



Ad Mastermind w/ Jesse G.

Why Do People Scroll Socials?

The **3 E's Framework** — ensure every ad or post hits at least one of these:

- **Educate** – give them value or a new insight
- **Entertain** – make them smile, laugh, or feel connected
- **Elevate** – inspire them to take action or feel empowered



The Roller Coaster vs. Step-Up Game

Many people play the “roller coaster” game—big months followed by dips. Instead, play the **step-up game**. We want something predictable, reliable, scalable where we can see a continuous growth pattern. We want an upwards trajectory on our “growth chart”. So...

- Use testing strategies to find your winning ad & build momentum with that **winning ad**.
- Then, we do a “step up” to our game:
- Allocate resources strategically using **80/20 rule**:
 - 80% → your top performer(s)
 - 20% → testing to beat it
- Every time something wins & you find a new winning formula → that becomes your new baseline
 - Reallocate your budget towards the best performing ad or ads (80% to this one)
 - Initiate testing cycle yet again (20% to new)
 - Gradually “stepping up” every time

🔑 There's no reason for your results to decline if you're consistently testing and optimizing.



Continuous Ad Testing & Split Test Strategy

To Play the "Step Up Game", it's a matter of testing variables continuously. Once you have your winner, you can find how to "step it up" by testing 3 variables:

1. **Copy** (the written post)
2. **Creative** (image or video)
3. **Audience**

Do NOT change all three at once.
→ Only test ONE variable per ad set

Suggested Testing Format:

- Week 1: Same creative/audience → test 3x different copy
- Week 2: Keep winning copy → test 3x creatives
- Week 3: Keep best combo → test new audience(s)

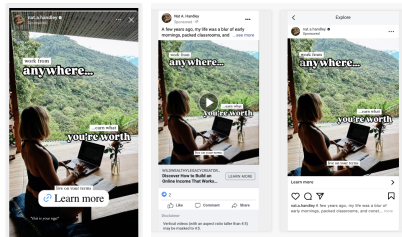
Want to condense testing time? **"Shotgun" approach** (see final page of this doc)

Budget Strategy

Test with **\$6/day per ad set** (slightly above the typical \$5/day crowd); or \$11/day or \$16/day
→ This gives you better distribution and faster data

Jesse's Advertising Style & Approach

- Ads to the FB Feed
 - A photo of him with his family, doing something they enjoy
 - Long-form copy: a caption telling his story & presenting the offer/opportunity at the end
- his creatives (images) do not have words on them, so as to blend in with content on the feed
- My thoughts? Our style "echos" this, but we optimize for Stories/Reels with text on the image. Personally, I launch to "all placements", thus my content gets pushed to Stories/Reels AND the Feed, thus I have...
 - Creatives w/ words (for Stories/Reels)... but fit in the "square" for feed posts



- Long-form Copy (for feed posts)
- Something for me to consider:
 - Creative without words, to see if they perform
 - Tracking the placements my sign-ups/affiliates come from

Which Campaign Objective to Use?

Skip **Traffic** campaigns. They're outdated and attract junk leads...(!!!)

To raise the quality of lead, change the objective.

Your Options (in order of quality):

1. **Sales Objective** → people with proven purchase behavior
2. **Lead Objective** → people likely to submit forms
3. **Engagement Objective** → people who like to talk... but may not buy...

Jesse's Feedback:
after testing, engagement objective & sales objective perform equally as well, so opt for those!

Funnel owners? Run **Sales Objective** with "Website" as the destination
→ Optimizes for checkout activity & quality traffic
[if you want to skip the Application Form process]

The Creative = Targeting

Advantage+ Optimization for audiences = rolled out & will replace interests based audiences.

Top tip: "the creative is the new audience targeting." Meta now uses AI to target based on your actual ad content.
→ They scan your **image/video + copy** to determine who sees your ad.

Tip: Make sure your creative visually reflects the ICA (Ideal Client Avatar).

- Don't just pick a pretty photo. Pick a relevant one.

Right now? We can still add interests.... I am leaving ADVANTAGE+ on, but also manually inputting interests.

FURTHER RESOURCES: Youtube: Ben Heath < explaining the Meta updates & things they are changing

⚠ Meta Compliance Notes

DO:

- Say: "Do this from the comfort of your couch" (instead of "work from home")
- Keep it personal, real, and soft-sell
- Shotgun approach: Get approval on 1 version before duplicating across ads
- Use ChatGPT / Meta AI to check for compliance before launching

DON'T:

- Use language that implies income promises
- Say "you'll earn..." or "guaranteed results"
- Use words that imply personal attributes (e.g., "you're stuck...")

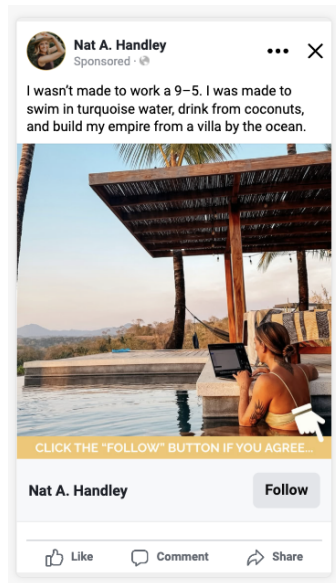
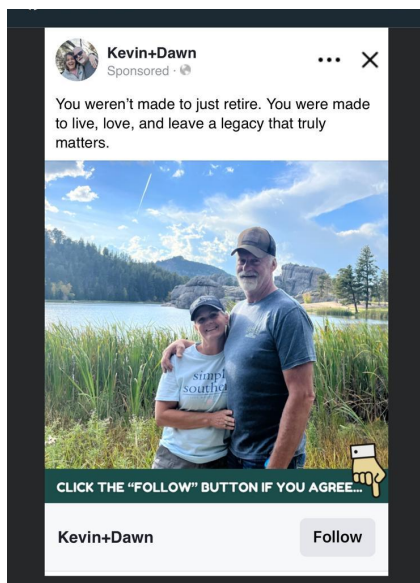
Likes Campaigns

Run BEFORE starting any other ads. At least \$50 on a Likes Campaign before running any type of ad. Use a simple "I believe" statement & [add a banner in Canva](#).

- \$6/day for 10 days (then drop to \$2/day ongoing)
→ Builds trust, traction & improves future ad performance

Why it works:

- Makes your business page more "active"
- FB rewards active pages with better ad delivery
- ...overall algorithm will be on fire



Shotgun Split Test Strategy



Example Matrix:

ROUND 1 (same creative/audience → test 3x different copy)

Audience:

US | 25-45 | F |

Affiliate Marketing
Passive Income
Entrepreneurship

&

Travel (Intr)
Frequent Travellers (Beh)
Returned from Travelling 2 weeks

Creative:



Copy (testing):

Variation 1 "Life by Design"	A few years ago, my life was a blur of early mornings, packed classrooms, and constant exhaustion... I was working 40+ hours a week as an educator—doing "everything right," but quietly asking myself: <i>"Is this really it?"</i> I wasn't afraid of hard work. But I was tired of sacrificing my time and energy, with so little to show for it. The turning point? Learning how to create income that wasn't tied to clocking in. ✨ I swapped burnout for balance. ✨ Paychecks for profit. ✨ "Busy" for freedom. And I did it by aligning with a business model that rewards <i>smart systems</i>, not more hustle. Today, I get to work from places I love, earning what I'm worth — while actually enjoying my life. If you're curious how this is possible, I'm sharing it all in my free 70-minute masterclass.
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	Inside, I'll walk you through: ✓ How leveraged income streams work ✓ The 3-step strategy that replaced my hustle with alignment ✓ How you can build income that supports your life (not consumes it)  Click to watch the comprehensive training & see if this resonates with you. No fluff. No filler. Just real strategies that work.
Variation 2 "Golden Handcuffs"	I once believed that climbing the corporate ladder was the path to success... So, I pursued the degrees, secured the promotions, and followed the career trajectory that looked promising on paper. Yet, something felt amiss. Longer hours. Increased pressure. The freedom I aspired to seemed perpetually out of reach. This realization led me to explore alternative ways to generate income—methods that didn't involve extending my work hours but rather working differently. I discovered an online business model that resonated with my aspirations: Sharing products I genuinely support, which people are already seeking Utilizing systems and automation to establish consistency Creating a structure that could evolve over time—even during my off-hours This journey wasn't about instant success. But it marked a significant shift—bringing clarity, flexibility, and alignment into my professional life. Now, I share these insights in my new free 70-minute masterclass. This session outlines the steps I took to cultivate a more adaptable, online business framework.

	 If you're interested in exploring this approach, tap to watch the training. No fluff. Just a transparent overview of the process.
Variation 3 "Freedom is Built"	For the longest time, I thought freedom was something you <i>found</i>. A better job, a bigger raise, a lucky break. So I worked harder. More hours, more responsibilities, more stress. But "someday" never came. The real shift happened when I learned: Freedom isn't found. It's <i>built</i>. It starts with understanding leverage. It grows when you align with smarter systems. And it becomes sustainable when your work supports your life—not the other way around. For me, that looked like building an online income stream through high-ticket affiliate marketing. → Promoting meaningful products → Using automation to work smarter → Creating income that didn't demand all my time & energy Now, I get to choose when I work, where I work, and how I grow my income. If you've been searching for a way to build freedom intentionally, → My free 70-minute masterclass will show you how.  Click to watch & see what's possible. No fluff. No filler. Just real strategies that work.

ROUND 2 (Keep winning copy → test 3x creatives)

- Based on the results from Round 1, I will see which copy performs best
- From there, I will take the winning copy & launch it with new creatives (images) to see if I can get them to out-perform Round 1 Winners

ROUND 3 (Keep best combo of copy+creative → test new audience(s))

The Setup

- Create 1 campaign
- Test audience at the **Ad Set** level
- Test creative/copy in the **Ad** level

Advantage+ learning phase happens at the **campaign level**
→ Don't duplicate campaigns or it resets the learning cycle

Example of my set up:

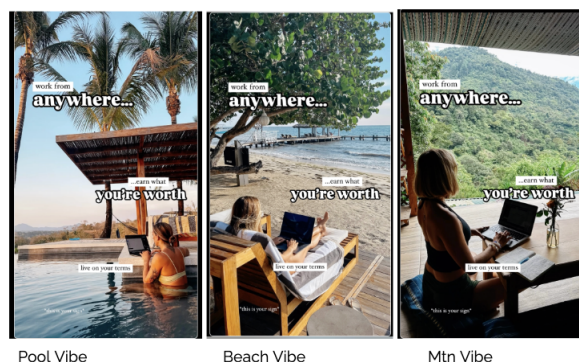


→ Top (Folder): "Campaign Objective" - where you choose your campaign style

→ Middle (4 Squares): "Ad Set" - where you create your audience

→ Bottom (Advert): "Ad" - where you put your ads

- In this example, I am running a sales campaign & sending my ads to Canada, using the parameters on pg. 2. I have the "Golden Handcuffs" Copy as a constant, and testing which creative performs best. **Something to note:** all variations under the same ad set! (different from how we've run things in the past)



- Next Steps:
 - Keep this Sales Campaign running for **at least 10-14 days** (takes more time to gather the right data).

- "Testing window" = at least 4 days of testing to let Advantage+ features do its "learning phase" as much as possible
 - Usually... within 48 hours, you can see which one(s) are performing "worse" than the others. Turn off any poor performing ads & leave the others running.
 - ⚠ Before shutting off an ad, wait until it has spent **at least \$12**.
If still no results or just 1 poor-quality lead → shut it off.
 - After 10-14 days, can see which is the "winner"
 - Initial testing round two:
 - (1) Keep the winner running
 - (2) Duplicate Ad & isolate/test next variable
 - In this case: I would take the winning creative (image) & run different captions against it
- ^ this happens within the same "ad set"
- Thinking ahead: for round 3, I might duplicate at the "Ad Set" level and run my winning copy+creative to a different audience

If you want to move faster? "Shotgun approach"

- Create 2 ad copies + 2 creatives
- Launch under 2 ad sets (targeting different audiences)
- You'll test 8 ads over ~2 weeks

Set up:

- 1 Campaign
 - 2 Ad Sets (2 audiences)
 - 4 ads in each ad set
 - Ad 1 + **Copy 1**
 - Ad 1 + Copy 2
 - Ad 2 + Copy 1
 - Ad 2 + Copy 2
- Budget split across ad sets