

Module Three Checkllist

YES

NO

Was your ad direct ?		
Did you target your keywords & were you specific ?		
Did you list benefits in your ad instead of features ?		
Are your ads creating curiosity ?		
Are you always improving your ads and trying to beat your well performing ad ?		
Did you "PAUSE" your underperformding ads so you can use them for future reference ? (DON'T DELETE JUST PAUSE)		