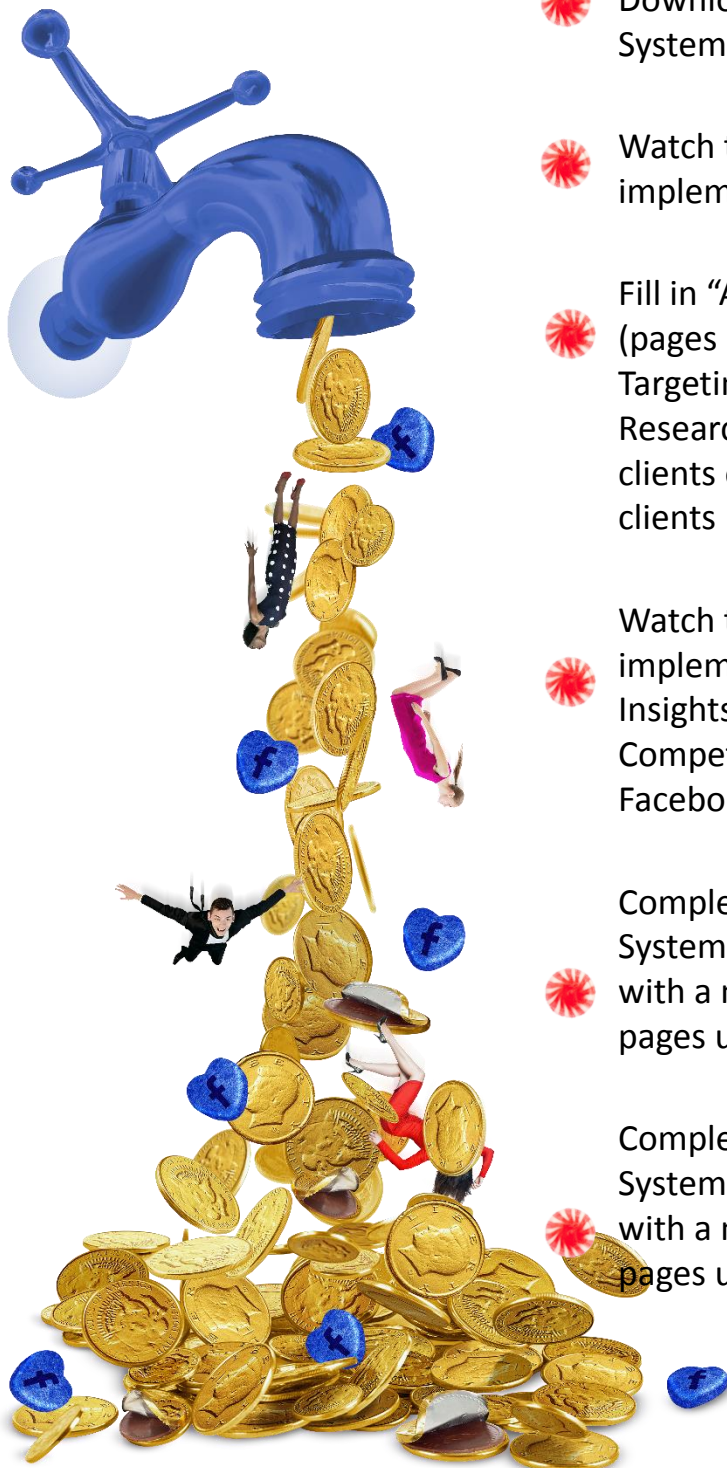


Sweetspot Action Steps



- Download the “Profitable Ad Research System” document
- Watch the “1.0 Profitable Ad Research” implementation video
- Fill in “A. Your Ideal Client Profile” Section (pages 2 and 3) and the “B. Demographic Targeting” Section (pages 4-7) of the Research System doc based on your past clients or do interviews with potential clients
- Watch the three “Insider Ad Secret” implementation videos. 2.0 Audience Insights Tool, 2.1 How to Spy on Your Competitors, and 2.2 How to Find Facebook Business Pages to Target
- Complete your Facebook Ad Research System section “D. Personality Targeting with a minimum of 20 Facebook Business pages using the three tools
- Complete your Facebook Ad Research System section “D. Personality Targeting with a minimum of 20 Facebook Business pages using the three tools