

YOUR "WINNING ADS"

# Sweetspot Action Steps

- ❑ Watch the "Winning Ads" introductory training.
- ❑ Watch to the "STEP 1" Implementation Video & set up your Ads Manager columns.
- ❑ Watch "STEP 2" Implementation Video and use Ad Manager to identify your winning image from the test using the data mining process.
- ❑ Watch "STEP 3" Implementation Video and set up a new ad test for a new ad variable (second test is for ad text).
- ❑ After 3 days / \$30 of ad spend use "STEP 2" to find your winning ad text and set up a new test sequence with 3 to 4 different headlines.
- ❑ After 3 days / \$30 of ad spend use "STEP 2" to find your winning headline.
- ❑ Follow the "STEP 4" Implementation Video and use the "Results Review Flowcharts" to determine your next course of action.

