HIGH-UP ADS

FREE GUIDE

# HOW TO MAKE META AND GOOGLE ADS WITH CLAUDE IN 2026

> Figure out what you can afford to pay for a customer, then build your Meta and Google ads from your own business facts



**19** CHAPTERS

**13** CHECKBOXES

**17** BLOCKS TO COPY

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You open your ad account and there it is: one purchase cost you $17. Is that good or bad?

The answer is in your business, not in the ad account: how much you sell per order and how much you keep after costs. The coffee roaster in this guide's examples, an invented business with made-up numbers, can afford $14 per order and starts losing money above $21. So $17 is a win, just a smaller one than the owner wants. Your math will come out differently.

Claude can do most of that work with you. It's an AI assistant like ChatGPT, made by Anthropic, and it writes fast and well. But it knows nothing about your business until you tell it, and when it doesn't know something, it sometimes makes it up. Its math is far more reliable in code than by eye, yet it can still misread a column, so you check at least one number by hand.

That's why the whole guide rests on one rule: you give Claude the facts, Claude works with them, and you check everything before it goes live.

# INSIDE THIS GUIDE AND YOUR FIRST WEEK

## You'll learn

- How to write Claude a clear prompt with everything it needs to know, so you don't get copy that could belong to anyone.
- How much you can afford to spend on ads to win a new customer, with the math done on four example businesses.
- How to get from your customers' reviews to ad ideas, and from there to Meta and Google copy that fits the character limits.
- How to fit all of it to the way you sell: an online store, a service with appointments, bookings, or sales to other businesses.
- How to read your Meta and Google reports with Claude, so on Monday you know what to change and what to leave alone.

## Ready to use

- A business fact sheet and the instructions for your Claude project.
- 14 ready-to-paste prompts, each with an example of a good answer.
- The Meta and Google character limits in one place.
- A Monday routine and a 13-point checklist to run before any ad goes live.

## Your first week

| DAY | WHAT YOU DO | CHAPTERS | TIME |
|---|---|---|---|
| Day 1 | Sign up, create the "Ads" project, fill in your fact sheet | 1 and 3 | 1.5 hours |
| Day 2 | Work out what you can afford to pay for a customer | 4 | 30 minutes |
| Day 3 | Collect reviews and competitors' ads, then run the research | 5 | 1 hour |
| Day 4 | Pick 3 ad angles and write your Meta and Google copy | 6 to 10 | 2 hours |
| Day 5 | Check your landing page, run the copy past a second Claude and the checklist | 11 to 13 | 1 hour |
| Day 6 | Launch your campaigns and log what you launched | 13 and 15 | 1 hour |
| From week 3, every Monday | Review the report and make 3 changes at most | 14 and 15 | 45 minutes |

The first week takes about 7 hours in total. After that, your ads take about two hours a week.

## How to read the examples

Under every prompt you'll find an "Example of a good answer." Each one is built on the four invented businesses from chapter 3, with made-up numbers picked so the math is easy to follow. They aren't real results. Your answer will look different, because your business is different. Compare it with the example to see whether it's just as concrete: prices, deadlines, proof, characters counted.

# 01 YOUR ACCOUNT AND THE "ADS" PROJECT

The Free plan is enough to start. From day one, we ask just one thing: work only inside a project called "Ads."

In a project, Claude always has your fact sheet and your rules at hand. Without one, you paste the fact sheet into every new chat, and let's be honest, you forget half of it. In a project you add it once and Claude sees it in every chat there.

## Which plan to pick

Prices change from time to time, so check claude.com/pricing before you pay. These were listed on November 17, 2026.

| PLAN | PRICE | WHAT MATTERS FOR ADS |
|---|---|---|
| Free | $0 | chat on the web, desktop and phone, web search, file uploads, code execution, up to 5 projects |
| Pro | $20 a month, or $200 a year ($17 a month) | more usage than Free, more than 5 projects, Research |
| Max | $100 a month | 5 times Pro's usage |
| Ultra | $200 a month | 10 times Pro's usage per week, no 5-hour limit on verified accounts |
| Team | $25 per person a month, or $20 billed annually (Standard seat) | shared admin and billing, Anthropic's commercial terms instead of the consumer ones |

- Start on Free for a week to see whether it helps.
- If you end up opening it every day, move to Pro. On Free you'll usually hit the limit when you analyze a bigger report.
- You only need Max if you hit the limit on Pro every day.
- Team makes sense when several people work on the same ads.

## The steps

1. Sign up at claude.ai.
2. Go to Projects, click "+ New Project," and name it "Ads." From now on, you work only in it.
3. Add your fact sheet to the project knowledge with the "+" button on the right side of the project page. You'll fill in the fact sheet in chapter 3.
4. Click "Set project instructions," paste the instructions from chapter 3, and click "Save instructions."
5. In Settings, under Capabilities, check that "Code execution and file creation" is on (in the newer layout it's called "Create and edit files"). It's on by default on the individual plans, but check anyway.

Code execution comes with every plan. With it, Claude counts characters and runs the math on your reports in code instead of by eye, and it needs it to read Excel files (XLSX). It reads CSV files either way. You can give it up to 20 files in one chat.

## Customer data stays out of Claude

You have one rule here, on any plan: no customer's personal data goes into Claude. That means:

- no names, phone numbers, emails, addresses or order numbers tied to a specific person;
- you paste reviews and messages without names and without details that could identify someone;
- you delete the columns with personal data from lead or order exports before you upload them;
- you crop or cover screenshots from your CRM, your inbox or your texts before you add them to a chat.

You don't need that data for ads anyway. Claude needs numbers by campaign, not the names of the people who bought.

If you're a health care business covered by HIPAA, there's one more reason. Anthropic signs a business associate agreement only for some of its business services, such as its API and Enterprise plans set up for HIPAA, and not for the consumer plans (Free, Pro, Max and Ultra). Patient information has no place in those chats.

On the consumer plans you decide in your privacy settings, under Model Improvement, whether Anthropic can use your chats to train its models. If you allow it, your data is kept for up to five years. If you don't, it's kept for 30 days. You can change your choice anytime, and chats you delete aren't used for future training. Two kinds of chats can be used either way: chats you rate with a thumbs up or down, and chats flagged for a safety review. Team and Enterprise run under Anthropic's commercial terms, and under those your chats aren't used for training by default, again except for feedback you send.

# 02 HOW TO WRITE A PROMPT THAT WORKS

"Write me some short headlines" leaves everything to guesswork. "Write me 3 headlines of 27 characters or fewer for a Facebook ad people will see on their phones" leaves nothing. That's the difference between a prompt that works and one that doesn't.

A prompt is the message where you tell Claude what you want. Write it the way you'd brief a very smart new hire who knows nothing about your business. The test is simple: if a coworker with no context would be confused reading your prompt, Claude will be too.

## Anthropic's rules that matter for ads

Anthropic publishes its own advice on prompting Claude and on keeping it from making things up. Besides the new-hire rule, eight of them matter when you write ads.

1. Tell it why you want something. Claude makes better choices when it knows where the copy runs and who reads it. In your prompt: "People see this ad on their phone, between posts, for a second. That's why the price goes in the first sentence."
2. Give it examples. They're the surest way to show the tone and the shape you want. Use 3 to 5 examples, different from each other. For ads, the examples are your own ads that brought in sales.
3. Put each piece of material inside tags. Tags are words between the < and > signs. They show Claude where a piece of text starts and ends. That way it won't mix up your reviews, inside `<reviews>` and `</reviews>`, with your competitors' ads, inside `<competitors>` and `</competitors>`. Examples go inside `<example>` and `</example>`.
4. Put long material at the top and the request at the end. Paste reviews, competitors' ads and your report export first. Only then write: "Based on these, give me..."
5. Let it say "I don't know." That sharply cuts the risk of invented prices, deadlines and numbers. In your prompt: "If a fact is missing, write [VERIFY: what's missing]."
6. Ask for the quotes first, then the conclusion. Every reason to buy comes with the customer's sentence behind it. In your prompt: "For each reason, give the exact quote from the reviews."
7. Keep writing and checking separate. One chat writes the copy and another one checks it (chapter 12).
8. Run the same prompt twice and compare. Whatever changes from one answer to the other is suspect. If a number shows up in one version and not in the other, check it.

## The steps

1. Start from the skeleton below. Every prompt in this guide is built on it.
2. Fill in each part. Never skip the "Why" part.

3. Run the answer through the five questions below.
4. If it fails one, don't fix it by hand. Tell Claude where it failed and ask for a rewrite. That's also how you find out what your prompt was missing.

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STEP: THE SKELETON OF ANY GOOD PROMPT

<material>
[paste what it needs to read: reviews, ads, your page copy, the export]
</material>

Task: [what you want, in one sentence, and for which ad or decision]

Why: [where the copy will run, who reads it, what you want them to do next]

I want:
- [how many versions, what length, in what order]
- [the table or list you want the answer in]

Rules:
- Use only the facts in my fact sheet and in the material. Mark anything missing as [VERIFY: ...].
- [what's not allowed: superlatives, made-up numbers, questions about the reader]

At the end:
- [what to count or calculate in code]
- [what it should tell me it doesn't know]

## How to tell if an answer is good

Before you use an answer, run it through five questions:

1. Does it have concrete prices, deadlines, places and proof, or just "quality" and "professionalism"?
2. Can you find every fact in your fact sheet or in the material you gave it?
3. Were the character limits counted in code, not estimated?
4. Would you say every sentence that way to a customer on the phone?
5. Did it mark what it doesn't know instead of filling the gap itself?

When an answer fails, the table below shows you what was missing and what to do.

| WHAT YOU SEE IN THE ANSWER | WHAT WAS MISSING | WHAT YOU DO |
|---|---|---|
| ads that could belong to anyone ("quality service," "professionalism") | proof and your customers' words (items 5 and 8 in the fact sheet in chapter 3) | fill in the fact sheet, then ask again |
| a price, a deadline or a guarantee you don't offer | the [VERIFY] rule | add it to your project instructions (chapter 3) |
| headlines over the limit | the request to count in code | add the character table at the end |
| copy that sounds stiff or translated | a model for the tone: your best ads or your customers' messages | paste 3 to 5 examples inside `<example>` |
| ten versions that say the same thing | different angles | start from chapter 6, not from "write me 10 ads" |
| an analysis with numbers you can't find in the file | the rule "every number comes from the file or from a calculation you show me" | add it, then check one number by hand |

# 03 YOUR FACT SHEET AND THE FOUR EXAMPLE BUSINESSES

Without a fact sheet, Claude writes "quality service at affordable prices." With the fact sheet of the example auto shop, it writes "You get a written estimate before we touch your car." Anyone could have written the first sentence. Only one shop can say the second.

Claude writes generic ads when it knows nothing concrete about you. You fill in the fact sheet once and put it in the "Ads" project, and from then on Claude works with what you gave it, not with what it imagines.

## The steps

1. Copy the fact sheet below into a document.
2. Fill it in with your facts. Where you don't know an answer, write "don't know." Where you leave a blank, Claude has no way to know: at best it asks you, at worst it guesses.
3. Fill in item 11b after chapter 4.
4. Upload the fact sheet to the project knowledge.
5. Paste the project instructions below into "Set project instructions." They're the ground rules for every chat in the project.

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**STEP: YOUR BUSINESS FACT SHEET**

Business fact sheet (updated: [date])

1. Business: [name], [city and state], since [year]. We sell [what, in everyday words].
2. How we sell: [online store / service with appointments or quotes / bookings / sales to other businesses]
3. The products or services we want to sell now, with the exact price:
   - [product/service]: [price], [what's included]
4. Who buys: [rough age, city or area, line of work, who pays and who decides]
5. Why they buy from us and not from others (only things that are true and checkable):
   - [e.g.: ships within 1 business day, checked on our last 100 orders]
6. What customers ask most before they buy: [the real questions, copied from messages]
7. Why they don't buy, from what they've told us: [the real objections]
8. Customers' words: [3 to 5 sentences copied from reviews or messages, no names]
9. Current offer: [discount, free shipping, guarantee, with the exact terms and end date]
10. What we may NOT say: [e.g.: "cheapest," health claims, deadlines we can't keep]
11. Our basic numbers:
   - average order value [$, before sales tax and without the shipping we charge; the same value we send to Meta and Google];
   - what's left of it after cost of goods, the shipping we pay, payment fees and labor [% or $];
   - the least we want to keep after ads [$];
   - only if we sell through leads: out of 10 leads, how many become customers [number];
   - only for monthly contracts: how many months a client stays on average;
   - only for lodging: how many nights a guest stays on average

11b. Thresholds (worked out in chapter 4): target cost [$] per [order / lead / booking], break-even [$]

12. Main competitors: [name and website]
13. The page people land on from the ad: [link]
14. Monthly ad budget: [$], on [Meta / Google / both]
15. Tone: [how we talk to customers: first names or more formal, jokes or no jokes]
16. Ads that have brought us sales so far: [their copy, if we have any]

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**STEP: YOUR PROJECT INSTRUCTIONS**

You're working with me on my business's Meta and Google ads. My fact sheet is in the project files. The people who see these ads don't know us, they're on their phones, and they give us a few seconds, so every piece of copy has to say fast what they get and what it costs.

Rules:
- Write in plain American English, the way a person talks, not the way a brochure reads.
- Use only the facts in my fact sheet and in what I give you in the chat. If you need a fact that isn't there (a price, a deadline, a number, a guarantee), write [VERIFY: what's missing] and don't make it up.
- Don't invent statistics, percentages, reviews, customer names or studies.
- Don't write superlatives I can't prove ("the best," "#1").
- When you count characters or do math, use code and show me the result.
- When I give you text inside <example> and </example>, treat it as a model for tone and length, not something to copy.
- If you don't have enough information to answer with confidence, tell me what's missing instead of guessing.
- If something I ask for is a bad idea for sales, tell me straight and tell me why.

## The four example businesses

Every example answer in this guide is built on the businesses below. **The businesses are invented and every number is hypothetical.** Their order values leave out sales tax and the shipping they charge. That's the value they send to Meta and Google, and the percentage they keep is figured on it. Each one sells differently, so you can find the example closest to your business.

**Example A: an online coffee roaster** (sells online)

- What it sells: whole bean coffee it roasts itself, ordered on its website. A 12 oz bag is $19, a 2 lb bag is $44.
- Terms: ships in 1 to 2 business days, free shipping on orders of $49 or more.
- Proof: the roast date is printed on every bag.
- Situation: sales are good; the owner wants more orders at the same cost.
- Numbers: the average order is $60. After costs, 35% of it is left. The owner wants to keep at least $7 per order after ads.
- Budget: $4,000 a month, $3,000 on Meta and $1,000 on Google.

**Example B: an auto repair shop in Hamilton, Ohio** (service with appointments)

- What it sells: an oil and filter change from $89 on compact cars, parts and labor included. Computer diagnostics cost $129.
- How people reach it: by phone or through the booking form on the website.
- Terms: appointments within 2 to 3 business days. Hours are Monday through Friday 8 am to 6 pm and Saturday 9 am to 1 pm.
- Proof: a written estimate before any work, a 12-month warranty on labor.

- Situation: the shop has open slots within 2 to 3 business days.
- Numbers: the average job is $480. After costs, 30% is left. The owner wants to keep at least $50 per job after ads. Out of 10 leads, 4 become jobs.
- Budget: $1,500 a month, mostly on Google.

**Example C: a bed and breakfast in the Catskills** (bookings)

- What it sells: 8 double rooms at $220 a night, breakfast for two included.
- Terms: a 2-night minimum on weekends; Monday through Thursday, a single night is fine; free cancellation up to 7 days before arrival.
- Proof: guests book directly on the website, with a calendar that shows which rooms are open.
- Situation: weekends are full, but Monday through Thursday a lot of rooms sit empty.
- Numbers: a 2-night stay brings in $440 before lodging taxes. Each night costs the owner $70 in cleaning, breakfast and utilities. The owner wants to keep at least $200 per stay after ads.
- Budget: $1,200 a month, on Meta.

**Example D: a commercial cleaning company in Denver** (sells to other businesses)

- What it sells: evening office cleaning, 3 times a week or daily, for a fixed monthly price.
- How people reach it: the quote request form on the website, or by phone.
- Terms: a free walkthrough for the quote, a written quote within 48 hours, cleaning supplies included.
- Proof: the cleaners are the company's own W-2 employees, not subcontractors.
- Situation: it has crews free in the evenings.
- Numbers: a contract brings in $1,800 a month and a client stays 12 months on average. After costs, 25% is left. The owner wants to keep at least $2,700 per client over the whole contract. Out of 10 leads, 3 get to a walkthrough and 1 signs a contract.
- Budget: $2,000 a month, on Google and Meta.

## 04 HOW MUCH YOU CAN AFFORD TO PAY FOR A CUSTOMER

Ads Manager says "Cost per result: $17." On its own, that number tells you nothing. You need two other numbers, and you work them out before your first ad:

- your target cost, meaning what you want to spend on ads to win a customer;
- your break-even, meaning the most you can pay without losing money.

Take the example coffee roaster. The average order is $60, exactly what the ad account reports. After the coffee, the shipping it pays, payment fees and the rest of the costs of an order, 35% is left, so $21. The owner wants to keep at least $7 per order after ads.

Out of the $21, the owner keeps $7. That leaves $14, the most the roaster wants to spend on ads for one order: its target cost. If it spends the whole $21, it breaks even. Above $21, it loses money on every order an ad brings in.

Back to the screen. At $17 per order, the roaster makes money, but only $4 is left, less than the $7 the owner wanted. A win, just a smaller one than planned, and it took 30 minutes to find that out.

One detail: the 12 oz bag at $19 leaves only $6.65, already under $7. That's why you do the math on the average order, not on the small bag.

## If you sell through leads, contracts or stays

If people call you, fill out a form or message you, your target cost moves from the customer to the lead. What matters is how many leads out of 10 become customers. The example auto shop keeps $144 out of an average $480 job, wants to hold on to $50, so it can spend $94 per job. Out of 10 leads, 4 become jobs. So it can spend $37.60 per lead. Above $57.60 per lead, it loses money.

With monthly contracts, you do the math over the whole life of the client. The cleaning company keeps $450 a month, and a client stays 12 months on average. That's $5,400. With lodging, you do it over the whole stay. The bed and breakfast takes in $440 for two nights, subtracts 2 × $70 in costs and keeps $300. The math for all four businesses is in the table in the example answer.

## A note on sales tax

Sales tax you collect isn't your money. It goes to the state, so it isn't revenue. The order value in your fact sheet, and the purchase value you send to Meta and Google, is the price before sales tax. Leave out the shipping you charge too, and count what you pay for shipping as a cost. That way the percentage you keep and the numbers in your ad account sit on the same base. One more thing to check: your Meta and Google invoices. If they add sales tax to the ads themselves, your ads cost more than the dashboard shows. Washington, for one, has taxed advertising services since October 1, 2025; Meta has added the tax for Washington advertisers since that date, and Google since January 1, 2026. Divide your target and break-even by 1 plus your rate before you compare them with the dashboard. Assuming a combined state and local rate of 10%, the roaster's $14 becomes $12.73 and its $21 becomes $19.09.

The good news is you don't do the math yourself. Claude does it, in code, with the prompt below and the numbers in item 11 of your fact sheet. It also tells you which of your numbers is the shakiest.

## The steps

1. Fill in item 11 of your fact sheet with your basic numbers.
2. Run the prompt below.
3. Redo at least one number from the answer by hand. For the roaster, for example, 21 minus 7 is 14.

4. Write your target cost and break-even into item 11b of your fact sheet, and use them in every analysis after this.

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**STEP: TARGET COST AND BREAK-EVEN**

Work out how much I can afford to spend on ads to win a new customer. The numbers are in item 11 of my fact sheet. If something's missing, ask me, don't guess.

Use code and show me every step:
1. my profit on one sale, in dollars;
2. my target cost per sale (profit minus what I want to keep) and my break-even (the whole profit);
3. if I sell through leads: the same two numbers per lead, using how many leads out of 10 become customers;
4. a table with both thresholds and what I do when my real cost is under target, between target and break-even, or above break-even;
5. which of my numbers is the shakiest, and how my target cost changes if I'm off by 20% to 25% on it;
6. what happens to the target on the smallest sale I accept (one bag, one night, the smallest contract). If it comes out negative, tell me.
7. if my Meta or Google invoices add sales tax to the ads, divide the target cost and the break-even by 1 plus that rate.

Don't round along the way, only at the end, to the cent.

**Example of a good answer.** The four businesses from chapter 3.

| STEP | A. COFFEE | B. AUTO REPAIR | C. B&B | D. CLEANING |
|---|---|---|---|---|
| Profit per sale | $60 × 35% = $21 | $480 × 30% = $144 | $440 − 2 × $70 = $300 | $1,800 × 25% × 12 months = $5,400 |
| Target cost per sale | $21 − $7 = $14 | $144 − $50 = $94 | $300 − $200 = $100 | $5,400 − $2,700 = $2,700 |
| Break-even per sale | $21 | $144 | $300 | $5,400 |
| Leads that become customers | doesn't apply | 4 of 10 | doesn't apply | 1 of 10 |
| Target cost per lead | doesn't apply | $94 × 4 ÷ 10 = $37.60 | doesn't apply | $2,700 × 1 ÷ 10 = $270 |
| Break-even per lead | doesn't apply | $144 × 4 ÷ 10 = $57.60 | doesn't apply | $5,400 × 1 ÷ 10 = $540 |

**What you do based on your real cost:**

| REAL COST PER RESULT | WHAT IT MEANS | WHAT YOU DO |
|---|---|---|
| under target | you make what you planned | let the campaign run; raise the budget in small steps, once a week |
| between target and break-even | you make money, but less than you want | change the ad or the angle, don't pause |
| above break-even | you lose money on every sale | pause it or make a real change, once you have at least 10 results, so you're sure (chapter 14) |

**Your shakiest number, and how far the target moves if you're wrong about it:**

- A. The percentage you keep: if it's 28% instead of 35%, profit drops to $16.80 and the target to $9.80.
- B. How many leads become jobs: at 3 out of 10 instead of 4, the target per lead drops from $37.60 to $28.20. Count this one in your lead log, don't estimate it.
- C. How many nights a guest stays: at 1.6 nights on average, profit drops to $240 and the target to $40, less than half. At a B&B, the length of the stay moves the math more than anything else.
- D. How many months a client stays: this is your shakiest number. If clients stay 9.6 months on average instead of 12, profit per client drops from $5,400 to $4,320. The target per lead drops from $270 to $162. Then there's cash flow: you pay for the ad today, and the profit comes in over 12 months. Without cash in reserve, count only the first 3 months: the ad pays for itself in that time if a lead costs under $135.

**The smallest sale you accept:**

- A, the 12 oz bag: it leaves $19 × 35% = $6.65, under the $7 you want to keep, so the target on it is negative. The small bag works in ads only as a first try, and you do the math on the $60 average order.
- C, a single night: it leaves $220 − $70 = $150, under the $200 you want to keep. The target is negative: a one-night booking doesn't bring you what you want even if the ad were free. So your ads sell two nights or more. If you want to fill single nights too, raise their price or accept a smaller profit on empty days.

# 05 RESEARCH: WHY PEOPLE BUY AND WHAT COMPETITORS PROMISE

A customer of the coffee roaster leaves a review (invented, for the example): "the bag said it was roasted four days before." Then you look at the competitors and see that none of them mentions the roast date. That's an ad idea nobody else has.

Before you write a word of copy, find out why people buy from you and what your competitors promise. Ad ideas come from your customers' words, not from guesses.

## The steps

1. Copy the text of 5 to 10 active ads from your competitors. You can see them for free in the Meta Ad Library (facebook.com/ads/library) and in Google's Ads Transparency Center (adstransparency.google.com).
2. Collect reviews from your website, your Google Business Profile and your customers' messages. Delete the names.
3. Paste them into the prompt below, each inside its own tags.
4. Read the last point of the answer carefully, the one about what Claude doesn't know. It tells you what to ask customers next time you talk to them.

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STEP: RESEARCH

<reviews>
[paste your reviews and customer messages here, without names]
</reviews>

<competitors>
[paste the text of your competitors' active ads here, with the competitor's name above each one]
</competitors>

Task: I want to find out why people buy from me and what my competitors promise them, so I can pick the angles for my ads.

Based on the material above and my fact sheet, give me:
1. a table of the reasons people buy, each with the exact quote from the reviews that backs it up;
2. a table of the fears and objections that stop them, also with the quote;
3. what my competitors promise (with their names), and what none of them promises but shows up in my reviews;
4. three kinds of buyers, described by the situation they're in when they look for the product, not by age;
5. what information you're missing to be sure of your conclusions, and what I could ask customers to find it out.

Rules: don't add reasons that aren't in the text. Mark anything that's only your assumption as "assumption."

**Example of a good answer.** Example A, the coffee roaster. The reviews are invented for the example.

**1. Why they buy**

| REASON | QUOTE |
|---|---|
| the coffee is fresh and you can tell | "the bag said it was roasted four days before" |
| they can try it with little risk | "I got the 12 oz first to see if it was worth it. Now I get the 2 lb." |
| they get help choosing | "I asked in the chat and they recommended one for my espresso machine" |

**2. What stops them**

| FEAR | QUOTE |
|---|---|
| too sour | "I was afraid it would be too sour, like at other specialty coffee shops." |
| they don't know what to pick | "I didn't know what to pick." |

**3. Your competitors.** You pasted ads from two competitors. Both promise "fast shipping," and one offers 20% off the first order. Neither mentions the roast date and neither offers help choosing. Both show up in your reviews, though.

**4. Three buyers**

- The one who just got an espresso machine and doesn't know what coffee to put in it.
- The one who already drinks specialty coffee and wants it fresh, delivered to the door.
- The one looking for a gift for a coffee drinker. *Assumption: nobody in your reviews bought it as a gift.*

**5. What I'm missing.** I don't know how many customers order a second time, or how soon. I don't know what equipment your buyers use. A question you can ask on your next orders: "What do you make coffee with at home?"

# 06 AD ANGLES

At the example auto shop, "You get a written estimate before we start" speaks to the person who's afraid of the bill. "We'll book you in within 2 to 3 business days" speaks to the person in a hurry. Same

shop, two ads for two different people.

That's an angle: the reason someone would stop scrolling at your ad. It can be a problem, a fear, a saving or a comparison. One product can carry ten very different ads, but you don't run them all at once. You test 3 angles, each with a piece of proof from your fact sheet.

## The steps

1. Stay in the chat where you did the research. If you open a new one, paste the tables from chapter 5 between `<previous>` and `</previous>`.
2. Run the prompt below.
3. Pick 3 angles, not 10. Meta needs different versions to find out what works. But on a small budget, ten ads split the money into pieces too small to learn anything from any of them.
4. Keep the 3 angles, with the opening line of each, for chapter 7.

COPY THIS

STEP: ANGLES

<previous>
[if you're in a different chat from the research, paste the tables from chapter 5 here]
</previous>

Based on the research and my fact sheet, suggest 10 ad angles for [product/service].

Why: my budget only lets me test 3. I want to pick the ones that have proof and don't sound like my competitors.

For each angle, in a table:
- the idea in one sentence;
- which of the three buyers it's for;
- what proof in my fact sheet backs it up (if there isn't any, write "no proof" and put it at the bottom);
- the opening line of the ad, the way a good salesperson would say it on the phone;
- what could go wrong (it overpromises, it sounds like a competitor, Meta could reject it).

Sort them from strongest to weakest and tell me which 3 you'd start with and why.

**Example of a good answer.** Example B, the auto repair shop. Here are four rows out of ten.

| # | ANGLE | FOR WHOM | PROOF IN THE FACT SHEET | OPENING LINE | WHAT COULD GO WRONG |
|---|---|---|---|---|---|
| 1 | you know the price before you leave the car | someone who's had a bill bigger than they expected | written estimate before any work | "You get a written estimate before we touch your car." | if another problem turns up during the job, you have to say clearly that you call before fixing it |
| 2 | the repair holds | someone afraid the repair won't last | 12-month warranty on labor | "If the repair doesn't hold, the labor is under warranty for 12 months." | people may think the warranty covers parts too; the fact sheet says labor only |
| 3 | no two-week wait | someone in a hurry who needs the car every day | appointments within 2 to 3 business days | "We'll book you in within 2 to 3 business days." | if the shop fills up, the promise breaks and the ad has to be paused |
| 10 | you get your old parts back | the skeptic | no proof | "We give you back the parts we replaced." | it's not in the fact sheet; use it only if it's true, and add it to the fact sheet |

**What I'd start with:** 1, 2 and 3. Each has proof in the fact sheet and talks to a different person: one is afraid of the price, one is afraid the repair won't hold, one has no time. *Assumption:* competitors might promise a written estimate too. Check the Meta Ad Library before you lead with it.

# 07 COPY FOR FACEBOOK AND INSTAGRAM

"Escape the hustle of the city" could be any hotel. "Monday through Thursday the rooms are open and the house is quiet. Two nights cost $440 for two" could only be the example B&B, and it tells people what they get and what they pay.

What counts most is the part people see before "See more." On a phone, between friends' posts, that's as far as most people read, so that's where what they get and what it costs goes.

## Meta's recommended lengths

Meta lists the lengths below in its Ads Guide. It changes them now and then, so check them at facebook.com/business/ads-guide before you write.

| PLACEMENT AND FORMAT | PRIMARY TEXT | HEADLINE | DESCRIPTION |
|---|---|---|---|
| Facebook Feed, image | 50 to 150 characters | 27 characters | not listed |
| Instagram Feed, image | 125 characters | 40 characters | not listed |
| Facebook Feed, carousel | 80 characters | 20 characters | 18 characters |

These are recommendations, and Meta lets you write more. If the same ad runs on both Facebook and Instagram, write to the stricter limit: a headline of 27 characters or fewer and primary text of 125 or fewer. Spaces count as characters.

## No assumptions about the reader

Meta's "Privacy Violations and Personal Attributes" policy doesn't allow ads that assert or imply personal attributes of the people seeing them: race or ethnicity, religion or beliefs, age, sexual orientation or practices, gender identity, disability, physical or mental health, vulnerable financial status, criminal record and a few more. One of the ads Meta lists as not allowed: "Are you bankrupt? Check out our services." Google's data collection and use policy has a similar rule: ads can't imply they know a user's personal information, like their financial status. The ad has to be about what the person gets. "Drowning in credit card debt?" fails for the same reason. "We refinance credit card debt in 48 hours" can pass, if it's true (and in the US, a loan ad also has to run under Meta's "Financial products and services" special ad category).

## The steps

1. If you're in a new chat, paste the 3 angles you picked, with the opening line of each.
2. If you have ads that brought in sales, add 3 to 5 of them as examples. If you don't, delete the `<example>` line.
3. Run the prompt below.
4. Check the character table at the end. Whatever runs over, Claude rewrites.
5. At launch, run one ad per angle, with the short copy you like best. Keep the rest for the weeks when you swap ads out (chapter 15).
6. You pick the exact button yourself, from the list in Ads Manager.

COPY THIS

**STEP: META COPY**

<previous>
[if you're in a different chat, paste the 3 angles you picked here, with the opening line of each]
</previous>

Write me Meta ads (Facebook and Instagram, image ads between posts) for angles [1, 2, 3].

Why: people see the ad on their phone, between their friends' posts, and read the first lines at most. That's why the first 125 characters have to say what they get and what it costs.

<example>[if you have ads that brought in sales, paste 3 to 5 here, different from each other; if you don't, delete this line]</example>

For each angle:
- 2 primary texts of 125 characters or fewer, spaces included;
- 1 long primary text of 400 to 600 characters that I'll keep as a variation for later. Its first sentence has to work on its own, for people who don't read further;
- 3 headlines of 27 characters or fewer;
- which button you'd put under the ad (buy, message, book, get a quote) and why. I'll pick the exact button from the list in Ads Manager.

Rules:
- The first sentence says what people get or what problem you solve, with no warm-up.
- Don't address people with questions such as "Struggling with...?" or "Are you...?" or "Suffering from...?" Meta rejects ads that assert or imply something personal about the reader (health, money, age, religion and more), and questions like these are the usual way people trip over it.
- No emojis unless I ask for them.
- Use only the prices, deadlines and offers in my fact sheet.

At the end, count the characters of every text in code and put them in a table: the text, the character count, the limit, "fits" or "over." Rewrite whatever runs over until it fits.

**Example of a good answer.** Example C, the bed and breakfast. This is one angle out of three: "quiet weeknights." Weekends are full, but Monday through Thursday rooms sit empty.

**Short text 1:** Rooms are open Monday through Thursday, and it's quiet. Two nights cost $440 for two, breakfast included.

**Short text 2:** Two weeknights for two: $440 with breakfast. Free cancellation up to 7 days before you arrive.

**Long text:** Two weeknights cost $440 for two, breakfast included. We're an 8-room bed and breakfast in the Catskills. Weekends fill up, but Monday through Thursday we usually have rooms open, and that's when the place is quiet. Every room is a double, and breakfast for two comes with it. You book directly on our website, where the calendar shows which rooms are open. Cancellation is free up to 7 days before you arrive.

**Headlines:** Weeknight rooms open · Two nights: $440 · Breakfast for two included

**Button:** a booking button, because people land on the calendar of open rooms and can book right away.

| TEXT | CHARACTERS | LIMIT | RESULT |
|---|---|---|---|
| Short text 1 | 105 | 125 | fits |
| Short text 2 | 94 | 125 | fits |
| Long text | 410 | 400 to 600 | fits |
| Weeknight rooms open | 20 | 27 | fits |
| Two nights: $440 | 16 | 27 | fits |
| Breakfast for two included | 26 | 27 | fits |

Look at what it didn't write: no "escape," no empty adjectives, no question about the reader. Every sentence has a price, a day or a condition in it.

## 08 THE GOOGLE SEARCH AD

Someone searches "auto repair hamilton." On Google they see the headlines "Auto repair in Hamilton" and "Oil change from $89," then the description "You get a written estimate before we start." They see exactly what they searched for, then the price and a reason to pick you.

On Google, people are already looking for what you sell. The standard search ad is called a "responsive search ad" (RSA). You write several headlines and descriptions, and Google mixes and matches them. That's why every headline has to make sense on its own: Google shows them in any order.

## The limits

On Google these are hard limits, not recommendations. Google changes them now and then, so check the Google Ads help page: support.google.com/google-ads/answer/7684791.

- Headlines run up to 30 characters. You add at least 3 and up to 15 per ad.
- Descriptions run up to 90 characters. You add at least 2 and up to 4.
- The two path fields take up to 15 characters each. Paths are the words shown after your domain in the display URL, like "auto-repair" and "hamilton."

You can pin a headline to a set position, but Google says pinning isn't recommended for most advertisers. Pinned headlines leave Google fewer combinations.

Google also gives every ad a rating called "Ad Strength," from "Incomplete" through "Poor," "Average" and "Good" to "Excellent." The rating doesn't decide whether your ad can run; it's feedback. To raise it, Google recommends headlines and descriptions that don't repeat each other, with your keywords in the headlines. A keyword only counts if it fits whole inside a single headline.

## Punctuation Google rejects

Google's editorial policies reject repeated punctuation (two exclamation points in a row, for instance), symbols or numbers standing in for letters ("fl@wers," "f1owers"), emojis, and nonstandard capitalization. Leave the exclamation point out of your headlines anyway, even though the policy doesn't ban it by name: on Google, people are looking for an answer, not for your excitement.

## The steps

1. Write 3 to 5 keywords: what people type when they look for what you sell, like "auto repair hamilton."
2. Add the copy of your landing page to the project files, or paste it into the chat.
3. Run the prompt below.
4. Check the character table at the end.
5. Read the lines marked [VERIFY] and decide yourself what stays.

COPY THIS

**STEP: GOOGLE SEARCH AD**

Write me a responsive search ad (RSA) for Google Ads.

What people search for: [3 to 5 keywords, e.g. "auto repair hamilton," "oil change hamilton"]
The page they land on: [link] (the page copy is in the project files, or I'm pasting it below)

Why: on Google, people are already looking for what I sell. I want them to see exactly what they searched for in the headline, then the price and a reason to pick me.

I want:
- 15 headlines of 30 characters or fewer, spaces included:
  - 3 to 4 that contain the main keyword or a close variant, whole, in the same headline;
  - 3 to 4 with the offer or the price, only from my fact sheet;
  - 3 to 4 with what sets us apart (proof from the fact sheet);
  - 2 to 3 with a clear call to action (call, book, get a quote).
- 4 descriptions of 90 characters or fewer, each with a different idea.
- 2 display paths of 15 characters or fewer (e.g. /auto-repair/hamilton).

Rules:
- Every headline has to make sense on its own, because Google mixes them in any order.
- Don't repeat the same idea in two headlines with different words.
- No exclamation points in headlines, no emojis, no ALL CAPS for effect, no symbols in place of letters.
- No "best," "#1" or "guaranteed" unless the fact sheet proves it.

At the end, count the characters in code and give me the table: text, characters, limit, fits or not. Rewrite whatever doesn't fit.

**Example of a good answer.** Example B, the auto repair shop in Hamilton.

| # | HEADLINE | CHARACTERS | TYPE |
|---|---|---|---|
| 1 | Auto repair in Hamilton | 23 | keyword |
| 2 | Oil change in Hamilton | 22 | keyword |
| 3 | Car diagnostics in Hamilton | 27 | keyword |
| 4 | Mechanic in Hamilton, Ohio | 26 | keyword |
| 5 | Oil change from $89 | 19 | price |
| 6 | Diagnostics: $129 | 17 | price |
| 7 | Parts and labor included | 24 | price |
| 8 | Written estimate before work | 28 | what sets us apart |
| 9 | 12-month warranty on labor | 26 | what sets us apart |
| 10 | In 2 to 3 business days | 23 | what sets us apart |
| 11 | Open Saturdays, 9 am to 1 pm | 28 | what sets us apart |
| 12 | [VERIFY] The fact sheet has only two prices: the oil change from $89 and diagnostics at $129. Give me another price, for another service, and I'll write the fourth price headline. | n/a | price |
| 13 | Book online | 11 | call to action |
| 14 | Call and we'll book you in | 26 | call to action |
| 15 | Get a price for your car | 24 | call to action |

| # | DESCRIPTION | CHARACTERS |
|---|---|---|
| 1 | Oil and filter change from $89 on compact cars, with parts and labor included. | 78 |
| 2 | You get a written estimate before we start, and we call if we find anything else. | 81 |
| 3 | Computer diagnostics for $129. We'll book you in within 2 to 3 business days. | 77 |
| 4 | Open Monday through Friday 8 am to 6 pm and Saturday 9 am to 1 pm. Call or book online. | 87 |

**Paths:** /auto-repair/hamilton (11 and 8 characters).

Everything fits the limits. [VERIFY: description 2 promises you call before any extra repair. That isn't in the fact sheet; keep it only if that's how you work.]

Look at the last line. Claude saw that a good sentence had nothing behind it in the fact sheet and said so instead of slipping it in, because your project instructions tell it to.

# 09 GOOGLE ASSETS: EXTRA LINKS AND SHORT LINES OF TEXT

Under a Google search ad you can add links to other pages on your website and short lines with your selling points. The ad takes up more of the screen, and people get more reasons to pick you.

The example cleaning company adds the link "Get a quote" under its ad, and under that two lines: "Free walkthrough of your office" and "Written quote within 48 hours." Two plain facts, seen before anyone clicks.

## The limits

In Google Ads, the links are called "sitelinks," the short selling points are "callouts," and the lists of what you offer under a fixed header are "structured snippets."

- Sitelink text runs up to 25 characters. Google shows up to 6 sitelinks on desktop and up to 8 on mobile, and you need at least 2 for them to show.
- The two sitelink description lines take up to 35 characters each. If you fill in one, you have to fill in the other.
- A callout runs up to 25 characters. Up to 10 can show, depending on the screen and the device.
- For a structured snippet you pick a header from Google's list ("Service catalog," "Types," "Brands," "Amenities" and others) and add at least 3 values, up to 10, of 25 characters max each.

Google recommends at least 6 sitelinks with descriptions for your high-volume campaigns and at least 4 at the account level.

## The steps

1. List the pages on your website you can send people to, with what's on each.
2. Paste the headlines and descriptions of your search ad from chapter 8.
3. Run the prompt below.
4. Read the lines marked [VERIFY] and fix your fact sheet if needed.

COPY THIS

STEP: GOOGLE ASSETS

<previous>
[paste the headlines and descriptions of your search ad here]
</previous>

Write me the assets for the search ad above.

The pages on my website I can send people to: [the list of links, with what's on each]

I want:
- 4 to 6 sitelinks: text of 25 characters or fewer, plus two description lines of 35 characters or fewer each; each sitelink goes to a different page from my list;
- 6 callouts of 25 characters or fewer, each with a different fact from my fact sheet;
- 1 structured snippet: the header from Google's list that fits my business, and 3 to 6 values of 25 characters or fewer.

Rules:
- Don't repeat what the ad headlines already say, in the same words.
- Only facts from my fact sheet.

At the end, count the characters in code and give me the table with the limits.

**Example of a good answer.** Example D, office cleaning in Denver.

| SITELINK | DESCRIPTION 1 | DESCRIPTION 2 | CHARACTERS |
|---|---|---|---|
| Get a quote | Free walkthrough of your office | Written quote within 48 hours | 11 · 31 · 29 |
| What we clean | Offices, restrooms, kitchens | Cleaning supplies included | 13 · 28 · 26 |
| After-hours cleaning | We come after your team leaves | Done before morning | 20 · 30 · 19 |
| How pricing works | Fixed monthly price after a visit | Know the cost before you sign | 17 · 33 · 29 |

**Callouts:** Supplies included (17) · We clean after hours (20) · Quote in 48 hours (17) · Our own W-2 employees (21) · Fixed monthly price (19) · Free walkthrough (16)

**Structured snippet,** header "Service catalog": Evening office cleaning (23) · Daily cleaning (14) · Cleaning 3 times a week (23)

[VERIFY: "Offices, restrooms, kitchens." The fact sheet only says "office cleaning." If restrooms and kitchens are included in the price, add them to the fact sheet; if not, replace the line.]

# 10 YOUR STARTER PACK, BASED ON HOW YOU SELL

An online store sells straight from the ad. An auto shop sells an appointment. A bed and breakfast sells a night on a specific date. A business that sells to other businesses is really selling a first conversation, because the decision comes weeks or months later. So the way people buy changes the copy, and it changes what you count to know whether the ad works.

## The steps

1. Find the way you sell below.
2. Check that tracking is set up on your website: the Meta pixel, a piece of code on your site that tells Meta which orders and leads came from your ads, and Google Ads conversion tracking, which does the same for Google. Without them, the platforms can't count orders, forms or bookings. Send the order value before sales tax and shipping, the same value as in your fact sheet. The setup steps are in our free guides on Meta ads and on Google Ads, at highupads.ro/en/resources/meta-ads-guide and highupads.ro/en/resources/google-ads-guide. If you don't know whether you have them, ask whoever built your website.
3. Run the prompt for the way you sell. It writes the whole starter pack in one go, for Meta and for Google.
4. When you want more versions for a single channel, use the prompts in chapters 7 and 8.

## Online store

People buy right away. From the copy they want the price, shipping, returns and how to pay. You count the purchase and its value.

Meta learns who to show your ad to from the results it gets, and it wants about 50 a week per ad set (chapter 14). So when you have few orders, run a single ad set that optimizes for purchases and judge it over 30 days. This guide's rule, because Meta doesn't give a number: if the ad set brings in at least 10 purchases in 30 days, about 2 or 3 a week, stay on purchases. Only below that do you ask Meta to optimize for a step that happens more often, like add to cart or initiate checkout.

COPY THIS

STEP: STARTER PACK, ONLINE STORE

I sell online. Build me the starter pack for [product] on Meta and Google.

Why: people buy straight from the ad, so they want to see the price, the shipping and why to buy from me, fast.

Meta (image ad between posts):
- 3 primary texts of 125 characters or fewer; each one has the price or the offer, and the shipping, from my fact sheet;
- 3 headlines of 27 characters or fewer, one of them with the price.
Google (search), for the keywords [list]:
- 8 headlines of 30 characters or fewer: 3 with the keyword, 2 with the price, 2 with shipping or free shipping, 1 with a call to action; mention returns and payment only if they're in my fact sheet;
- 2 descriptions of 90 characters or fewer.
At the end:
- which action we count in both accounts, and with what value;
- the target cost and break-even per order, from my fact sheet;
- the character table, counted in code.

**Example of a good answer.** Example A, the coffee roaster. This is part of the answer.

**Meta, primary text:** Coffee we roast ourselves, roast date on every bag. A 12 oz bag is $19, and shipping is free on orders of $49 or more. (118)

**Meta, headlines:** Roast date on every bag (23) · 12 oz bag: $19 (14) · Coffee we roast ourselves (25)

**Google, headlines:** Coffee we roast ourselves (25) · Whole bean coffee, 12 oz: $19 (29) · Roast date on every bag (23) · Ships in 1 to 2 business days (29)

**Google, description:** We roast the coffee ourselves and date every bag. Ships in 1 to 2 business days. (80)

**What we count:** the purchase, with the order value before sales tax and shipping, in both accounts. **Target:** $14 per order; above $21 you lose money on every order.

## Services with appointments or quotes

People ask for a quote, call or book. From the copy they want to know whether you work in their area, how soon they'll hear back and the starting price. You count forms, calls and messages that came from the ad.

The platform doesn't know how many leads turned into customers, so you count them yourself in a lead log: every day, the date, where the person came from and whether they became a customer. Calls, texts, Messenger messages and booking forms all go in, every channel people actually use to reach you. On Fridays you count the week's leads. And if you text leads back from a texting tool, get their written consent on the form first: the FCC requires the phone owner's prior consent for automated texts to a cell phone, in writing for marketing texts, and you stop when they ask you to.

COPY THIS

STEP: STARTER PACK, SERVICES

I sell services by appointment or by quote, in [city or area]. Build me the starter pack for [service] on Meta and Google.

Why: after the ad, people call, message or book. They want to know whether I work in their area, how soon I can see them and what the starting price is.

Meta (image ad between posts):
- 3 primary texts of 125 characters or fewer; each one has the area or the timing, and the starting price, from my fact sheet;
- 3 headlines of 27 characters or fewer.
Google (search), for [service + city]:
- 10 headlines of 30 characters or fewer: 4 with the service and the city, 2 with the price, 2 with timing or hours, 2 with a call to action;
- 3 descriptions of 90 characters or fewer.
At the end:
- which actions we count (call, form, message) and how I find out how many became customers;
- the target cost per lead and the break-even, from my fact sheet;
- how people reach me (phone, form, text, Messenger); if it's not in the fact sheet, [VERIFY];
- the character table, counted in code.

**Example of a good answer.** Example B, the auto repair shop. This is part of the answer.

**Meta, primary text:** Oil and filter change in Hamilton from $89 on compact cars, with parts and labor included. (90)

**Meta, headlines:** In 2 to 3 business days (23) · Oil change from $89 (19)

**Google:** from the 15 headlines in the chapter 8 example, keep 10. Pick them by the split asked for here: 1 to 4 (service and city), 5 and 6 (price), 10 and 11 (timing and hours), 13 and 14 (call to action). Descriptions: 1, 3 and 4 (number 2 still carries the [VERIFY] flag from chapter 8).

**What we count:** calls from the ad and the booking form on the website. Every Friday you count in your lead log how many appointments came from ads and how many became jobs. **Target:** $37.60 per lead; above $57.60 you lose money, at 4 jobs out of 10 leads. If your lead log shows 3 out of 10, the target drops to $28.20.

## Bookings: lodging, restaurants, events

People check whether there's room on their date and book. From the copy they want the place, the dates, what's included and how to cancel. You count completed bookings on your website, broken out by date. If people book by phone, count them the way services do, in a lead log.

COPY THIS

STEP: STARTER PACK, BOOKINGS

I sell bookings: [rooms / restaurant tables / event tickets]. Build me the starter pack on Meta and Google for [the dates or days I want to fill].

Why: people want to know if there's room on their date, what they get for the money and what happens if they change their mind. I care most about the empty periods, not the ones that fill up on their own.

Meta (image ad between posts):
- 3 primary texts of 125 characters or fewer; each one has the dates, the price and what's included;
- 3 headlines of 27 characters or fewer, one of them about cancellation.
Google (search), for [type of place + area]:
- 8 headlines of 30 characters or fewer: 3 with the type of place and the area, 2 with the price and what's included, 2 with the dates or terms, 1 with a call to action;
- 2 descriptions of 90 characters or fewer.
At the end:
- which action we count: the completed booking on the website, or the request, if people book by phone;
- the target cost per booking, separately for each option I promote (one night or two, lunch or dinner, single or double ticket); if it comes out negative, tell me;
- the character table, counted in code.

**Example of a good answer.** Example C, the bed and breakfast. This is part of the answer.

**Meta, primary text:** Two weeknights for two: $440 with breakfast. See which rooms are open on our website. (85)

**Meta, headlines:** Weeknight rooms open (20) · Two nights: $440 (16) · Free to cancel 7+ days out (26)

**Google, headlines:** Catskills B&B with 8 rooms (26) · Two nights: $440 (16) · Breakfast for two included (26) · Cancel free up to 7 days out (28)

**Google, description:** Two weeknights cost $440 for two. Book directly with us on our website. (71)

**What we count:** the completed booking on the website. **Target:** $100 per booking for a 2-night stay. Look at Monday through Thursday bookings separately, because those are the ones you want. The ads sell two nights, because a single night leaves $150, under your $200 minimum (chapter 4).

## Sales to other businesses

People leave their details or ask for a call. From the copy they want to know what problem you solve, what kind of business you work for, what jobs you've done and what timelines and guarantees you offer. You count leads, then calls held and quotes sent.

In the end, what counts is the cost per signed contract from chapter 4. But contracts come in slowly, so for the first 60 days you judge the campaign on the leads that get to a walkthrough or a call, and only after that on contracts. A campaign with cheap leads and no contracts is worse than one with expensive leads and two contracts.

COPY THIS

**STEP: STARTER PACK, B2B**

I sell to other businesses. The buyer is [who decides: owner, office manager, operations, procurement]. Build me the starter pack for [service or product] on Meta and Google.

Why: the person who decides doesn't buy from an ad. They care about what problem I solve, how much hassle the switch is and what happens after they leave their details. The first step I ask for is a call, a visit or a quote, not a sale.

Meta (image ad between posts):
- 3 primary texts of 125 characters or fewer that say what their business gets and what the first step is;
- 3 headlines of 27 characters or fewer.
Google (search), for [service + city, or "for businesses"]:
- 10 headlines of 30 characters or fewer: 4 with the service, 2 with what's included, 2 with timing or the first step, 2 with a call to action;
- 3 descriptions of 90 characters or fewer.
Extra rules:
- Numbers about client results only if they're in my fact sheet.
- No "solutions," "partnership," "excellence" or other words that could belong to anyone.
- If the fact sheet has no past clients or jobs, don't mention them, and tell me they're missing.
At the end:
- which action we count, and how I track walkthroughs, quotes and contracts after it;
- the target cost per lead, from my fact sheet;
- the character table, counted in code.

**Example of a good answer.** Example D, office cleaning. This is part of the answer.

**Meta, primary text:** We clean offices in the evening, after your team leaves. Free walkthrough and a written quote within 48 hours. (110)

**Meta, headlines:** After-hours office cleaning (27) · Written quote in 48 hours (25)

**Google, headlines:** Office cleaning in Denver (25) · Cleaning after business hours (29) · Our own W-2 cleaners (20) · Free walkthrough for a quote (28)

**Google, description:** The walkthrough for your quote is free. Our cleaners are our own W-2 employees. (79)

**What we count:** the quote request form. On top of that, in your lead log you note for each lead whether it got to a walkthrough, got a quote and signed. **Target:** $270 per lead, at one contract out of 10 leads. For the first 60 days you don't judge the campaign on contracts, because there are too few; you judge it on how many leads get to a walkthrough. Target per walkthrough: $2,700 ÷ 3 = $900, because one contract comes out of 3 walkthroughs.

# 11 THE PAGE PEOPLE LAND ON

The cleaning company's ad (the same invented example) promises "a written quote within 48 hours." Someone clicks, lands on the page and doesn't see that promise at the top. It's there, but way down, under the form. They never get to it, and they leave.

That's how a good ad loses money: it sends people to a weak page. At the top of the page, people need to find exactly what the ad promised them.

## The steps

1. Take a full-page screenshot on your phone (most newer phones can capture a scrolling one). The page looks different there than on your computer: the button can end up much further down and the text gets crammed.
2. Copy the text of the page.
3. Put the text, the screenshot and the ad that sends people there into the chat.
4. Run the prompt below.
5. Make the changes in the order on the list, starting with the first one.

COPY THIS

**STEP: LANDING PAGE CHECK**

<page>
[paste the page copy]
</page>
[attach the phone screenshot]

<ad>
[paste the ad that sends people here]
</ad>

Task: read the page as a customer who's never heard of us and just clicked the ad above. I want to know what would stop them from buying or asking for a quote.

Answer:
1. What do you understand in the first 5 seconds: what we sell, to whom, at what price?
2. Does the page keep the ad's promise? If the ad says "ships in 24 hours," is that at the top of the page?
3. What question would you still have before you buy or ask for a quote?
4. Where's the main button on a phone, and how far do you have to scroll to get to it?
5. What would make you leave the page?

Then make a list of 7 changes at most, ordered by how much each would raise the number of orders or leads, not by how easy it is. For each, write the exact new copy, not general advice.

Rules: don't invent reviews, numbers or guarantees that aren't in my fact sheet. Mark anything that should be on the page but that you don't know is true as [VERIFY].

**Example of a good answer.** Example D, office cleaning. The page in the example has the headline "Professional Cleaning Services" and a form with 9 fields.

1. In 5 seconds, I understand you do cleaning. I don't understand it's for offices, I don't see the city and I see nothing about price.
2. The promise: the ad says "a written quote within 48 hours." On the page it only shows up at the bottom, under the form.
3. The question left open: who comes into the office in the evening, and how keys get handed over.
4. The button is on the fourth screen, on a phone.
5. Where I'd leave the page: when I get to the form. It has 9 fields, including "estimated budget," which I don't know.

**The changes, in order of impact:**

1. The top headline becomes: "Office cleaning in Denver, in the evening, after your team leaves."
2. Under the headline: "We come for a free walkthrough and send you a written quote within 48 hours." Next to it, the button "Book a free walkthrough."
3. The form keeps 4 fields: company name, phone, approximate square footage, how often you want cleaning.
4. A short section on access: [VERIFY: how keys are handed over and who's responsible for them. It's not in the fact sheet.]
5. Under the button: "Cleaning supplies are included in the price. Our cleaners are our own W-2 employees."

# 12 A SECOND CLAUDE CHECKS THE COPY

Say you wrote "The best auto shop in Hamilton!" in an ad. You give the copy to a new chat with Claude, in the same project. It sees that the superlative has no proof in your fact sheet and replaces it with a fact: the written estimate before any work.

The chat that wrote the copy tends to defend its choices, while a new one reads it with fresh eyes. Anthropic also recommends writing and reviewing as separate steps.

## The steps

1. Open a new chat in the "Ads" project.
2. Paste the ads you want to publish.
3. Run the prompt below.
4. Use the corrected version only where your fact sheet backs it up.
5. If the reviewer catches the same problem twice, add it to your project instructions. That way the chat that writes the copy stops making it too.

COPY THIS

STEP: THE REVIEWER

<text>
[paste the ads you want to publish]
</text>

Task: you're the person who approves the business's ads before they go out. Look for anything that could cost money, get rejected or be false.

Check every sentence and give me, in a table:
1. the sentence;
2. its problem: a fact not in the fact sheet, a number with no source, a superlative, a promise we can't keep, a question that assumes something about the reader, a character limit exceeded, a sentence that sounds stiff or translated;
3. the proof: what the fact sheet says about it, quoted exactly, or "not in the fact sheet";
4. the corrected version.

Count characters in code. If a piece of copy has no problems, write "fits" and don't rewrite it.

**Example of a good answer.** Example B, the auto repair shop. The copy being checked is "The best auto shop in Hamilton! Full service for just $69 with a 2-year warranty. Tired of mechanics who rip you off?" This is part of the answer.

| SENTENCE | PROBLEM | PROOF IN THE FACT SHEET | CORRECTED VERSION |
|---|---|---|---|
| "The best auto shop in Hamilton!" | superlative with no proof; exclamation point | not in the fact sheet | "Auto repair in Hamilton, with a written estimate before any work." |
| "Full service for just $69" | a service and a price that aren't in the fact sheet | "an oil and filter change from $89 on compact cars, parts and labor included" | "Oil and filter change from $89, with parts and labor included." |
| "with a 2-year warranty" | wrong warranty | "a 12-month warranty on labor" | "12-month warranty on labor." |
| "Tired of mechanics who rip you off?" | assumes something about the reader and badmouths others | not in the fact sheet | "You get a written estimate before we touch your car." |

# 13 THE CHECKLIST BEFORE YOU LAUNCH AN AD

The button says "Shop now," but it leads to a quote request form. People expect to pay, land on a form and leave. Item 7 on the list below catches that before you pay for it.

Run every new ad through the list. It asks for a test order or test lead and a separate chat with the reviewer, so the first time, together with the landing page check, it fills the hour you set aside on day 5 of your first week.

- [ ] **1.** Every price, deadline and offer in the copy matches what your website says today.
- [ ] **2.** No number is made up: you can point to all of them in your own data.
- [ ] **3.** No superlative and no guarantee you can't prove.
- [ ] **4.** The copy doesn't assume anything about the person reading it ("Drowning in debt?" or "Struggling with your weight?").

- [ ] **5.** Google headlines are 30 characters or fewer, descriptions 90 or fewer, and every headline makes sense on its own.
- [ ] **6.** Meta copy respects the recommended lengths for the placements you picked, and the first sentence works without the rest.
- [ ] **7.** The ad's button matches what people do on the page.
- [ ] **8.** The landing page says the same thing at the top as the ad, and it loads well on a phone.
- [ ] **9.** You opened the link in the ad, on your phone, and saw that it works.
- [ ] **10.** You know how you count results. If your site has a cart or a form, you placed a test order or sent a test lead and saw it show up in the ad account: in Events Manager on Meta (the "Test events" tab) and under conversions in Google Ads (the steps are in our Meta ads and Google Ads guides). If people call or text you, you write down in your lead log every day how many came from the ad.
- [ ] **11.** The copy went through the reviewer from chapter 12, in a separate chat.
- [ ] **12.** You wrote in your change log what you launched and why (chapter 15).
- [ ] **13.** You read the copy out loud. If you wouldn't say it that way to a customer on the phone, rewrite it.

# 14 ANALYZING YOUR EXPORTED REPORT

A test campaign for the coffee roaster (an invented example) has 4 purchases at $27 each, so $108 spent. It looks bad. But one more order would drop the cost to $21.60, and one fewer would push it to $36. With 4 results, you can't decide anything.

So you decide on the numbers in the report, worked out in code, not on gut feeling. This is where Claude helps most: in two minutes it does math you'd otherwise never get around to. Then you check at least one number by hand, because it can misread a column.

## The steps

You export the report as a CSV file, a plain table that also opens in Excel or Google Sheets.

1. In Meta Ads Manager, pick the date range and the columns: amount spent, impressions, clicks, results, cost per result and, if you have a store, "Purchases conversion value." Add the "Delivery"

column too, where the learning phase shows up (more on that below). Then export the table as a CSV.

2. In Google Ads, from the campaigns or keywords table, with your date range set, download the report as a CSV.
3. Open the file and delete any column with data about people. Campaign reports usually don't have any. Exports from contact forms do have names, phone numbers and emails, and those don't go to Claude.
4. Upload the file to the chat and run the prompt below.
5. Open the export and check at least one number from the answer. If one is wrong, don't rely on the rest until you find out where the mistake came from.

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**STEP: REPORT ANALYSIS**

I've uploaded the export from [Meta Ads Manager / Google Ads] for [start date] to [end date].

Why: on Monday I decide what to change in my campaigns. I want to decide on numbers, not on gut feeling.

Use code for every calculation. I want:
1. Which columns you found and what each one means. If a column isn't clear, ask me, don't guess.
2. A table by campaign (or ad set): amount spent, results, cost per result and, if they're there, the sales value and how many dollars each dollar spent brought back.
3. A comparison with my thresholds from the fact sheet: target cost and break-even. If the export has order values, recalculate the thresholds on each campaign's average order value. The percentage I keep in my fact sheet is figured on the same value the account reports, so apply it straight to the value in the export. If my Meta or Google invoices add sales tax to the ads, divide the recalculated thresholds by 1 plus that rate, as in chapter 4.
4. Which campaigns are under target, which are between target and break-even, which are above break-even, and which have too few results to conclude anything. Tell me how you set the "too few" line.
5. Three things you'd do this week, each with the reason from the data.

Rules:
- Every number you give me has to come from the file or from a calculation you show me.
- Keep what the data says clearly apart from what you assume.
- Don't recommend changing anything based on 2 or 3 results.

**Example of a good answer.** Example A, the coffee roaster. The export in this example covers the fourth week after launch: 7 days and three Meta campaigns, and its values are the ones Meta reports, figured the same way as in the fact sheet. This is part of the answer.

**The table, calculated in code:**

| CAMPAIGN | SPENT | PURCHASES | VALUE | COST PER PURCHASE | BACK PER $1 |
|---|---|---|---|---|---|
| New customers, broad | $476 | 28 | $1,764 | $17.00 | $3.71 |
| Site visitors, catalog | $135 | 15 | $855 | $9.00 | $6.33 |
| Test, help choosing | $108 | 4 | $212 | $27.00 | $1.96 |
| Total | $719 | 47 | $2,831 | $15.30 | $3.94 |

**Against your thresholds.** The target is $14 and the break-even is $21, on the $60 average order in your fact sheet.

- Under target: Site visitors, $9.
- Between target and break-even: New customers, $17. You make money on every order, but less than you wanted.
- Too few to decide: Test, help choosing. With 4 purchases, one more order drops the cost from $27 to $21.60. I set the line at 10 purchases per campaign, because below that one order more or less moves the cost by 10% or more.
- Thresholds per campaign: the average order is $63 for New customers, $57 for Site visitors and $53 for Test. For Test, the real break-even is $53 × 35% = $18.55, not $21. The conclusions don't change.

**What I'd do this week:**

1. New customers, broad: keep the budget where it is and add a new ad on the "roast date on every bag" angle. Cost per order is $17. That's $1.95 over the target recalculated on the $63 average order, which is $15.05. But it's under the break-even for the same order, $22.05. In the Delivery column, the ad set shows "Learning limited." It has 28 purchases a week, under the roughly 50 Meta needs. The new ad can restart learning, so after it you change nothing for 7 days.
2. Site visitors: don't pump up the budget. This campaign shows ads to people who've already visited your website (marketers call this retargeting). *Assumption:* the audience is small, and with a bigger budget the cost will probably go up. Check the audience size in Ads Manager before you decide.
3. Test, help choosing: give it 7 more days. If it gets to 10 purchases and the cost stays above its break-even of $18.55, pause it.

**What the data says and what I assume:** the table and the thresholds come from the file and the fact sheet. The size of the visitor audience is my assumption. The 47 purchases are the ones Meta attributes to itself; compare them with the orders in your store for the same week.

## Two things to keep in mind when you read the analysis

First, every platform credits itself. The sales in Meta and in Google are the ones each platform attributes to itself, so don't add them up: the same sale can show up in both. Compare them with the real orders in your store, or the leads that came in by phone and email.

Second, you launched the ad on Thursday, you have two orders by Monday, and you feel like pausing it. Meta is only starting to learn. A new ad set, or one with a significant edit (the ad set is the group of ads with the same budget and audience, inside a campaign), is in the learning phase, while Meta's delivery system figures out who to show it to. Meta says an ad set usually exits it after about 50 results in the week after its last significant edit. Until then, the numbers don't say much, and another significant edit starts learning over.

When an ad set isn't likely to get to about 50, Meta marks it "Learning limited" and suggests five fixes:

- combine similar ad sets and campaigns;
- expand your audience;
- raise your budget;
- raise your bid or cost control, if you use one;
- change your optimization event to one that happens more often, for example from purchases to add to cart.

On a small budget, three are realistic: combine, expand and change the event. Change the event only when the ad set brings in fewer than 10 sales in 30 days, about 2 or 3 a week. That line is this guide's, not Meta's.

## Later: connecting Claude straight to your ad account

For the first few months you work with CSV exports. Once the routine is second nature, you can connect Claude straight to your ad account through a connector. Both platforms publish an official one, called an "MCP server" in their documentation.

Meta's connector lives at https://mcp.facebook.com/ads. In Claude you add it under Customize, then Connectors, with "+ Add" and "Add custom connector," using the address above. Connectors in the directory with Meta in the name may be third-party tools, not Meta's own, so go by the address. According to Meta's documentation, it pulls reports and can also create and edit campaigns, ad sets and ads. If it doesn't work on your account yet, stay with exports. (On Free you can add one custom connector.)

Google's connector can't create, change, pause or turn on campaigns, ad groups, ads, budgets or bids, Google's documentation says. It can add labels and assets, unless whoever sets it up turns those off. It needs a Google Cloud project and a technical setup, so it's hard to install without a developer.

**Use Meta's connector only to read your reports. Make every change in the account yourself, by hand, in Ads Manager.** Keep it that way for good, not just at the start. A connector that can launch or change a campaign can spend real money on the spot. A mistake by Claude stops being a typo on your screen and becomes a charge on your card.

How do you enforce that in Claude? Claude asks for your approval before it uses a connector's tool. For the tools that create or change things, don't click "Allow always." Turn them off completely in the "Search and tools" menu, so Claude can't use them. Leave on only the ones that read reports.

Anthropic advises connecting Claude only to servers built and hosted by organizations you trust, because a malicious one can slip Claude hidden instructions you never see. So connect only the two official connectors above.

# 15 YOUR WEEKLY ROUTINE

The bed and breakfast changes its ad headline on Tuesday, and that same week bookings go from 3 to 5. Was it the headline, the weather or a school break? With so few bookings, there's no way to tell, and if the owner had changed three more things, there'd be no telling anything at all.

So you decide on changes once a week, on Monday, 3 at most, and make them by Wednesday. Every significant change restarts the learning phase (chapter 14), and with changes every day you never know what worked.

## The steps

1. Monday morning (30 minutes): export the reports for the last 7 days and compare them with the week before, using the prompt below.
2. Monday (15 minutes): decide on 3 changes at most and write them in your change log.
3. Tuesday or Wednesday (1 hour): launch new ads only if Monday's analysis said so. Run the checklist from chapter 13 first.
4. Friday (10 to 20 minutes): just check that nothing broke: a disabled account, rejected ads, a budget spent in a strange way. For services and B2B sales, count the week's leads in your lead log.
5. The first day of the month (1 hour): compare what the platforms say with your real orders, leads or bookings from last month.

## Your change log

The change log is a simple table kept in a file. A month from now, you give it to Claude to find out what worked out of everything you changed.

| DATE | CAMPAIGN OR AD SET | WHAT I CHANGED | WHY | WHAT NUMBER I'M WATCHING AND WHAT I EXPECT |
|---|---|---|---|---|
| [date] | [name] | [e.g.: added the ad on angle 2] | [e.g.: cost per order has been over target for two weeks] | [e.g.: cost per order under $14 within 14 days] |

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STEP: THE MONDAY ANALYSIS

Let's do the weekly analysis. I've uploaded:
- the export for the last 7 days;
- the export for the 7 days before that;
- my change log.

Use code for every calculation.
1. What changed from one week to the next (amount spent, results, cost per result), by campaign, against the thresholds in my fact sheet.
2. Which change in my log could explain the differences. If you don't see a link, say so.
3. Which Meta ad sets are still in the learning phase. If an ad set won't get to about 50 results a week, tell me, and tell me what to do with it instead of waiting forever.
4. Suggest 3 changes at most for this week, in order of importance. For each: what I change, why, and what number I watch next week to know whether it worked.
5. Which ads have run long enough to be replaced with new versions, and what angle you'd try in their place.

If there's too little data to decide, tell me to wait, and for how long.

**Example of a good answer.** Example C, the bed and breakfast. It has two Meta ad sets, each with 1 to 3 bookings a week.

1. The difference: spend went from $275 to $285, and bookings from 3 to 5. Cost per booking dropped from $91.67 to $57, under the $100 target.
2. What in your log could explain it: on Tuesday you changed the headline to "Weeknight rooms open." With 5 bookings I can't say the headline brought them in; it could also be the weather or a school break. All I can say is that they happened the same week.
3. The learning phase: neither ad set will get to 50 bookings a week on this budget, so waiting won't fix anything. Of Meta's fixes for "Learning limited," two work here. You combine the two ad sets into one, so the results add up. Or you ask Meta to optimize for a step that happens more often, like when someone starts a booking on your website. I'd start with combining, because it doesn't change what you count. Change the event only if the combined ad set still brings in fewer than 10 bookings in 30 days.
4. The changes: (1) combine the ad sets, (2) change nothing else for 7 days, (3) next week, watch cost per booking, which needs to stay under $100.
5. Ads to replace: none yet. They've run just one week since the headline change.

# 16 WHAT YOU DON'T LEAVE TO CLAUDE

Publish an ad without reading it, and you'll hear about the price you don't offer from the first customer who walks in with the ad in hand. Then you choose: honor it and lose money, or refuse it and lose the customer.

Claude is good at copy, at structure and at math done in code. It's weak exactly where a mistake costs you the most, so you check or decide these yourself.

**Your business facts.** Price, stock, shipping times, warranty, hours. If they're not in your fact sheet, Claude can write plausible ones, and you publish them without noticing. That's what the [VERIFY] rule is for.

**Numbers that sound good.** "87% of customers come back," "3 times faster," "over 10,000 happy customers." Claude easily produces believable numbers that come from nowhere. If you can't point to a number in your own data, cut it.

**Promises.** Guaranteed results, health effects, "cheapest in town." Lines like these can get ads rejected, bring complaints or even get your account restricted.

**Platform policies.** Claude knows Meta's and Google's rules only up to a certain date, and the platforms change them often. When in doubt, read the official policy page. If Claude searches the web for you, ask for the link to the official page and open it yourself. Some categories come with extra rules in the US: ads for housing, jobs and financial products and services have to run under Meta's special ad categories, which limit targeting by age, gender and ZIP code, and Google bars those same options for housing, employment and consumer finance ads.

**The final call.** How much you spend, what you pause, what you launch. Claude gives you reasons, but the money is yours, and you know things it can't see: your supplier is running late, your busy season is coming, the people who called yesterday didn't buy.

**The unchecked report.** If Claude says "campaign X costs $15 per order," open the export and check at least one number (chapter 14 says what to do if it doesn't match).

The rule the whole guide rests on stays the same: you give Claude the facts, Claude works with them, and you check everything before it goes live.

# 17 COMMON MISTAKES

These mistakes don't stop your ads. They just cost you money, a little at a time, so it pays to spot them early.

- Your ads look like your competitors' ads. Your fact sheet has no proof (item 5) and none of your customers' words (item 8), so Claude writes what anyone would. Fill those in from your reviews and messages, then redo the research in chapter 5.
- A Google headline runs over the limit. You got an estimate instead of a count, and headlines max out at 30 characters. Ask for the character table, counted in code, in every copy prompt.
- Meta rejects your ad over personal attributes. The copy asks the reader something personal, like "Are you in debt?" or "Do you have diabetes?" Rewrite it around what people get, and add the rule to your project instructions.

- You change something almost every day and the numbers never settle. You're deciding on 2 or 3 results, and every significant change restarts the learning phase. Decide only on Mondays, 3 changes at most (chapter 15).
- The platforms show more sales than your store has. Each platform credits itself. Compare with your real orders every month and decide on those.
- Claude gives you a number you can't find in the file. Your prompt didn't require every number to come from the file or from a calculation it shows. Add the rule, run the analysis again and compare.
- After dozens of messages, Claude forgets the rules. The chat got too long. Open a new chat in the project for every task; your fact sheet and instructions come along, and anything you need from the old chat goes between `<previous>` and `</previous>`.
- You get lots of leads but few customers. You're counting forms, not customers. Your lead log shows how many leads out of 10 become customers, and if it's fewer than your fact sheet says, redo chapter 4. At the example auto shop, 3 out of 10 instead of 4 drops the target per lead from $37.60 to $28.20. With B2B sales, judge the first 60 days on leads that reach a walkthrough or a call (chapter 10).
- Your cost per result looks good, but you can't tell if it is. $17 per order means nothing without a target. At the roaster, a $60 order leaves $21; after $17 in ads, $4 is left, under the $7 the owner wants. Do chapter 4 before your first analysis.

# 18 FREQUENTLY ASKED QUESTIONS

**Is the Free plan enough?**
For a week of trying it out, yes. If you use it every day and upload reports, you'll usually hit the limit. On Pro, at $20 a month, you'll hit it much less often.

**Does Claude write better than I do?**
It writes faster and gives you more versions than you'd write yourself in an hour. But you know the facts, your voice and what works with your customers. The best ads come out when Claude writes the versions and you pick and fix.

**Can I give it direct access to my ad account?**
Through Meta's official connector, yes (chapter 14). Use it only to read reports, and make changes yourself in Ads Manager. A connector that can change a campaign can spend real money.

**Do these prompts work in another assistant?**
Yes, if it can run code. The prompts lean on counting characters and doing math in code. Without code execution, you count the characters yourself. Where you keep your fact sheet and instructions changes too.

**How often should I change my ads?**
Only when Monday's analysis says so. Judge a new ad once it has enough results, not after two days. In the chapter 14 example, the line is 10.

**Meta rejected an ad I wrote with Claude. What do I do?**
Read the reason in Ads Manager. Give Claude the reason and the link to the policy, ask for a rewrite, and run it through the reviewer in chapter 12. If you're sure the ad follows the rules, you can request another review.

**What if Claude tells me my idea is bad?**
Ask why and what it would do instead. If the reason comes from your data, take it seriously. If it's a general opinion, you decide, because you know your market.

**How much time does this take each week?**
About 7 hours for the first week, then about two hours a week: Monday's analysis (45 minutes), new ads (1 hour), Friday's check (10 to 20 minutes). Once a month, add an hour to compare with your real sales.

**Can I give Claude my CRM export?**
Only the numbers. Delete the columns with names, phone numbers, emails and addresses before you upload it.

# 19 YOUR 30-DAY PLAN

| WHEN | WHAT YOU DO | HOW YOU KNOW IT'S DONE |
|---|---|---|
| Day 1 | Claude account, the "Ads" project, fact sheet filled in, instructions pasted (chapters 1 and 3) | the fact sheet has no empty fields except 11b, which you fill in on day 2; where you don't know, it says "don't know" |
| Day 2 | target cost and break-even (chapter 4) | both numbers are in item 11b of your fact sheet |
| Day 3 | the research (chapter 5) | you have the tables of your customers' reasons and fears, each with its quote |
| Day 4 | angles and Meta and Google copy, with the prompt for the way you sell (chapters 6 to 10) | you have 3 angles, each with proof from the fact sheet, and all copy fits the limits, counted in code |
| Day 5 | the landing page, the reviewer and the checklist (chapters 11 to 13) | you've checked items 1 to 11 and 13; you check item 12 on day 6, after you launch |
| Day 6 | launch your campaigns and log what you launched | the first entry in your change log is filled in |
| Week 2 | change nothing; on Friday just check that nothing broke | your change log has no changes except fixes |
| Week 3 | your first Monday analysis (chapters 14 and 15), 3 changes at most | every change has the number you're watching in your log |
| Week 4 | your second Monday analysis; replace the ads that have run long enough | you have at least one new ad, on a different angle |
| Day 30 | compare what the platforms say with your real sales, leads or bookings | you know your real cost per customer, alongside the one the platforms show |

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# A NOTE FROM US

We're HIGH-UP ADS, a brand and direct marketing agency, and we wrote this guide. Our team is in Romania, and we work with US businesses through highupads.ro/en. We use AI too, to move faster. But what we publish, how much of a client's money we spend and what we pause is decided by our team, and we answer for it.

HIGH-UP ADS

# WANT A SECOND PAIR OF EYES ON YOUR NUMBERS?

Reading the guide is the easy part. The hard part comes later, when you have to decide what a customer is worth to you, what to track, and when to stop. You can get our help with that in two ways, and both are free.

## THE NEWSLETTER

One marketing topic a week, written for business owners, with something you can try the next day. One email a week, and you can unsubscribe in one click.

Subscribe

highupads.ro/en/newsletter

## A FREE AD AUDIT WITH OANA

An hour on Zoom or Google Meet. Oana goes through your ads and your numbers with you, then sends you a written plan you can use with or without us.

Pick a day

highupads.ro/en/session

The audit is for businesses that can spend at least $1,500 a month on ads, and calls run between 9 am and 2 pm ET. Oana won't follow up with a sales pitch. If you want to work with us after that, you tell us.

