



***For Coaches  
& Experts:***

# **THE 7-QUESTIONS TO ASK BEFORE LAUNCHING PAID ADS**

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Hi, I'm Carlos Aviles,

Launching profitable Facebook campaigns can be challenging and cost you precious time and money.

***The 3D C.A.M.*** is a proven step-by-step system that gives coaches, consultants & service providers the power to acquire premium clients at top dollar while growing and scaling their business with ease.

To Your Success,  
*Carlos Aviles*



# THE 7-QUESTION CHECKLIST:



- ☐ **Does the ad fit into the Facebook ecosystem?**  
*(Think memes and shareable content)*
- ☐ **Does my ad have a clear intention?**  
*(Start or continue the conversation)*
- ☐ **Does the ad speak to a specific person?**  
*(Avoid being broad)*
- ☐ **Does the ad talk about one specific topic within 30 seconds?**  
*(For Image ads; think "a picture is a thousand words" For video ads; highlight a pain or problem to get attention)*
- ☐ **Does the ad feel different from what my ideal client is being advertised?**  
*(Avoid becoming another "me too" ad)*
- ☐ **Does the ad create a small commitment?**  
*(Pre-qualify the click & have a clear call to action)*
- ☐ **Does the ad create objections that could lead your ideal client NOT to engage with your ad?**  
*(Say less and get more action takers)*

*\*Watch the video for the mindset behind each question.*

*PLUS + 2 Bonus Tips To Improve R.O.I. Today!*

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