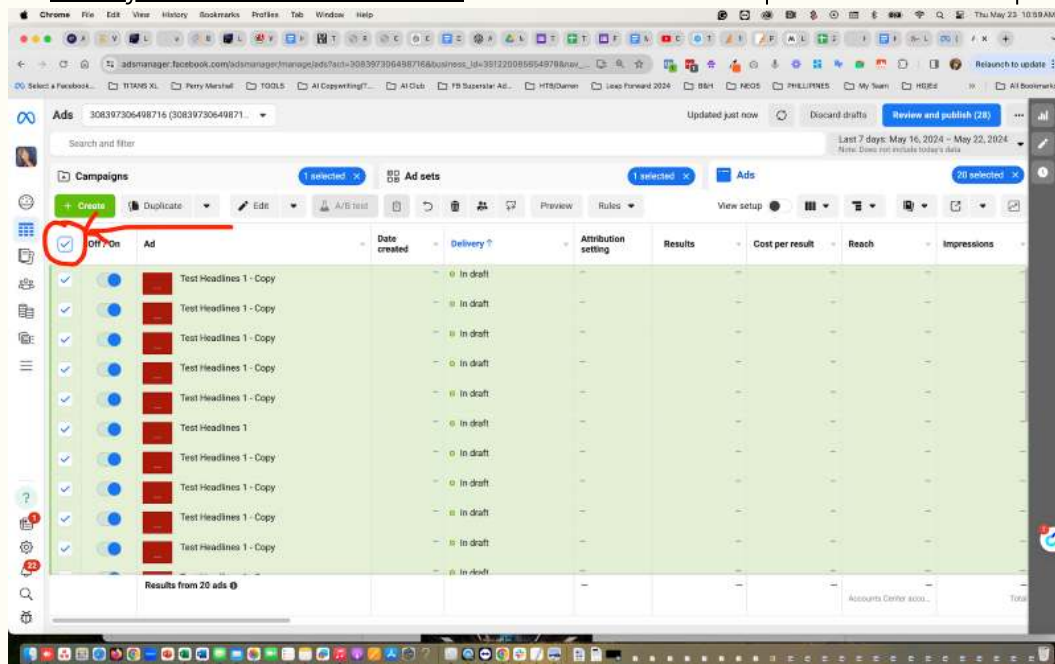
6. Edit the Ad Name to remove '1 - copy' and replace with '2'
7. Scroll down to the 'Media' button. Click on it.
8. Select 'Image' from the drop-down menu.
9. A new window will popup. This is where you uploaded the images before. Select the image #2.
10. Click the blue 'Next' button
11. Click the blue 'Next' button again
12. Click the blue 'Done' button.
13. Click the green 'Publish' button.
14. Repeat steps 32 - 40 with the remaining ads.

Adding the RULES

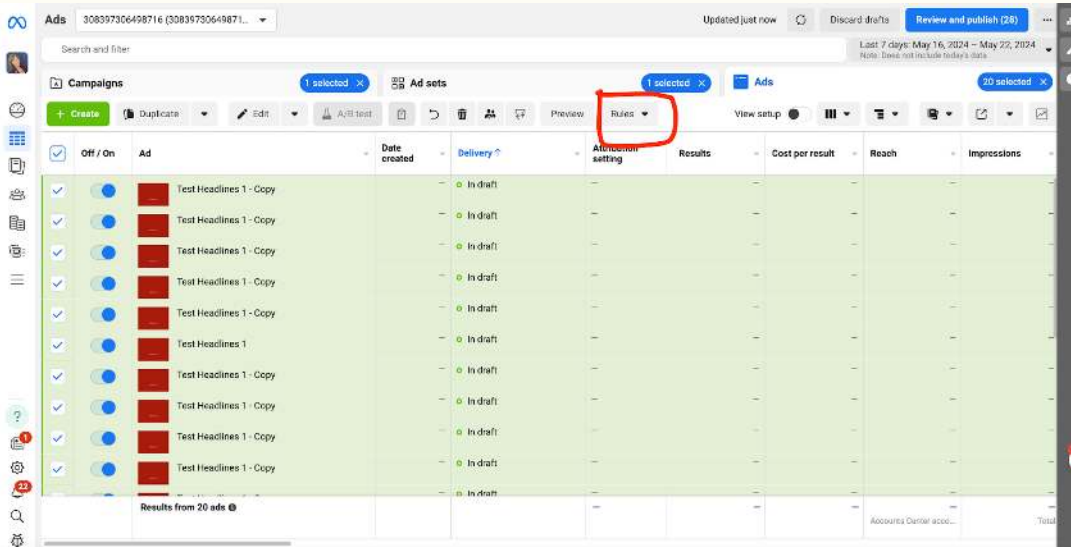
1. Close the window using the 'X'; at the top of the dark vertical column



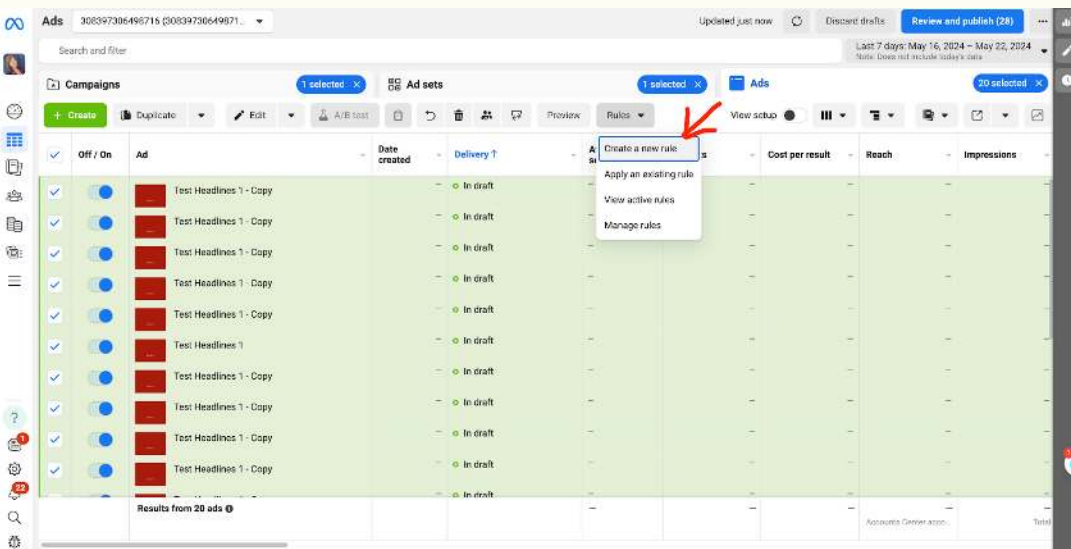
2. Now you'll be in the 'Ads Tab'. Click on the white square box in the top left to select all of your ads.



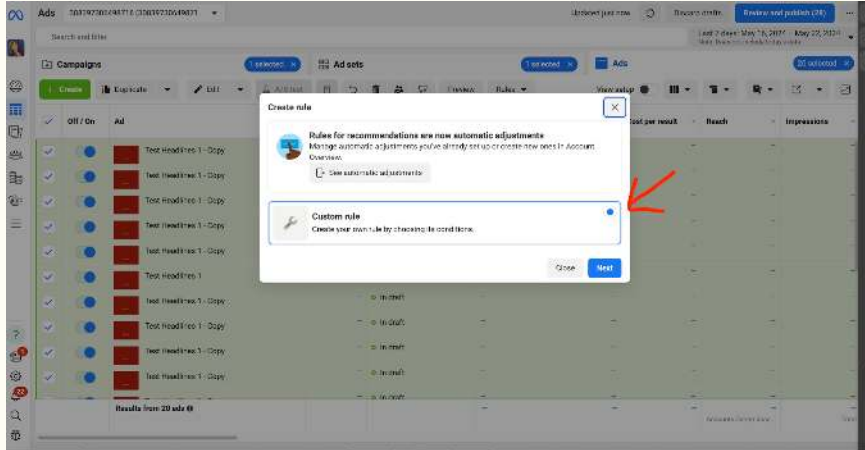
3. Click on the 'RULES' button. A dropdown menu will appear



4. In the dropdown menu, select 'Create new rule'

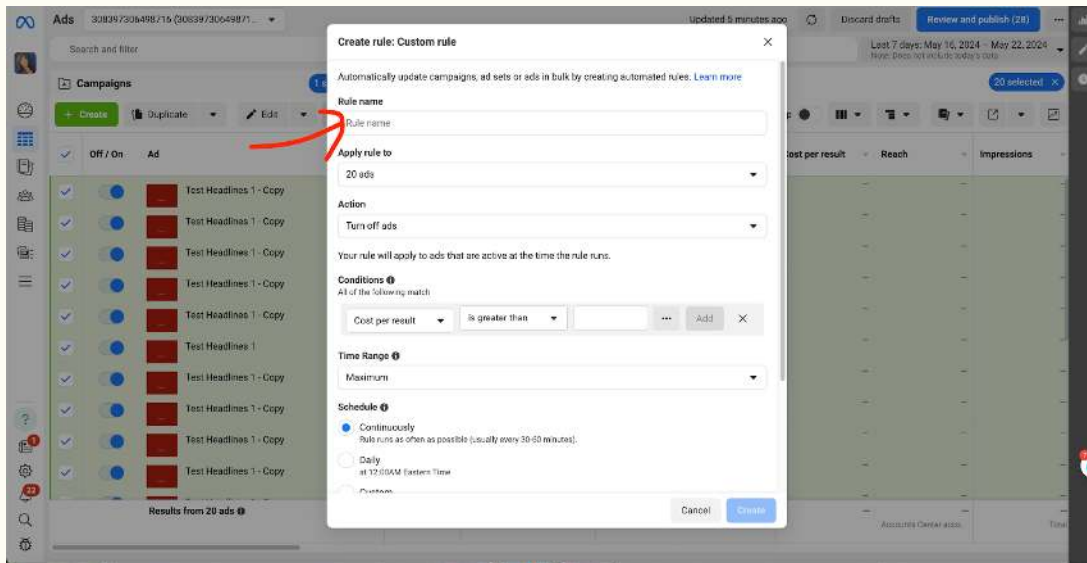


5. In the popup window, select the second option 'Custom Rule'. Then click the blue 'Next' button.



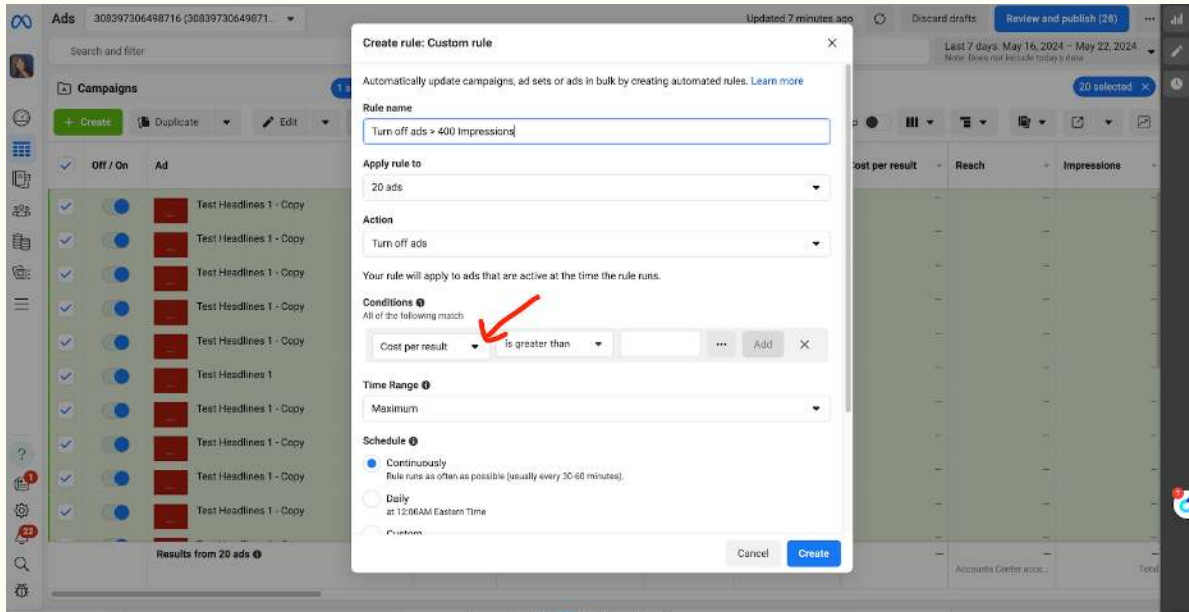
6. A new popup window will open. Follow these steps:

- Name your Rule: 'Turn off ads >400 Impressions'

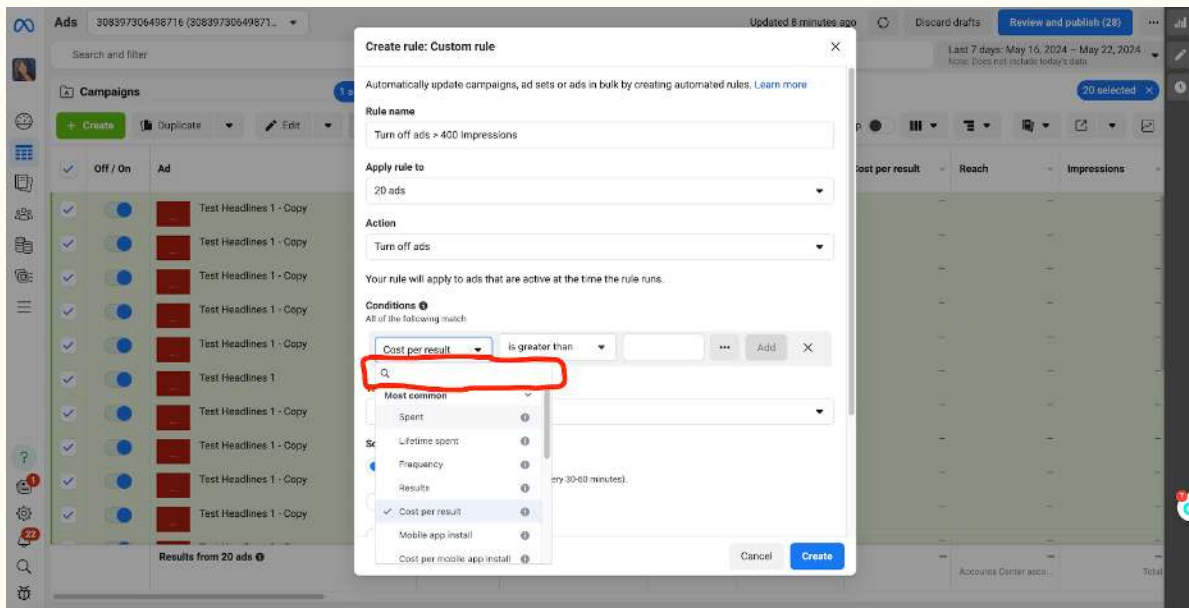


- Below 'Conditions', click on the dropdown arrow to the right of 'Cost per result' to reveal a dropdown menu

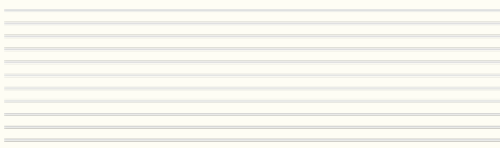
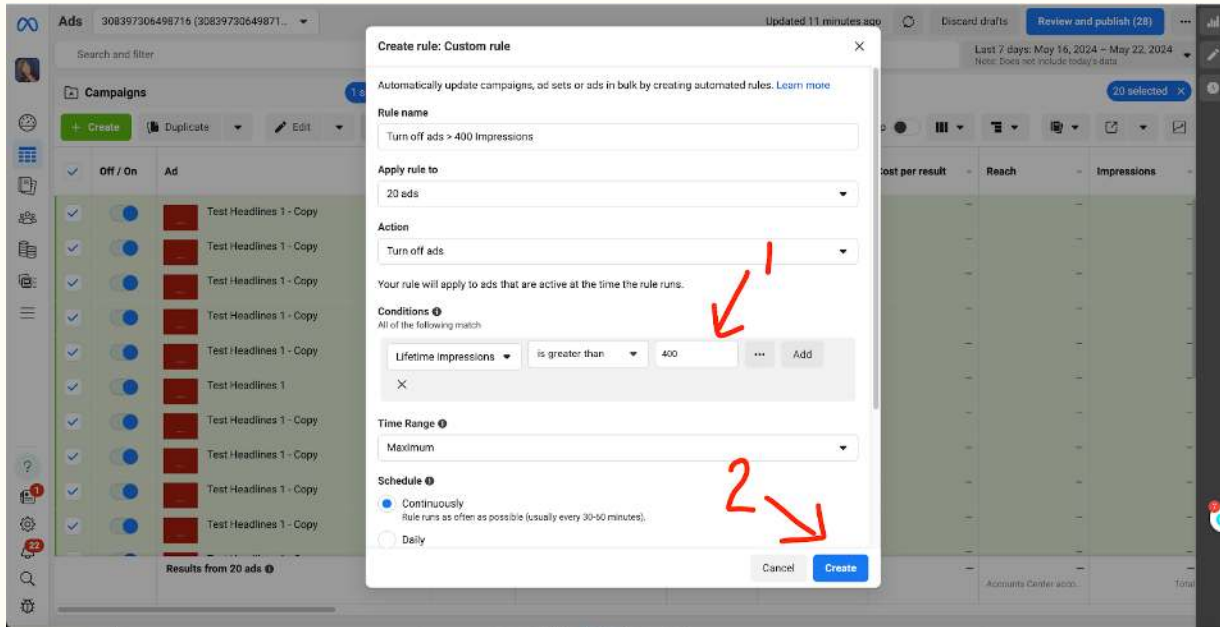
Half-Priced Ads Bootcamp - Profitable Ads Playbook



- In the dropdown menu's search box, type in Lifetime Impressions. It should populate for you

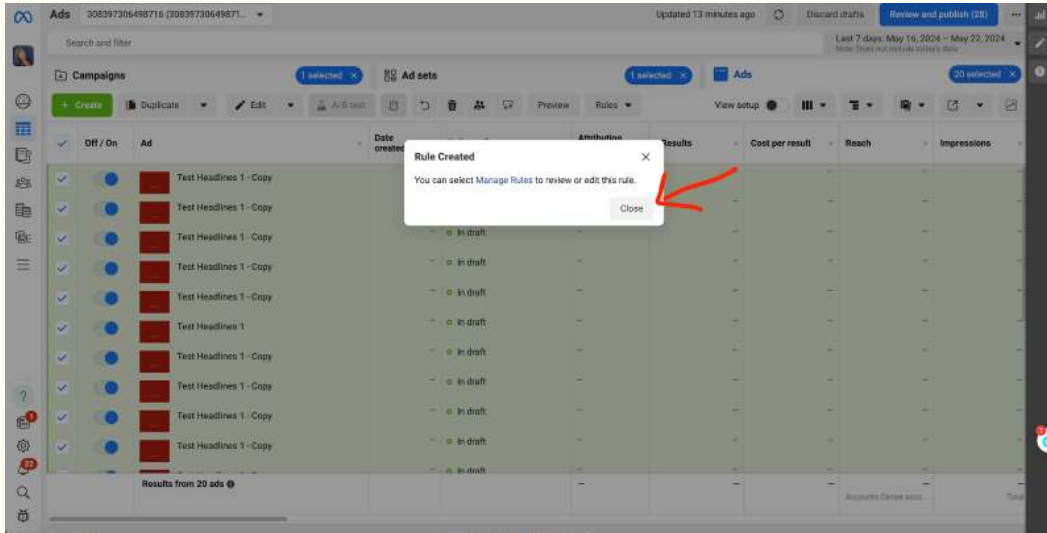


- Select 'Lifetime Impressions'
- Moving to the right, look for the blank box after 'is greater than'. Enter 400 here. Then click the blue 'Create' button in the bottom right

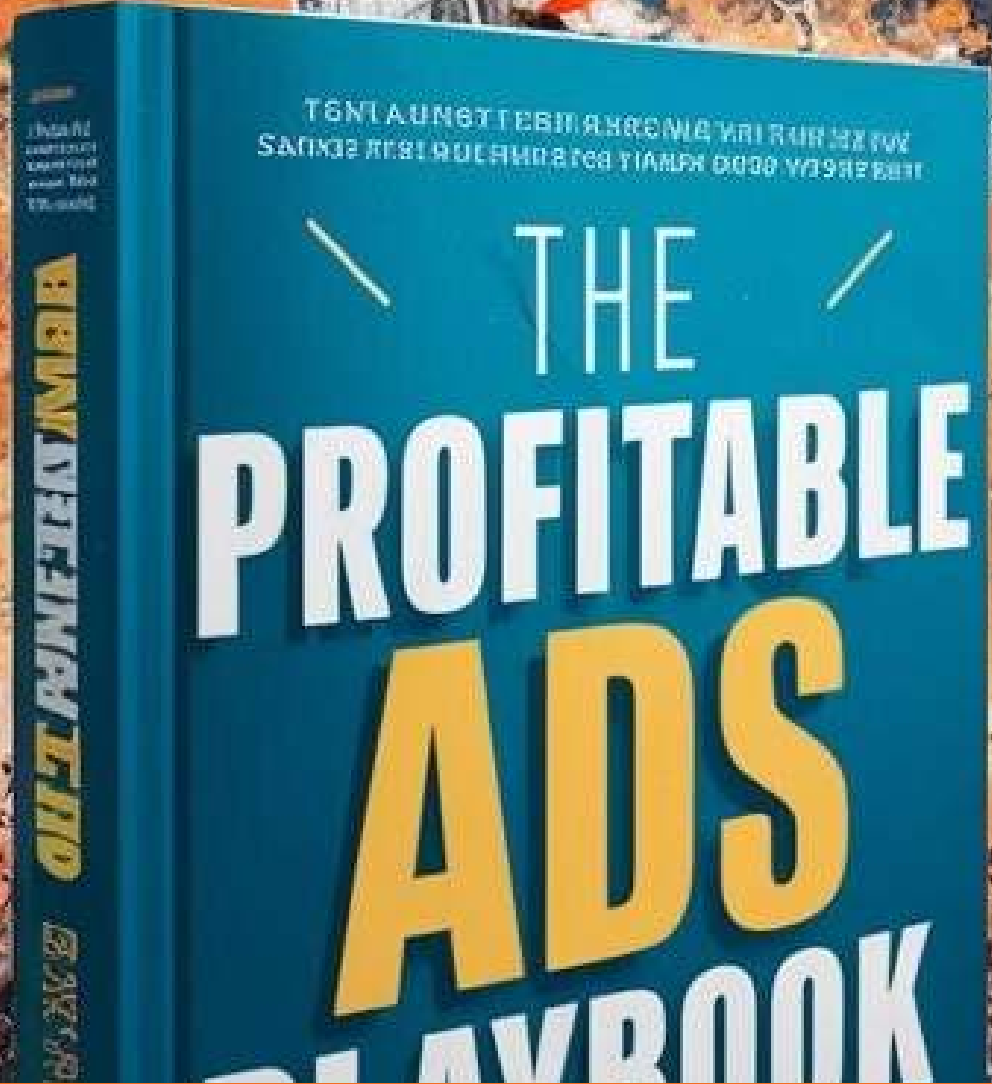


Half-Priced Ads Bootcamp - Profitable Ads Playbook

7. This window will now close and a new popup window will appear telling you that the Rule was created. Click on 'Close' button.



Congratulations!
You have officially set up your first test. 😊



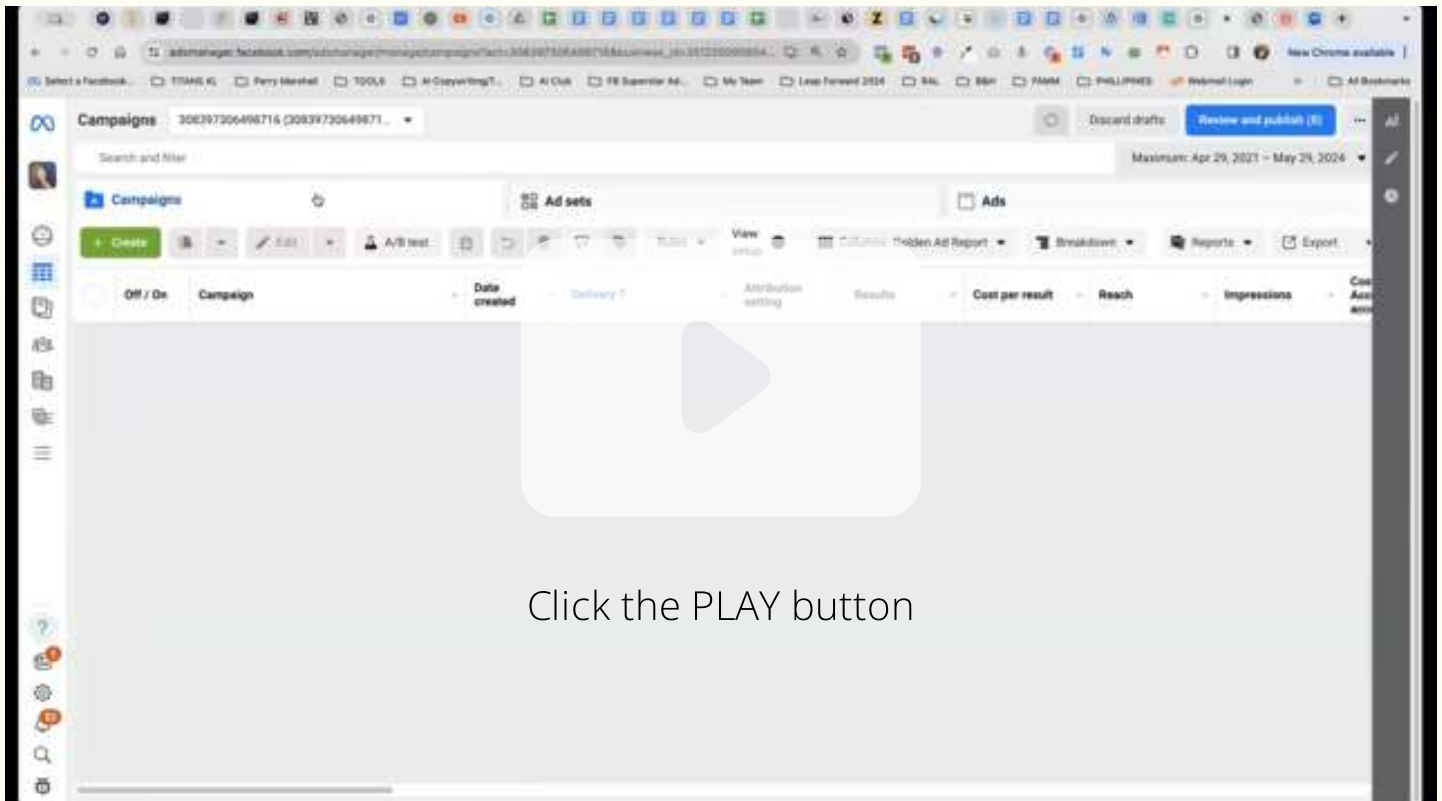
02

PART TWO

FACEBOOK SET UP

You'll be using the same Campaign as the Headline Test.

Click the PLAY button for the video instructions

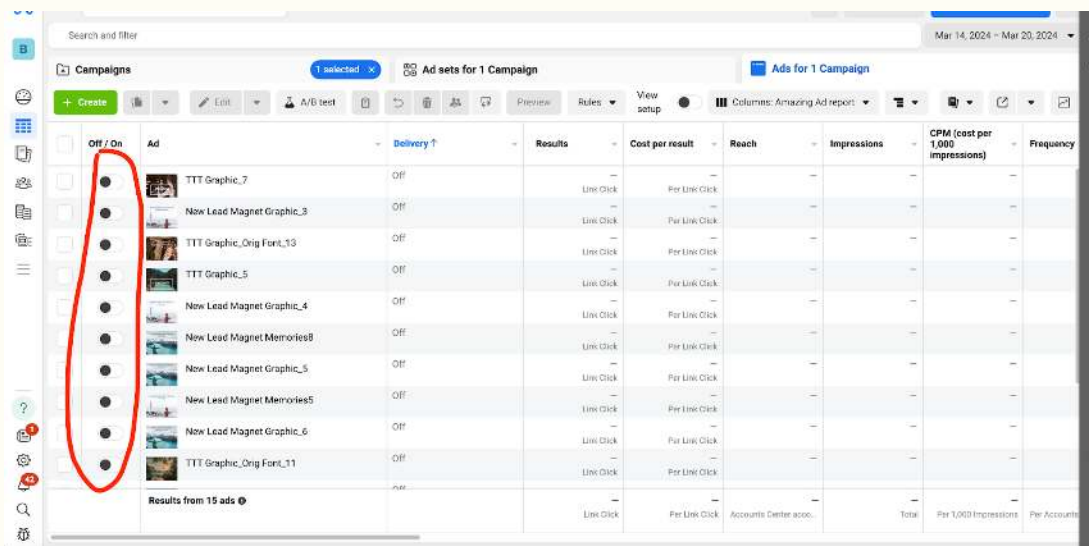


Transcript: PART TWO (Click to open)

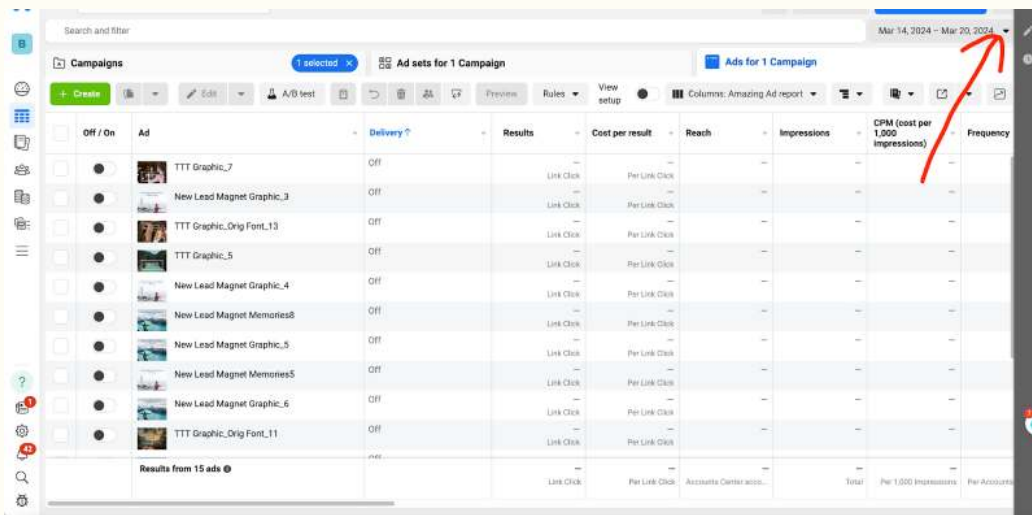
ASSESSING HEADLINE TEST RESULTS

STEPS (Complete steps 1-5 in the Ads tab of your Facebook Business Manager)

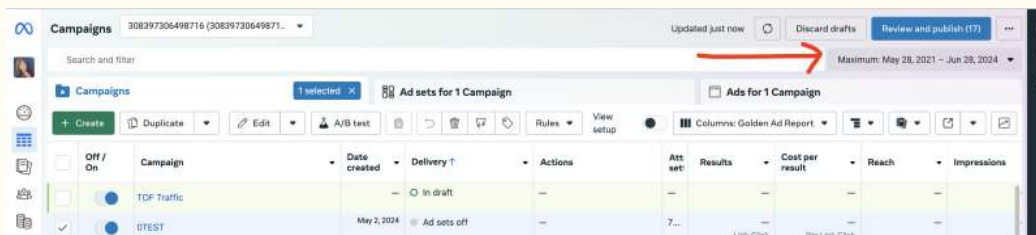
1. Be sure all ads have been turned off. This should happen automatically according to the Rules that you set up. When the ads are off the toggle button in the far left column is black



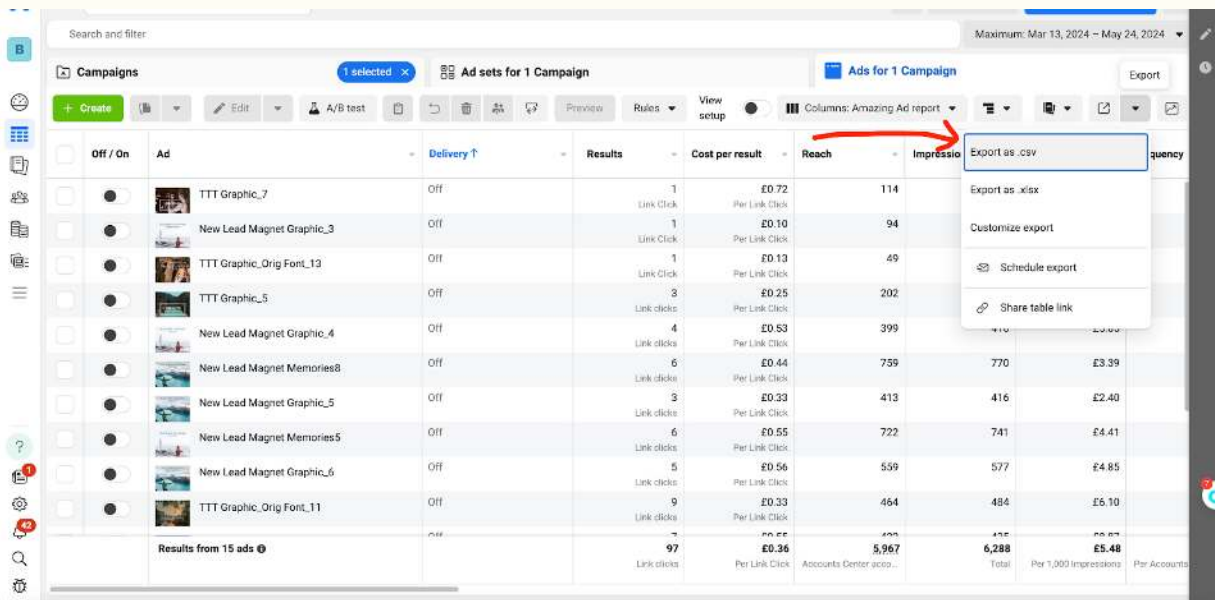
2. In the top right corner, click on the drop-down Arrow to the right of the date.



3. From the menu to the right of the calendar, select 'Maximum'



4. Click on the dropdown arrow to the far right of the page about 1/3 of the way down.



5. Select 'Export as.csv' from the new dropdown menu.
6. Put the csv file in your documents where you can retrieve it easily.

CustomGPT 'Facebook Ad Superstars'

1. Open the CustomGPT '**Facebook Ad Superstars**'
2. Click on the first prompt
3. You'll receive a response requesting information. Upload your .csv file using the 'paper clip' on the left side of the prompt box.

Tell ChatGPT: 'Here's the information for the above task'

1. Wait for the response.
2. Other suggested prompts:
 - Arrange the ads from low to high for CPC
 - What is the total adspend?

Ad Scoring Sheets

1. Enter the information on your Ad Scoring Sheets in the Headlines tab.

IMAGE/GRAPHIC TESTING

1. Create graphics based on your winning headlines. You'll need a minimum of six.
2. Tools for creating graphics include:
 - Canva
 - Midjourney - see page 30 for instructions on using Midjourney
 - Ideogram.ai
3. Sources for free images include:
 - Pexels
 - Unsplash
 - Canva





BONUS: Midjourney Instructions

A. SET UP DISCORD

1. Go to Discord.com to set up account
2. Choose your name (can be anything...special characters are allowed)
3. Enter email address
4. Verify you're human
5. Confirm your email address

B. OPEN MIDJOURNEY ACCOUNT

1. Join the beta
2. Choose your display name
3. Follow instructions to authenticate
4. Accept Terms of Service (TOS)
5. Claim your account "Finish Signing up"
6. Do purchase a monthly account of \$10/month. This gives you 3.3 hours of production time (see chart below)

	Basic Plan	Standard Plan	Pro Plan	Mega Plan
Monthly Subscription Cost	\$10	\$30	\$60	\$120
Annual Subscription Cost	\$96 (\$8 / month)	\$288 (\$24 / month)	\$576 (\$48 / month)	\$1152 (\$96 / month)
Fast GPU Time	3.3 hr/month	15 hr/month	30 hr/month	60 hr/month
Relax GPU Time	-	Unlimited	Unlimited	Unlimited
Purchase Extra GPU Time	\$4/hr	\$4/hr	\$4/hr	\$4/hr
Work Solo In Your Direct Messages	✓	✓	✓	✓
Stealth Mode	-	-	✓	✓
Maximum Concurrent Jobs	3 Jobs 10 Jobs waiting in queue	3 Jobs 10 Jobs waiting in queue	12 Fast Jobs 3 Relaxed Jobs 10 Jobs in queue	12 Fast Jobs 3 Relaxed Jobs 10 Jobs in queue
Rate Images to Earn Free GPU Time	✓	✓	✓	✓
Usage Rights	General Commercial Terms*	General Commercial Terms*	General Commercial Terms*	General Commercial Terms*

Midjourney Pricing

You only need to spend \$10 a month

PROMP

• If you have subscribed at any point, you are free to use your images in just about any way you want. You must purchase the Pro or Mega plan if you are a company making more than \$1,000,000 USD in gross revenue per year. For complete details, please see the [Terms of Service](#)

- 1. /settings

RAW	Midjourney listens only to your prompt. 99% of the time - use NORMAL mode
STYLE MODE	Tells Midjourney how much freedom they have with your design. Medium is best
PUBLIC MODE	Defaults to this
REMIX MODE	Leave on - Use with HIGH VARIATION
STICKY STYLE	Leave off
SPEED	Fast is best to use

- 2. /imagine

Use this prompt before your text describing your image.

BEST PRACTICE: *Wait a couple of seconds after entering the prompt to give MidJourney time to pay attention*

KEY TO CREATING YOUR IMAGE: Start with a BASIC prompt, then add elements as follows:

Elements of a BASIC prompt:

[PHOTO TYPE] + [SUBJECT]+ [ACTION] + [BACKGROUND]

Elements of AN INTERMEDIATE prompt:

[PHOTO TYPE] + [SUBJECT]+ [ACTION] + [BACKGROUND] +
[CAMERA/LENS/FILM] + [LIGHTING] + [COMPOSITION]

Elements of AN ADVANCED prompt:

[PHOTO TYPE] + [SUBJECT]+ [ACTION] + [BACKGROUND] +
[CAMERA/LENS/FILM] + [LIGHTING] + [COMPOSITION] +
[ADDITIONAL DETAILS (such as emotion)]

Video Testing

It's recommended to have a minimum of:

- One 30-second long video for cold audience
- One 2 minute long video for cold and warm audiences
- One 30-second long video for hot audience - this one emphasizes urgency and

talks to the viewer like a long-time friend. In it, acknowledge that the viewer is aware of the opportunity to make the purchase, sign up for the webinar or to grab your lead magnet...use what is appropriate for your offer.

It's best to test at least 3 videos.

Here are different types of videos to consider for your ads:

1. **Testimonial Videos:**

Share stories from happy customers who love your product. Let them tell others why it's so great and why they trust it. This helps build trust and shows that your product really works.

2. **Explainer Videos:**

Make videos that show how your product works in a simple and fun way. Talk about how it helps and makes life easier for the viewer. Keep it clear and easy to follow.

3. **Product Demonstration Videos:**

Show your product in action, pointing out all its cool features and how it helps. Let people see it working and imagine using it themselves. This makes your product more appealing.

4. **Tutorial Videos:**

Teach viewers how to use your product step by step. Give clear instructions and helpful tips. This helps people feel confident and excited about trying it out.

5. **Animation Videos:**

Use fun animations to show tricky ideas in a simple way. Make it entertaining and easy to understand. This keeps viewers interested and makes learning fun.

6. **Behind-the-Scenes Videos:**

Give a sneak peek of what happens behind the curtain at your company. Show the cool process of how things are made or what a day at work looks like. This makes people feel more connected to your brand.

7. **Lifestyle Videos:**

Create videos that show your product being used in everyday life. Let viewers see how it fits into their daily routines. This makes your product feel more relatable and essential.

BONUS: Invideo Instructions

A. Go to **Invideo** to set up an account

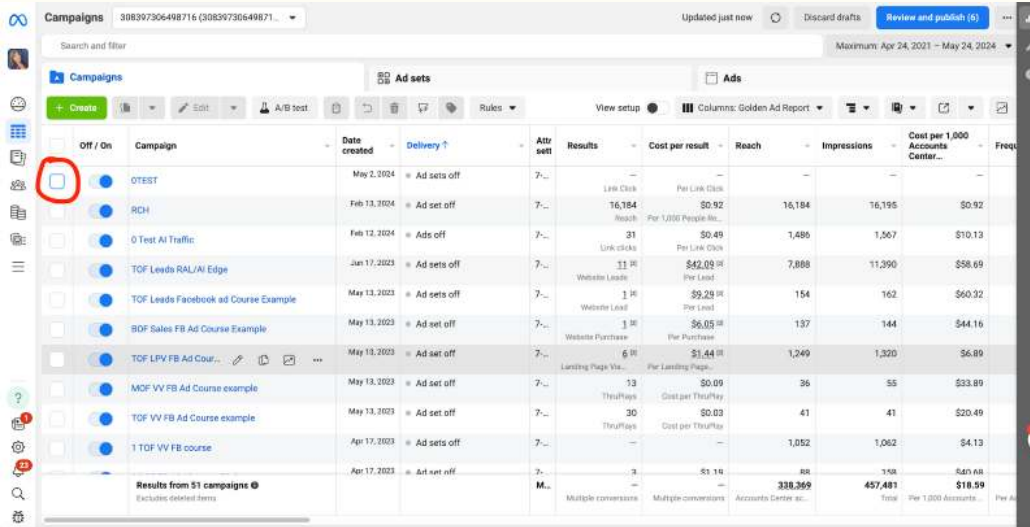
1. Use the same gmail account as your other AI tools
2. Start with a free account (NOTE: You'll have watermarks on your video at this level. Upgrade to remove them)
 - Confirm your username
 - Tell them how you heard about them
 - Select why you're using it
 - Put your description of your video in the dialogue box
 - Click 'generate'



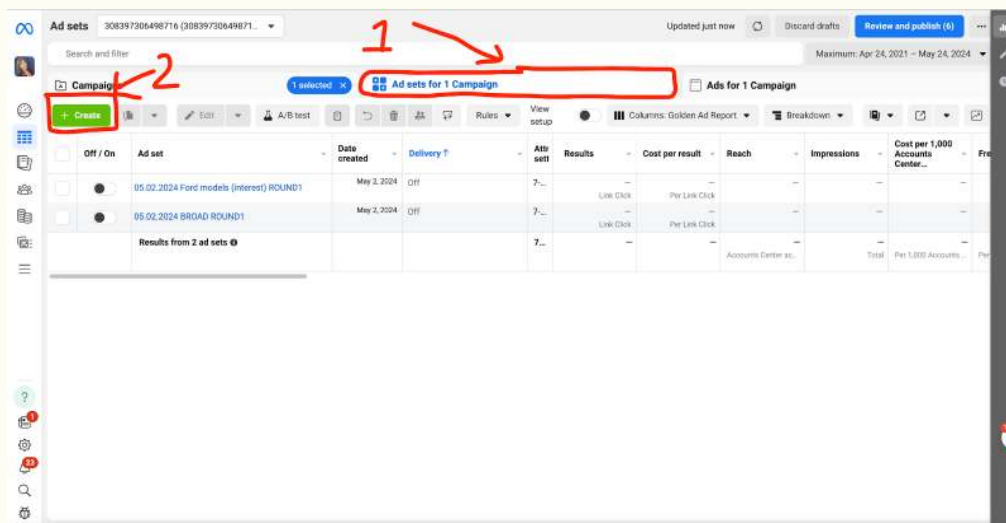
Create your new Ad Set

You'll have one Ad Set for testing your Graphics/Images and a second ad set for testing your videos.

1. Click on the white square to the left of the same campaign used to test your headlines



2. Go to the Ad Set tab. Then, click on the green 'Create' button

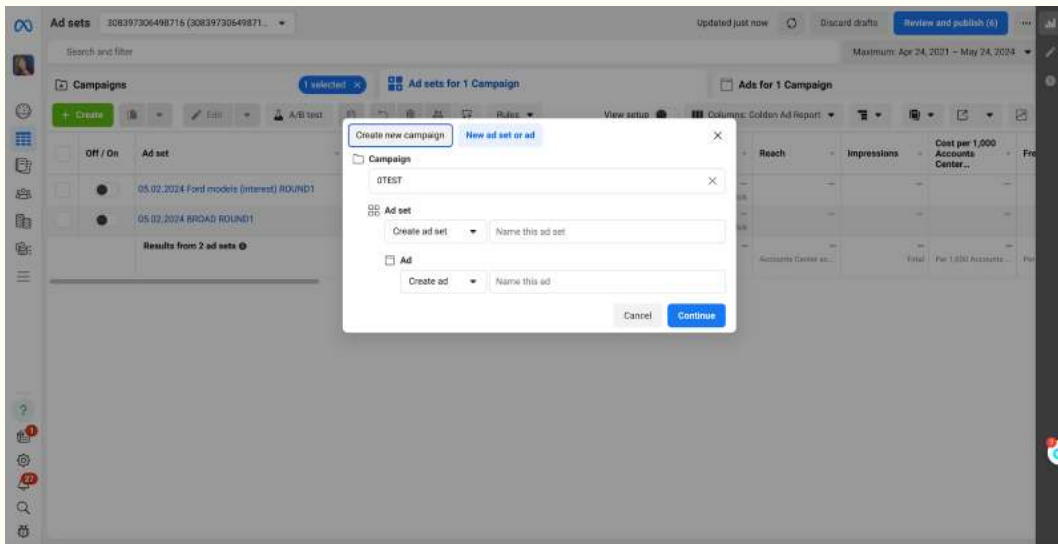


3. A new popup window will appear. In it, you can name your **Ad Set**: The naming convention I use is:

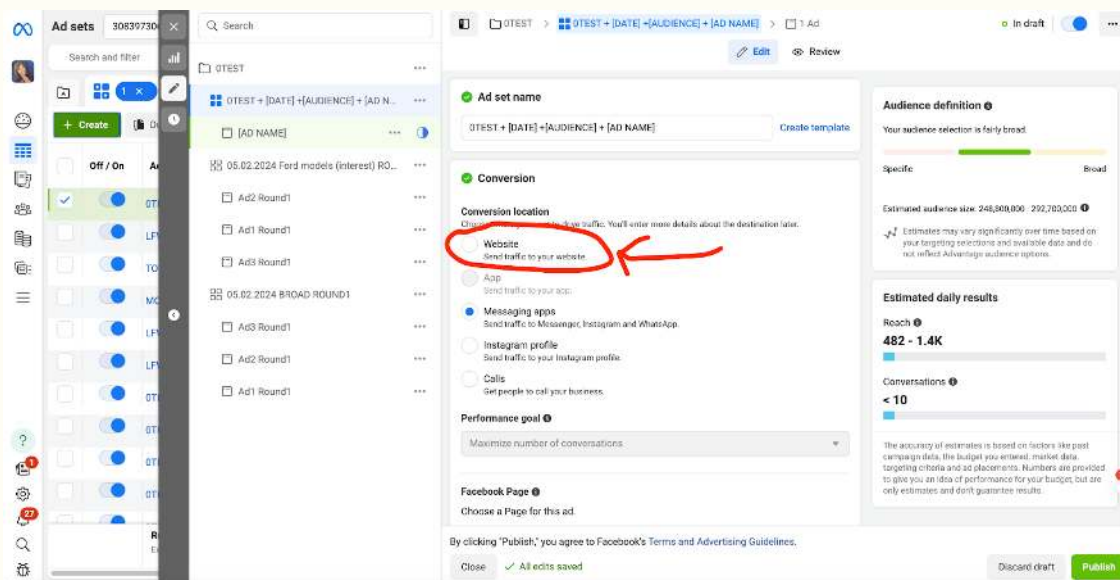
[TOF] + [Test] + [DATE] + [AUDIENCE] + [AD NAME (PLUS length of video for video test)]

And your **Ad**: [TOF] + [Test] [AUDIENCE] + [AD NAME (PLUS length of video for video test)]

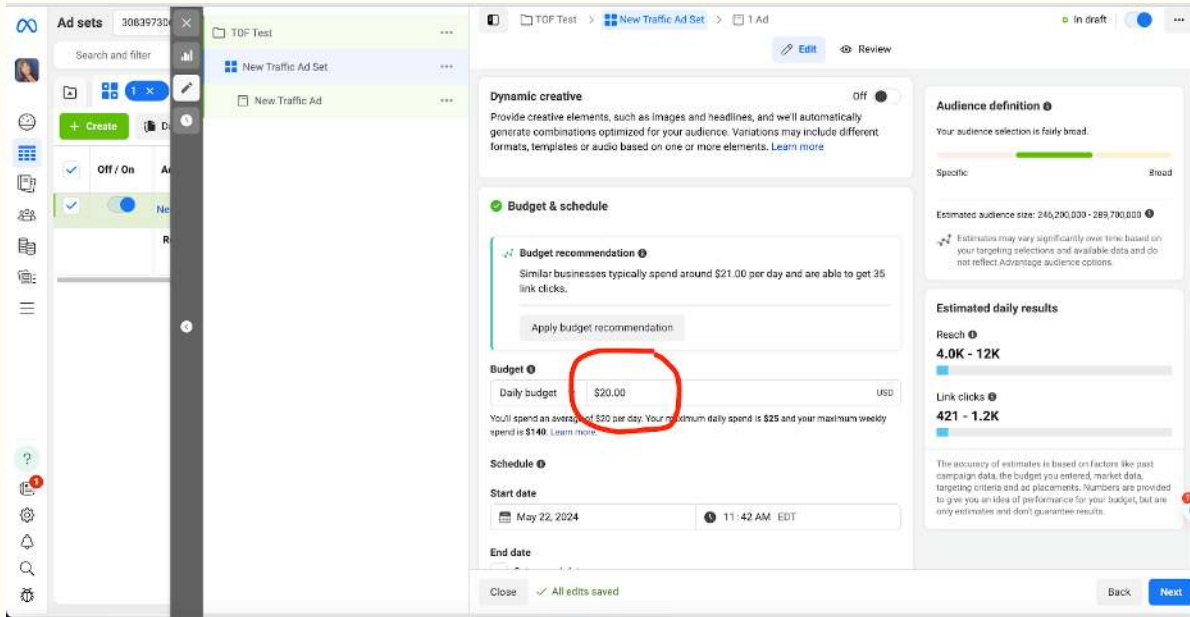
Click the blue 'Continue' button when done.



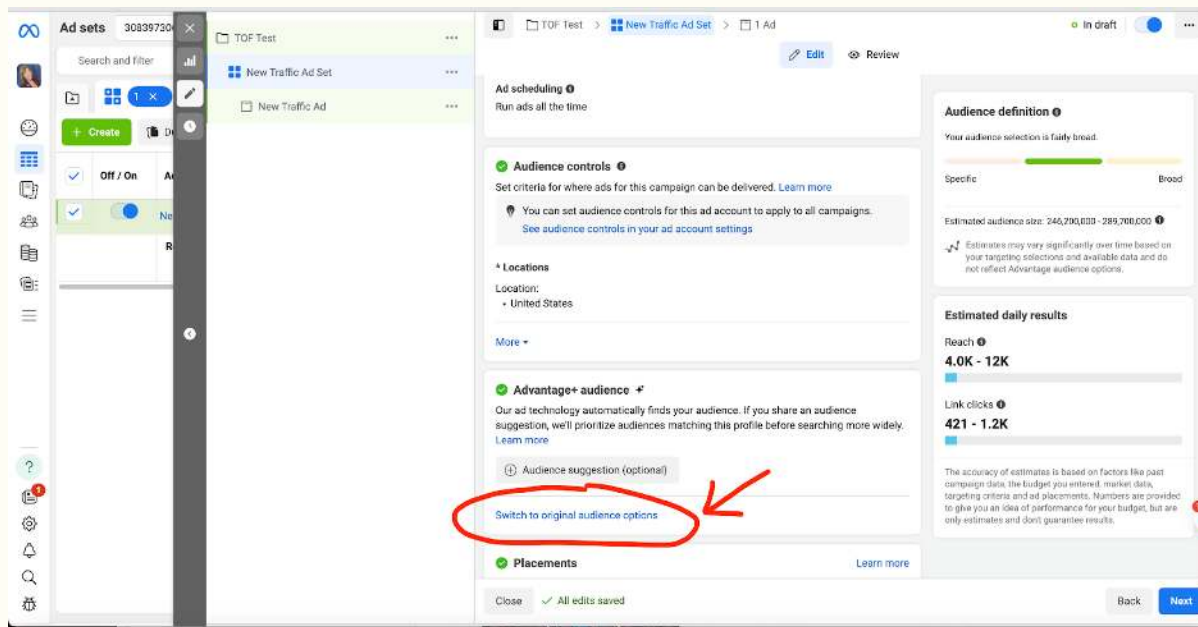
4. The Ad Set window will open. Scroll down to Conversions: Select 'Website'



5. Set the daily ad budget (recommend \$10 minimum)

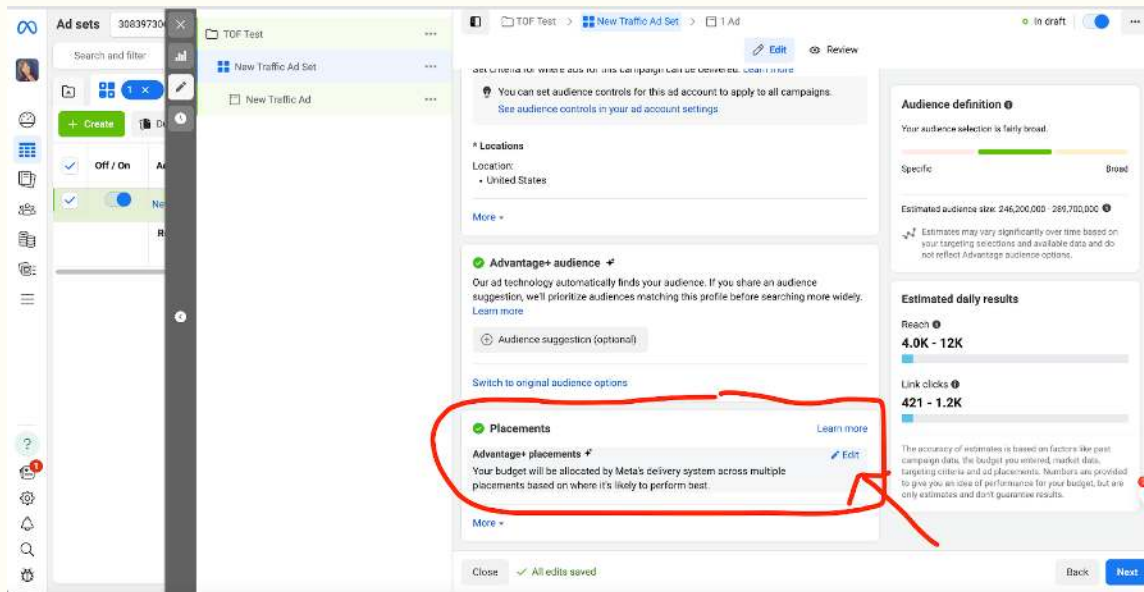


6. Advantage + controls: Select 'Switch to original audience options'



- Use 'original audience'
- Set age range
- Set gender
- Set detailed targeting

17. Placements: Advantage placements - Click on 'Edit'



18. Select 'Manual placements'

19. Deselect Audience Network

20. Deselect Messenger

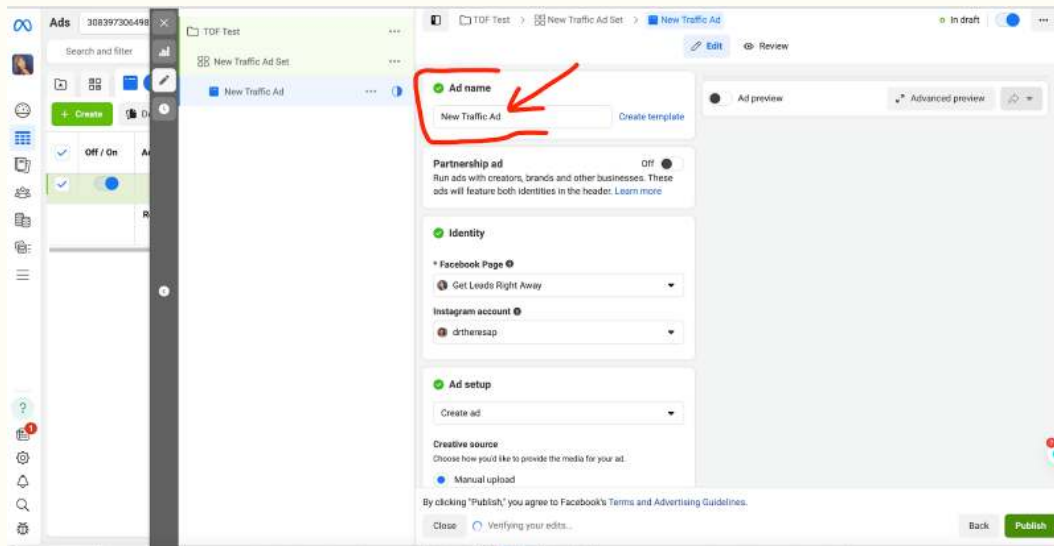
21. Open 'Feeds'

- Deselect Facebook Marketplace
- Deselect Facebook Right Column
- Deselect Instagram Explore Home
- Deselect Instagram Explore
- Deselect Facebook Business Explore
- Deselect Instream ads for videos and reels
- Deselect Search

22. Click the blue 'Next' button

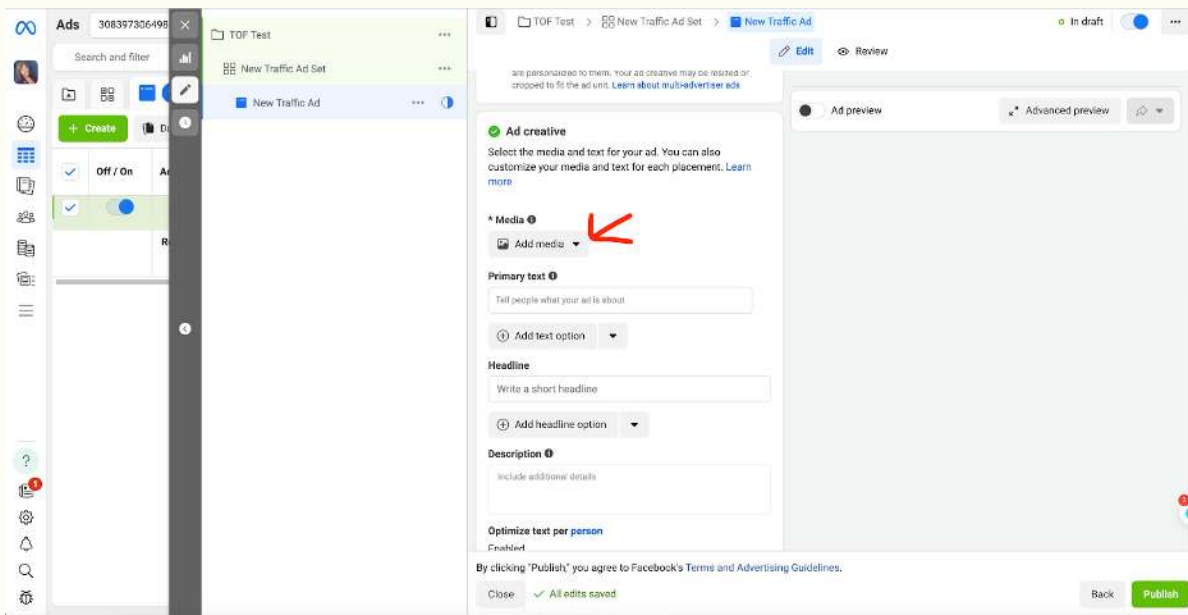
Creating your ad

1. Name your Ad: Naming convention I use is : [TOF] + [Test] [AUDIENCE] + [AD NAME (PLUS length of video for video test)]



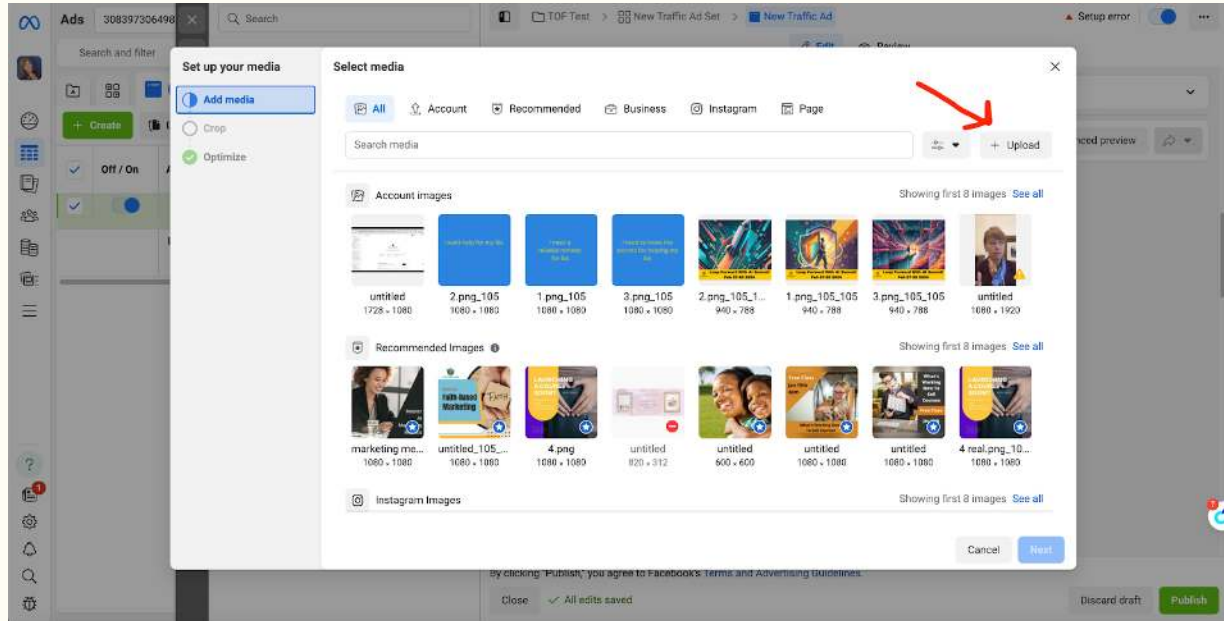
2. Scroll down to 'Ad Creative'

3. Select 'Add Media'



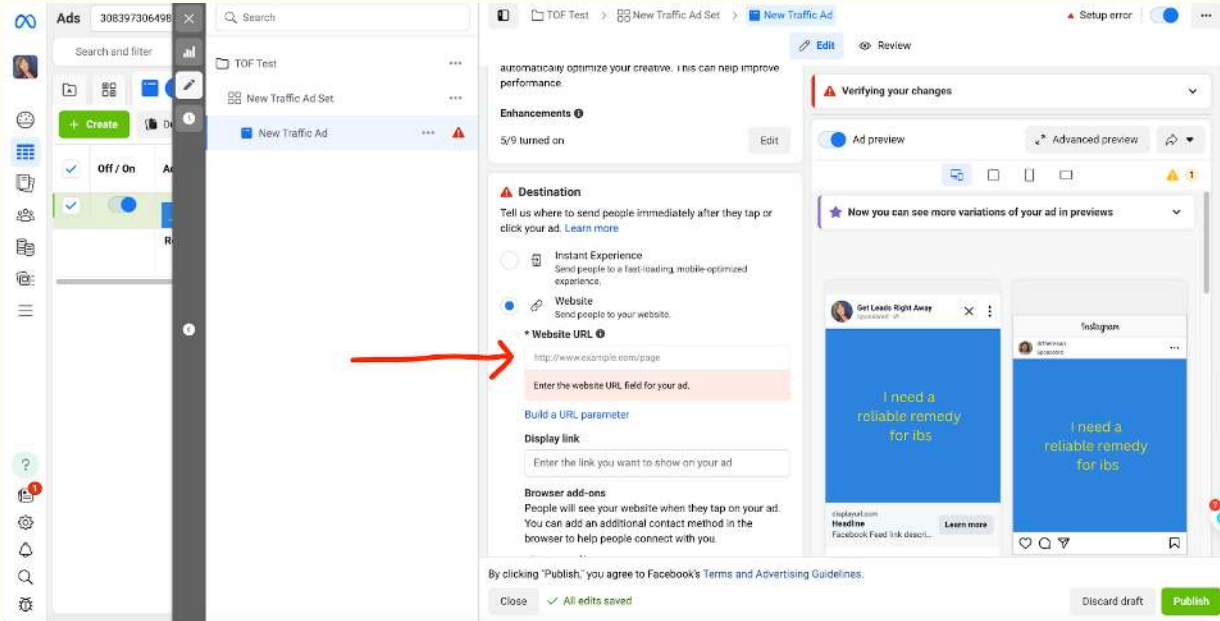
4. From the drop-down menu, select 'Images' (Or Videos if testing videos)

5. In the new window, click on 'Upload' in the top right corner

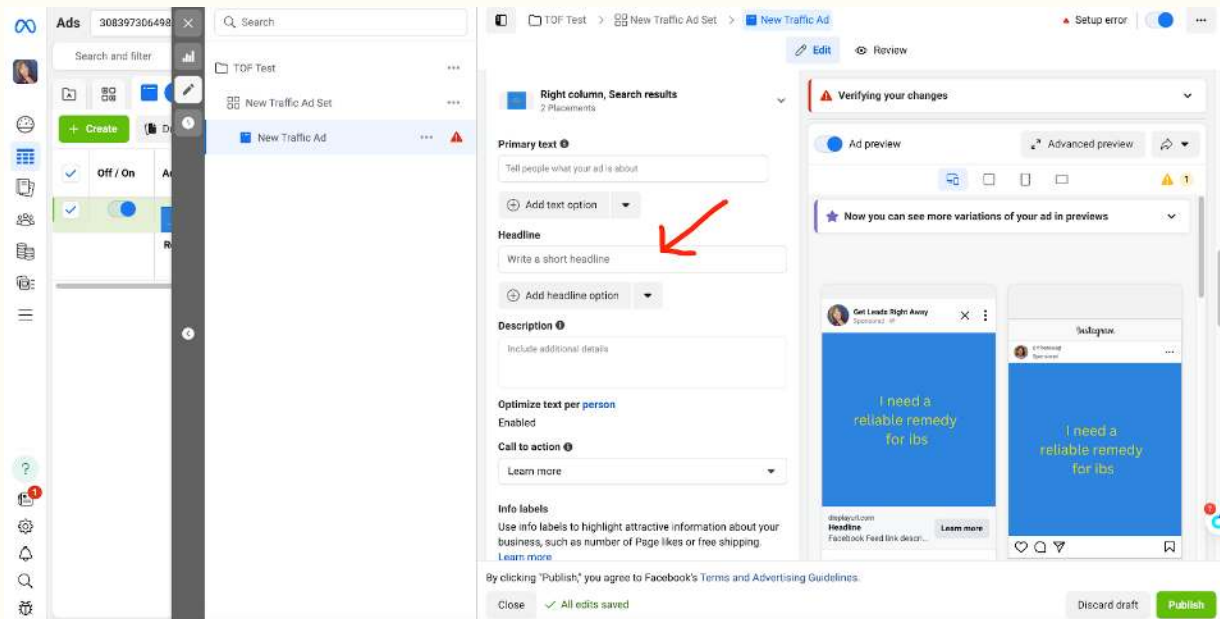


6. Select all graphics or videos for testing
7. After they've downloaded, select the first one
8. Click the blue 'Next' button
9. Click the blue 'Next' button again
10. Click the blue 'Done' button
11. Scroll down to add website URL

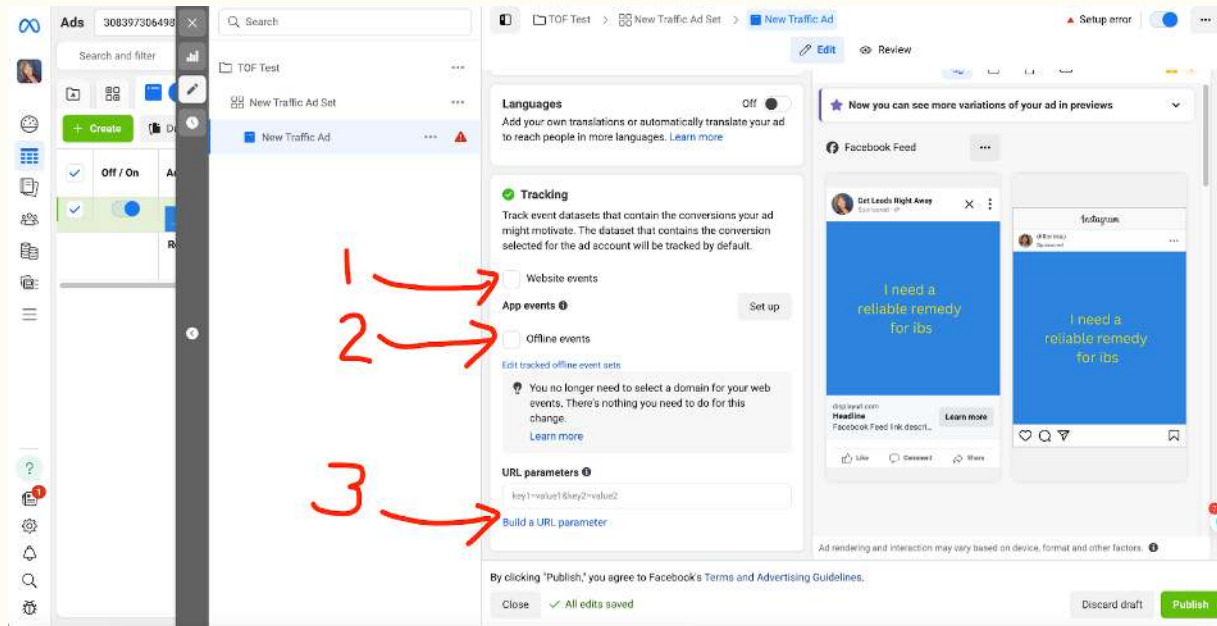
12. Scroll down to add website URL



13. Scroll back up to check the headline

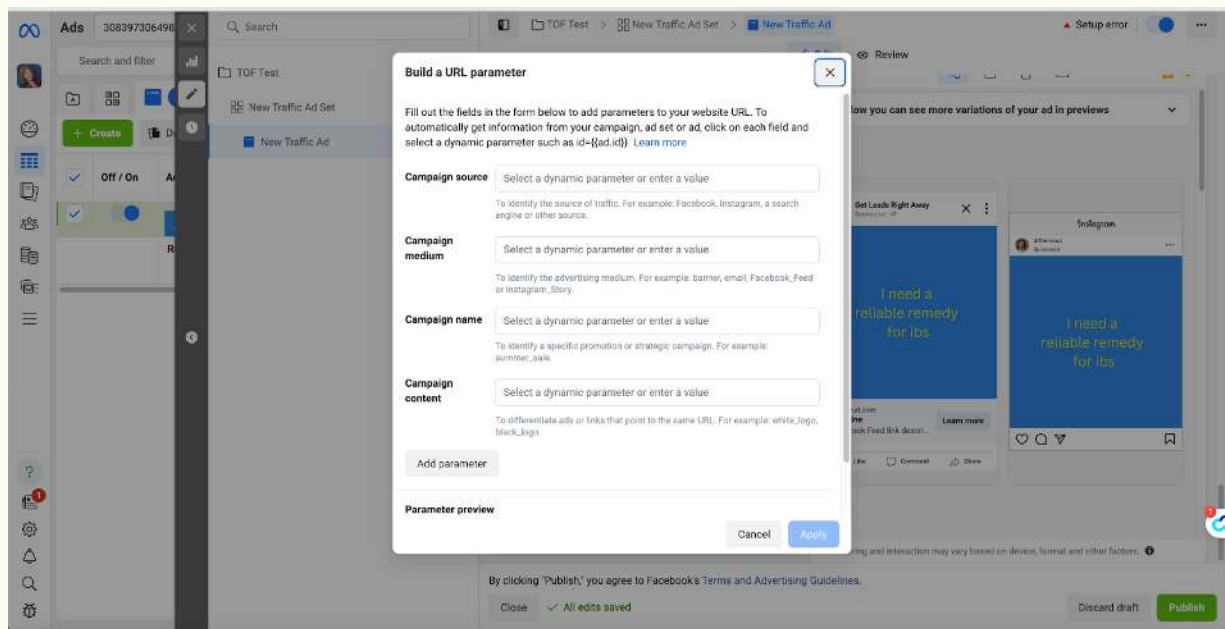


14. Tracking:



- Select 'Web Events'
- Select 'Offline Events'

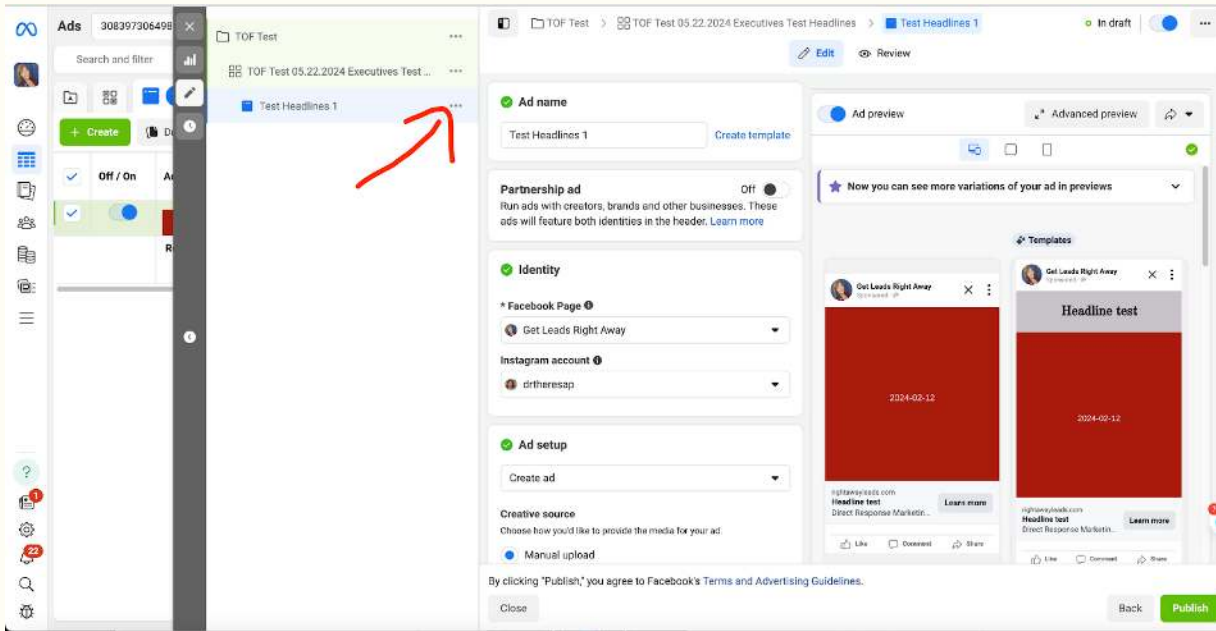
15. Set up the URL parameters (new popup)



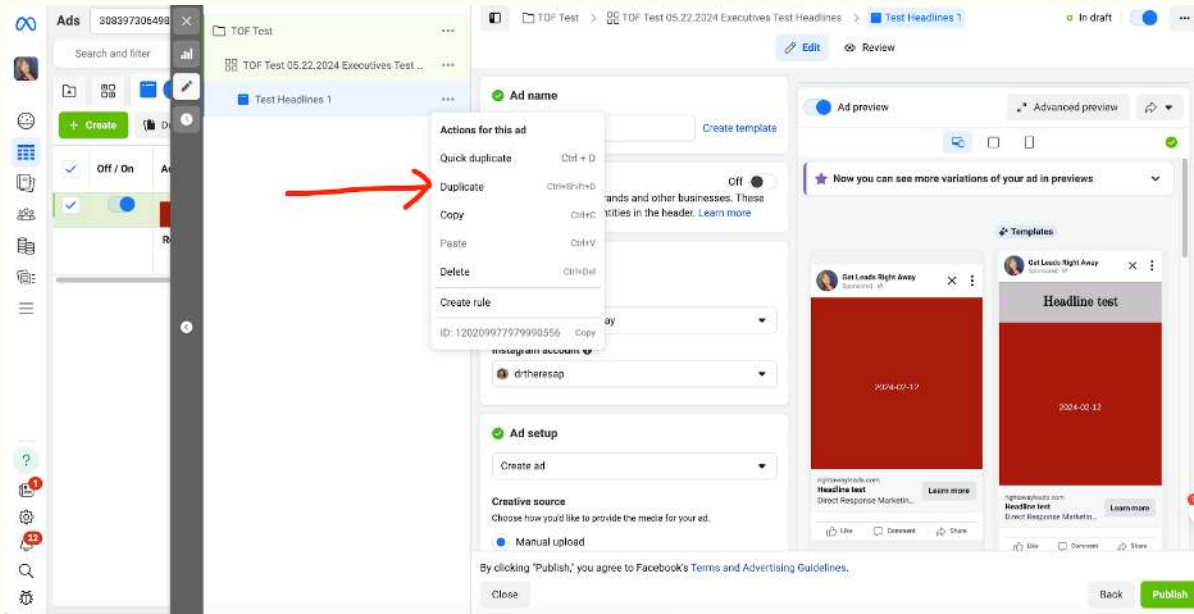
- Manually type in 'Facebook' in the first line
 - Manually type in 'PPC' in the second line
 - From the drop-down menu: select 'adset name'
 - From the drop-down menu: select 'ad name'
16. Click the green 'Publish' button. When completed, you'll see a popup stating '3 items published'

Creating the remaining ads for testing

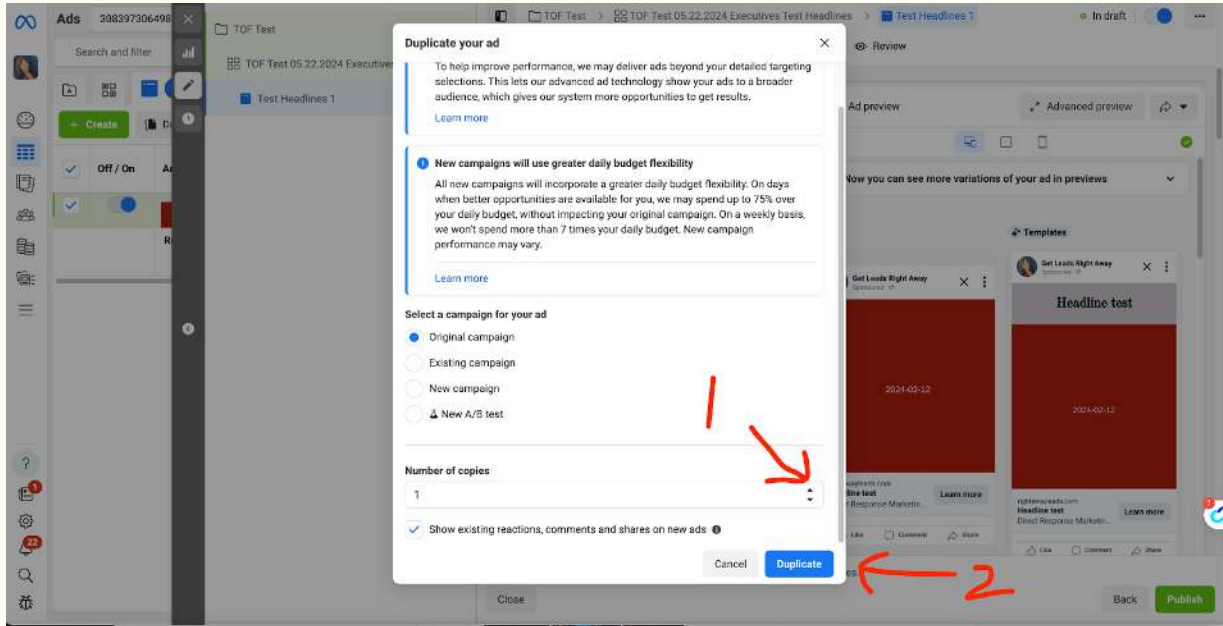
1. On the left-hand column, click on the three horizontal dots.



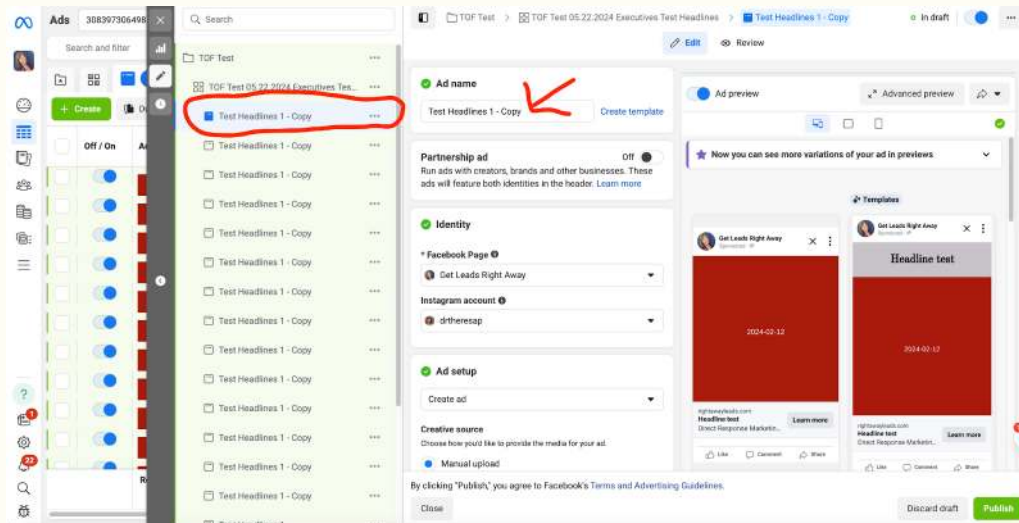
2. From the drop-down menu, select 'Duplicate'.



3. In the new window, scroll down to the bottom. Increase the number of duplicates to however many you need.
4. Click the blue button 'Duplicate'

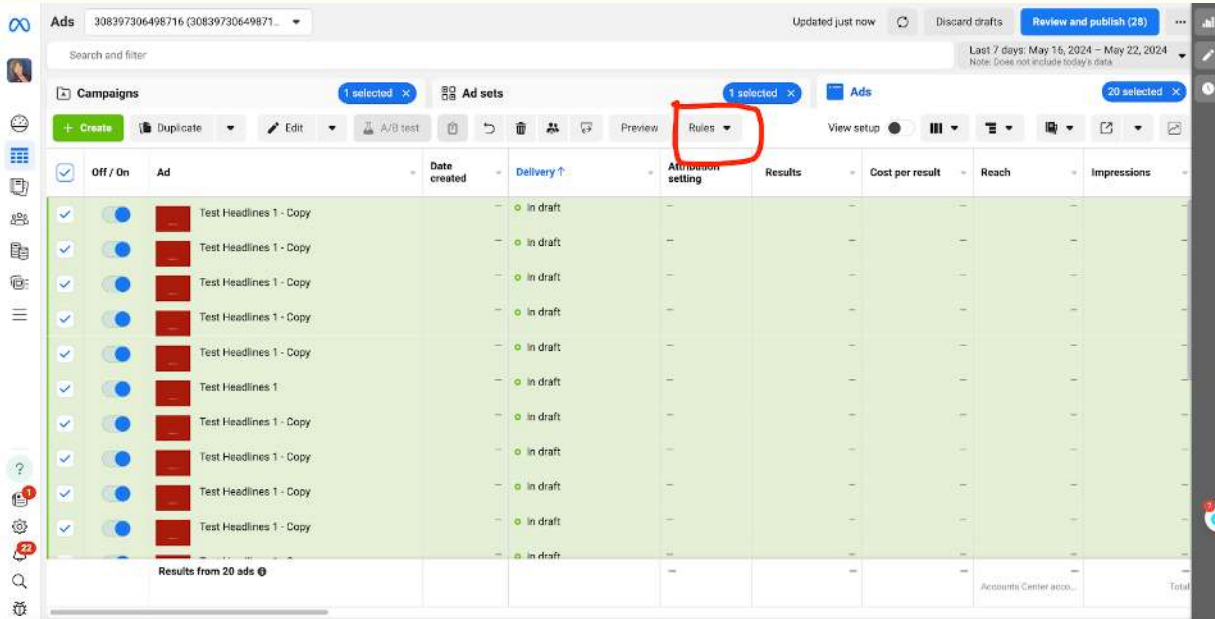


5. On the left-hand column, you'll see copies of the original ad. Click on the one at the top.

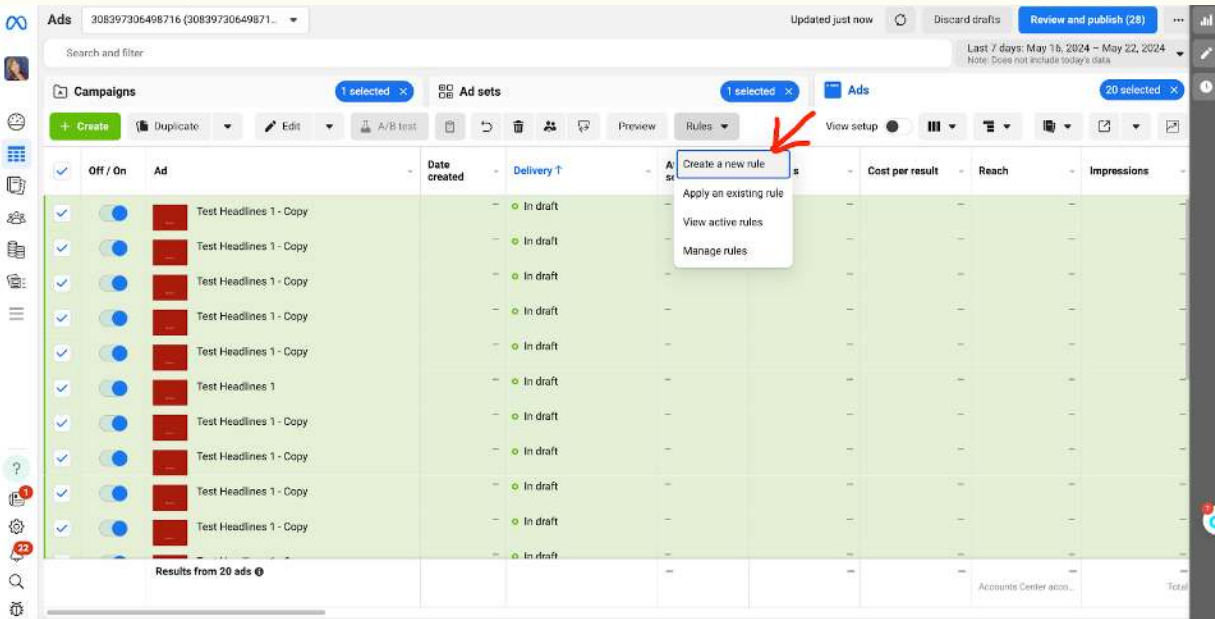


5. Edit the Ad Name with the name of the graphic or video you're testing.
6. Scroll down to the 'Media' button. Click on it.
7. Select 'Image' (or 'Video' if testing videos) from the drop-down menu.
8. A new window will popup. This is where you uploaded the images or videos before. Select the next image or video.
9. Click the blue 'Next' button
10. Click the blue 'Next' button again
11. Click the blue 'Done' button.
12. Click the green ' Publish' button.
13. Repeat steps 5-12 with the remaining ads.

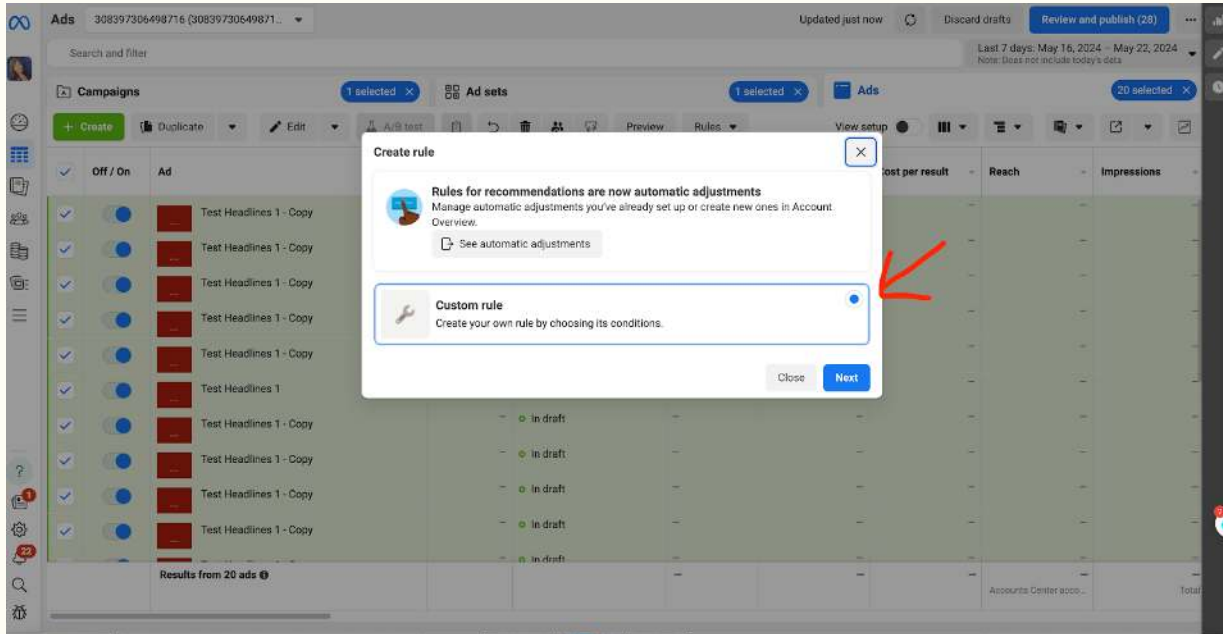
3. Click on the 'RULES' button. A dropdown menu will appear.



4. In the dropdown menu, select 'Create new rule'

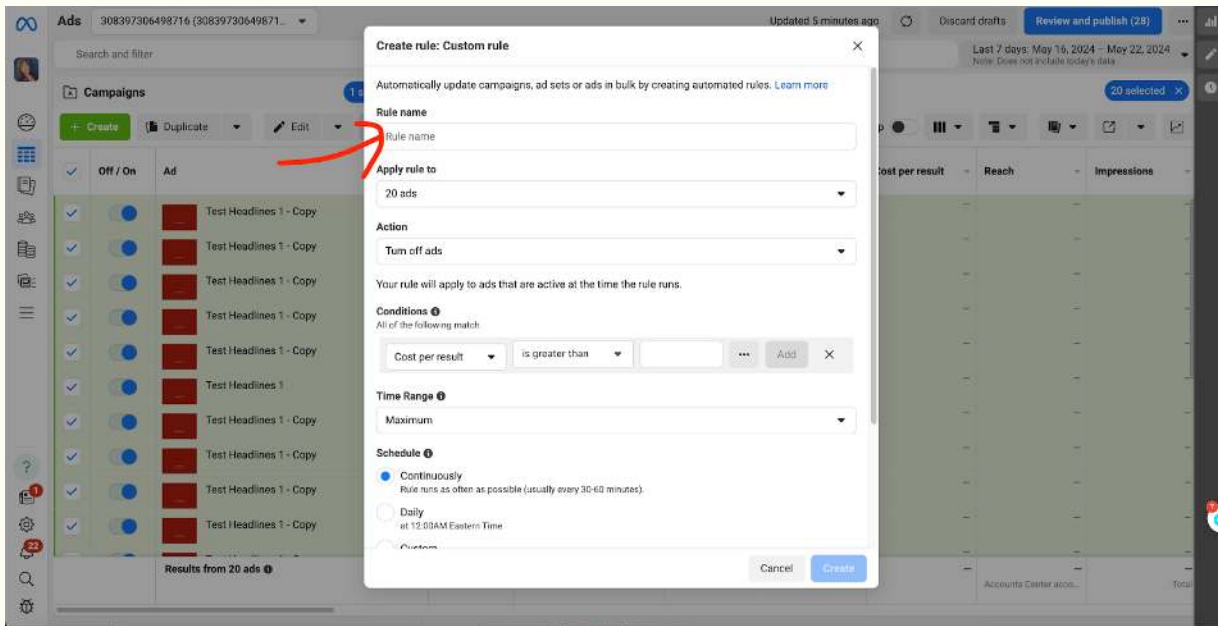


5. In the popup window, select the second option 'Custom Rule'. Then click the blue 'Next' button.

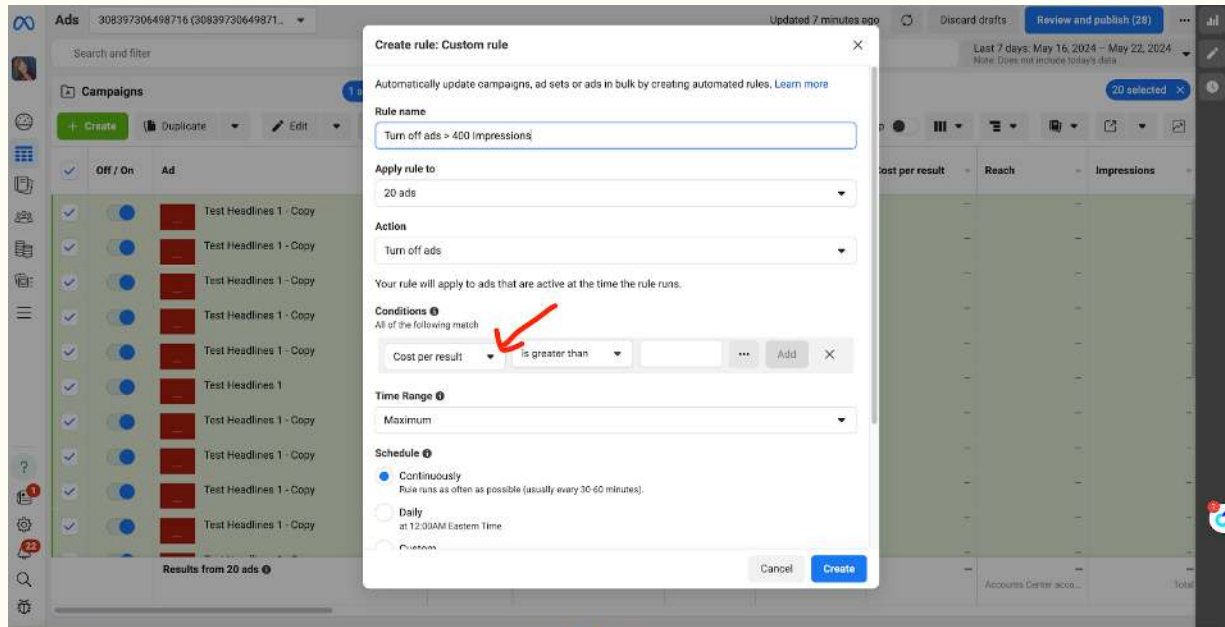


6. A new popup window will open. Follow these steps:

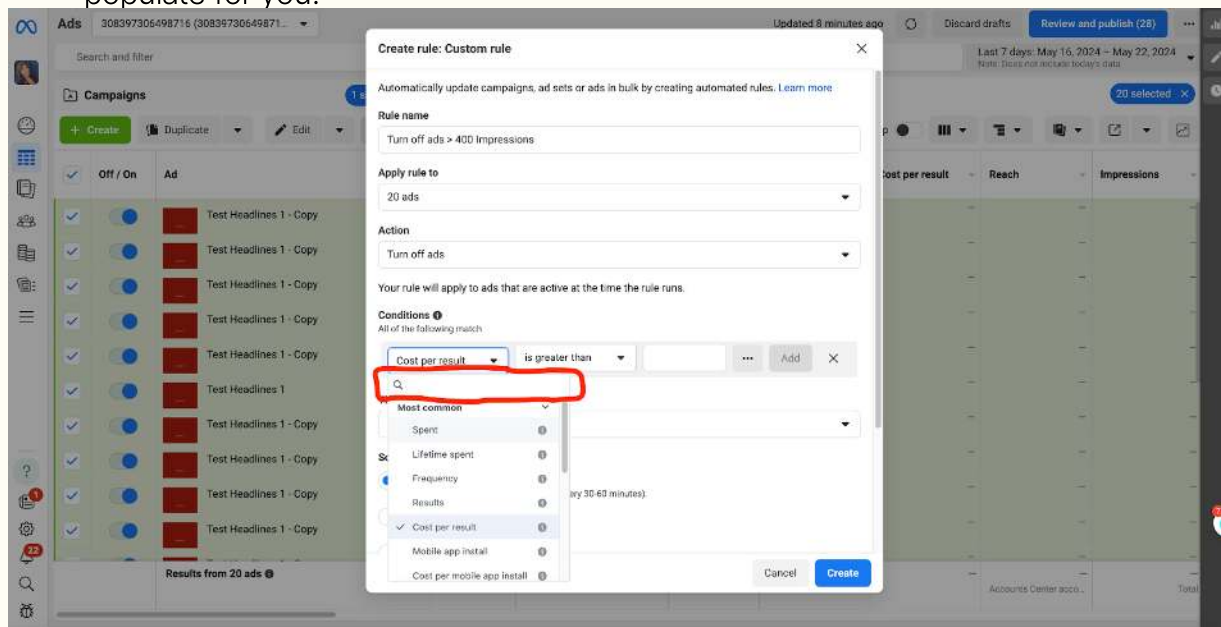
- o Name your Rule: 'Turn off ads >400 Impressions'



7. Below 'Conditions', click on the dropdown arrow to the right of 'Cost per result' to reveal a dropdown menu.

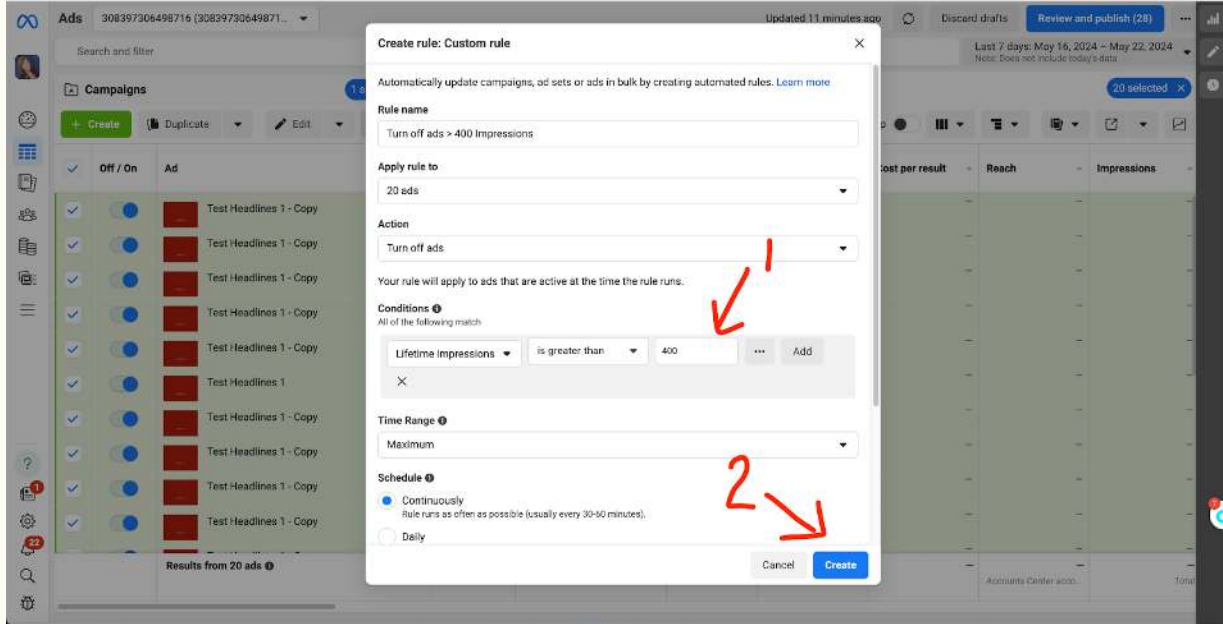


8. In the dropdown menu's search box, type in Lifetime Impressions. It should populate for you.

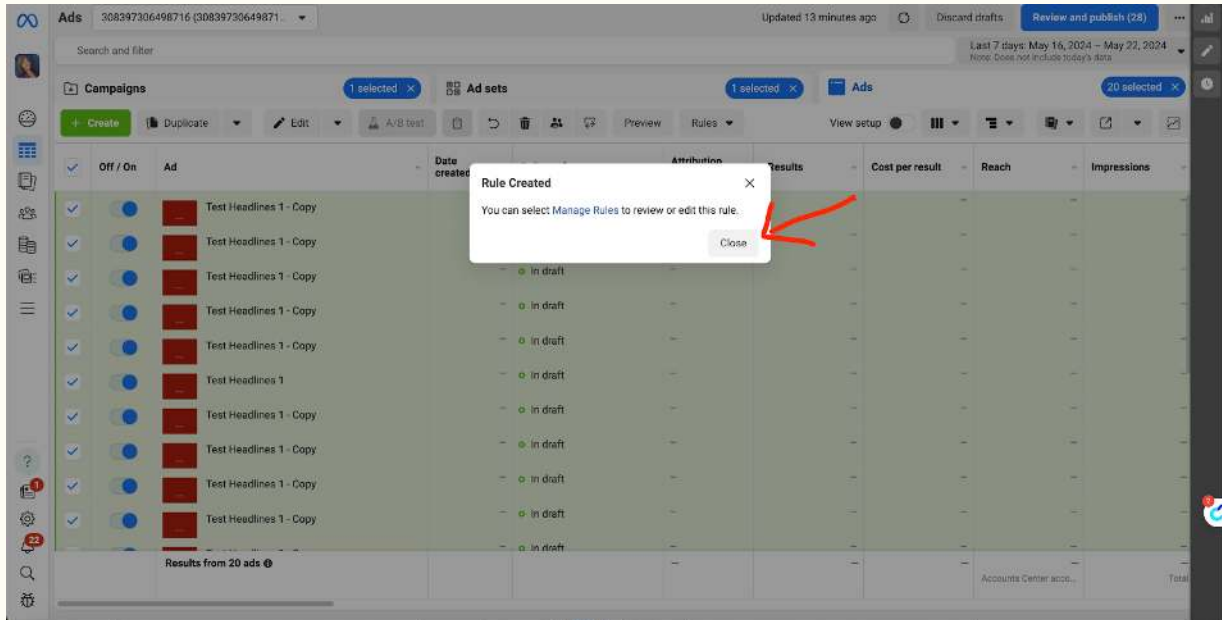


9. Select 'Lifetime Impressions'.

10. Moving to the right, look for the blank box after 'is greater than'. Enter 400 here. Then click the blue 'Create' button in the bottom right.

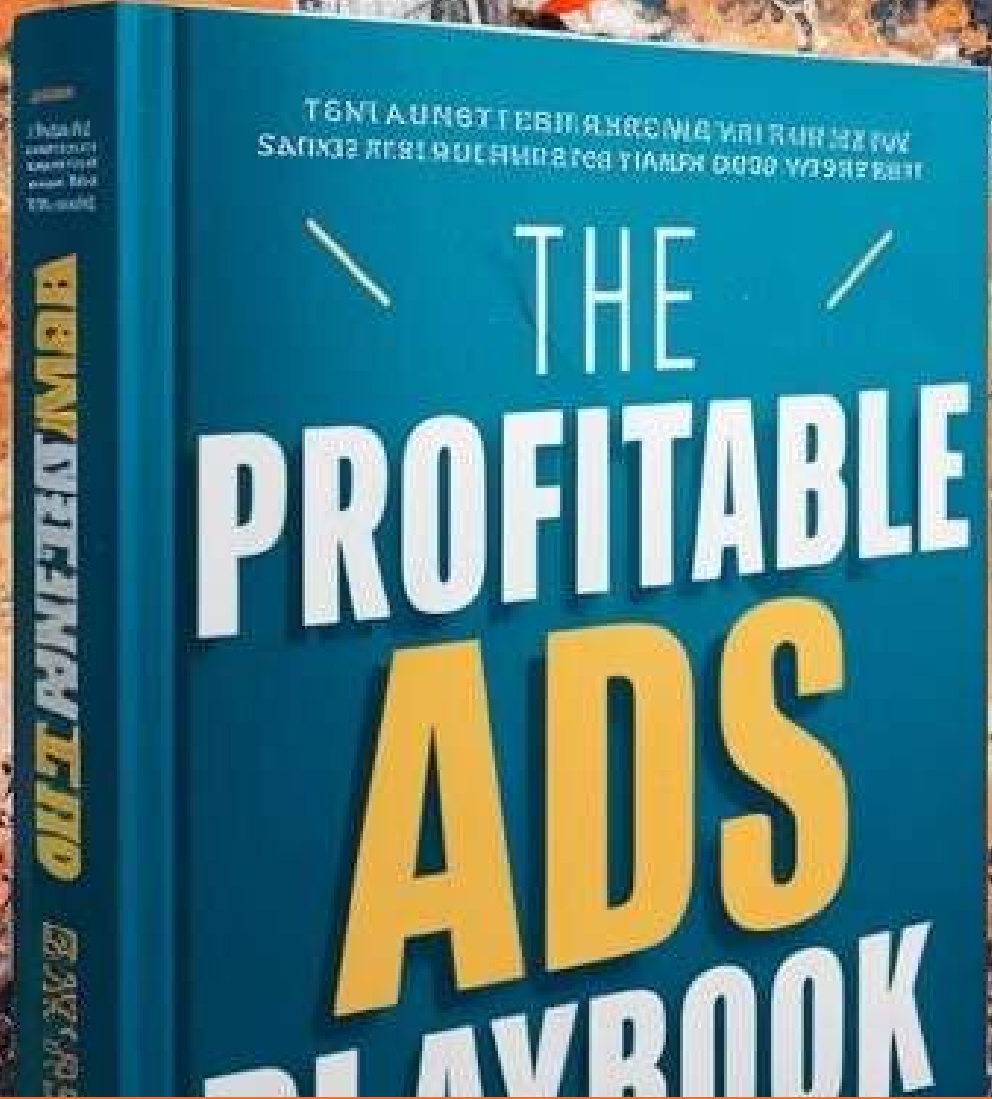


11. This window will now close.
12. A new popup window will appear telling you that the Rule was created. Click on 'Close' button.



Congratulations!

You have officially set up your graphics or video test. 😊

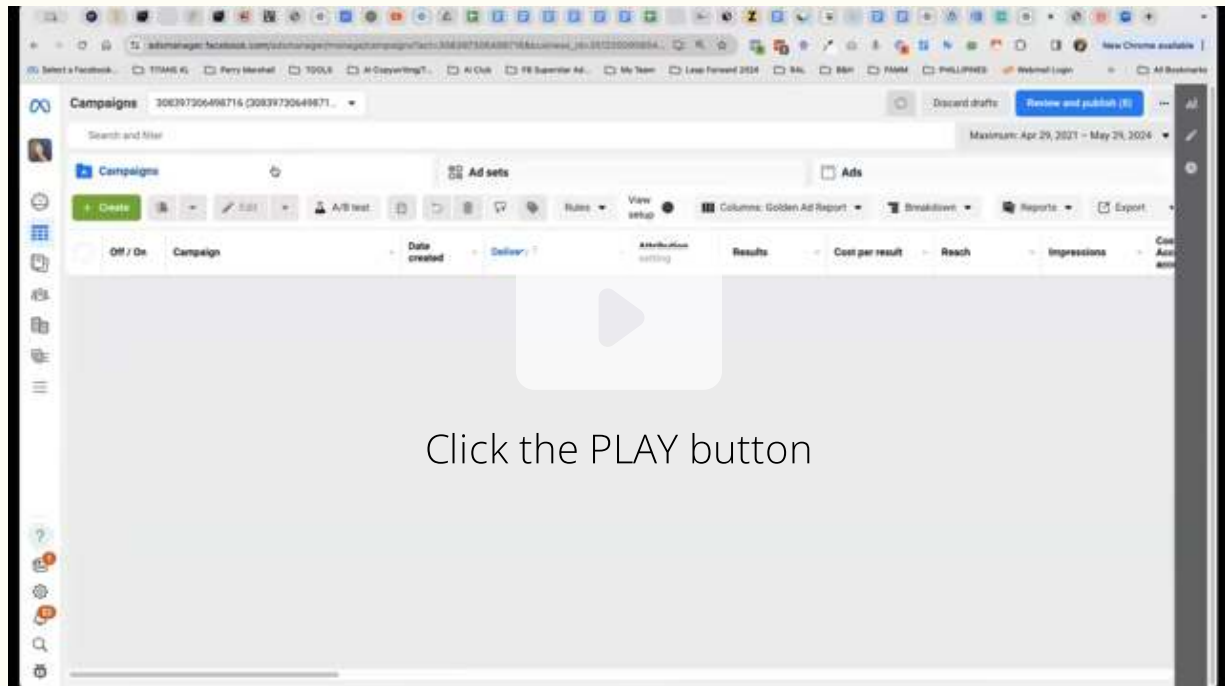


03

PART THREE

ASSESSING GRAPHIC RESULTS

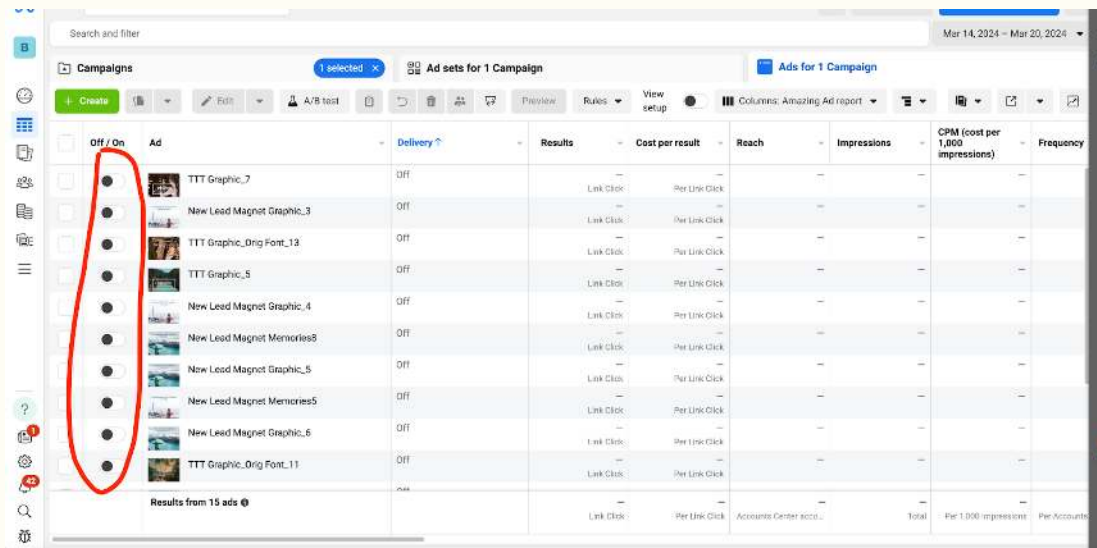
Click the PLAY button for the video instructions



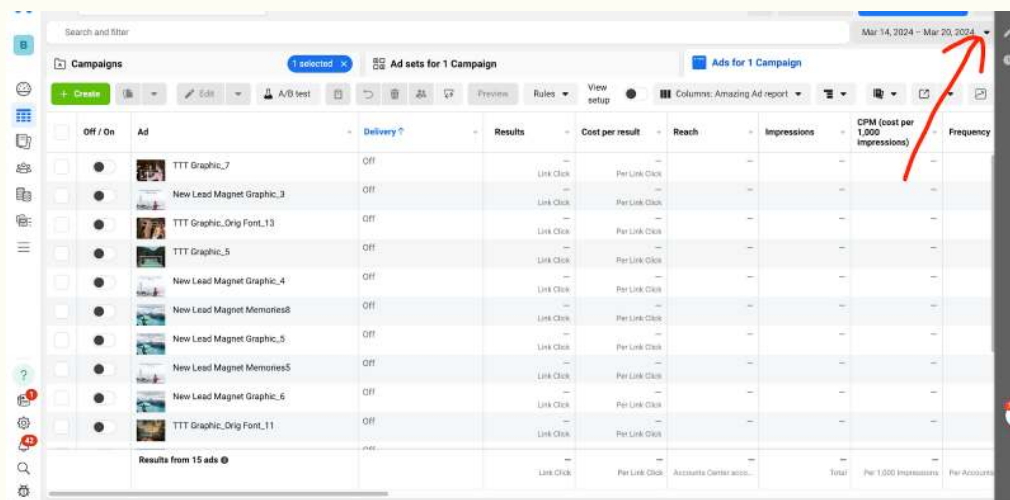
Transcript: PART THREE (click to open)

STEPS (Complete steps 1-5 in the Ads tab of your Facebook Business Manager)

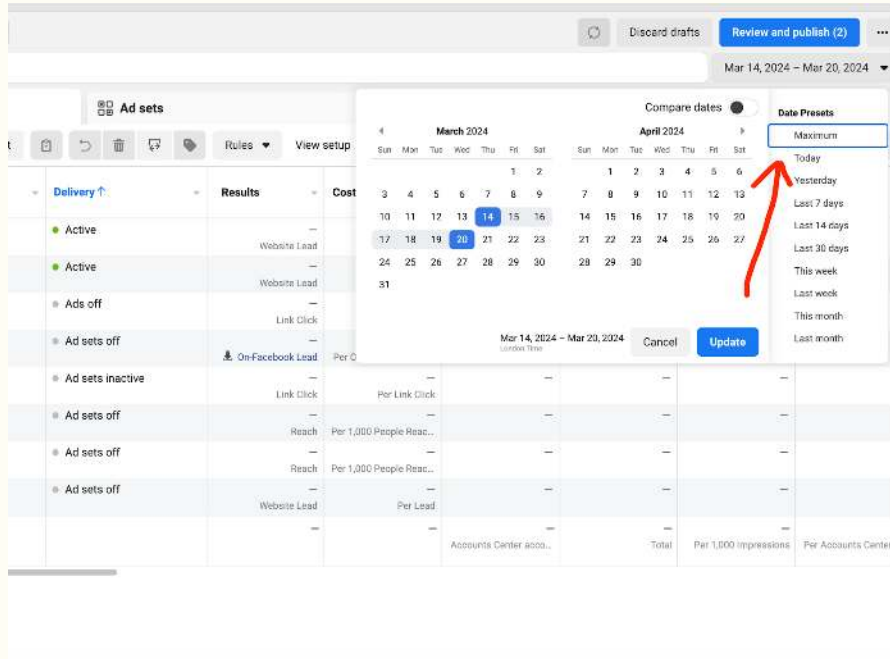
1. Be sure all ads have been turned off. This should happen automatically according to the Rules that you set up. When the ads are off the toggle button in the far left column is black



2. In the top right corner, click on the drop-down Arrow to the right of the date.

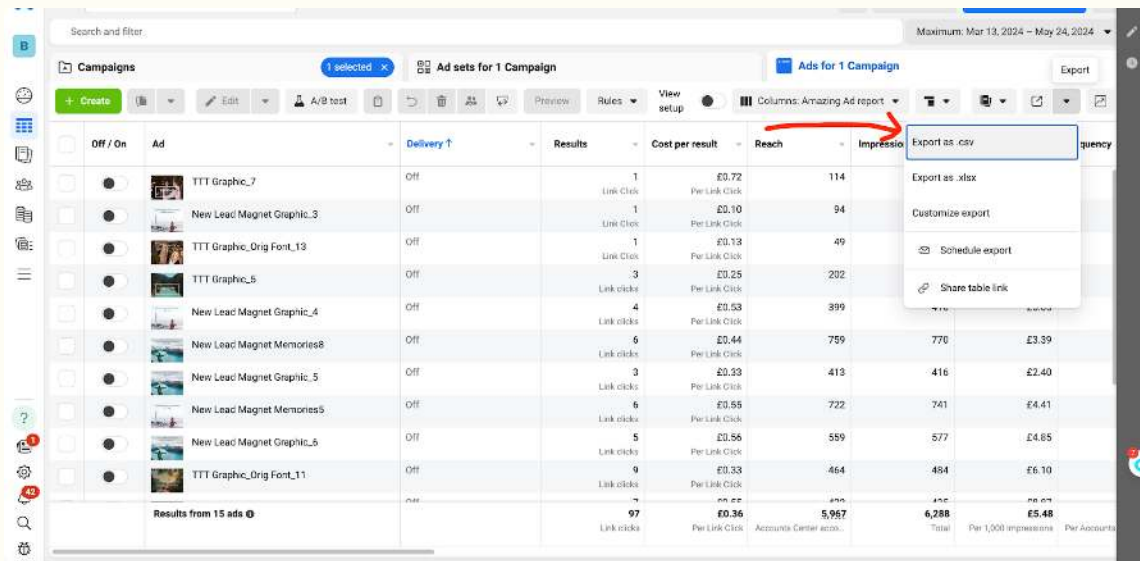


3. From the menu to the right of the calendar, select 'Maximum'



- 4. Click on the dropdown arrow to the far right of the page about 1/3 of the way down.

5. Select 'Export as.csv' from the new dropdown menu.
6. Put the csv file in your documents where you can retrieve it easily.



CustomGPT 'Facebook Ad Superstars'

1. Open the CustomGPT '[Facebook Ad Superstars](#)'
2. Click on the first prompt
3. You'll receive a response requesting information. Upload your .csv file using the 'paper clip' on the left side of the prompt box.

Tell ChatGPT: 'Here's the information for the above task'

1. Wait for the response.
2. Other suggested prompts:
 - Arrange the ads from low to high for CPC (cost per click)
 - What is the total adspend?

Ad Scoring Sheets

1. Enter the information on your Ad Scoring Sheets in the Headlines tab.

If you have at least three graphics with a cost per link click below 50 cents, you can move forward with the next step.

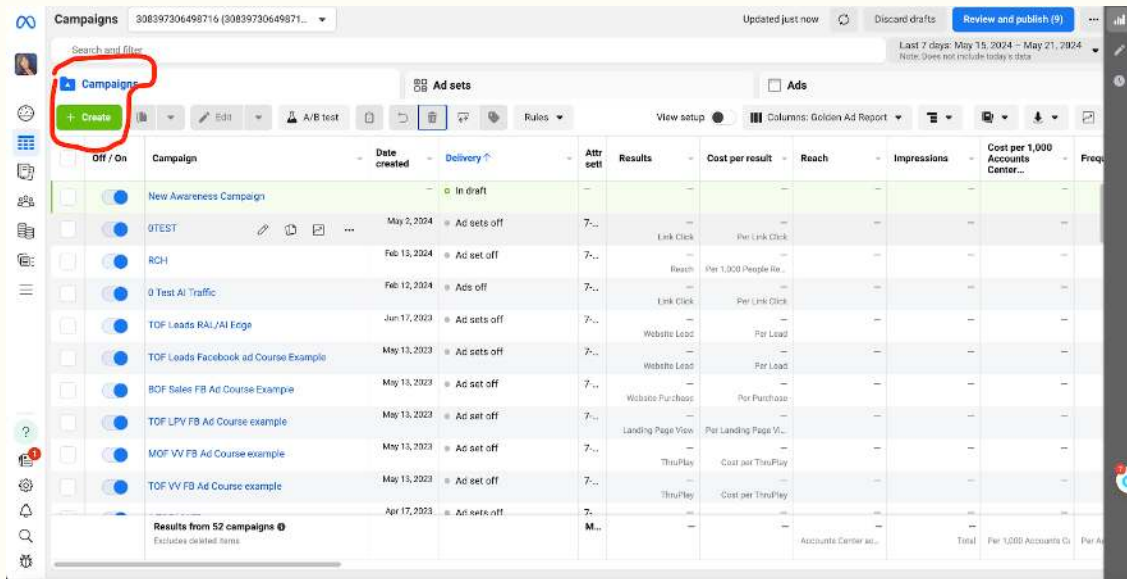
If you do not have at least three graphics with a cost per link click below 50 cents, then it's best to create more graphics and begin the test again.

This is the same with your videos.

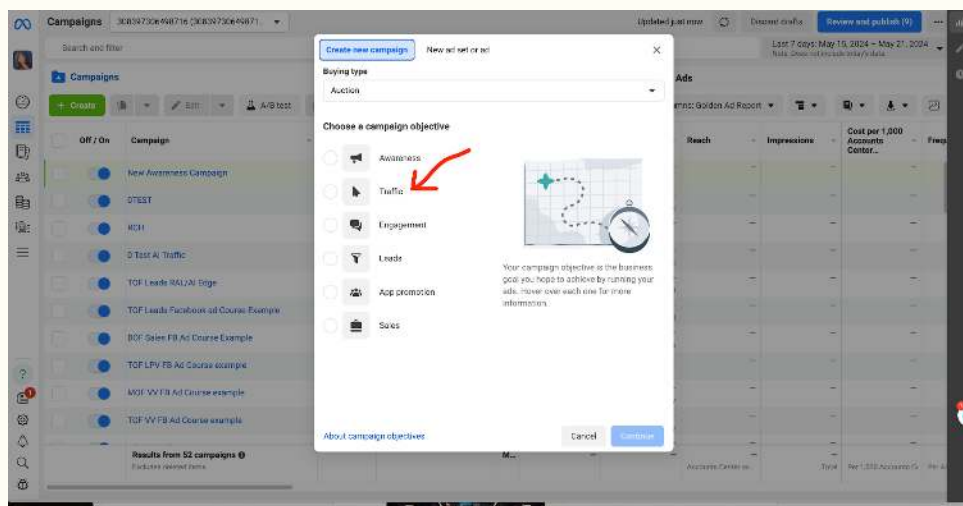
Combination Testing: Facebook Set Up

You'll use your top 3 headlines, your top 3 graphics and your top performing video.

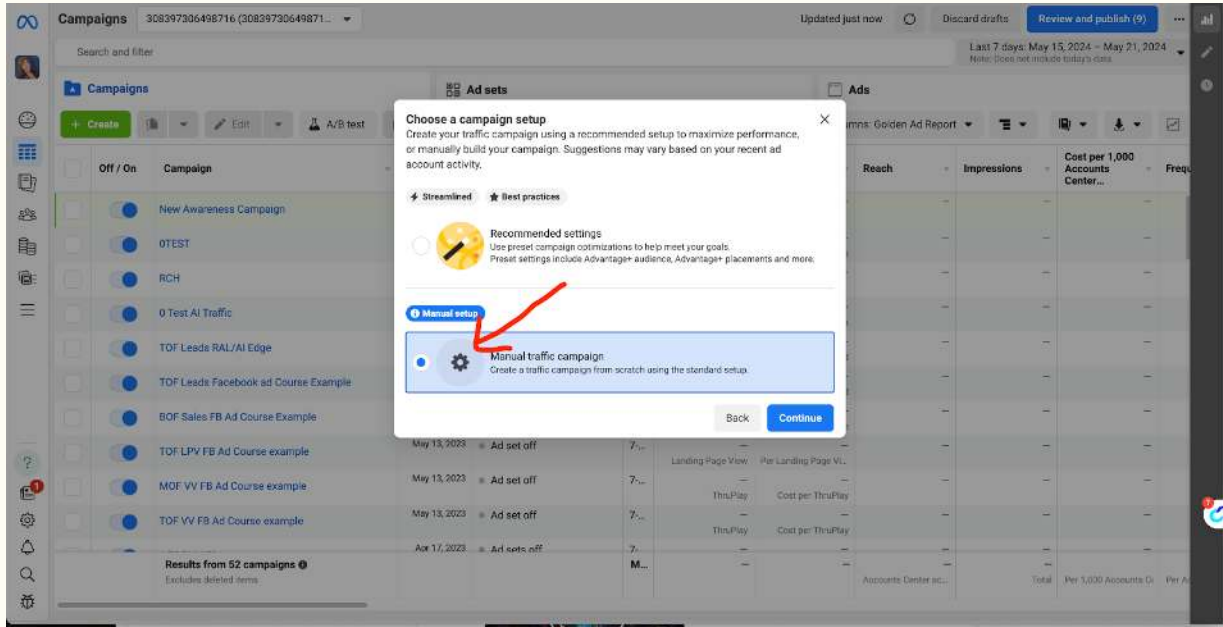
1. Open your Facebook Ad Account
2. Select 'Create' in the Campaign tabs



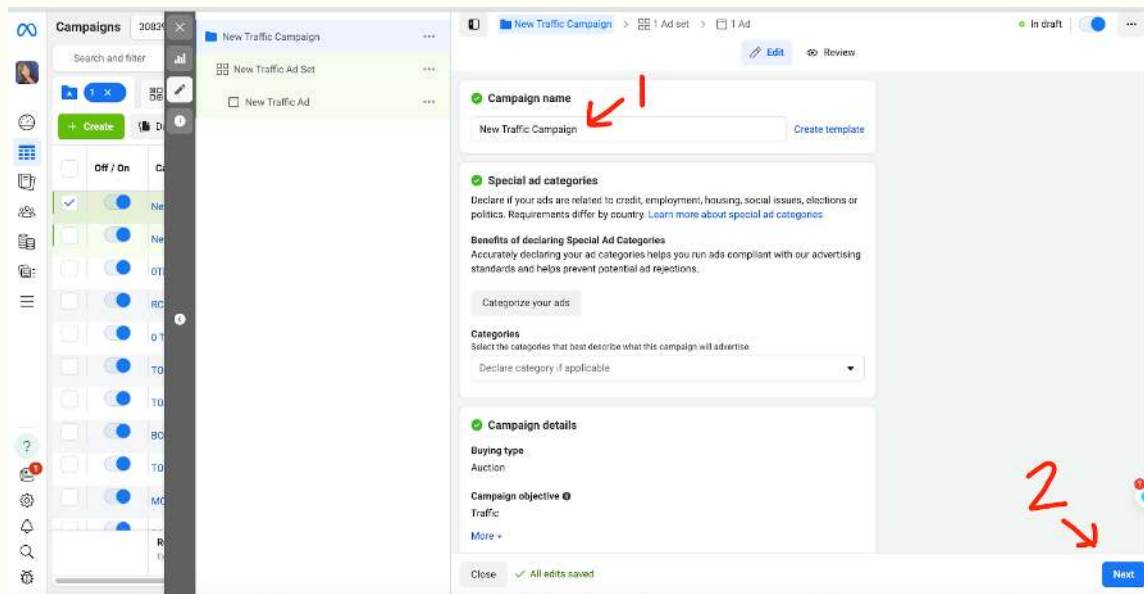
3. Select Objective: Traffic



- 4. Click the blue 'Continue' button
- 5. Select 'Manual Traffic Campaign'



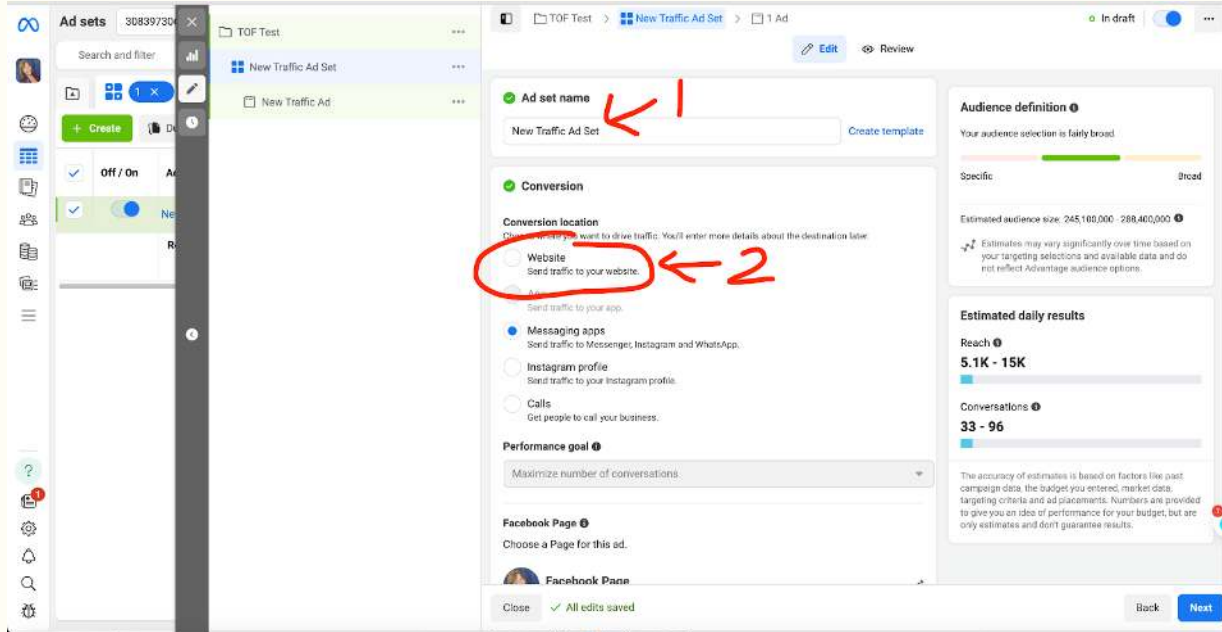
- 6. Name your campaign: Naming convention I use is : [TOF] + [OBJECTIVE]



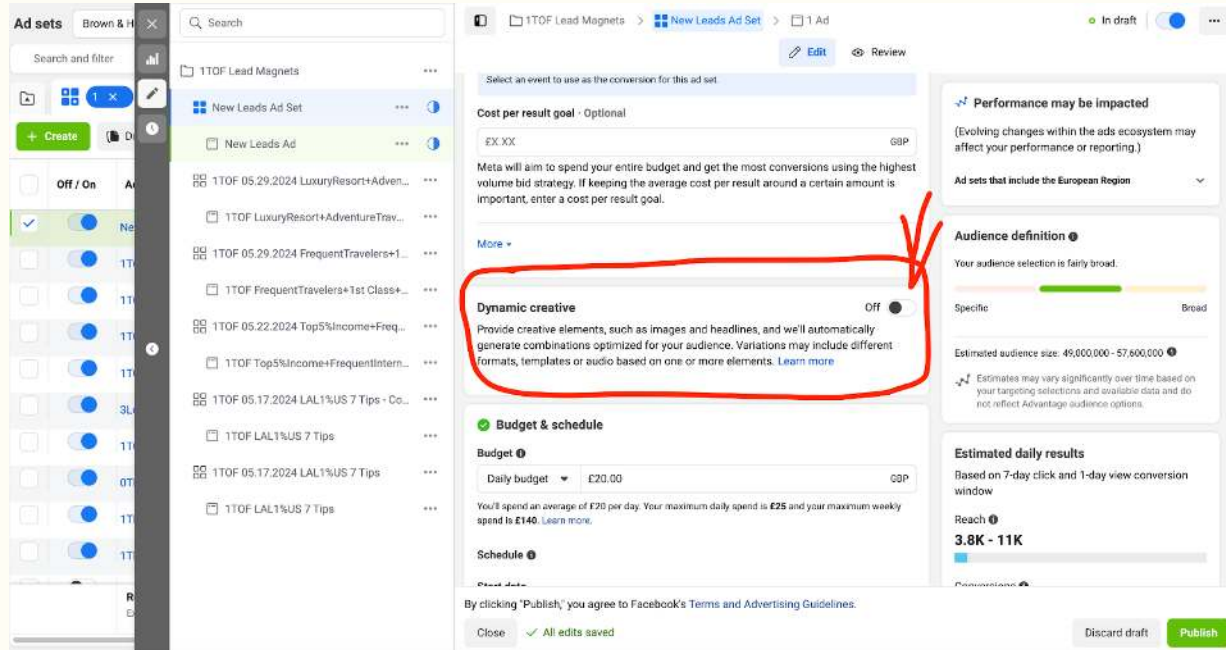
- Click the blue 'Next' button

Creating your Ad Set

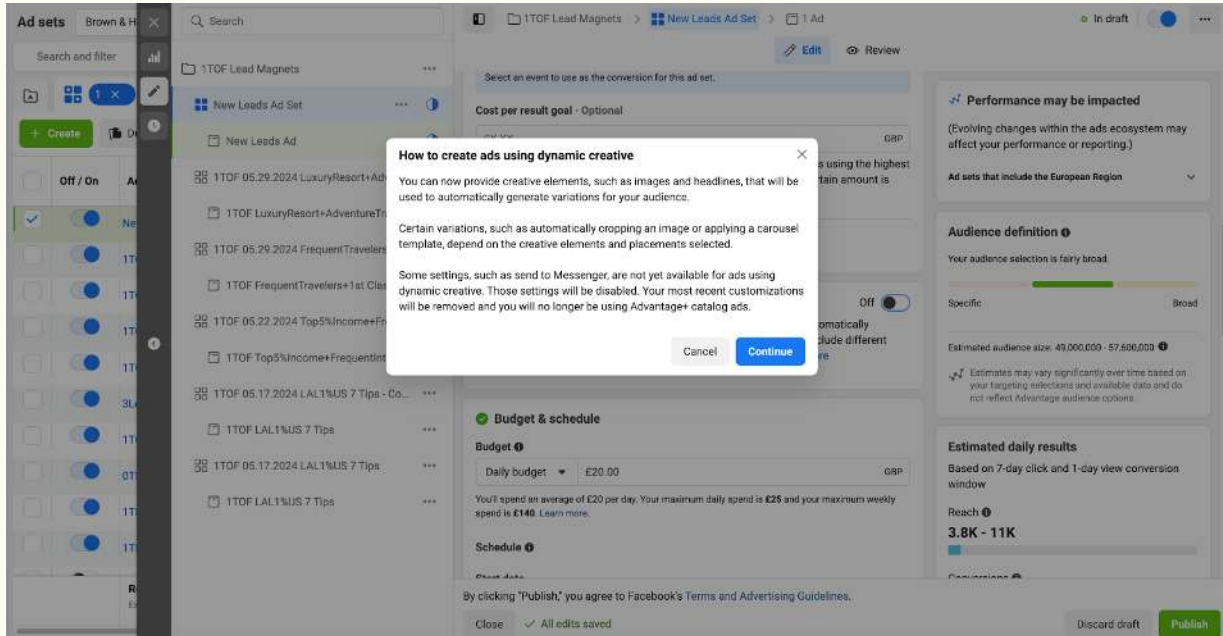
1. Name your Ad Set: Naming convention I use is : [TOF] + [OBJECTIVE] + [DATE] + [AUDIENCE] + [AD NAME]
 - Conversions: Select 'Website'



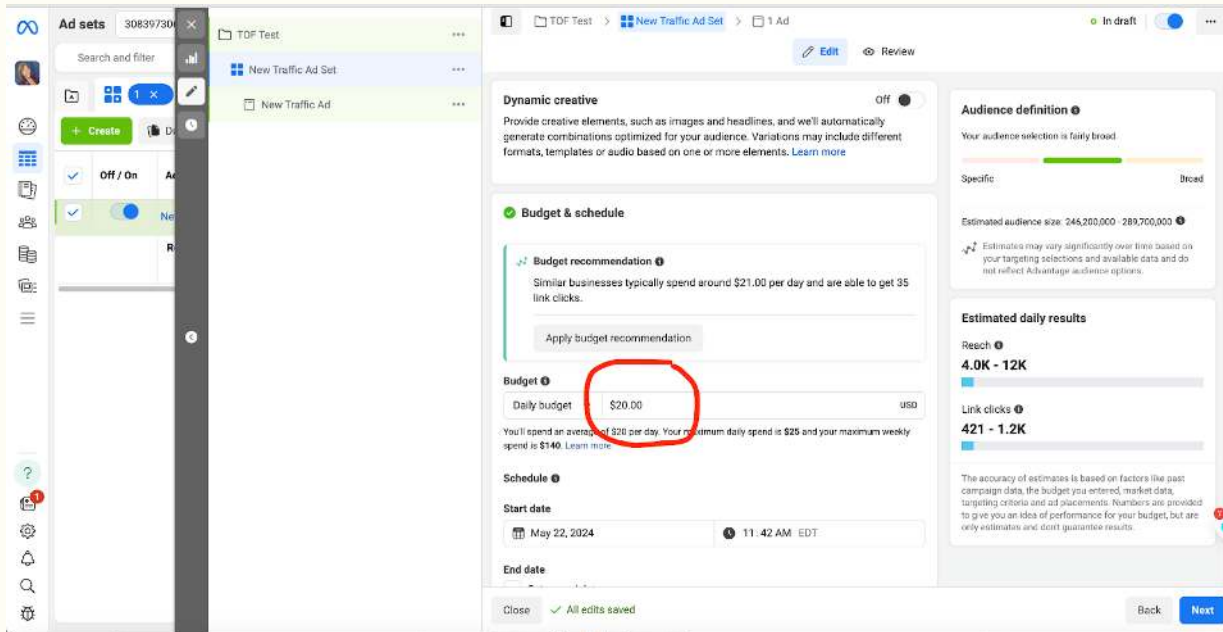
2. Scroll down to 'Dynamic Creative'. Click the toggle button in the top right to 'on'.



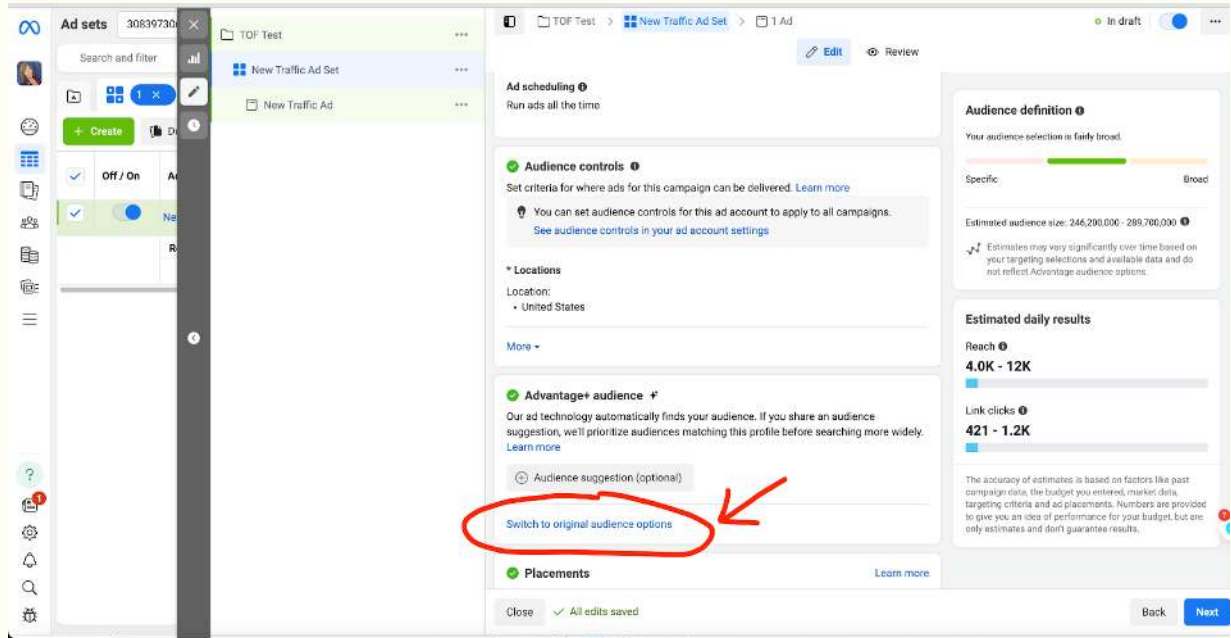
3. A new popup will appear. Click on the blue 'Continue' button in the left-hand corner.



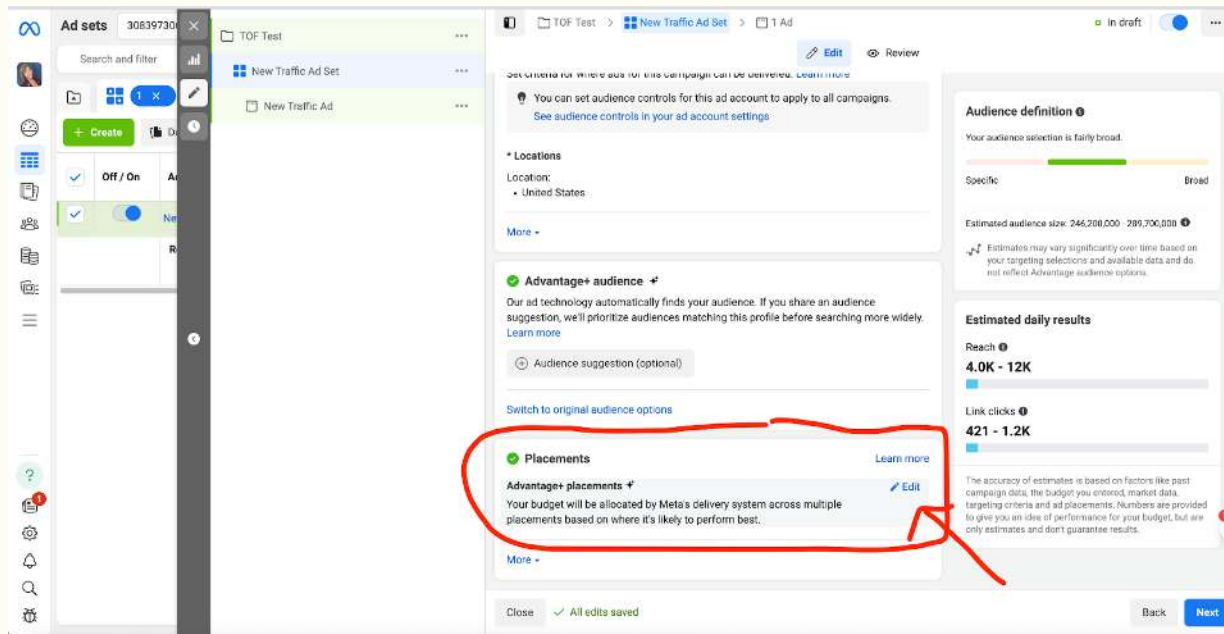
4. Set daily ad budget (recommend \$10 minimum)



5. Advantage + controls: Select 'Switch to original audience options'



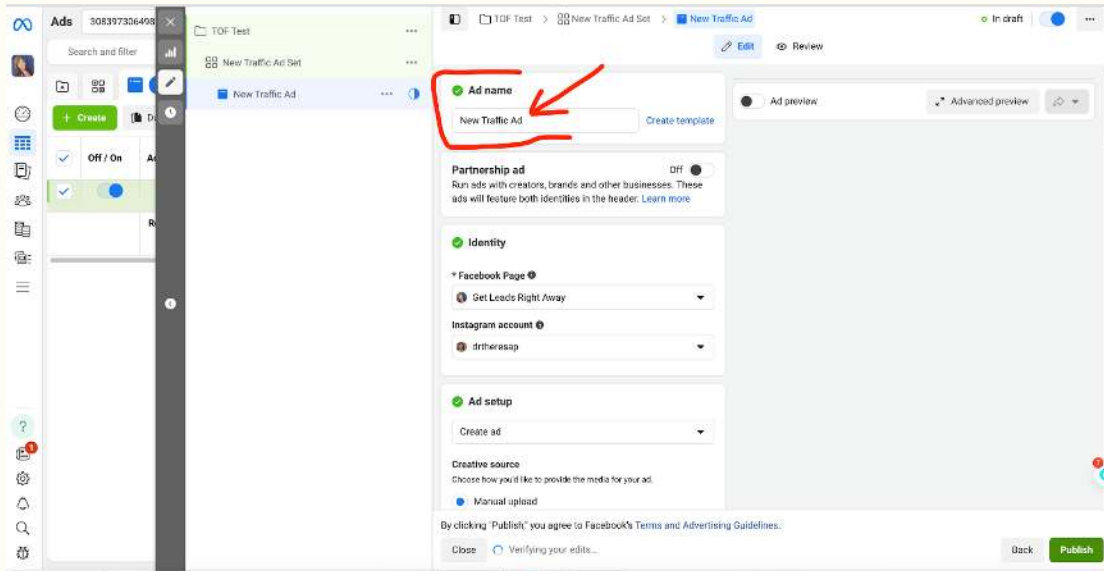
6. Placements: Advantage placements - Edit



7. Select 'Manual placements'
8. Deselect Audience Network
9. Deselect Messenger
10. Open 'Feeds'
 - Deselect Facebook Marketplace
 - Deselect Facebook Right Column
 - Deselect Instagram Explore
 - Deselect Instagram Explore Home
 - Deselect Facebook Business Explore
 - Deselect Instream ads for videos and reels
 - Deselect Search results
11. Click the blue 'Next' button

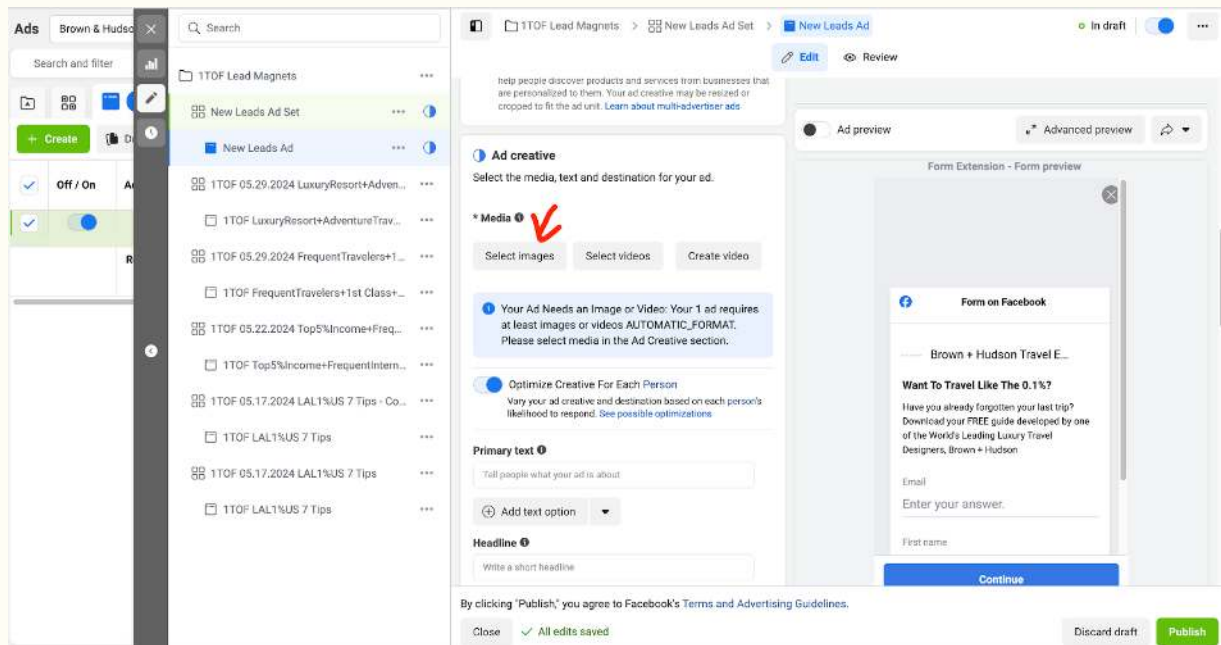
Creating your ad

1. Name your Ad: Naming convention I use is : [TOF] + [OBJECTIVE] + [AUDIENCE] + [AD NAME (PLUS length of video)]

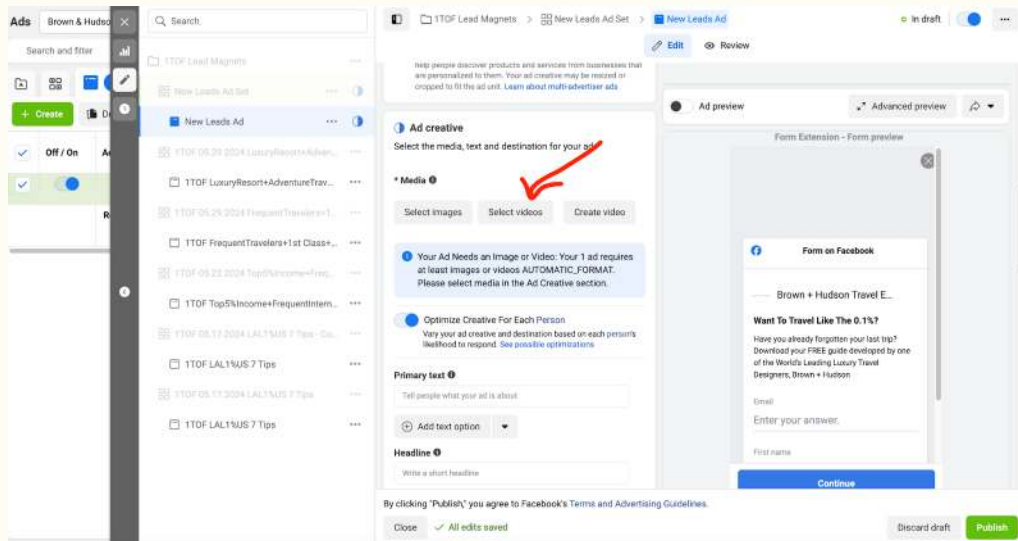


2. Scroll down to 'Ad Creative'

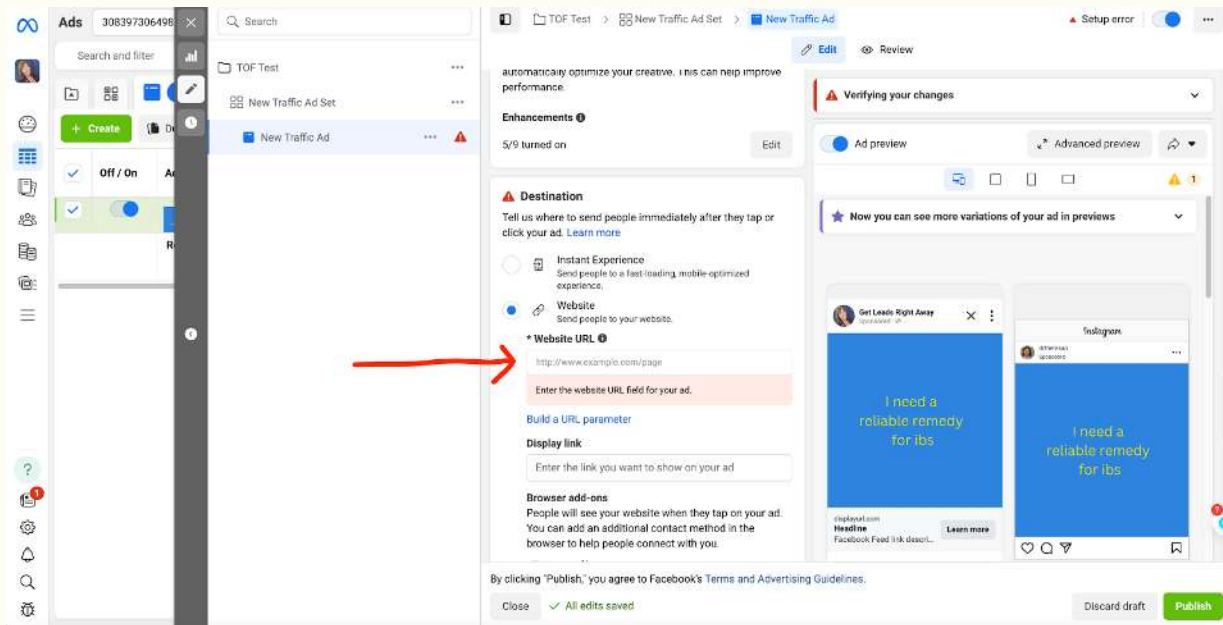
3. Select 'Images'



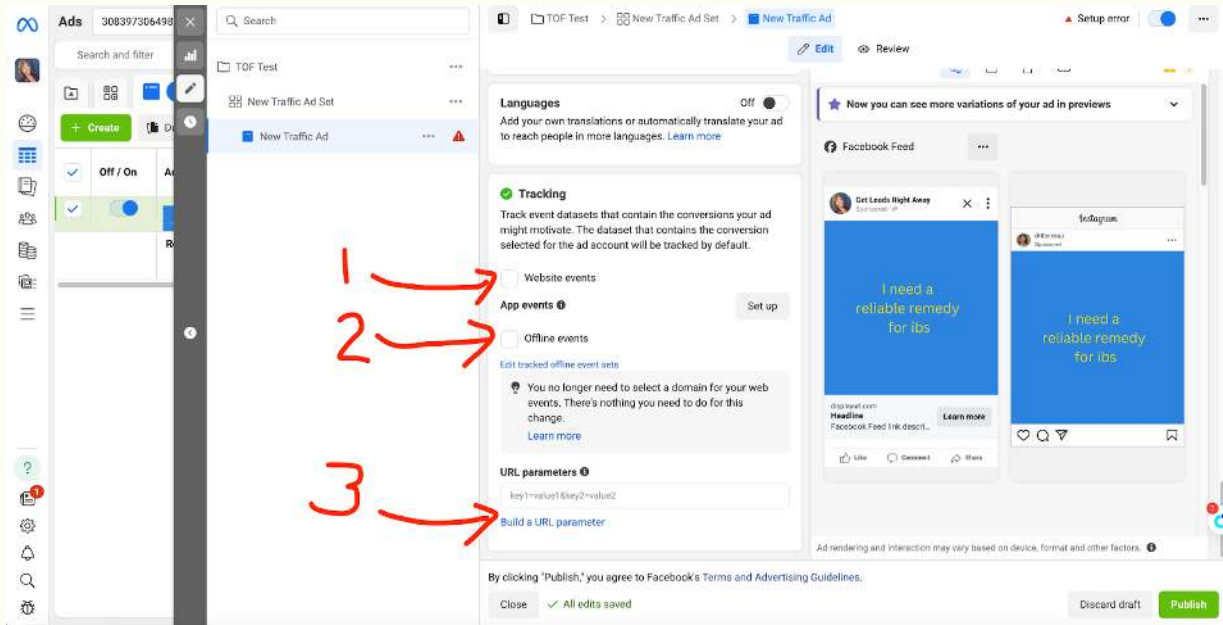
4. Select your top 3 graphics. They'll appear across the bottom of the popup window.
5. Click blue 'Next' button. You'll be returned to the Ad Creation page with the graphics lined up vertically.
6. Select 'Videos'



7. Select your top video. It'll appear across the bottom of the popup window.
8. Click the blue 'Next' button. You'll be returned to the Ad Creation page with the video below the graphics.
9. Scroll down to add your top 3 headlines. Type in your first headline in the empty box.
10. Click on the button 'Add Headline Option'. A second empty box will appear just above. Enter the second headline.
11. Repeat step 10 to enter the third headline
12. Scroll down to add website URL

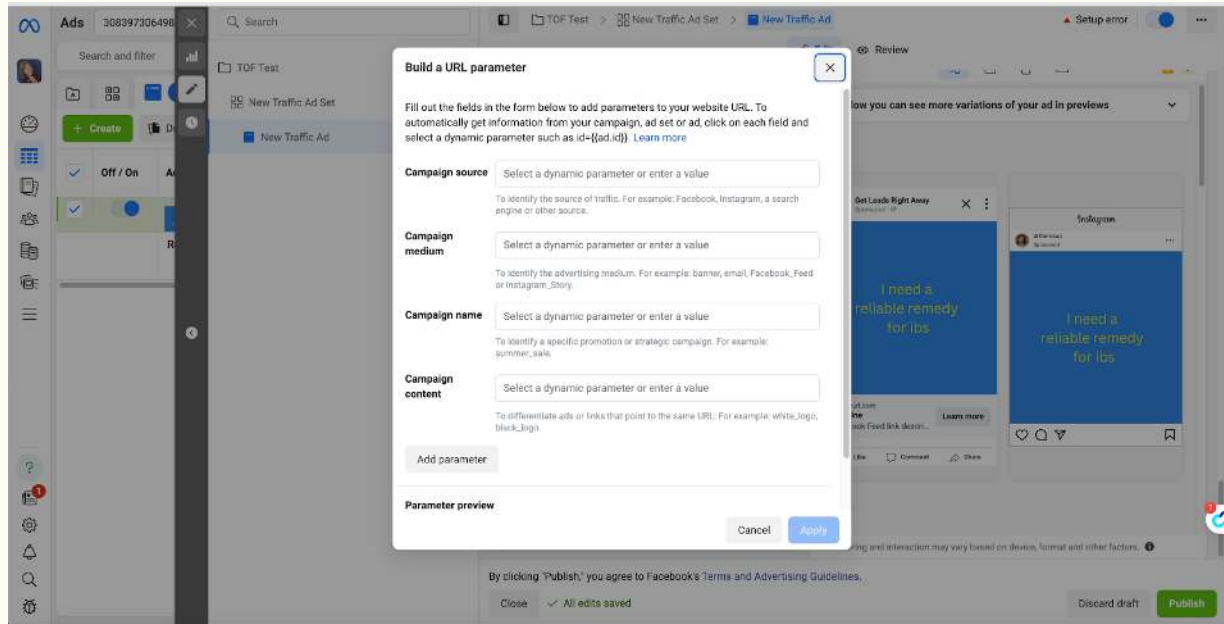


14. Tracking:



- Select 'Web Events'
- Select 'Offline Events'

15. Set up the URL parameters (new popup)



- Manually type in 'Facebook' in the first line
- Manually type in 'PPC' in the second line
- From the drop-down menu: select 'adset name'
- From the drop-down menu: select 'ad name'

16. Click the green 'Publish' button. When completed, you'll see a popup stating '3 items published'

Congratulations!

You have officially set up your first combination
Graphic + Headline Test

Once you have the results you want, i.e., sales, traffic, or awareness, create three variations of your copy.

Repeat steps 8 through the end. Add copy variations under 'Text' box. Refer to steps 11-13 for specifics.

Thanks for using the **Profitable Ads Playbook**. It's a solid recipe for reducing ad costs and increasing profits.

After running over one million dollars in ad spend, this is ALWAYS my first step in designing a marketing campaign.

If you'd like to discover more ways to reduce your ad costs, go ahead and book a call where I can assist you.

Simply click here to grab a time that's convenient for you.

Dedicated to your success,
Dr. Theresa