

Goal: Rainmaker by September 20th 2024

What it takes to get there: At least 25 closed sales for my client through FB ads. Preferably 50 sales.

Objective breakdown: Meta ads launched, test the results and optimize, use TRW for help and guidance, get copy reviewed, use LDC index for specific help and keep going until you hit the goal.

Checkpoint#1: Client pays me 5k for 25 sales closed, I upsell him on email marketing, and I collect a testimonial.

Checkpoint #2: Gotten 10 leads and sent them to client through running two step lead gen from fb ads, focusing on retargeting the people who didn't sign up

Checkpoint #3: Published the fb ads after we figured out what strategy and audience is the most optimal and used the dynamic creative filter for testing copy and creatives.