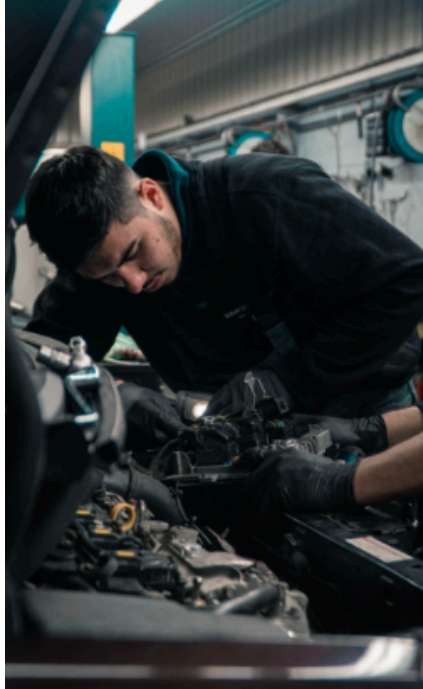




THE EXERCISE

- 1 Identify a problem you are facing (bad outcome/symptom)
- 2 Walk the factory line
- 3 Ask why until you find the root causes. Use outside resources if needed.
- 4 Create or update your strategy and tasks to solve the problem and get your outcomes

Identify a problem you are facing (**SYMPTOM**):

I have no idea how to run FB Ads for my client

Walk **THE FACTORY LINE**

- I've never run Ads before (This is my first client / first project)
- Lack of information about FB Ads

Ask why until you find the **ROOT CAUSES**

- Why do I not know how to run ads?
 - Cause I only watched "Run Ads Make Money"
 - Why do I need more Information?
 - Cause I don't know the FB technical part

Create or update your strategy and tasks to solve the problems and get your outcomes (**SOLUTION**)

- Go through the FB Ads course in the E-com campus
- Use the chats in TRW for help (if needed)

- Ask your experienced friend for more details about FB Ads