

BONUS #5

THE 72-HOUR FACEBOOK ADS LAUNCH PLAN

Set up your first campaign.
Know when to stop. Know when to push.

No guessing. No burning money.

VALUE: \$40,000

Read This First

A good ad is only half the job. The other half is the launch.

Most beginners do not know how to set up the campaign. They do not know how much to spend. They do not know when to stop, or when to push. So they guess. And guessing burns money.

This plan takes the guessing away. You will follow 4 simple parts:

- **Part 1:** Know your 3 numbers (before you spend)
- **Part 2:** Set up your first campaign
- **Part 3:** The 24, 48 and 72-hour checks
- **Part 4:** Decision day: stop, hold, or push

Part 1: Know Your 3 Numbers

Do this on paper before you open Facebook. It takes 3 minutes.

Your number	How to get it	Example
1. Max Cost Per Sale	Your price, minus what the sale costs you (product, delivery, packaging). This is the most you can pay for ads per sale and not lose money.	Price ₦15,000 minus costs ₦8,000 = ₦7,000
2. Stop Line	2 times your Max Cost Per Sale. If you spend this much with no sale, you stop and fix. Never go above what you can afford to lose.	2 x ₦7,000 = ₦14,000
3. Daily Budget	Decide the total you can afford to lose on this test. Divide by 3.	₦9,000 test, divided by 3 = ₦3,000 a day

Selling a digital product with no delivery cost? Your costs are close to zero, so your Max Cost Per Sale is close to your price. Be extra careful with your Stop Line. Use the amount you can truly afford to lose.

Selling on WhatsApp? Many messages do not turn into sales. Count how many do. If 1 in 5 messages pays, then your Max Cost Per Message is your Max Cost Per Sale divided by 5.

TIP: The examples use made-up numbers. Use your own numbers.

Part 2: Set Up Your First Campaign

Facebook changes its screens often. Names may look a little different, but the steps stay the same.

Step 1: Get ready (one time)

- Have a Facebook Page that looks real: a logo, a cover photo, and your contact details.
- Have an ad account with a payment method added.
- Sending people to a website? Make sure your Facebook Pixel is installed, so Facebook can see your sales. Sending people to WhatsApp? You can skip this.
- Open your link on your phone. Does it load fast? Does it work? Fix it now, not after you spend money.
- Have 2 or 3 ads ready, each with a different first line (hook). The Ad Doctor Script from Bonus #4 can write them for you.

Step 2: Create the campaign

In Ads Manager, tap **Create**. Choose your goal. For most sellers this is **Sales**. Then choose where the sale happens: on your website, or in a WhatsApp or Messenger chat.

Step 3: Set your budget

Choose a **Daily budget**. Use the number from Part 1. Do not set it higher because you feel brave.

Step 4: Pick your audience

Choose your country (or your city). Choose an age range that fits your buyer. Keep it simple and wide. Do not stack many interests at the start. Facebook finds buyers better when it has room to work.

Step 5: Placements

Leave this on **Automatic**. Let Facebook choose where to show your ad.

Step 6: Build your ads

Put all 2 or 3 ads inside **one** ad set. This keeps your money together. Many small ad sets each get too little money to learn. For each ad, add your picture or video, your text, your headline, the button, and your link.

Step 7: Check, then publish

Go through the Rejection Checklist at the end of this guide. Then tap **Publish**.

TIP: Facebook usually reviews ads within about 24 hours, but it can take longer. Submit your ad at least one day before you need it running.

Part 3: The 72-Hour Plan

The biggest mistake is touching the ad too much. Every time you change a running ad, Facebook may need to start learning again. So look, but do not panic. Check twice a day: once in the morning, once in the evening.

When	Look at	Do this
Hour 0 Before you publish	Your ad against the Rejection Checklist. Your link on your phone.	Fix problems. Write down your Max Cost Per Sale, your Stop Line and your Daily Budget.
Hour 24 First check	1. Is the ad approved and active? 2. Is it spending money? 3. Is the link working? 4. Any comments or questions?	Fix only urgent problems: a rejected ad, a broken link, or no spending. Reply to every comment and message fast. Do not change anything else.
Hour 48 Second check	1. How many people clicked, and what does each click cost? 2. Are there messages, add-to-carts or orders? 3. Which of your 2 or 3 ads is doing best?	If one ad has spent a lot and got nothing while another is getting results, pause the weakest ad. Do not add new ads yet. Do not raise the budget yet.
Hour 72 Decision day	Total spent. Total sales. Cost per sale. Compare it to your 3 numbers.	Go to Part 4. Decide: Stop, Hold, or Push.

Your 72-Hour Tracker

Fill this in at each check.

Time	Money spent	Clicks	Cost per click	Results (sales, orders or messages)	Cost per sale
Hour 24					
Hour 48					
Hour 72					

BE HONEST: 72 hours gives you an early look. It is not the final answer. Facebook needs time to learn. A common guide is about 50 results in 7 days. With a small budget you may still see "Learning" after 72 hours. That is normal. Use your 3 numbers to decide, not perfect results.

Part 4: Decision Day

It is hour 72. Look at your tracker. Pick the box that fits you.

STOP: Fix it, then try again

Stop the ad if **you have spent your Stop Line with zero sales**.

Then ask why: Few clicks? The hook or picture is weak. Many clicks but no sales? The page, the offer, or trust is the problem.

Next step: Run the Ad Doctor Script (Bonus #4). Fix the main problem. Launch a new ad with a new test budget.

HOLD: Keep going, do not touch

Hold if you have **some results but your cost per sale is higher than your Max Cost Per Sale**, or you have **not yet spent your Stop Line** and have no sale.

Next step: Let it run to day 5 to 7 without big edits. If you must change something, change **one** thing only: the first line or the picture. Check again at the end of the week.

PUSH: Put more money in, carefully

Push if your **cost per sale is at or below your Max Cost Per Sale** and you have **at least 2 sales**. One sale can be luck.

Next step: Raise the daily budget by about 20% every 2 to 3 days. A common rule of thumb is to avoid big jumps, because they can upset the ad. Watch your cost per sale each day. If it climbs above your Max Cost Per Sale, go back to the last budget that worked.

***TIP:** If you are not sure which box you are in, paste your numbers into the Claude script on the next page.*

5 Mistakes That Burn Money

- **Judging after 6 hours.** Give the ad time.
- **Editing every day.** Constant changes keep the ad from settling.
- **Many small ad sets.** The money gets split too thin. Use one ad set.
- **Raising the budget too fast.** Go up about 20% at a time.
- **Ignoring comments and messages.** Slow replies lose sales you already paid for.

Not Sure What To Do? Ask Claude

Paste this into Claude at hour 72. Change the words in [BRACKETS]. Claude will tell you whether to stop, hold, or push.

COPY FROM HERE

You are my Facebook Ads coach. Use very simple English and short sentences. I ran one Facebook ad campaign for 3 days. Help me decide: STOP, HOLD, or PUSH (spend more).

MY NUMBERS

Product price: [PRICE]

Profit per sale before ads: [AMOUNT]

Daily budget: [AMOUNT]

Total spent in 72 hours: [AMOUNT]

People reached: [NUMBER OR I DO NOT KNOW]

Clicks: [NUMBER]

Cost per click: [AMOUNT]

Results (sales, orders or WhatsApp messages): [NUMBER]

Sales: [NUMBER]

Cost per sale: [AMOUNT OR I DO NOT KNOW]

What I noticed: [COMMENTS, QUESTIONS, ANYTHING STRANGE]

TELL ME

1. Your decision (STOP, HOLD or PUSH) and why, in 3 short lines.
2. What I should do next, step by step.
3. If PUSH: how much to raise my budget, and when.
4. If STOP: the most likely reason it failed, and what to fix first.

Do not use big words. Be honest. If something is missing, make a smart guess and tell me what you guessed. Start now.

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Common Fixes After You Decide

What you see	Most likely cause	First fix
Ad not spending	Still in review, rejected, or budget too low	Check ad status. Read any message from Facebook.
Spending, very few clicks	Weak hook or picture	New first line. New picture or video.
Many clicks, no sales	Page, offer, or trust	Use the Ad Doctor Script. Check your page on a phone.
Messages, no payment	Slow reply or weak follow-up	Reply fast. Use your WhatsApp sales scripts.

The Ad Rejection Checklist

Tick every box before you press Publish. These are common reasons ads get rejected or stopped. Facebook reviews your ad and also the page it sends people to.

- ☐ **No guessing the viewer's personal problem.** Do not write lines like "Are you struggling with debt?" or "Do you have belly fat?" Talk about the product and what it does, not about the person.
- ☐ **No before-and-after photos.** These are checked very closely, especially for health, fitness and beauty. A short customer video is usually safer.
- ☐ **No big promises.** No "guaranteed results", no miracle or cure words, and no income promises like "make ₦500,000 in 7 days".
- ☐ **Nothing fake.** No fake reviews, fake countdowns, fake news screenshots, or fake play buttons.
- ☐ **Only use pictures, videos and music you own or have the right to use.** No celebrity photos. No other brands' logos.
- ☐ **Your page matches your ad.** Same product, same price, same offer. It opens fast on a phone. All links work.
- ☐ **Keep the text clean.** No ALL CAPS shouting. Not too many emojis or symbols. No clickbait like "You will not believe this...".
- ☐ **Do not edit an ad while it says "In review".** Editing restarts the review.
- ☐ **Submit at least 24 hours early.** Review is usually about a day, but it can take longer.

If Your Ad Is Rejected

- Open the ad and tap **See details**. Facebook names the rule you broke.
- Fix that one thing. Then resubmit. If you really think it is a mistake, ask for a review (appeal).
- Do not post the same bad ad again and again. Many rejections can put your whole ad account at risk.
- Ads can also be stopped after they go live, for example if people report them. Keep your page and your ad honest.

You do not need luck. You need a plan. Set your numbers. Launch clean. Check at 24, 48 and 72 hours. Then make a clear decision.