

## **Module 10 and 11 - Step by Step Action Plan**

Congrats on completing module 10 and 11! By now you should have gone through the Facebook ads portion of the course.

You should now know exactly how to run successful Facebook ads from scratch.

Here is your step by step action plan for this module:

### **Step 1 - Facebook Ads Formula, Principles of Influence + Value Ladder**

- Go through these 3 sections to fully understand how they're connected
- Facebook ads formula shows you exactly process for creating FB ads
- Study the 7 principles of influence and how they can be used in your ads
- Understand how the value ladder comes into play with our strategy

### **Step 2 - Fully understand how Facebook Ads work**

- We're interrupting people with Facebook ads so we need to hook them in
- We hook people in by providing an irresistible offer
- Make sure to set up FB pixel for clients (if don't have one)
- Follow the copy formulas included in the program

### **Step 3 - Practice Facebook ads pitch deck**

- Practice the Facebook Ads pitch deck + presentation script
- Practice the closing statements that get client to commit and sign up