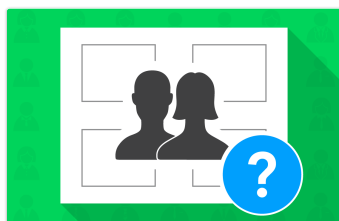


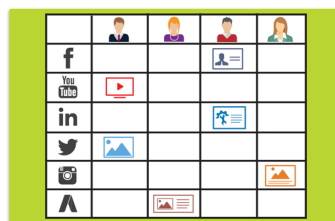
lab | Improve My Ads Track

Follow the arrows to complete each step of your path. Print, save, or bookmark this page to access your path whenever you're ready to move on to the next item. This path has been personally curated to provide a mix of learning and implementing to ensure that you're growing your business each step of the way.



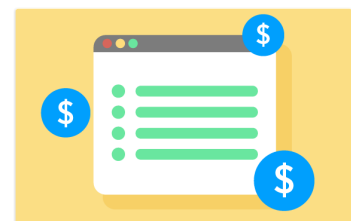
The Customer Avatar:
Discover Your Ideal Customer

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The Ad Grid

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How to Write Sales-Boosting
Bullets in 7 Steps

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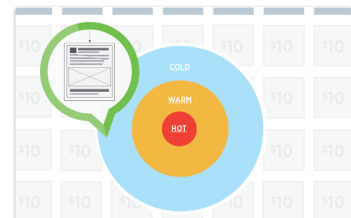
The Ultimate Facebook Ad
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Supplemental Resources:

- **Execution Plan** | LinkedIn B2B Ad System
- **Office Hours** | What's Working Now on YouTube Ads
- **Office Hours** | Hacking AdWords to Achieve Predictable (& Sustainable) Revenue
- **Office Hours** | 6 Steps to Launching Your First LinkedIn Ad Campaign Office Hours
- **Toolbox** | Plug a Leaky Sales Funnel with Facebook Retargeting
- **Blog Post** | Troubleshooting Your Traffic Campaigns: What To Do When It's Just Not Converting