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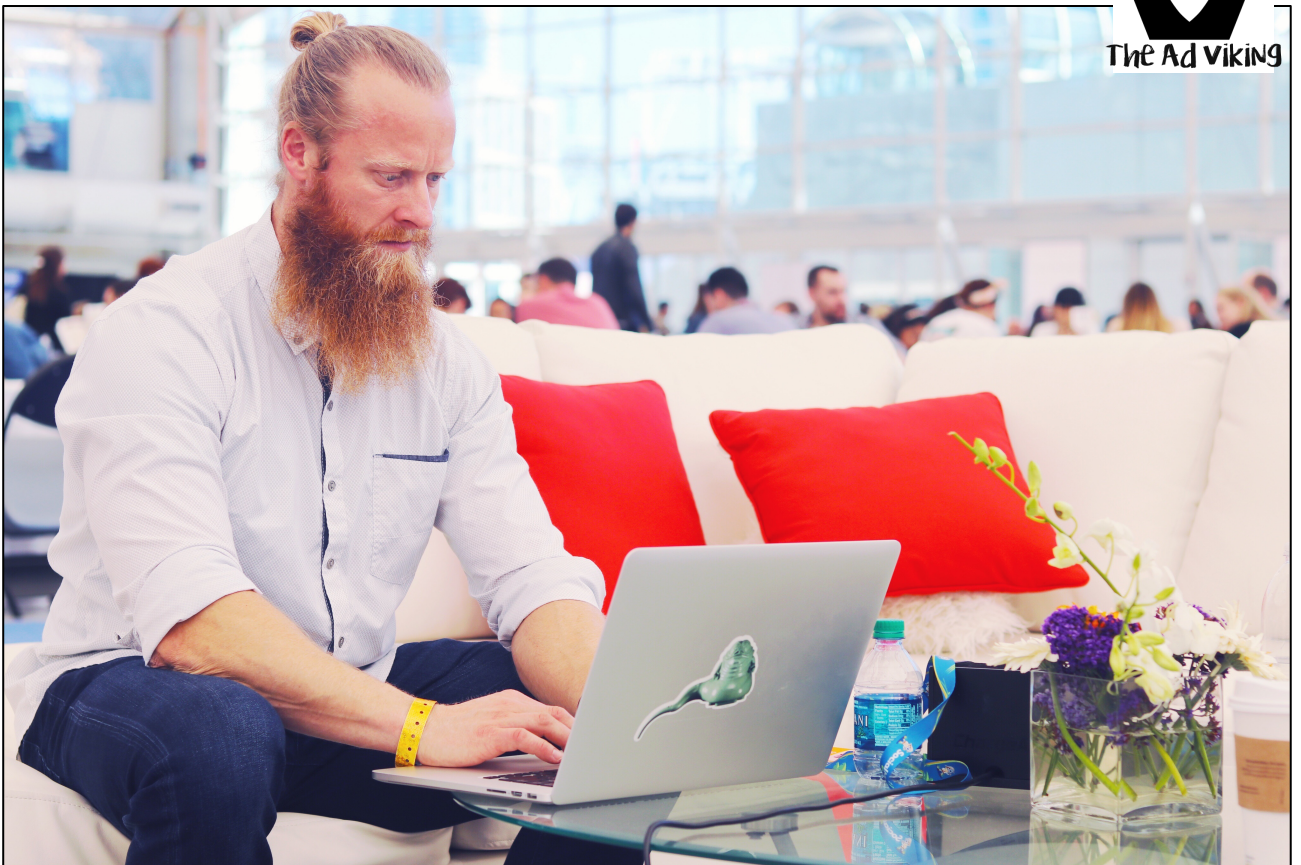
EVERYTHING YOU NEED  
TO GET STARTED WITH  
**FACEBOOK**  
**ADVERTISING**

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*With Andy Bengel*



The Ad Viking



*To maximize your learning during the course, please print this workbook and be prepared to use it as we dive in!*

## 3 WAYS TO GET MASSIVE VALUE

from this Facebook ads course

### 1: PRINT THIS WORKBOOK

And use it to follow along in the videos for each of the 6 modules. The notes for each module are clearly marked.

### 2: TRY OUT THE STRATEGIES

Use this workbook and the videos as a guide while setting up your own Facebook account, creating an audience for ads, designing your first ad, and more!

### 3: TO MAXIMIZE YOUR LEARNING IN THIS COURSE,

at the end of each module decide on just one action step you plan to complete in the next 24 hours. Taking action right away will give you instant momentum to start seeing big results.



# HERE'S WHAT YOU WILL DISCOVER

Step-by-step video tutorials are provided for all the topics!

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## MODULE 1: The beginning

- How to set up your Facebook business page in 5 Quick Steps.
- Where to find ads manager.
- 2 Basic, 'must do' tasks in ads manager.
- The difference between a Facebook ad and a boost.

## MODULE 2: The Pixel

- How to install pixel helper tool.
- Where to find your Facebook base pixel.
- How to properly install your base pixel on multiple platforms.
- Installing a Facebook custom event code.

## MODULE 3: Building an Audience and Custom Conversions

- Understanding the 3 levels of audience leads.
- Defining the 3 types of Facebook ad audiences.
- How to create a saved Facebook ads audience.
- Identifying and building custom conversions.

## MODULE 4: Facebook Ad Copy

- Understanding Facebook Ad regulations.
- 5 things Facebook reviews for every ad.
- Examples of approved Facebook ads.



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## MODULE 5: Campaign Objectives and Creating an Ad

- An overview of the 4 most popular types of ad campaigns.
- Choosing and setting up the campaign objective.
- Completing the ad set (choosing the audience, budget, and placement).
- Create your ad...the final step!!

## MODULE 6: The Next Step

- What to do after the ad is running...*very important*.
- 6 pieces of ad data and what each one means.
- Know your numbers.

## BY THE END OF THIS COURSE YOU WILL...

- Know how to navigate ads manager.
- Have a well-built audience (or a few) to run ads to.
- Have a successful ad approved, up, and running on Facebook!
- Understand how to monitor your ads to ensure you're getting the most out of your money.
- Feel confident with building future Facebook ads.

