

The Paid Traffic Launch Pack (\$197 Upgrade Playbook)

10-Minute Meta Ads Setup, 12 Creative Frameworks, Pixel + CAPI Guide & Kill/Scale Rules

Module 1: The 10-Minute Meta Ads Campaign Setup

- **Campaign Objective:** Sales (Conversions) — never Traffic or Engagement.
- **Structure:** 1 ABO (Ad Set Budget Optimization) Testing Campaign → 3 Ad Sets at \$15–\$25/day each → Broad targeting (Age 25–60, US/UK/CA/AU, no narrow interest stacking) so the creative does the targeting.
- **Placements:** Advantage+ or Manual Feeds + Stories + Reels (4:5 vertical and 1:1 square).

Module 2: 12 Direct-Response Ad Creative Frameworks

1. **The "Ugly Sticky Note" Callout** — High-contrast yellow note calling out the #1 daily frustration.
2. **The "Before vs. After Morning Timeline"** — Split graphic comparing a reactive 8:00 AM vs. a structured 8:00 AM.
3. **The "3-Step Mechanism Diagram"** — Simple 3-box visual showing Step 1 → Step 2 → Step 3.
4. **The "Checklist Screenshot"** — Annotated preview of the printable journal or audit checklist.
5. **The "90-Hour Build vs. \$27 Shortcut" Math Comparison** — Side-by-side table of time and cost saved.
6. **The "iPhone Notes App Confession"** — Native-looking dark-mode Notes screenshot hook.
7. **The "Highlight & Margin Note" Book Page** — Photo/mockup of a page with yellow highlighter on the key insight.
8. **The "Two-Column Filter" Whiteboard** — Visual of Control vs. Non-Control columns.
9. **The "What's Inside the Box" Flat-Lay** — Clean flat-lay showing the ebook, journal, and 3 bonus covers.
10. **The "Stop Doing X, Do Y Instead" Contrarian Hook** — Bold typography graphic.
11. **The "Who This Is For / Not For" Qualifier Ad** — Filters out freebie-seekers before they click.
12. **The "Retargeting FAQ Objection Crusher"** — Shown only to 7-day landing page visitors who didn't purchase.

Module 3: Meta Pixel + CAPI Setup & Numeric Kill/Scale Rules

Metric	Target Benchmark	Action If Below Target
Outbound CTR	> 1.0%	Kill ad creative at 500 impressions; test new headline/visual hook
Cost Per Outbound Click (CPC)	< \$2.00	Refresh primary text hook and first line
Click-to-Checkout Initiation	> 12%	Ensure mobile headline matches the ad hook 1:1
Net CPA (Total Funnel Revenue)	≤ Break-Even AOV	Scale winning ad set budget by +20% every 48 hours

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