

A STEP-BY-STEP GUIDE

From Idea to Offer

THE BP BREAK FREE WAY

BIG PAUL

Progress over perfection. Freedom over fear.



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@bpbreakfree

WELCOME!

You have just taken a big step toward building your own product and more freedom online, and I am excited for you!

In the next pages, I will walk you step by step through how to rebrand this PDF, set up a store to sell it in, create an Instagram page to promote it on, create your first reel, and then finally — turning that reel into an ad so you can start putting your product in front of buyers.

This process can be used either to resell this PDF, or for **any digital product** you have or plan to create!

> Now that you have purchased this PDF — it belongs completely to you, and you can make any changes to it that you like before reselling it! The only things you MUST change are the name and the cover photo.

— Big Paul

WHAT TO DO NEXT

- Rebrand this PDF by changing its cover page to create your own unique version to sell.
- Set up an online store for customers to buy your version of this document.
- Create an Instagram account dedicated to your product.
- Create a reel to promote your digital product.
- Set up your autoDM to send your sales page link to interested people 24/7.
- Create an ad to drive traffic to your online store.
- Learn about the foundations of a successful ad campaign.

PHASE 01

REBRAND THIS PDF

By the end of this phase you will have rebranded this guide to create your own unique version to sell!

STEP ONE

Before you begin, **you need to come up with a unique name for your version of this guide**.

The name should be short (3–4 words MAX) and it needs to clearly convey **what this product DOES**.

Keep it simple and focus on your target audience and the main result the guide helps them achieve. If you get stuck, you can use ChatGPT to quickly brainstorm name ideas.

You can call it a Method, a Blueprint, a Playbook, a Guide, etc.

The more unique you are with your name, branding, and messaging, the more you will stand out online and attract your own audience!

STEP TWO

Click on the link below to open an editable version of this PDF in Canva.

This new version that you open will become **YOUR version** that you will sell. As you move through the guide, it will show you the exact steps you need to take to rename, rebrand, and resell it.

CLICK HERE FOR THE EDITABLE VERSION

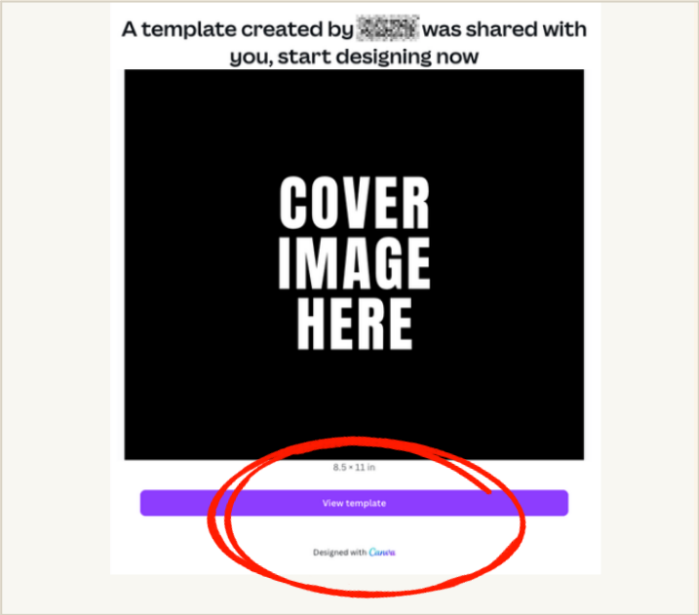
Note for your copy: add your own Canva template link to this button. [Your link here]

STEP THREE

Once you open the link, click the **View Template** button.

If you do not have a Canva account or are not logged in, you will be prompted to sign up or log in. Follow the on-screen instructions if needed.

Then select **Open in Editor**. This will open an editable version of the PDF so you can start customizing it.

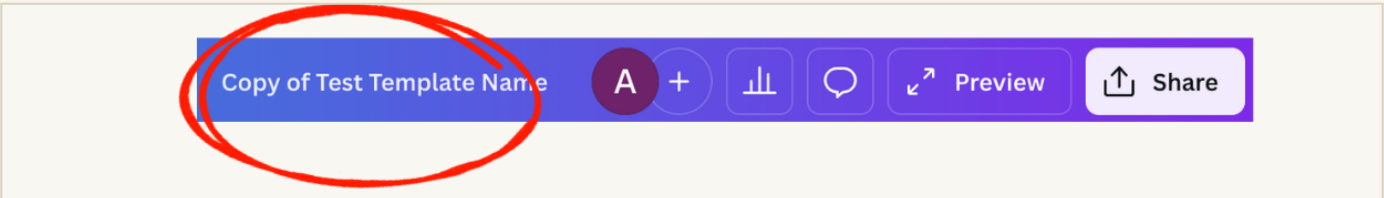


STEP FOUR

Firstly, rename your Canva file to the name of your guide.

To do this, click on the name of the guide in the top blue header bar. It will be “Copy of (the name of the guide that you bought)”.

Update this to the **name of your guide**.



STEP FIVE

Next, we need to change the link in the button in **Step Two** to the template link to YOUR version — so YOUR customers receive YOUR version. A Template Link is a link that means anyone can view and use your document as a template, **but they cannot edit your original version**.

To do this, go to the top right corner of your Canva document and click **Share**.

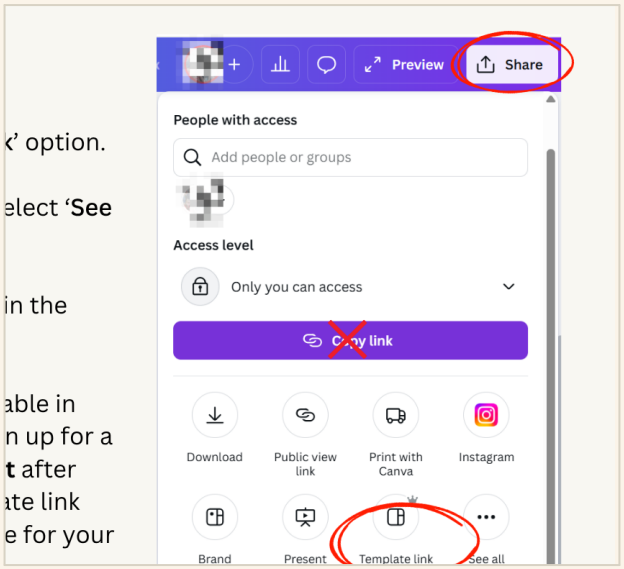
STEP SIX

Next, select the **Template link** option.

(If you do not see this option, select **See all** first.)

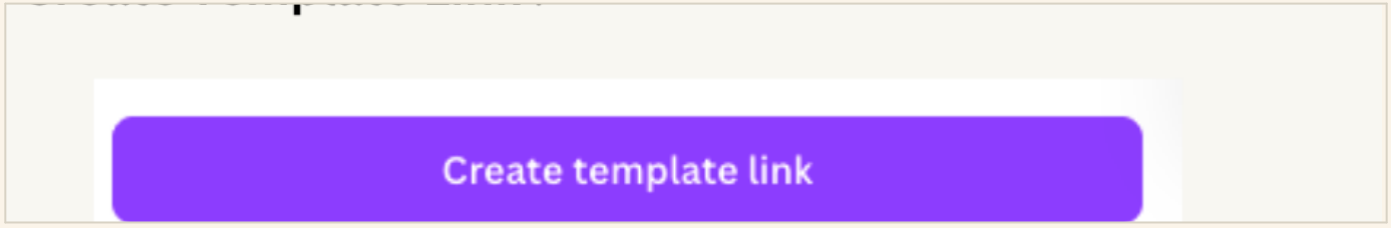
***We are NOT copying the link in the blue box!**

> **Note:** This option is only available in Canva Pro. You can always sign up for a Pro account and then **cancel it** after you have created your Template link — your link will remain active for your customers.



STEP SEVEN

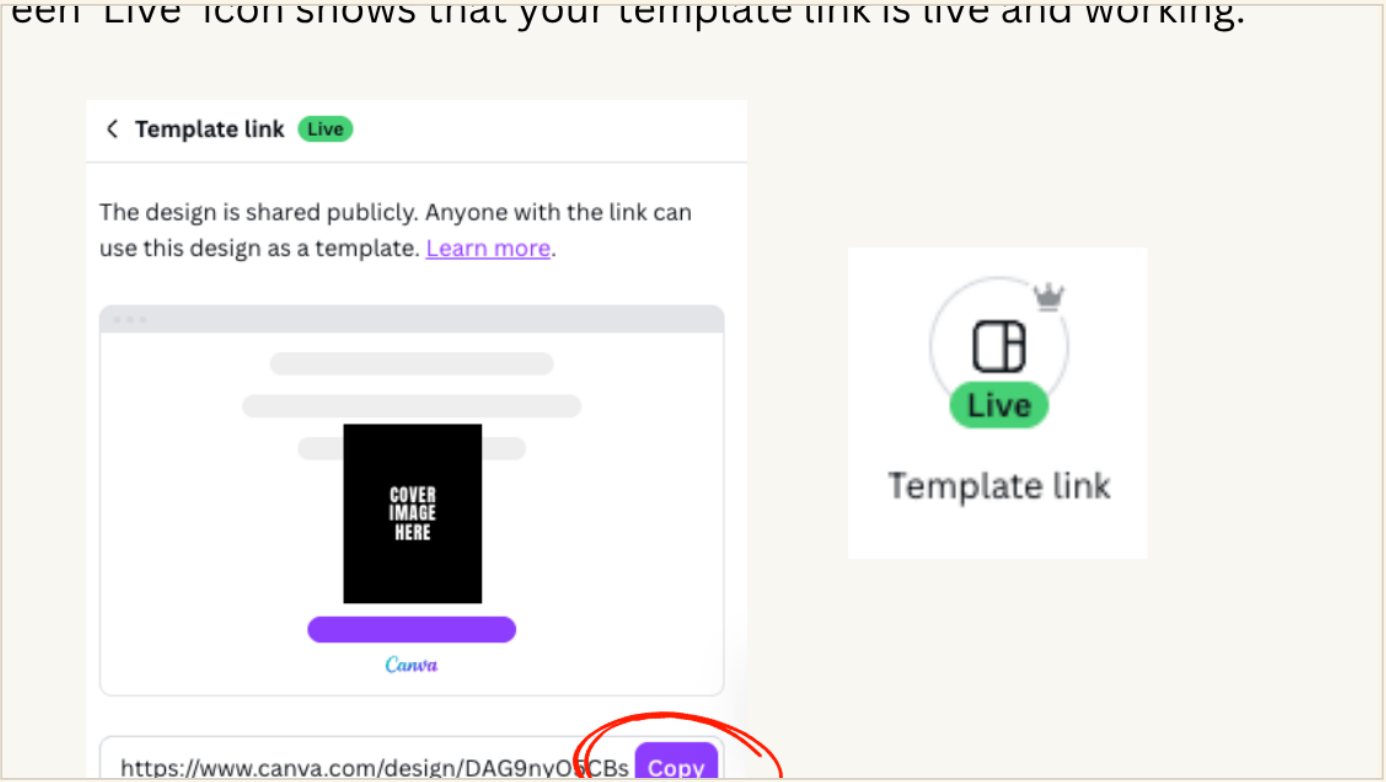
Next, click **Create Template Link**.



STEP EIGHT

Next, select **Copy** to copy the link.

The green **Live** icon shows that your template link is live and working.



STEP NINE

Return to **Step Two** above (where the button is) and click on the button.

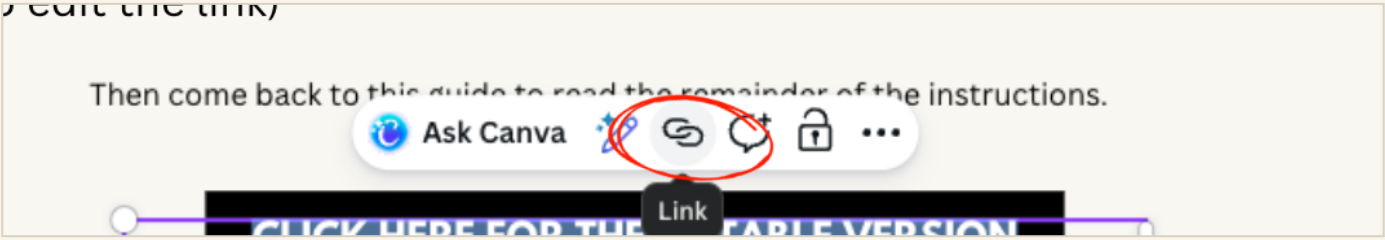
When you click on it, it may come up with the text "Ungroup". This means the text and the rectangle have been "grouped" together in Canva to form a single element.

If this happens, to separate them, click **Ungroup**.



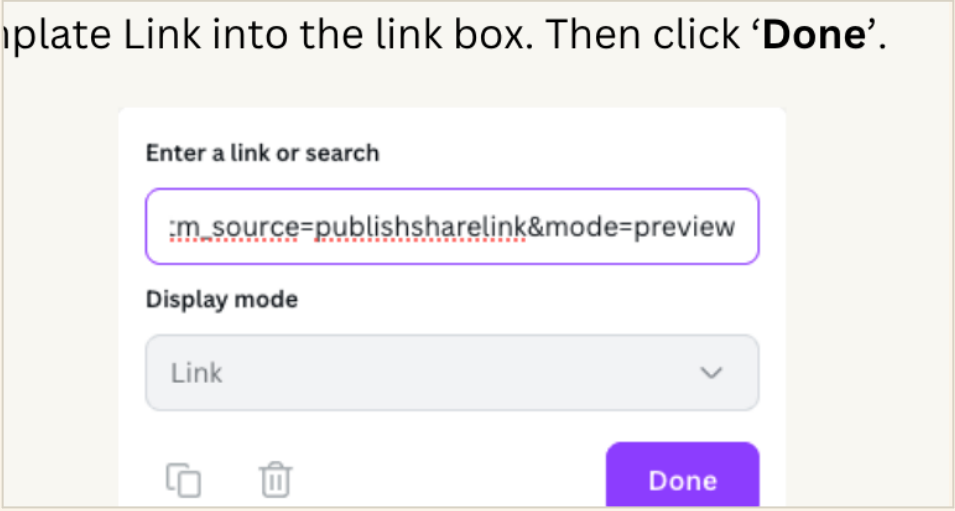
STEP TEN

Double click the text in the button, then select the **Link** icon (or the pencil icon to edit the link).



STEP ELEVEN

Paste your Template Link into the link box. Then click **Done**.



The link has been inserted correctly when you can see the text highlighted and the name of your Canva document in blue.

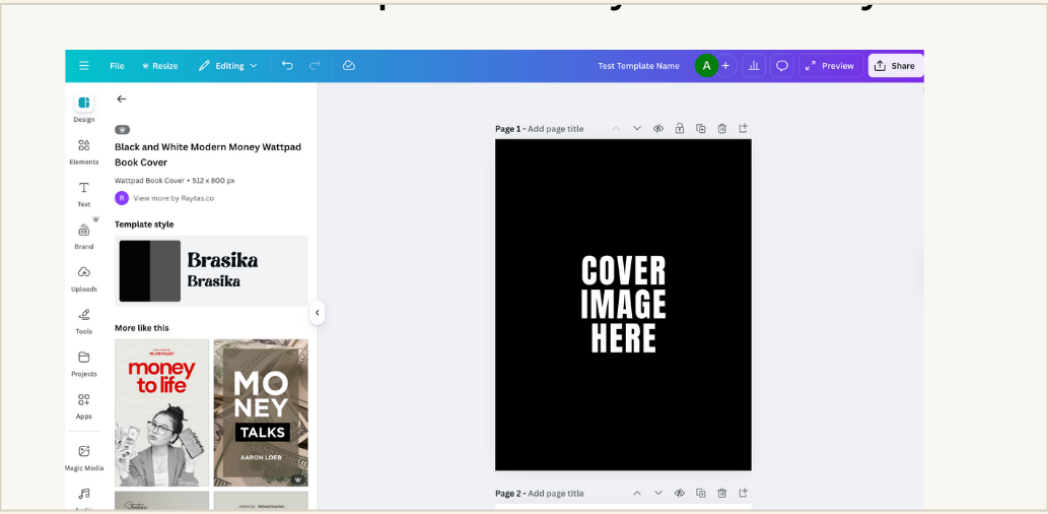


You have now renamed your Canva file and inserted the link into the button, so your customers will be able to create a template of your version of the document.

STEP TWELVE

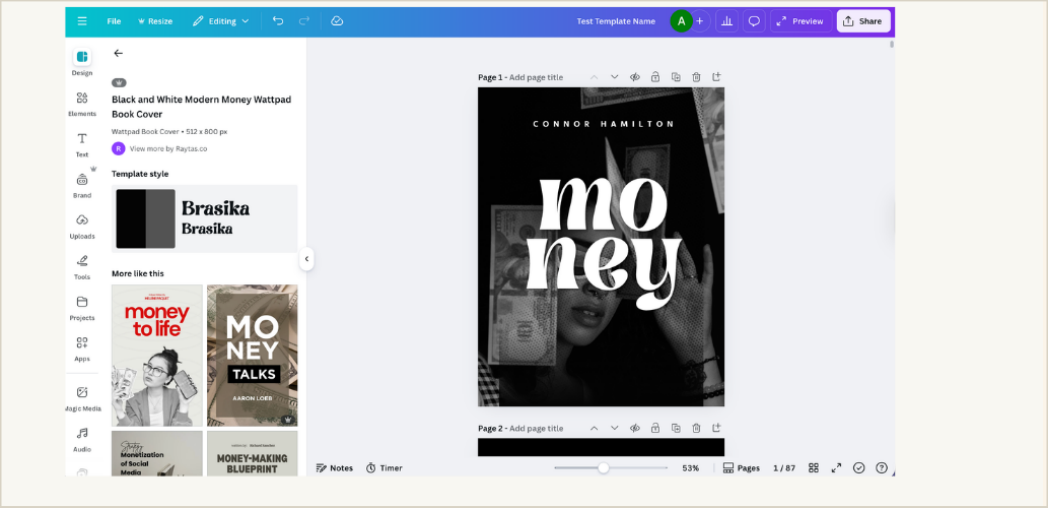
Next, you will create a unique cover for your version of the guide. You can begin by either editing the cover page that is already there, or deleting it and adding a new page.

Click on the **Design** tab and type “Ebook covers” in the search bar (or anything relevant to your brand). Pick one you like and drag it onto the page. **You can also use a stock photo from any content bank you have!**



STEP THIRTEEN

Click on the title and change the name to your guide’s name. Change the font, the color — anything to make it unique to YOU and YOUR BRAND.



IMPORTANT

Continue working through the rest of the guide and make any changes you want! Make instructions more clear, move things around, change out the links, etc. You have complete control over how this guide looks and what it says — so make it YOURS!

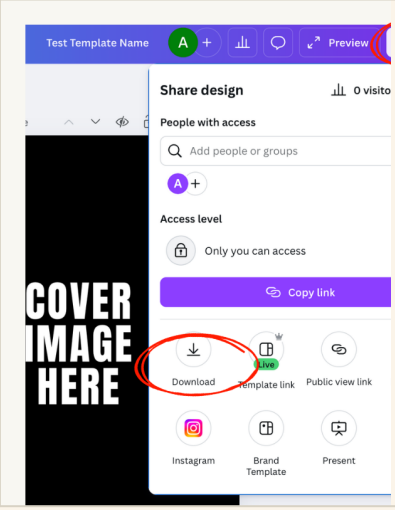
Once you are happy with everything, come back to these next steps to download your FINAL version — ready to sell!

For now — Skip to Phase 2

STEP FOURTEEN

Once you are satisfied with your version of the guide — and you have ensured all relevant links have been changed out and any other changes have been made — you need to download it as a **PDF document**.

To do this, click on the **Share** button in the top right corner. Then click on the **Download** icon.

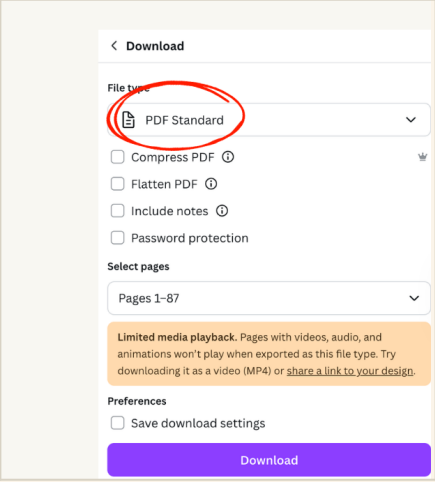


STEP FIFTEEN

For “File type” select **PDF Standard**.

Then click the **Download** button.

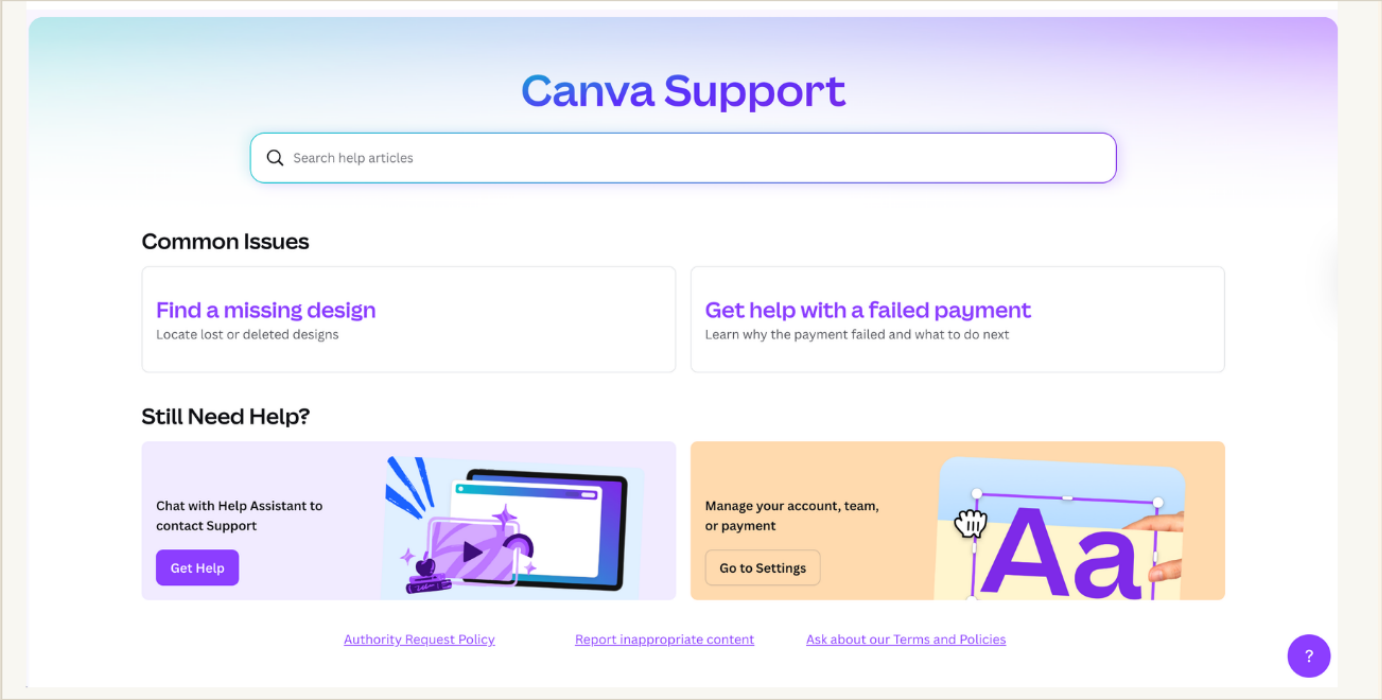
The final version of your guide is now complete and ready to sell!



NEW TO CANVA OR NEED SUPPORT?

You can find a free beginner-friendly course on how to use Canva [link in the original — see Canva's own learning resources].

You can find their help center [link in the original — see Canva Support].



PHASE 02

SET UP YOUR ONLINE STORE

By the end of this phase you will have set up your online store to sell your version of this guide.

This guide includes instructions for using Stan Store and Beacons. Please do your own research to choose the option that best suits you.

If you want to use Stan Store, scroll down.

If you want to use Beacons, skip to the Beacons section.

You do not need both

STAN STORE



STEP ONE

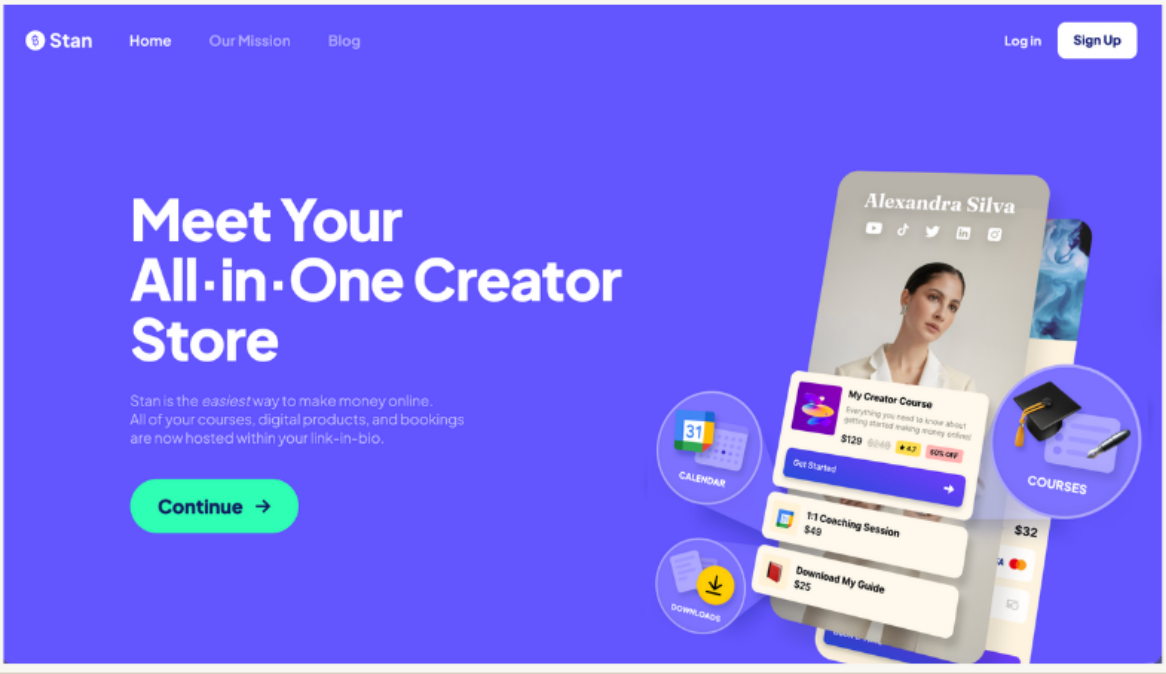
You can now create a Stan store for customers to buy your digital product. (If you would rather use Beacons, skip to the Beacons section.)

For demonstration purposes, I will show you how to create a store and what description to use for your Stan Store to set up your product for sale. All other creative choices are your choice.

Click the link below to sign up for Stan Store and get 14 days free.

CLICK HERE TO GET 14 DAYS OF STAN STORE FOR FREE

Note for your copy: add your own Stan Store sign-up link to this button. [Your link here]



STEP TWO

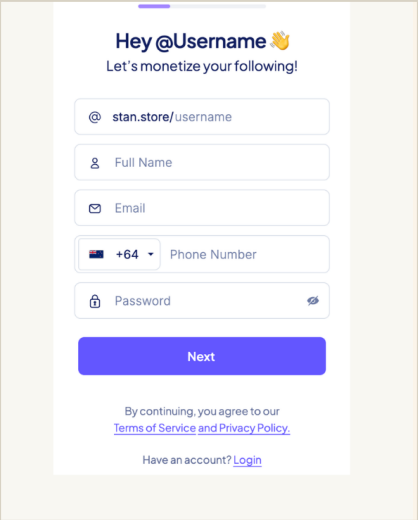
Click the **Sign Up** button in the top right-hand corner.



STEP THREE

Stan will now prompt you to set up your account.

Enter your personal details and then click **Next**.

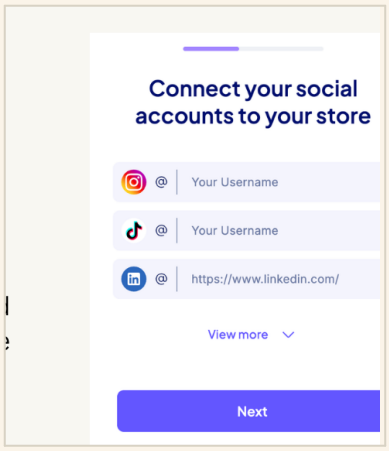


STEP FOUR

Stan will now prompt you to enter your social media accounts.

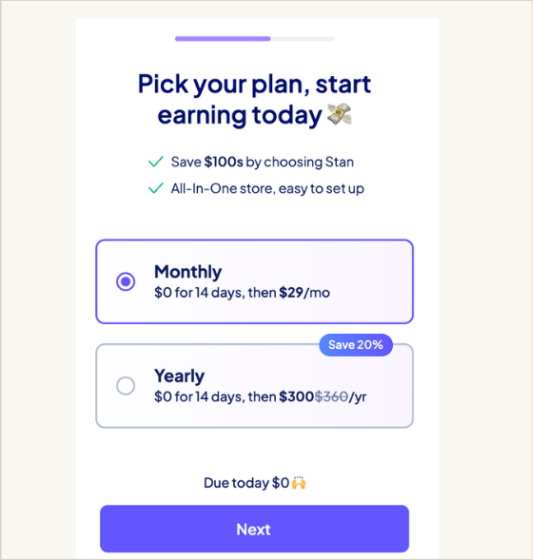
If you have an existing account, enter the relevant information.

If you will be setting up a new Instagram account, click **Skip** (you will come back and add this after creating your Instagram account in the next section).



STEP FIVE

Select the payment plan that you would like to start with, then click **Next**.

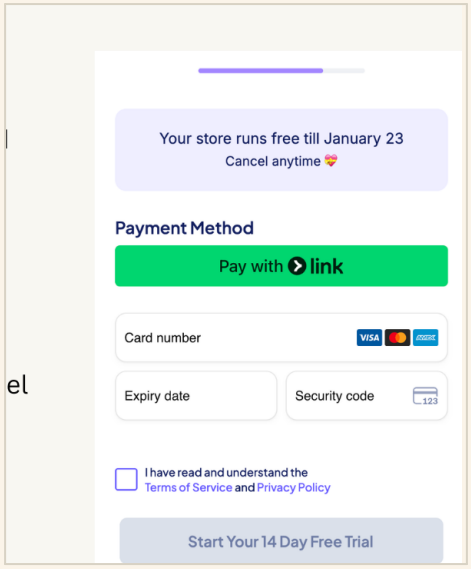


STEP SIX

Enter your credit card details to set up your subscription. You will not be charged until the trial ends (or you choose to upgrade).

Then click **Start Your 14 Day Free Trial**.

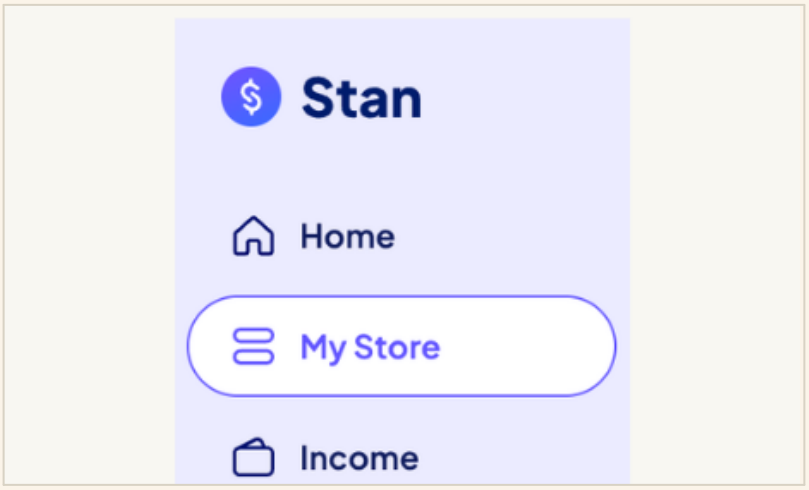
> **PRO TIP:** At the end of your 14 day free trial, if you act like you are going to cancel — Stan MAY offer you an entire month of their PRO version — FOR FREE!



STEP SEVEN

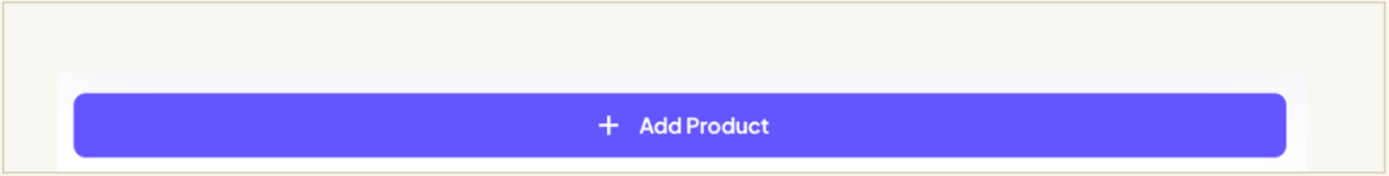
First, we will set up your product within your online store.

To get started, click on **My Store** from the left-hand column.



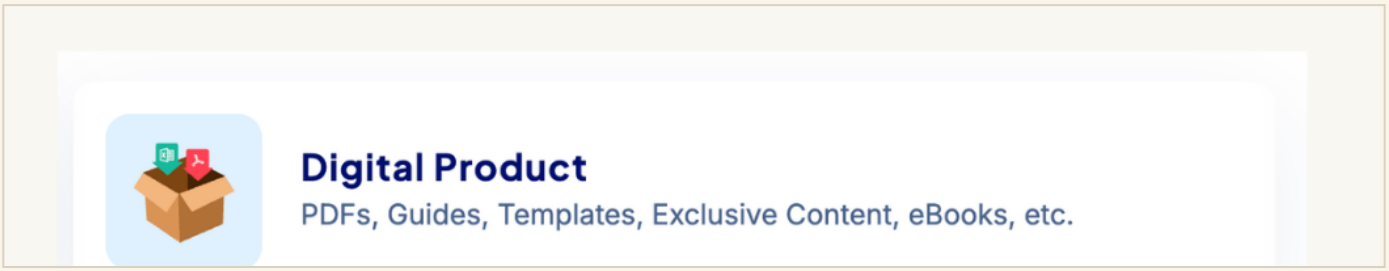
STEP EIGHT

Click **Add Product**.



STEP NINE

Select **Digital Product** as your product type.

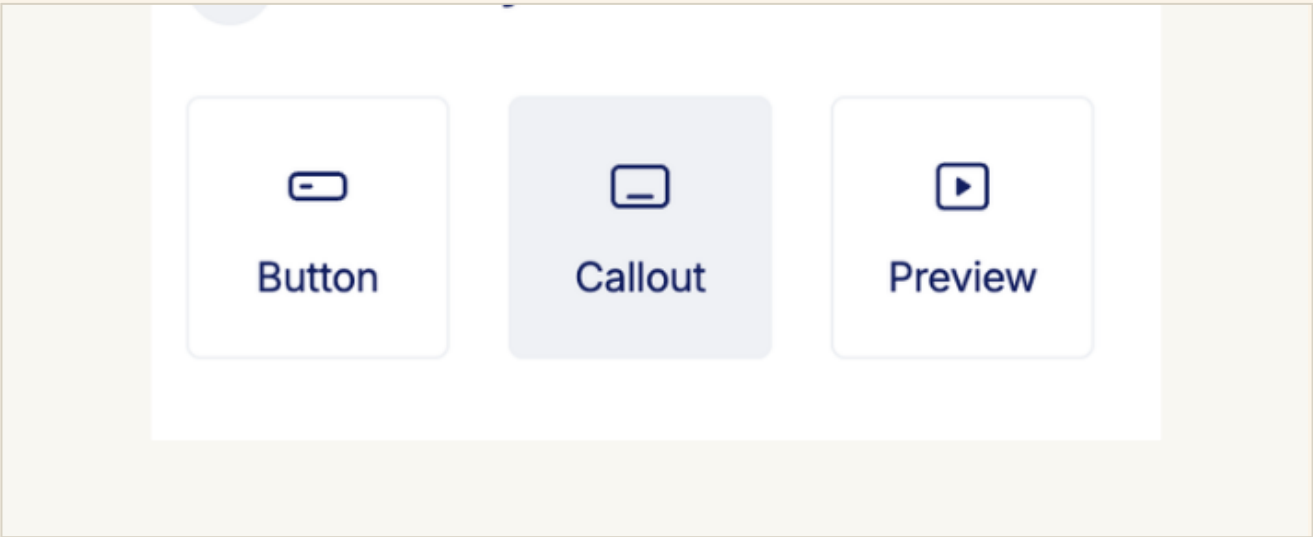


STEP TEN

Select the **Callout** option. This is how your product listing will be displayed on your Stan Store homepage.

This option means that you can include a short description about your product plus a button for people to access it.

> **Note:** We will not be sending people to your Stan Store homepage, however it is still important that it is set up professionally, should someone visit it.

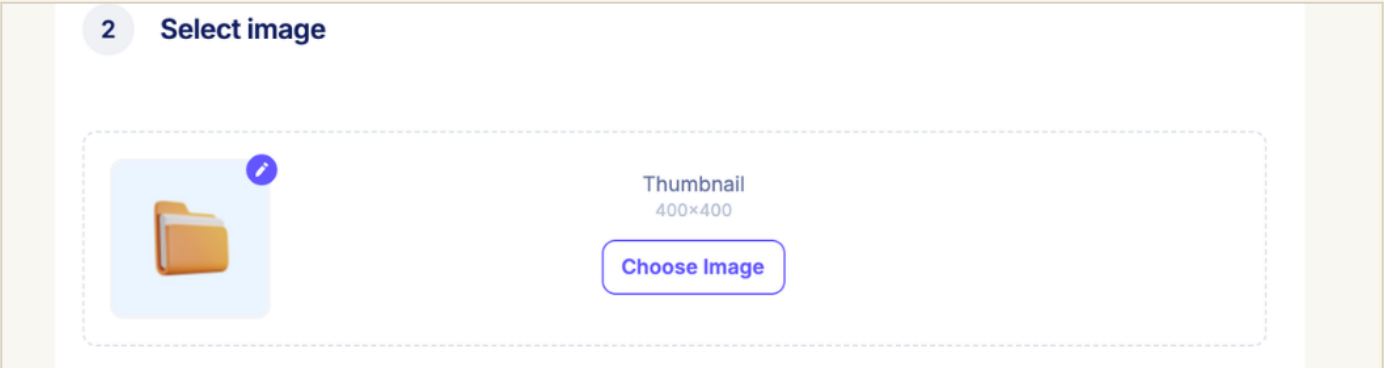


STEP ELEVEN

Now we will upload an image for the thumbnail that will be next to your product's homepage listing.

You can download a PNG or JPG of the COVER of your guide (**follow the earlier download instructions, but select PNG or JPG as the file type and only select Page 1**), or you can create a new 400x400 square image in Canva.

Click **Choose Image** and upload your thumbnail image, resize and click **Use This Photo**.

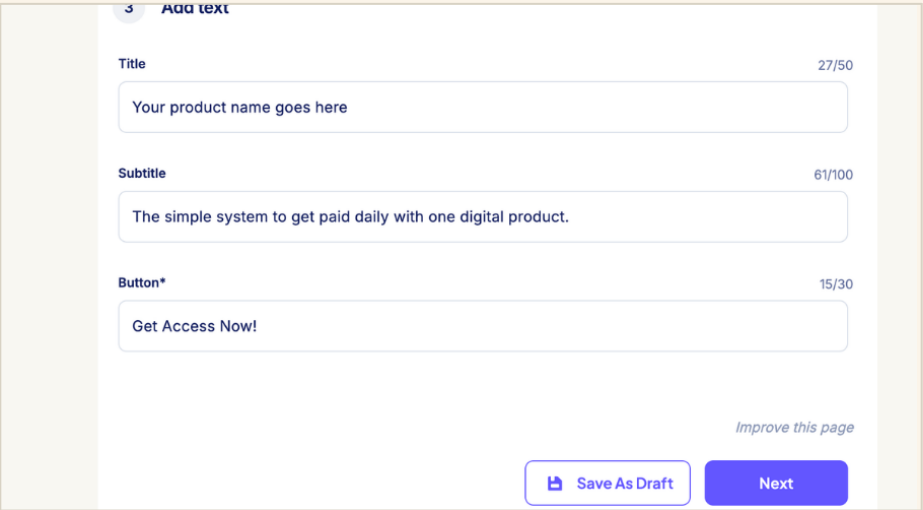


STEP TWELVE

Under **Add Text**, customize this text to suit your brand and messaging.

Title: Enter your product name
Subtitle: A brief description about your product — for example, a simple system for setting up one digital product for sale.
Button: Get Access Now!

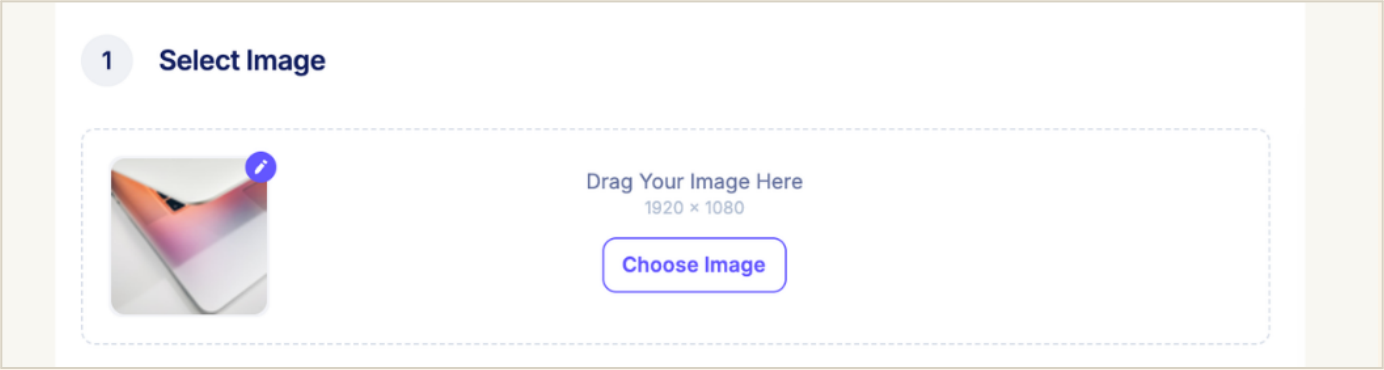
Then click **Next**.



STEP THIRTEEN

Next, you will upload an image that will go at the top of your sales page. This can be your cover page or you can create a custom image for it in Canva using Canva templates.

Click “Choose Image”, upload your chosen image, resize and then click **Use This Photo**.



STEP FOURTEEN

Add your “Description Body” by copying and pasting the copy on the **following two pages** into the “Description Body” field.

> **VERY IMPORTANT NOTE:** Your sales page is arguably **THE MOST important** piece of the puzzle if you want to set up a strong offer. The goal is to get people to see your ad, click the link, be WOWed by your sales page — and then BUY. Add a little of your story to gain your customer’s trust.

I also highly recommend creating a mockup of the product using the mockup templates included in your bonuses to add to your sales page, as well as a little preview of some of the pages of the guide. Adding images helps break up some of the text and makes your sales page easier to digest.

PRODUCT DESCRIPTION:

Turn ONE ready-to-sell PDF into a product you can offer for sale (even if you have never sold anything online), in just 6 steps! No daily posting. No algorithm hacks. No need to go viral.

Just one digital product and one proven system that works.

No followers required
No complicated tech
No “posting every day” hustle

Just follow the guide and launch this system for yourself in an evening.

This is not just a PDF ... It is a whole system. Here is what is inside:

- [YOUR PRODUCT NAME] fully done-for-you and ready to sell
- Editable Canva template so you can rebrand it in minutes
- Plug-and-play copy templates for your sales page, product title, pricing, and launch messaging
- Stan Store setup instructions for instant checkout and auto-delivery
- Beginner-friendly Meta Ads walkthrough with screenshots + budget, targeting etc
- Master Resell Rights so you keep 100% of every sale you make
- Transfer Rights so your buyers can resell it too!

How It Works:

- Step 1: Get access to [YOUR PRODUCT NAME] (everything is done for you) with Resell Rights
- Step 2: Rebrand the cover & download your rebranded digital product as a PDF.
- Step 3: Follow the instructions to set up your Stan Store to sell your product and to collect payments.
- Step 4: Create a 7-second video about the product.
- Step 5: Post your video on Instagram.
- Step 7: Run a $20/day Instagram ad to the video to start driving traffic to your offer.
- Step 8: Set up an AutoDM to automatically send the link to your PDF to your audience when they enquire about it.

That is it! One product + one ad, set up and ready to share.

Set your price, publish your store listing, and share your offer with your audience.

This Is For You If:

- You do not want to waste months posting, chasing followers, or trying to go viral for sales
- You are after a simple system you can set up once and keep using
- You want a low-stress way to sell online without needing a big audience
- You are ready to build a consistent offer around just one product and one ad

Why This Offer Works So Well

This is not a generic, fluffy PDF — it is a plug-and-play system designed to make selling simple from day one.

- It is an easy product to promote, because it solves a real problem
- It is quick and easy to digest. No need to watch a bunch of videos of people rambling
- It shows you step-by-step how to set up your offer so anyone can follow along
- You can immediately resell it and your buyers can too

This is the shortcut beginners have been waiting for — a win-win: your buyers win + you win!

FAQs

Q: Are you just gonna tell me to boost a post?
Absolutely not. Boosting is not a strategy. I will show you how to run targeted ads the right way through Meta Ads Manager.

Q: How many videos should I post before running ads?
At least 6 short reels. Post them first to build some traction. You can film them all in one day.

Q: How much should I spend on ads?
I started with $20/day. Once you see positive results, scaling up makes sense. Starting lower is possible, though results may vary.

Q: Do you offer refunds?
No refunds due to the digital nature of this product. Please make sure you are ready before you purchase.

Q: Do I keep 100% of the money?
Yes. You own the product, and you get paid directly.

Q: Is this beginner-friendly?
Yes. The blueprint walks you through every step with pictures.

Q: How soon can I make a sale?
Timing varies. Set up, publish, and share your offer — results depend on your audience, ad, and follow-through. No timeline is promised.

Q: What makes this different from other digital product courses?
This is not a course or some vague “framework.” This is a done-for-you system in a box:

- The product is ready
- The ad is written
- You learn step-by-step how to set it all up
- You own the rights to it and keep 100% of the profit when you sell it

If you are ready to stop overthinking and start offering a digital product **you did not have to create**... This is where it starts.

This is plug-and-play. Everything is already built for you — product, sales page copy, ad, and assets — so you can **launch once and keep using the same setup**.

Instant access. Lifetime resale rights. No monthly fees. The only thing missing? Your action.

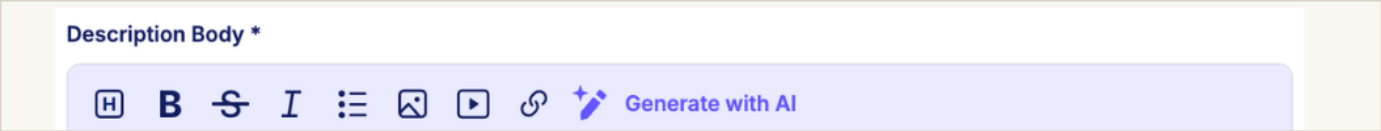
STEP FIFTEEN

It is **VERY IMPORTANT** that you format and proofread your sales page.

Firstly, go through the copy and change [YOUR PRODUCT NAME] to the name you have chosen for your guide.

Secondly, ensure that you format it so it is clear and easy to read. Break up the text with white space, insert images, use headings, bold important parts of the text etc.

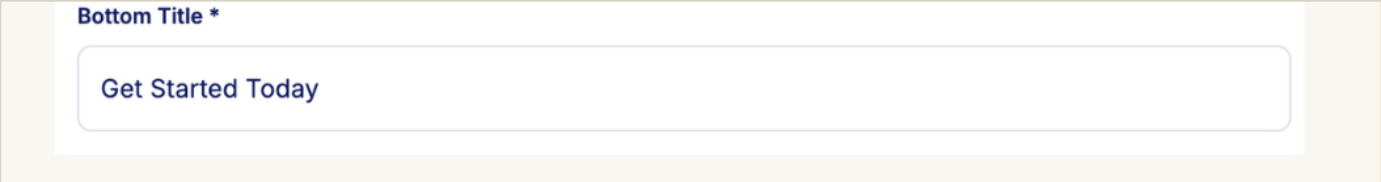
You can format your text and upload images from the toolbar.



Thirdly, read through your sales page. Is it visually clear and easy to read? Does it clearly convey what your product is and its benefits? Would it make you “stop the scroll” and pay attention to it? Is it unique to your brand and message?

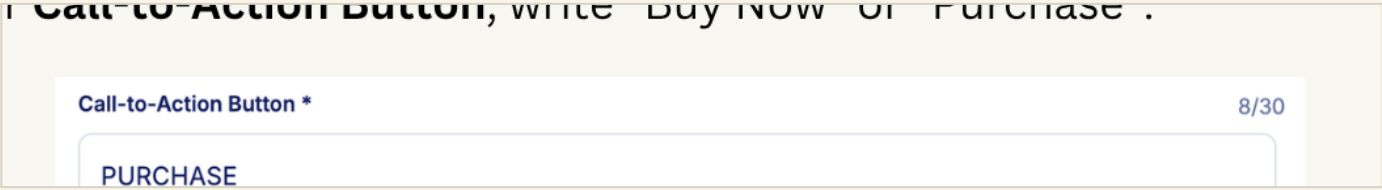
STEP SIXTEEN

Under **Bottom Title** write “Get Started Today”.



STEP SEVENTEEN

Under **Call-to-Action Button**, write “Buy Now” or “Purchase”.

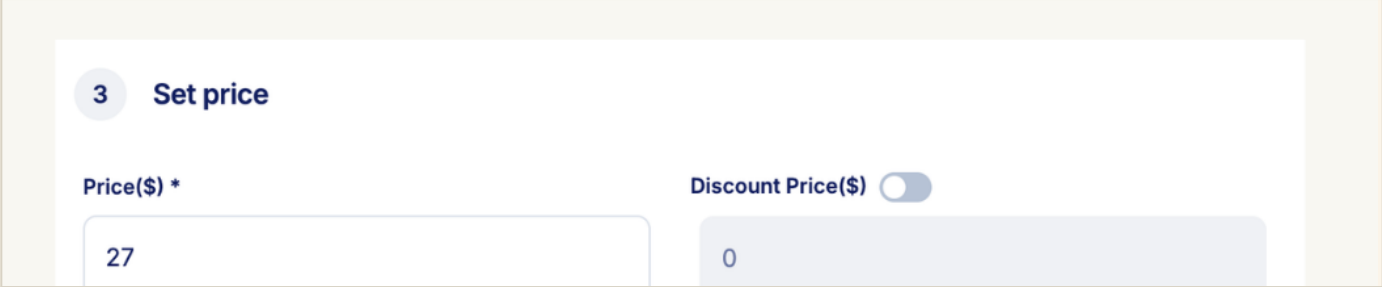


STEP EIGHTEEN

Under **Set Price**, enter the price you want to charge for your guide.

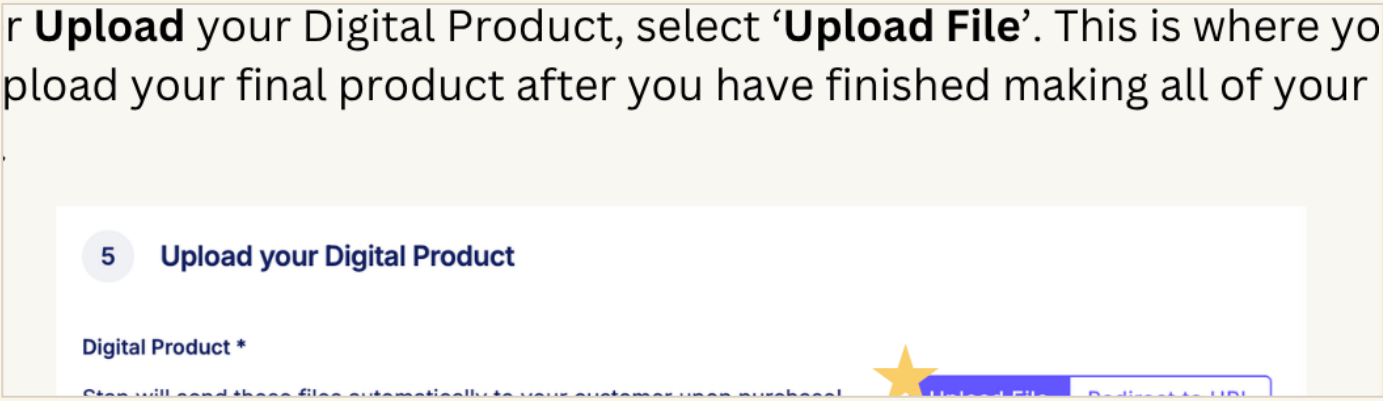
You can choose any price, but the recommended range is either $27 or $37.

You might think pricing it lower will make it easier to sell, but it will not leave enough margin to run ads and stay profitable.



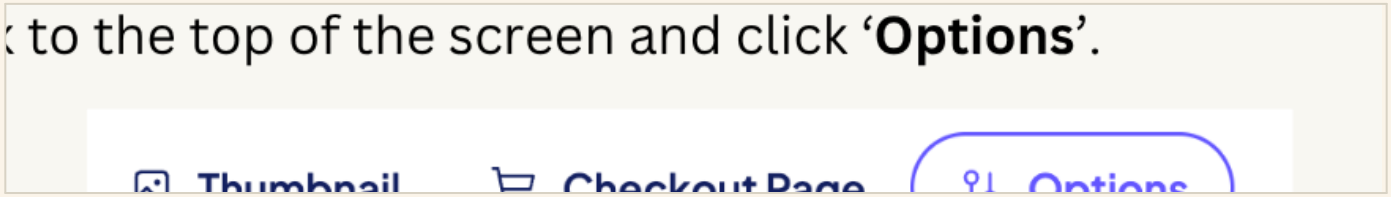
STEP NINETEEN

Under **Upload** your Digital Product, select **Upload File**. This is where you will upload your final product after you have finished making all of your edits.



STEP TWENTY

Scroll back to the top of the screen and click **Options**.



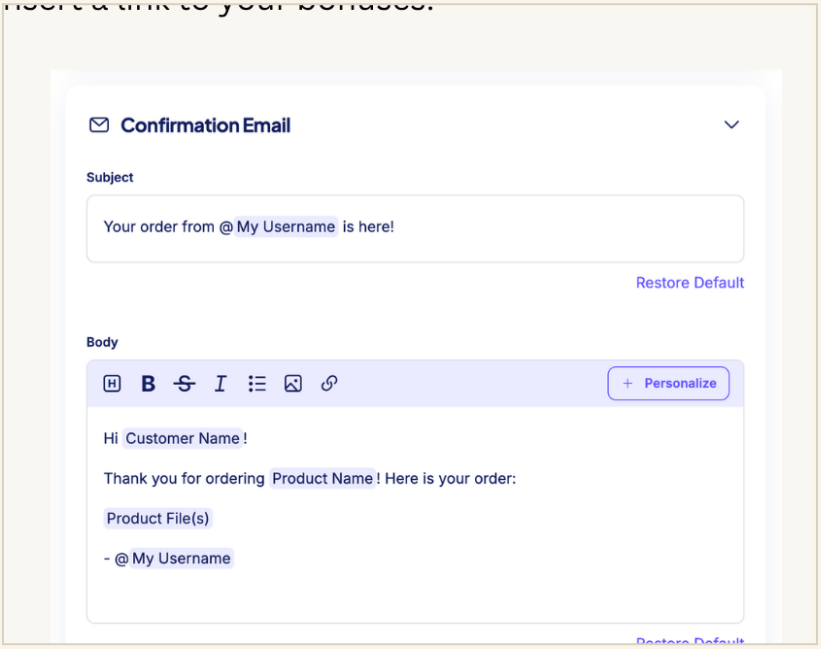
STEP TWENTY-ONE

Under **Confirmation Email**, you can customize the email that your customers will receive from you when they purchase your guide.

Change the subject to something that they can search for easily in their emails, i.e. Welcome to [YOUR PRODUCT NAME].

You can customize this email as much as you want. However, do not remove the Product File(s) link as this is the link to your product.

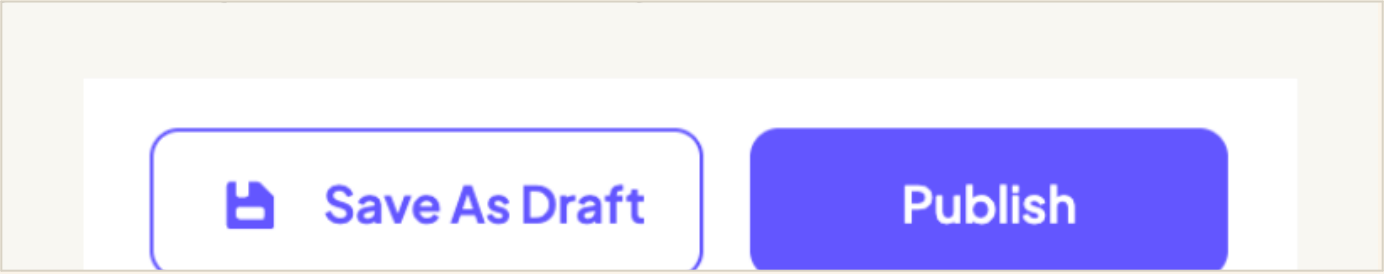
If you would like to include free bonuses with your product, you can include them in this email by inserting a link to the relevant files. To do this, highlight the text that you would like them to click, then use the Link button in the toolbar to insert a link to your bonuses.



STEP TWENTY-TWO

Click **Save As Draft** until you have uploaded your product file.

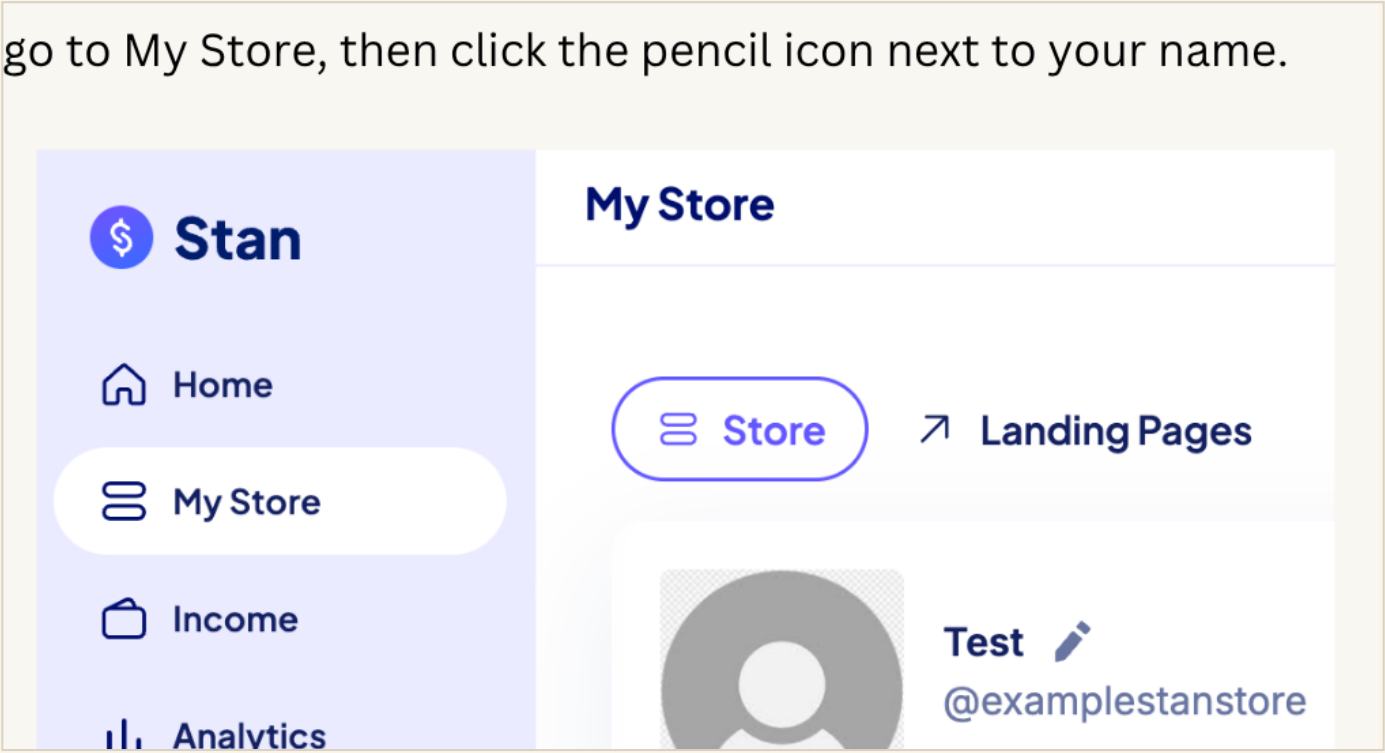
After you have finished editing your version of this guide and have downloaded it from Canva following the steps in Phase One, you will upload it, and then you can publish it. Your product will then be live.



STEP TWENTY-THREE

Now we will customize your Stan Store.

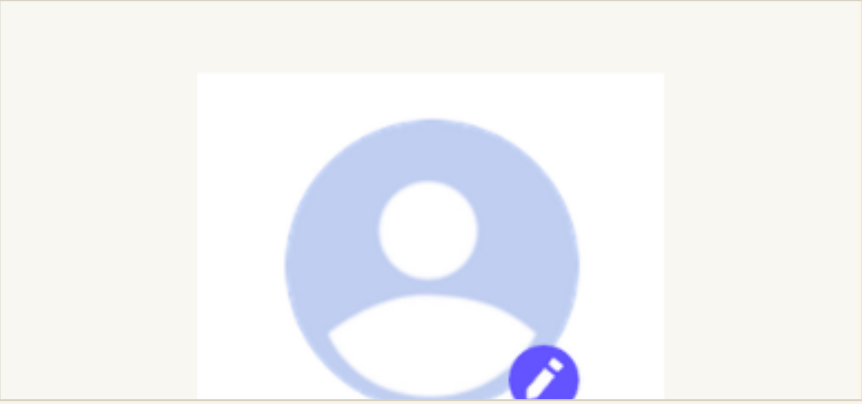
Firstly, go to My Store, then click the pencil icon next to your name.



STEP TWENTY-FOUR

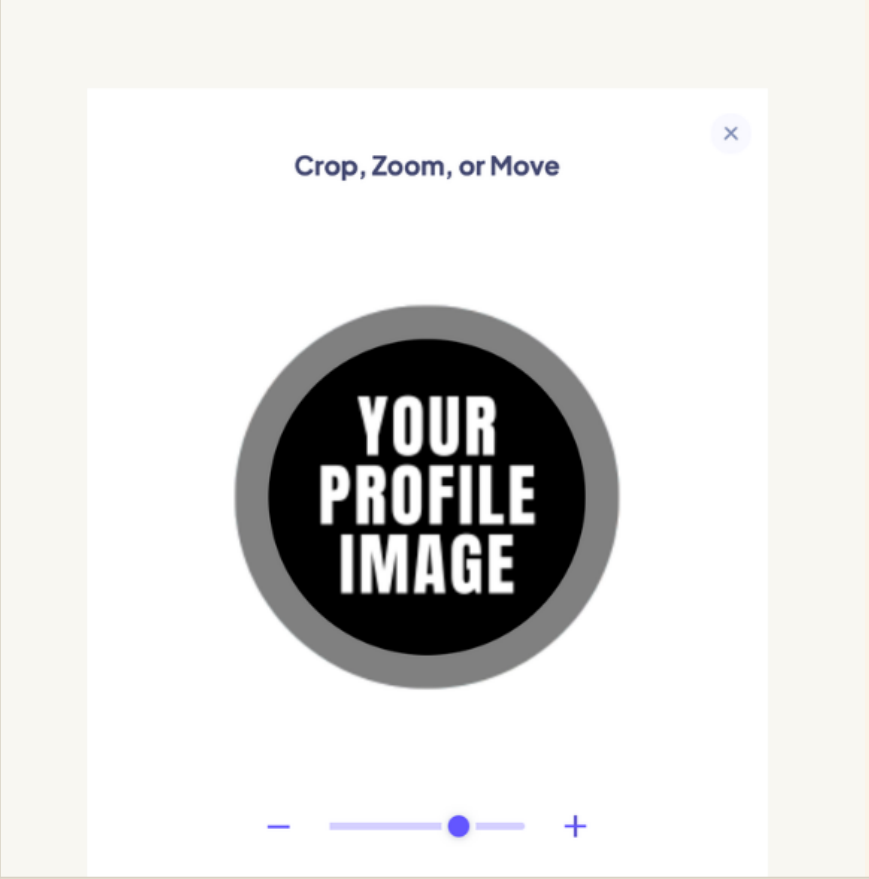
Again, click on the pencil icon and upload a profile image of your choice.

This can be a photo of you, a logo, or a faceless stock image (Canva has a lot of free ones that you can use).



STEP TWENTY-FIVE

Resize your profile photo until it fits. When you are happy with it, click **Use this photo**.

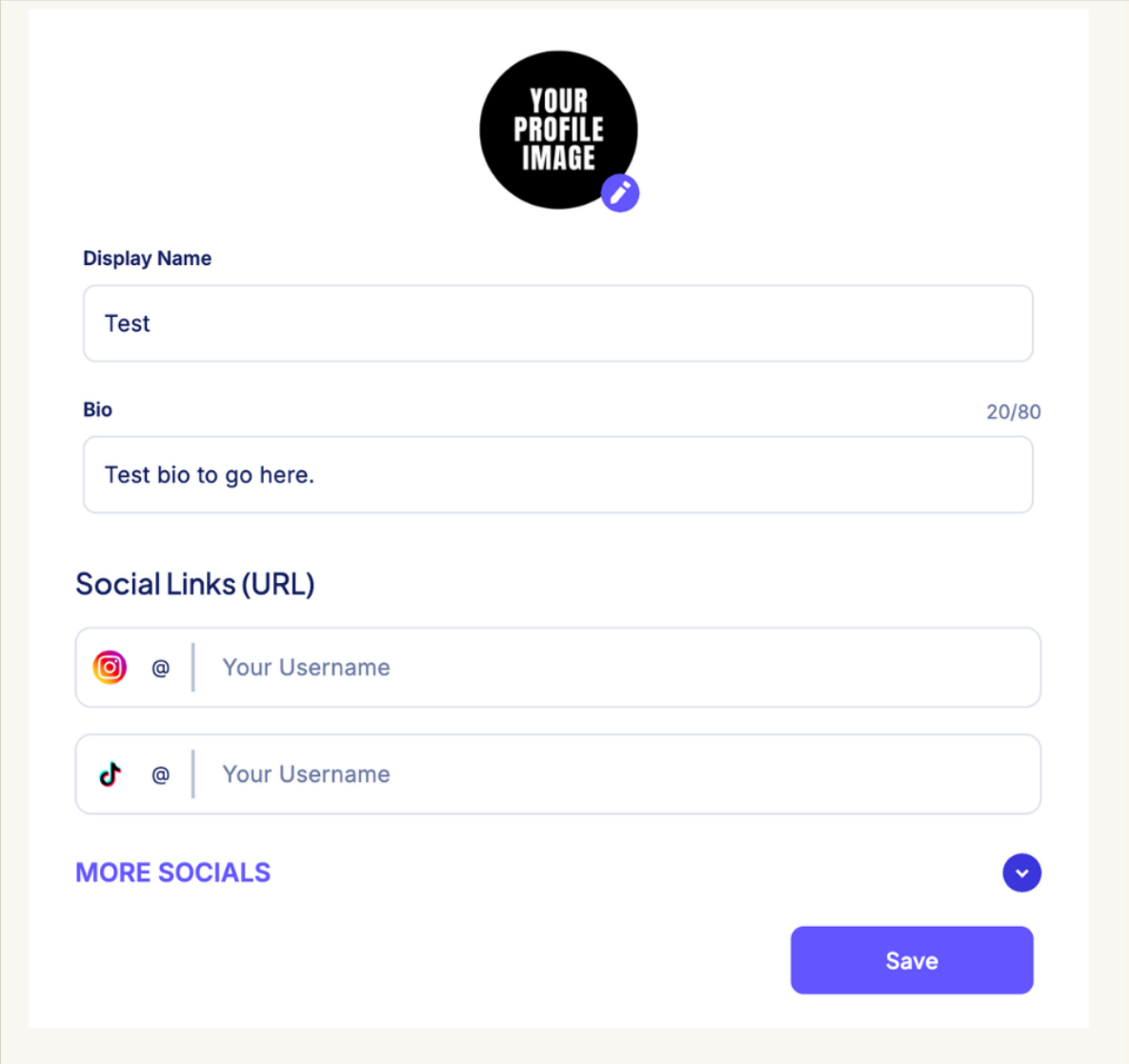


STEP TWENTY-SIX

If you want to include a short bio, you can include this here.

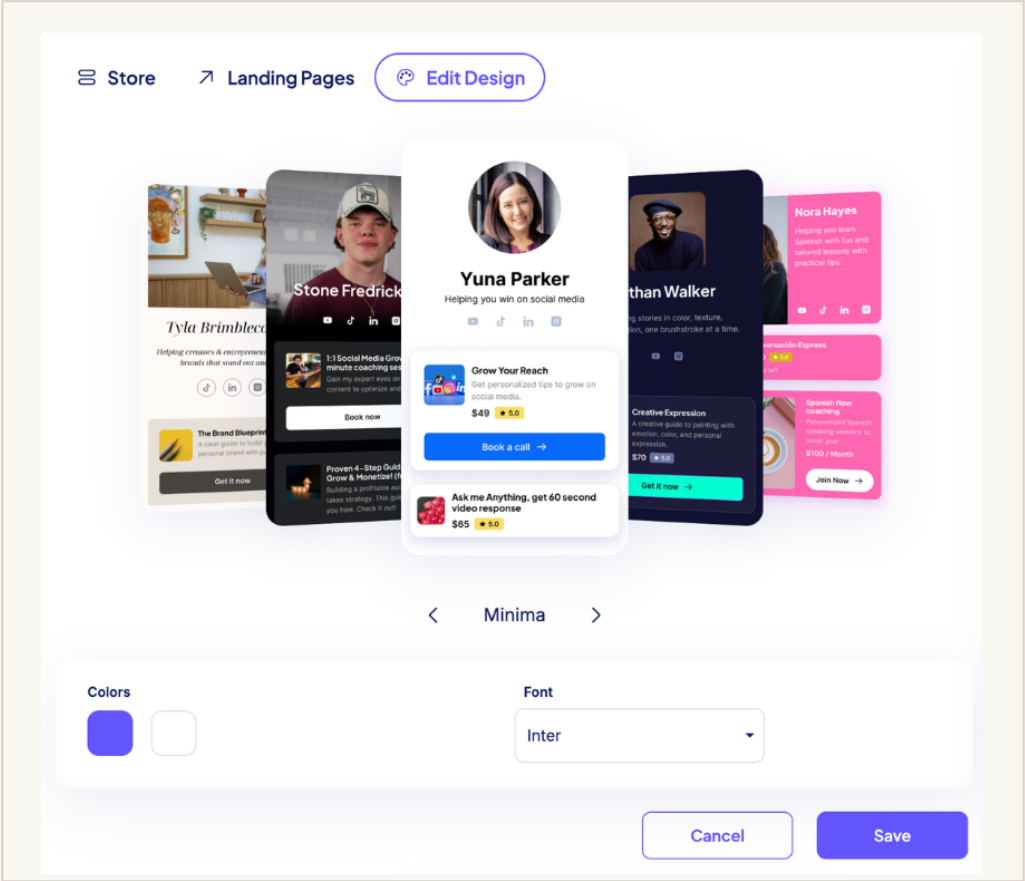
If you already have social media accounts set up for your business, you can enter them here. If not, leave this blank, and you can return to add this in after setting up your Instagram in the next section.

Click **Save** when you are happy with this section.



STEP TWENTY-SEVEN

Now, click on the **Edit Design** tab, scroll through the different styles until you find one that you like.



STEP TWENTY-EIGHT

Now, change your colors to suit your brand and select a font that is clear and easy to read on mobile (as the majority of your customers will be viewing your sales page on their phone).

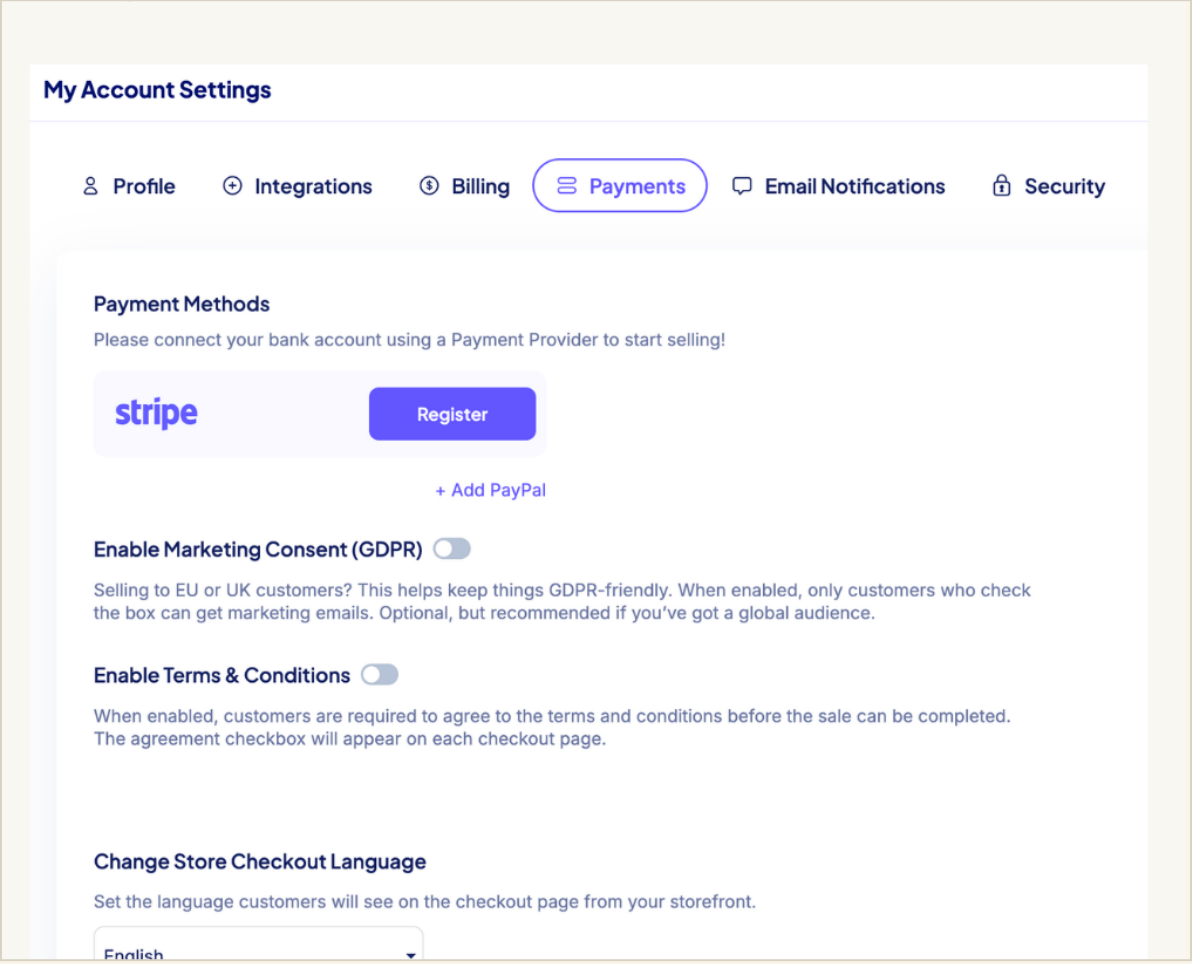
When you are happy with it, click **Save**.



STEP TWENTY-NINE

Now it is time to set up how you will get paid.

Click **Settings**, then **Payments** and select **Register** to connect a Stripe account. This part is all personal information, so just follow the on-screen steps to complete it.



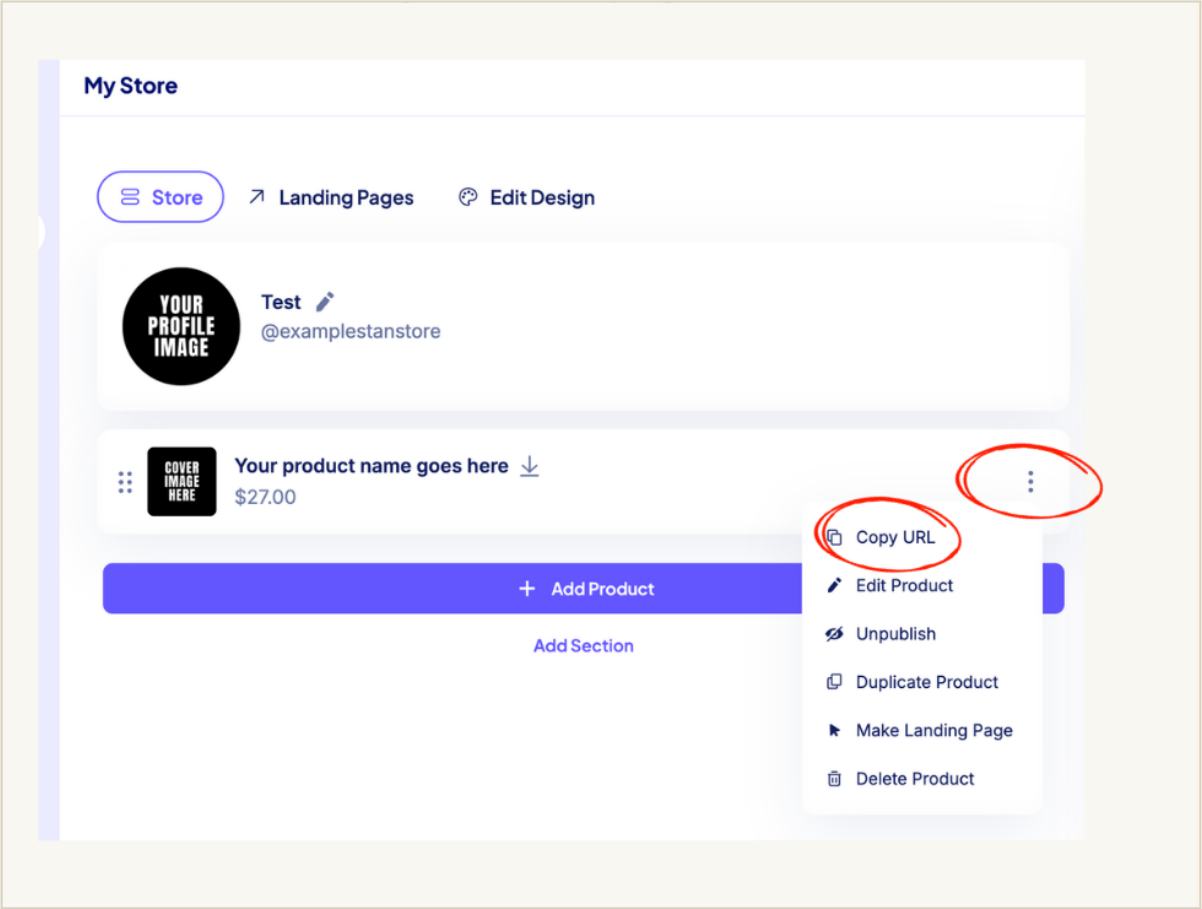
Here is a link for **more information** on connecting Stripe (and PayPal) to your store [link in the original — see Stan's own support resources].

Click **here** to find out the countries where Stripe is available [link in the original — see Stripe's availability page]. If your country is not included, then you will need to use PayPal.

STEP THIRTY

To find the link for your product, go to **My Store**, then click the 3-dot menu next to your product, and select **Copy URL**.

This will be the URL that you will use in your ads — so that when people click, they are taken DIRECTLY to your sales page!



STEP THIRTY-ONE

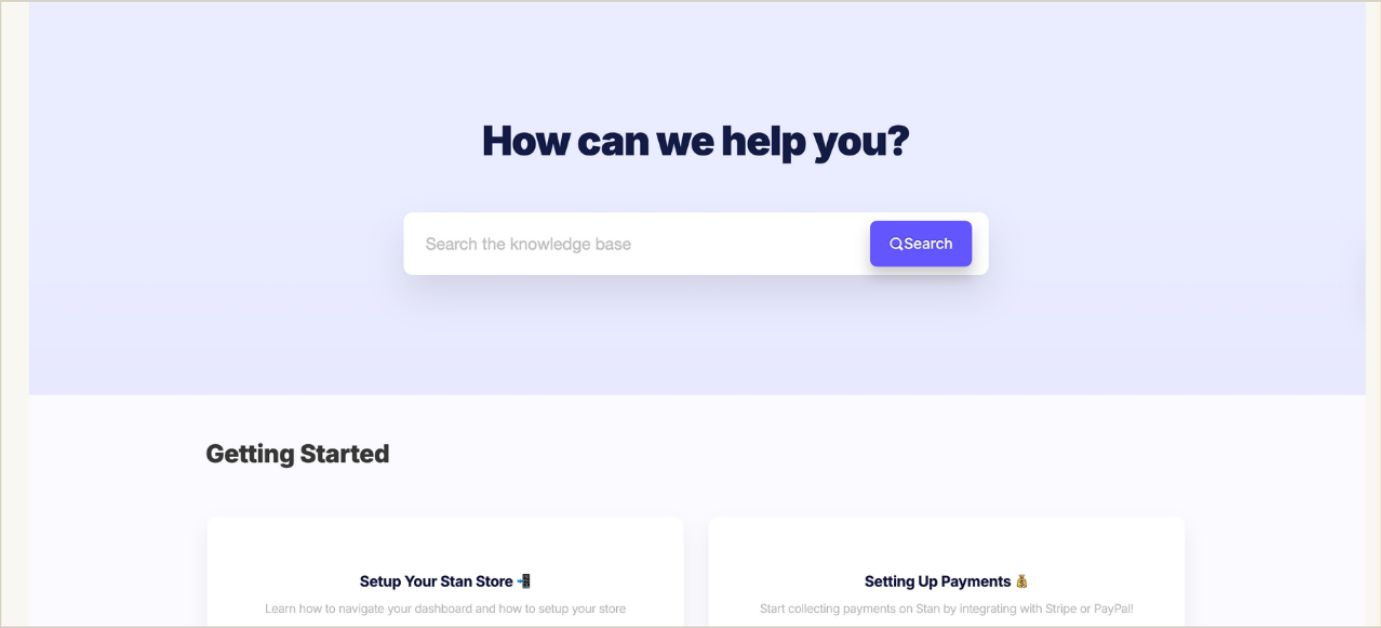
If you would like to be an affiliate for Stan Store (earn a percentage from every person who signs up using your link), you can find out more about their Referral Program [link in the original — see Stan's Referral Program].

If you choose to do this, ensure that you update the link in the Stan Store section (the sign-up button) to your personal referral link.

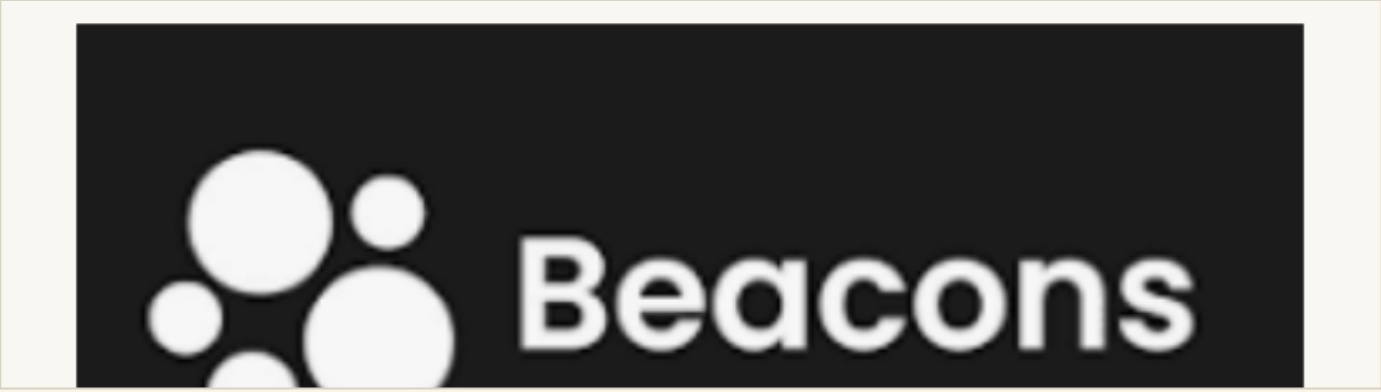
NEED SUPPORT WITH STAN STORE?

You can find the support resources for Stan Store [link in the original — see Stan's support site].

The email to contact their support team is **friends@stanwith.me**



BEACONS



STEP ONE

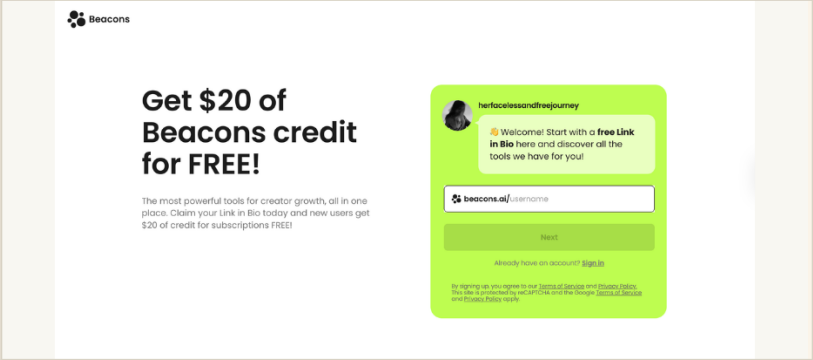
You can create a Beacons.ai store for customers to buy your digital product (if you set up a Stan Store, you do not need Beacons too. Skip these pages).

For demonstration purposes, I will show you how to create a store and what description to use for your Beacons Store to set up your product for sale. All other creative choices are your choice.

Click the link below to sign up for Beacons and get $20 of Beacons credit free.

CLICK HERE TO GET $20 BEACONS CREDIT

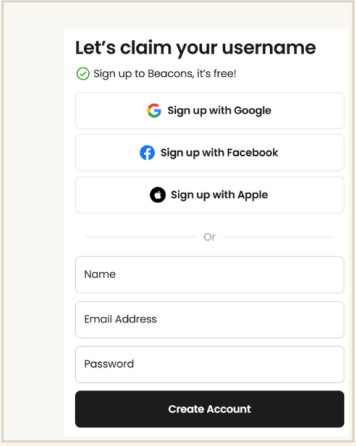
Note for your copy: add your own Beacons sign-up link to this button. [Your link here]



STEP TWO

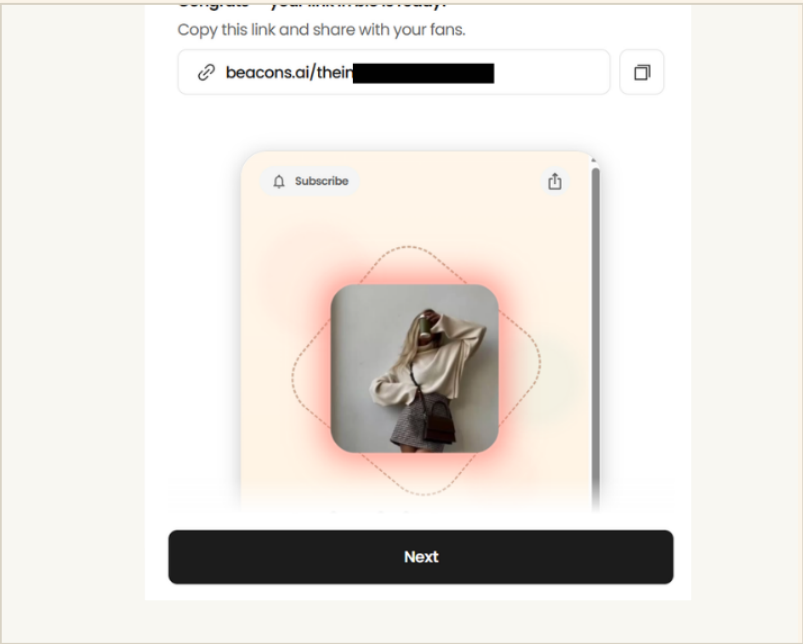
Choose a username, click **Next**, and sign up using whichever method you prefer — then click **Create Account**.

On the next pages, input your social media account information so Beacons can link with your Instagram. It will prompt you to create your Link in Bio. Click **Next** and choose the option you like best.



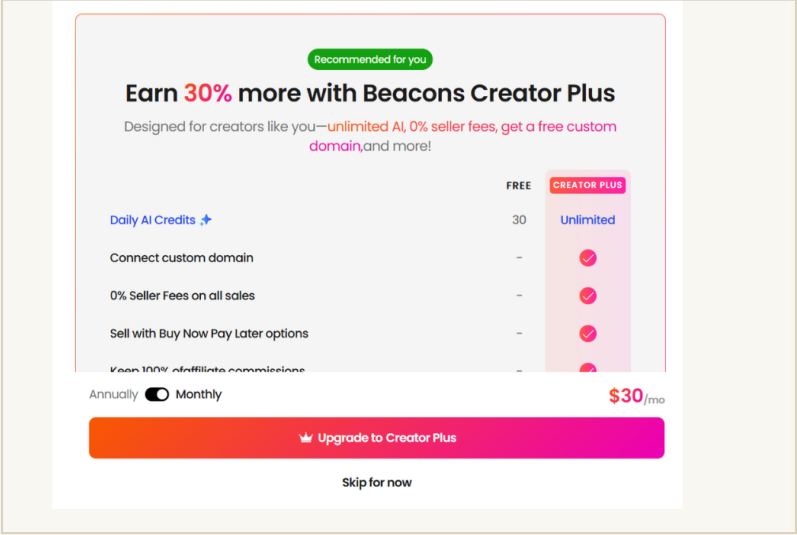
STEP THREE

Copy the link it creates for you - this is what will go in your bio on your Instagram page.



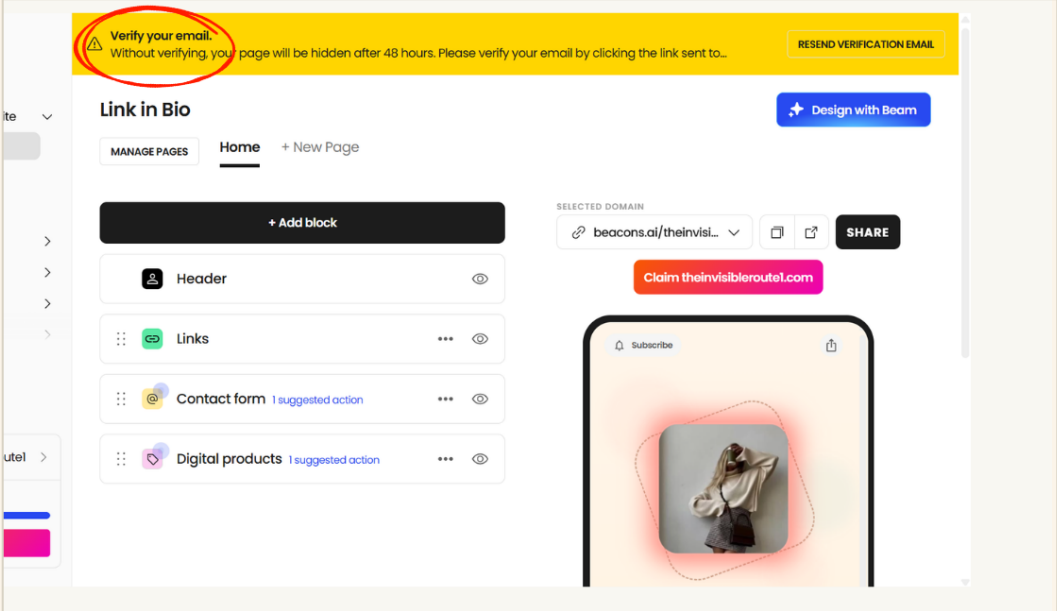
STEP FOUR

On the next screen it will prompt you to upgrade to the Creator Plus plan ($30 a month). You can upgrade, or keep the basic version by clicking “Skip”.



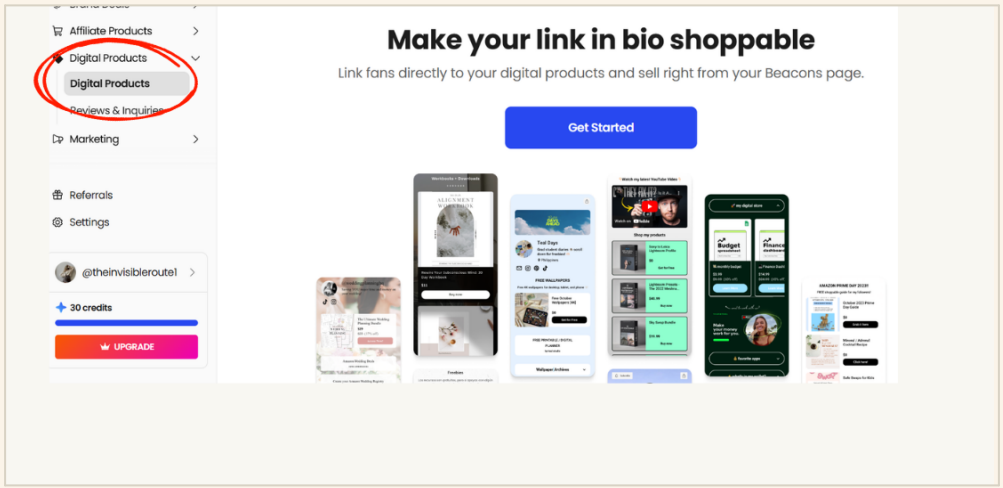
STEP FIVE

Once your account is created, your dashboard should look like this. Make sure to verify your email so your account will be complete.



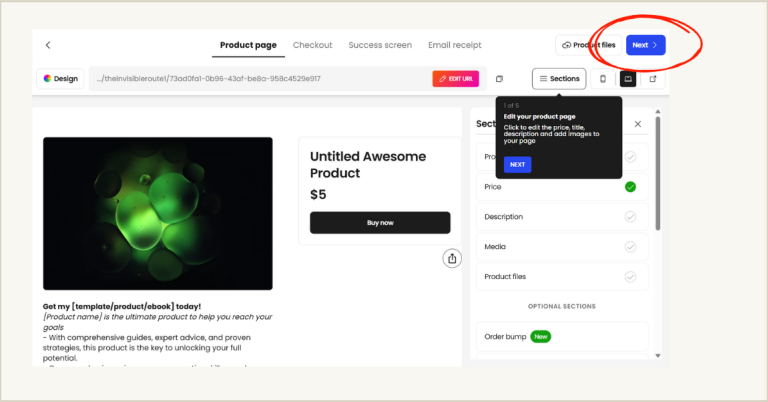
STEP SIX

From the menu on the left hand side, select **Digital Products**, then click **Get Started**. On the next screen, under **Create a Product**, click **Digital Product**.



STEP SEVEN

Beacons will walk you through a short tutorial to show you the editing features. Click the blue **Next** button until it finishes, and pay attention - we need all of the features it points out!



STEP EIGHT

Follow the menu on the right hand side and add the following to complete your page:

Product Title: The name of your guide

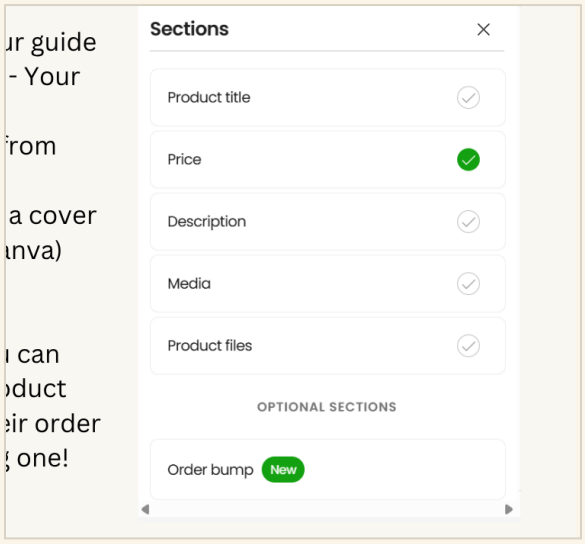
Price: Anywhere from $17-$47 - Your choice!

Description: [Copy the script from the next page below]

Media: Click add image to add a cover photo (you can make one in Canva)

Product Files: Upload your downloaded PDF here

Order Bump: This is where you can add an additional, cheaper product your customers can add to their order - HIGHLY RECOMMEND having one!



STEP NINE

Add your “Description Body” by copying and pasting the copy on the **following two pages** into the “Description Body” field.

> **VERY IMPORTANT NOTE:** Your sales page is arguably **THE MOST important** piece of the puzzle if you want to be successful with this method. The goal is to get people to see your ad, click the link, be WOWed by your sales page - and then BUY. Add a little of your story, your results, etc. to gain your customer’s trust.

I also highly recommend creating a mockup of the product using the mockup templates included in your bonuses to add to your sales page, as well as a little preview of some of the pages of the guide. Adding images helps break up some of the text and makes your sales page easier to digest.

PRODUCT DESCRIPTION

Copy this into your Beacons product page, then make it your own

Turn ONE ready-to-sell PDF into a simple product setup, in just a few clear steps! No daily posting. No algorithm hacks. No need to go viral.

Just one digital product and one clear system that walks you through it.

No followers required
No complicated tech
No “posting every day” hustle

Just follow the guide and set this system up for yourself in an evening.

This isn’t just a PDF … It’s a whole system. Here’s what’s inside:

- [YOUR PRODUCT NAME] fully done-for-you and ready to sell
- Editable Canva template so you can rebrand it in minutes
- Plug-and-play copy templates for your sales page, product title, pricing, and launch messaging
- Stan Store setup instructions for instant checkout and auto-delivery
- Beginner-friendly Meta Ads walkthrough with screenshots + budget, targeting etc
- Master Resell Rights so you keep 100% of every sale you make
- Transfer Rights so your buyers can resell it too!

How It Works:

- Step 1: Get access to [YOUR PRODUCT NAME] (everything is done for you) with Resell Rights
- Step 2: Rebrand the cover & download your rebranded digital product as a PDF.
- Step 3: Follow the instructions to set up your Stan Store to sell your product and to collect payments.
- Step 4: Create a 7-second video about the product.
- Step 5: Post your video on Instagram.
- Step 7: Run a $20/day Instagram ad to the video to send viewers to your product.
- Step 8: Set up an AutoDM to automatically send the link to your PDF to your audience when they ask about it.

That’s it! One product + one ad + one automated reply.

And all of it runs from one ad while you go about living your life.

This Is For You If:

- You don’t want to waste months posting, chasing followers, or trying to go viral for sales
- You’re after a simple system that runs in the background while you live your life
- You want a low-stress way to sell online without needing a big audience
- You’re ready to set up one product and one ad

CONTINUED ON NEXT PAGE

WHY THIS OFFER WORKS SO WELL

This isn't some generic, fluffy PDF... it's a plug-and-play system designed to make selling simple and straightforward from day one.

- It's an easy product to promote, because it solves a real problem
- It's quick and easy to digest. No need to watch a bunch of videos of people rambling
- It shows you step-by-step how to set up your product for sale so anyone can follow along
- You can resell it right away and your buyers can too

This is the shortcut that beginners have been waiting for. Which makes it a win-win solution... your buyers win + you win!

FAQs

Q: Are you just gonna tell me to boost a post?
Absolutely not. Boosting is not a strategy, it's a money drain. I'll show you exactly how to run targeted ads the right way through Meta Ads Manager.

Q: How many videos should I post before running ads?
At least 6 short reels. Post them first to build some traction. You can film them all in one day, so no excuses, just get it done.

Q: How much should I spend on ads?
I start with $20/day. Once you see positive results, scaling up makes sense. Starting lower is possible, though results may vary.

Q: Do you offer refunds?
No refunds due to the digital nature of this product. Please make sure you're ready before you purchase.

Q: Do I keep 100% of the money?
Yes. You own the product, and you get paid directly.

Q: Is this beginner-friendly?
Yes. The blueprint walks you through every step with pictures.

Q: How soon can I start selling?
You can set up to sell the same day. Once your setup is live and your ad is running, buyers can find your product right away.

Q: What makes this different from other digital product courses?
This isn't a course or some vague "framework." This is a done-for-you business in a box:

- The product is ready
- The ad is written
- You learn step-by-step how to set it all up
- You own the rights to it and keep 100% of the profit when you sell it

If you're ready to stop overthinking and start selling a digital product **you didn't have to create**... This is where it starts.

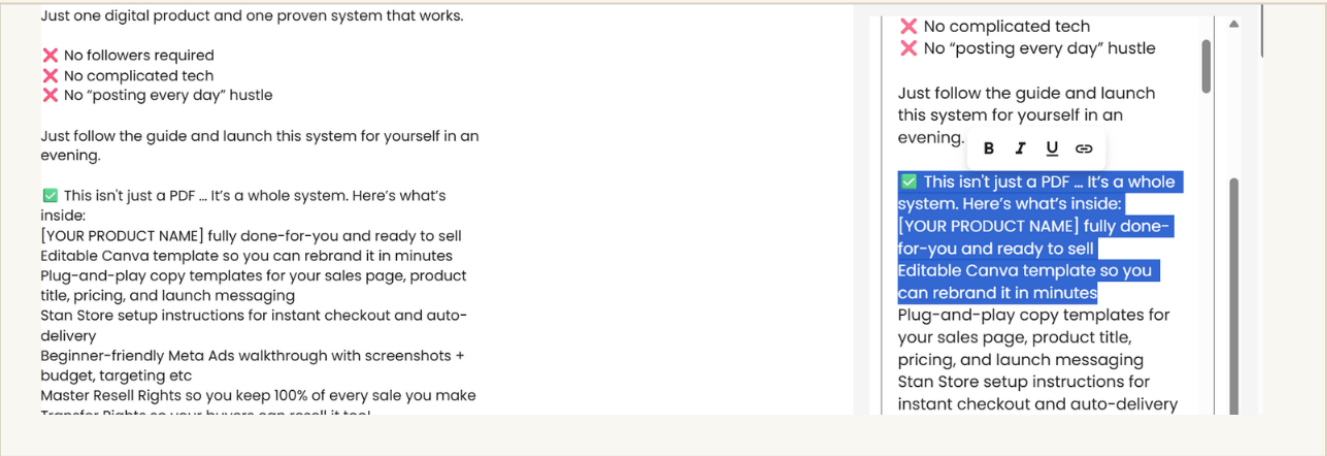
This is plug-and-play. Everything is already built for you; the product, the sales page copy, the ad, and the assets so you can **launch once, sell on repeat**.

Instant access. Lifetime resale rights. No monthly fees.

The only thing missing? **Your action.**

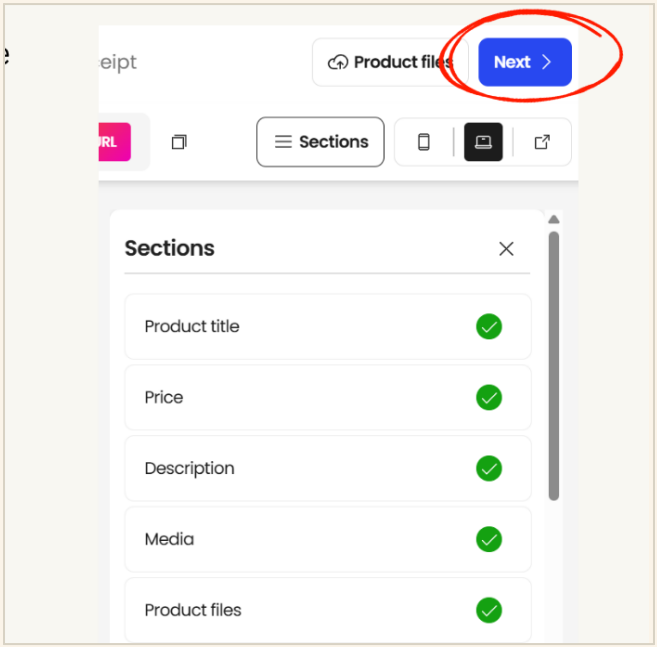
STEP TEN

Make sure to go through the copy and change [YOUR PRODUCT NAME] to the name you've chosen for your guide. **AND ADD FORMATTING!** Make the headers of each section BOLD. Make sure spacing looks correct, etc.



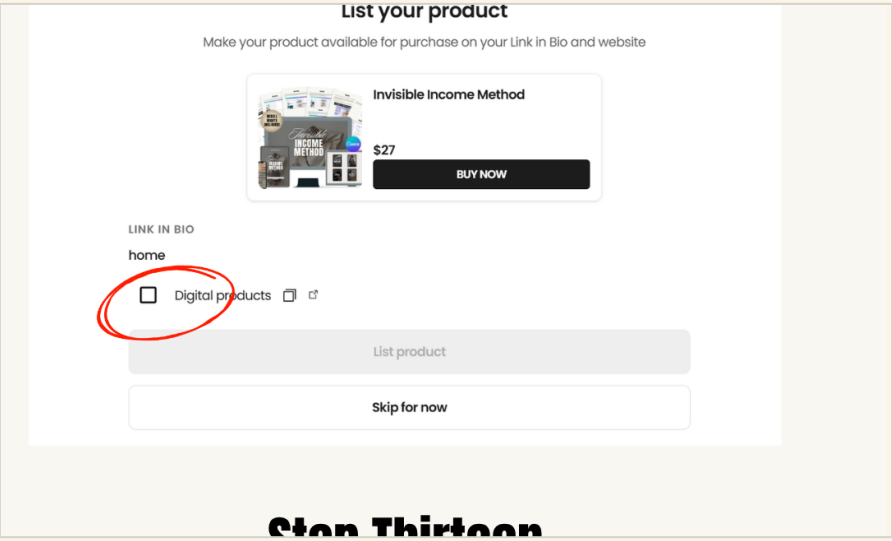
STEP ELEVEN

You can toggle through the Checkout Page, Success Page, etc. at the top - but nothing needs to be changed here unless you want to. Once you have everything how you want it, click the blue **Next** button in the top right corner.



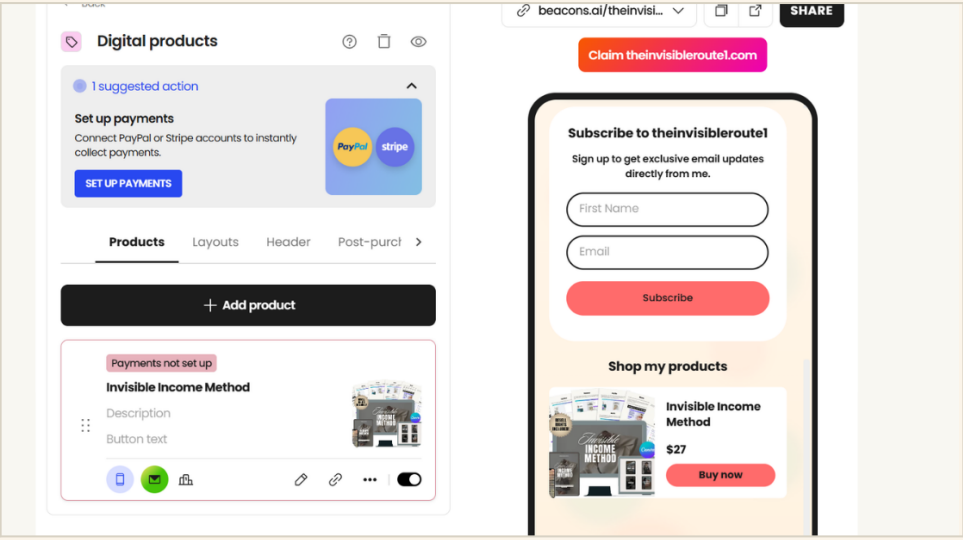
STEP TWELVE

Check the box next to Digital Products to list your PDF in your storefront!



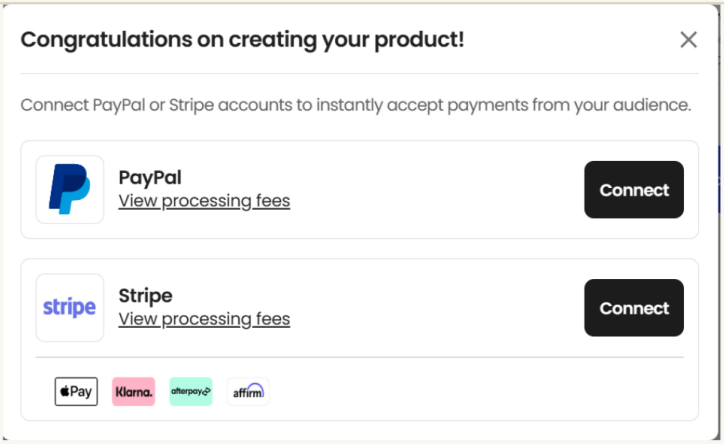
STEP THIRTEEN

You can preview how your PDF will look in your store - but now we need to set up your payment processors so you can collect payments! Click Set Up Payments in the blue box.



STEP FOURTEEN

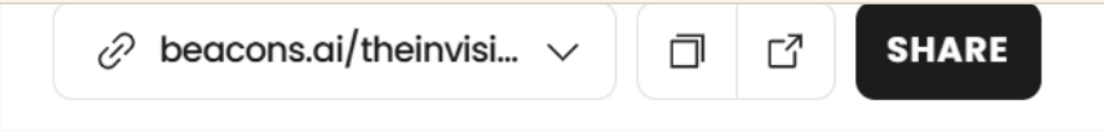
Follow the steps for PayPal and Stripe to either create new accounts or connect existing ones. This is all your personal financial info, so we won't go into this section.



Step Fifteen

STEP FIFTEEN

Your Beacons account is complete! Paste your link in your bio so your product is ready for buyers.



Step Sixteen

STEP SIXTEEN

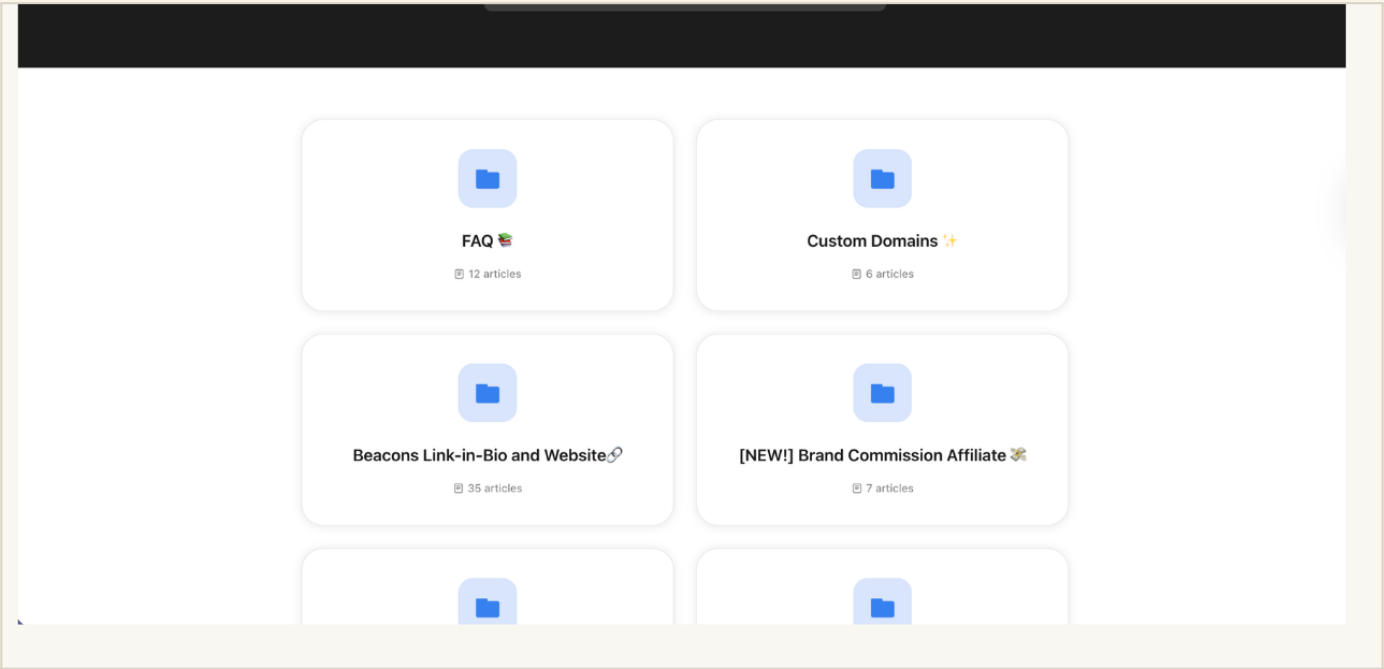
If you would like to be an affiliate for Beacons (earn a percentage from every person who signs up using your link), you can find out more about their Referral Program [Beacons referral info here].

If you choose to do this, ensure that you update the link in the Beacons section to your personal referral link.

NEED SUPPORT WITH BEACONS?

You can find the support resources for Beacons in the Beacons Help Center [Beacons Help Center link here].

The email to contact their support team is **support@beacons.ai**



PHASE 03

SET UP A NEW INSTAGRAM ACCOUNT

By the end of this phase you will have set up a new Instagram account to promote your version of this guide.

If you already have an Instagram account that you want to use, simply read through and then move on to the next section.

(Not sure whether you should create a new account or not? If your current audience would be interested in your guide, use your existing account, if not - start a new one.)

STEP ONE

Create a new Instagram page dedicated to your digital product. Set it up as a **professional account**. If you need help doing this, check Instagram's own setup guides [Instagram professional account help here].

Select a username and profile picture. This can be a photo of you, a faceless stock photo or a photo of your digital product. Put your name or a short descriptor telling people what you do, ex: Faceless Marketing, Digital Products, etc.

> **Note:** I highly recommend NOT making your username be the same as your PDF name. You want to choose a username that represents YOU and YOUR BRAND - which could one day extend beyond this PDF. So don't limit yourself!

(Note: If you already have an existing Instagram account, feel free to change the image above. If you don't have one yet, leave it as is, and you can update this at a later stage if you choose to)

STEP TWO

Write a Bio that explains clearly what you do, but keep it short and concise. Add your Stan or Beacons link as your website link.

Example bio (remember to edit this to make it your own!):

- Learn to sell online (without showing your face)
- Turn ONE PDF + ONE ad into a simple selling system
- Copy my method

STEP THREE

Enter your Instagram handle into your Stan Store or Beacons:

Stan Store - Click on **My Store** and click the pencil icon next to your store name.

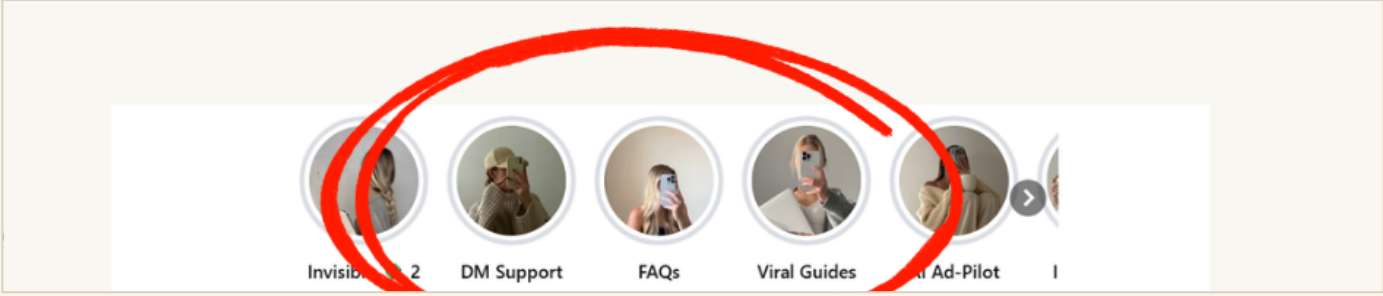
Beacons - Click on **Settings**, then **Socials**, then click **+Add Social Account**

STEP FOUR

Before **you start running ads**, make sure your Instagram profile is fully set up.

Ideally, you want **at least six reels** on your page so it doesn't look empty when people click through (we'll create these in the next section).

Sharing Stories that show **your journey and what problems this digital product solved for you** is also a great way to build connection and trust with your audience.

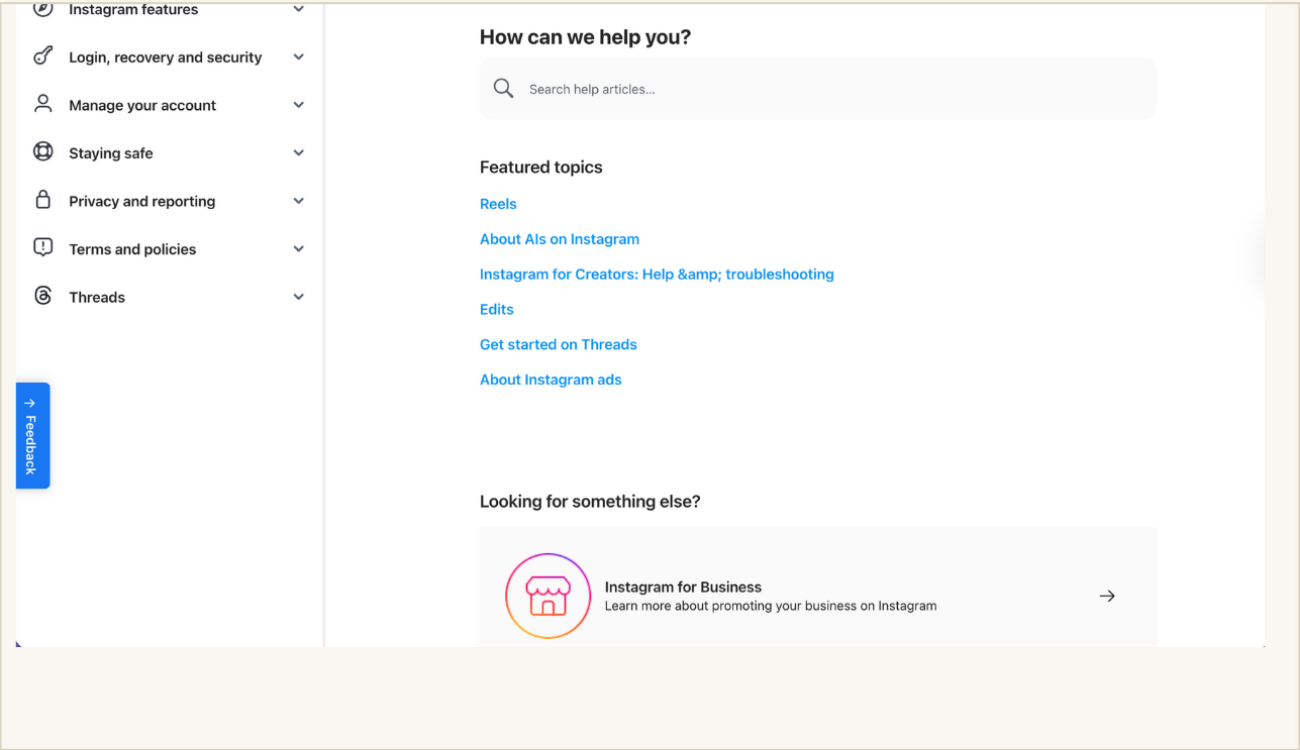


Once orders start coming in, take screenshots and share them in your Stories. Then save them to a Highlight so new visitors can easily see them.

The more your profile reflects that **you're actively working on and backing your digital product**, the easier it becomes for people to trust you and feel confident buying from you.

NEED SUPPORT WITH INSTAGRAM?

You can find the support resources for Instagram in the Instagram Help Center [Instagram Help Center link here].



PHASE 04

CREATE YOUR FIRST REEL

By the end of this phase you will have created your first reel on Instagram to promote your version of this guide.

CREATING INSTAGRAM REELS THAT CONVERT

The system in this guide works by **running ads to your Instagram reels**. This allows us to leverage Meta's database of users to identify potential buyers, rather than relying on **going viral** or **posting a large volume of content** just to get seen.

A successful ad doesn't depend on fancy editing, trending audios, or showing your face on camera (unless you want to). Its purpose is simple: **to capture your audience's attention and encourage them to read the caption and take action.**

When your reel creates curiosity, the caption can then do the heavier lifting by explaining the product, building trust, and guiding the viewer toward a purchase.

This is why effective reels follow a clear structure.

Once you understand that structure, creating content becomes much easier. You're no longer guessing what to post or overthinking every reel. **Instead, you're using a repeatable framework that works especially well for paid ads.**

Below are the four elements every converting reel needs:

- **Video:** A short, eye-catching 5–7 second clip that visually stops the scroll.
- **Hook:** A single sentence (or two) on screen that grabs attention and makes the viewer curious to know more.
- **Caption:** This is where you explain the digital product, build trust, and guide the reader toward buying.
- **Call to Action (CTA):** A clear prompt telling the viewer what to do next.

Once you understand this structure, creating reels becomes much simpler.

You're no longer guessing what to post. You're following a proven formula that works especially well for ads.

STEP ONE

Create your reel video. For this you have 3 options:

- **Record** a short clip of yourself or your daily life.
- **Print off a paper version** of the cover page of your digital product and record a 7 second video of you holding it.
- **Use stock video.** You can use one of the faceless reels included with your purchase, or sign up for a paid content bank.

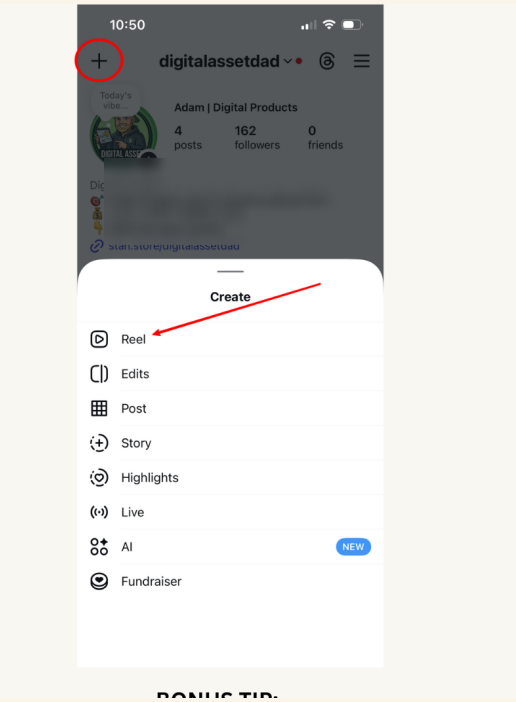
STEP TWO

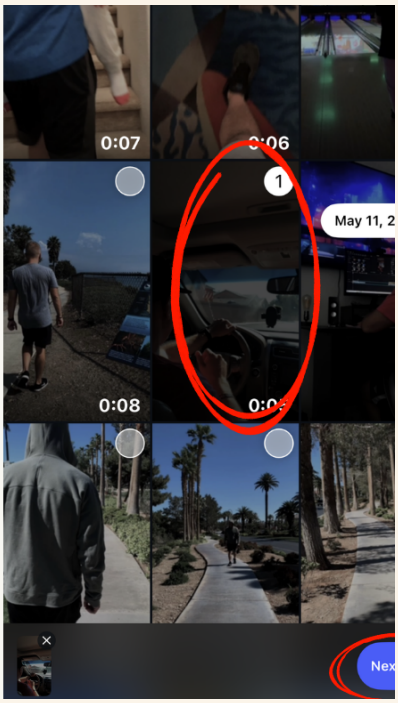
In Instagram, push the **little + sign** on the top left corner of your screen.

Then select **Reel**.

STEP THREE

Choose which video you would like to use, then click the blue **Next** button.

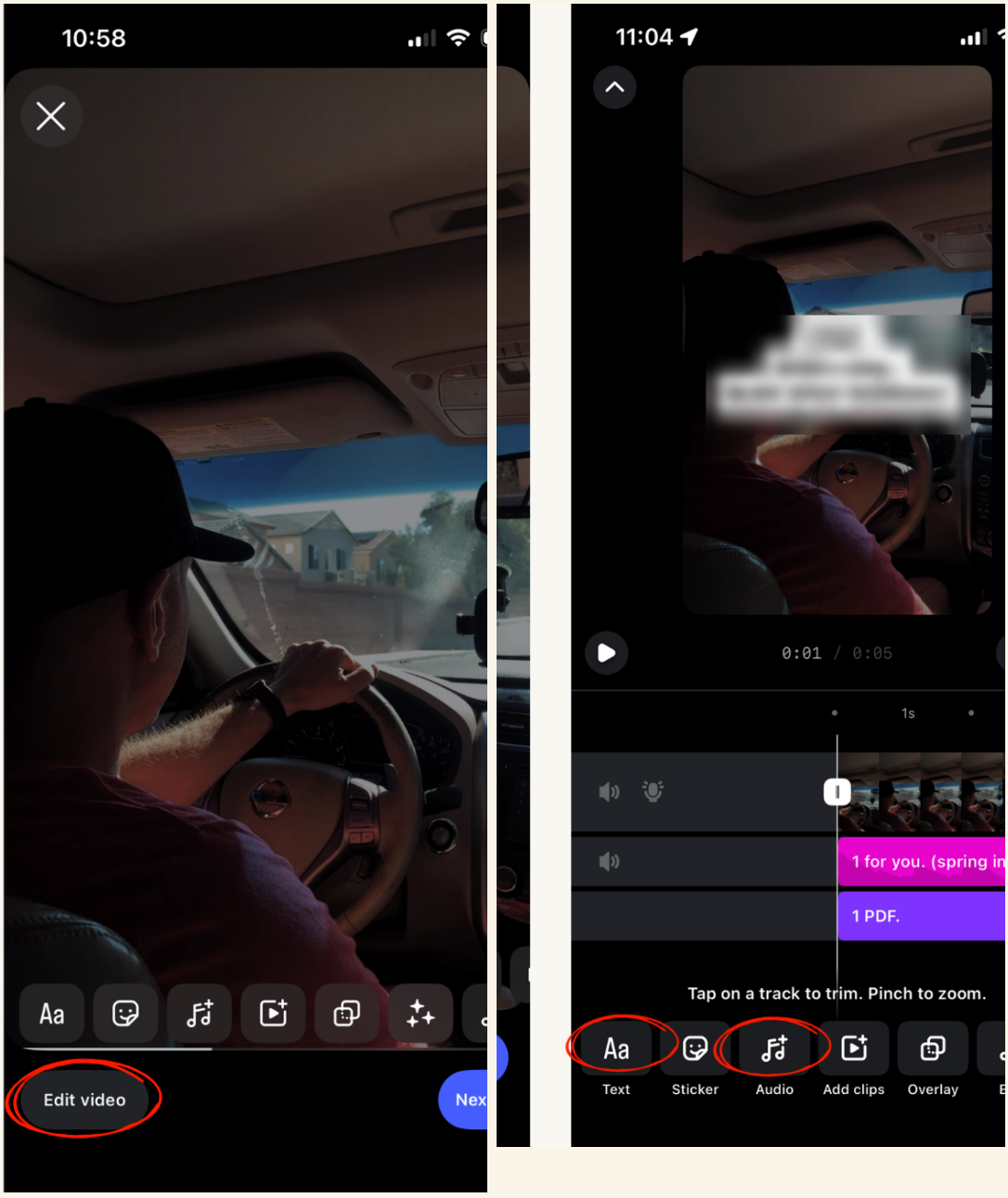




BONUS TIP: Think about your branding. What colors, styles, fonts, videos do you want to be recognized for? Are you appealing to mothers, teachers, entrepreneurs, men, single women, etc. Choose videos that will resonate with that particular audience.

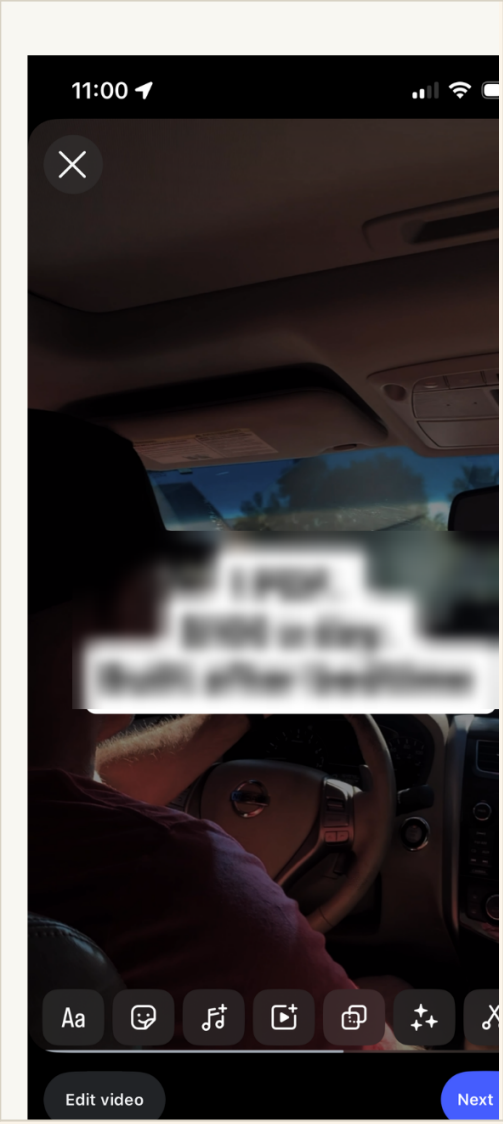
STEP FOUR

On the next pages, you can edit your video - add a filter, adjust the brightness, etc. But don't go too crazy! Basic is better. You can also click Edit Video in the bottom left hand corner to edit further. **Click the Aa to add text, or click the music symbol to add audio**.



STEP FIVE

Add the text you want for your reel, making sure it's nice and big and bold and centered in your screen. You can hold down on the words to make sure they are centered on the screen. Go easy here! Don't overload the screen with too many words, and don't make them flash by too quickly.

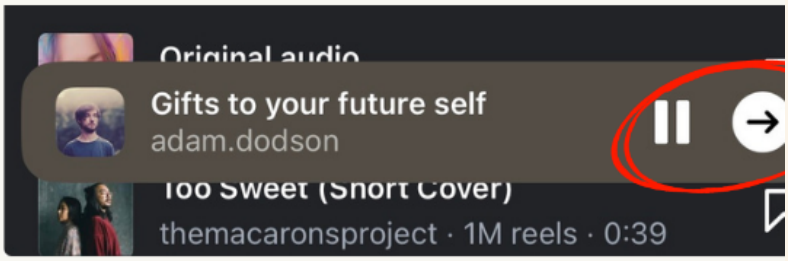


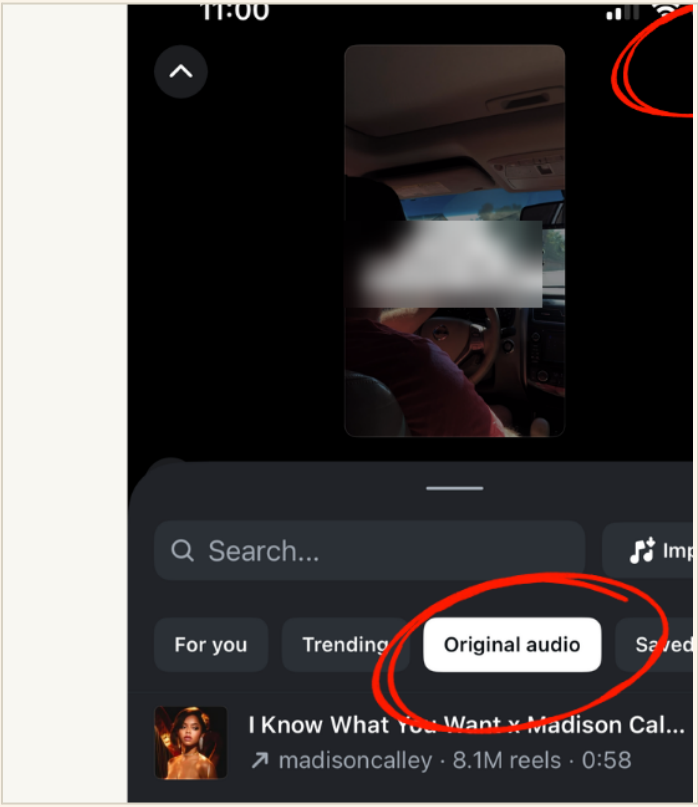
STEP SIX

Add audio to your reel. **NOTE:** Some stock videos may already have audio attached to it. If it does, you don't need to add more audio in Instagram (or if you prefer, you can mute the music on the original video and use audio from Instagram).

If you plan on using your reel for an ad, **MAKE SURE TO SELECT AN ORIGINAL AUDIO OR A ROYALTY-FREE AUDIO.** Otherwise, Meta will not let you use it for an ad as it is copyrighted music.

Once you've chosen your audio, click the white arrow at the bottom of the screen to select it, then click the blue arrow in the top right corner.





STEP SEVEN

On the next screen, add your caption. You can use the DFY caption below, or come up with your own!

REEL AD CAPTION:

I used to think the only way to sell online was to:

Post every day
Grow a huge following
Chase the algorithm

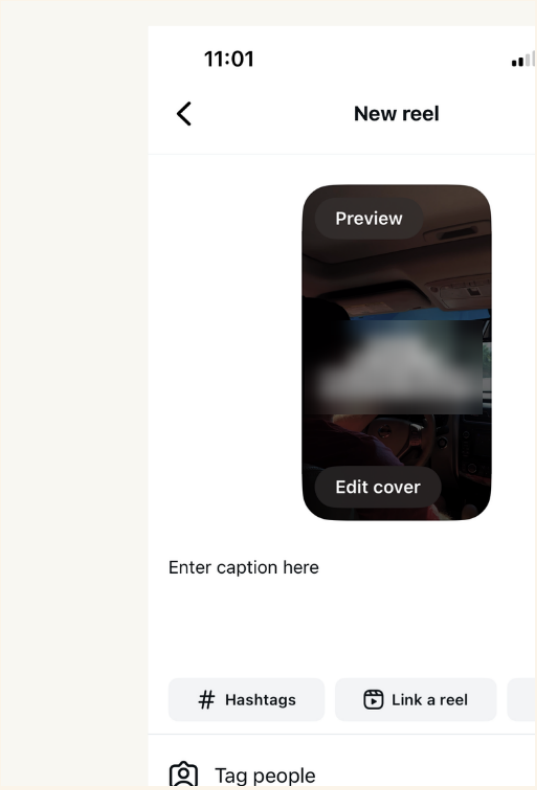
Turns out I was wrong.

What I actually needed was a simple system:
One ready-to-sell product
A checkout that delivers it instantly
One ad running behind the scenes

That's it. No daily posting. No stressing about likes. Just a setup that works even when I'm offline.

And the best part? You don't need followers, tech skills, or a ton of time to get started.

Comment "KEYWORD" and I'll send you the details so you can set this up for yourself.

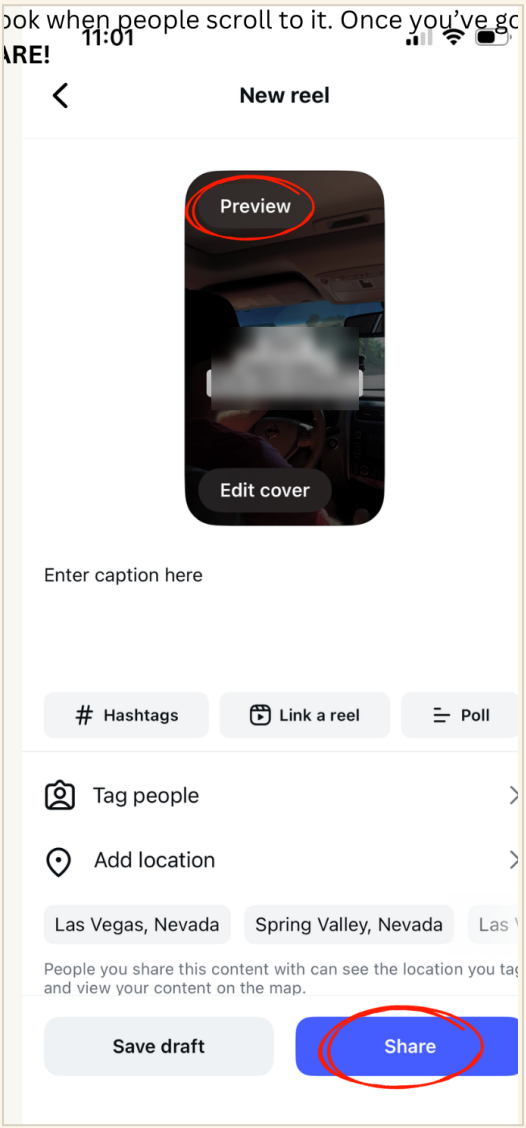


> ***IMPORTANT*** Make sure to enter a specific keyword that you want people to comment when they are interested in your guide (we will set up an automation for this in the next step). This call to action ("comment: [keyword]") should be included ON YOUR REEL if possible, and in your caption at least once or twice.

With the type of ad we will be running, the goal will be to get people to comment your keyword - so don't skip this!

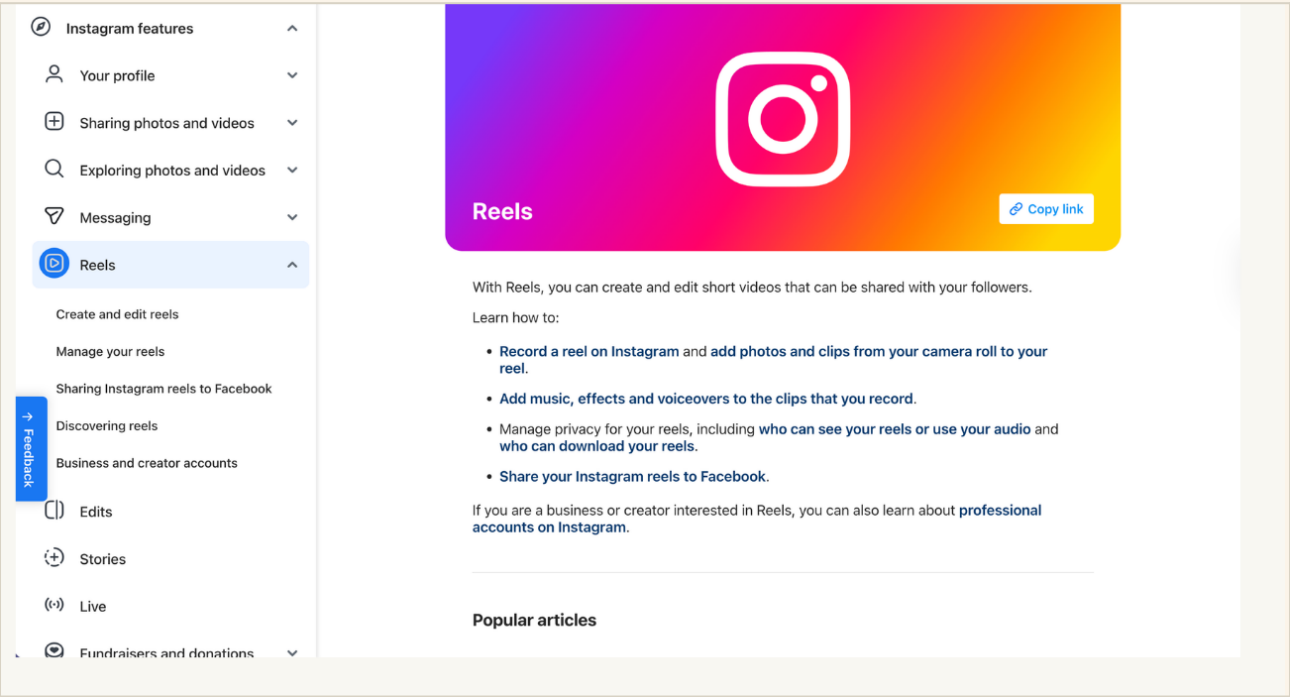
STEP EIGHT

Once you've added your caption and hashtags, you can preview your reel to see how it will look when people scroll to it. Once you've got it how you want it - **hit SHARE!**



NEED SUPPORT WITH CREATING A REEL?

You can find the support resources creating Reels in the Instagram Help Center [Instagram Reels help here].



PHASE 05

SET UP YOUR AUTO DM

By the end of this phase, you will have set up your autoDM. This is an automatic response that is sent when someone comments your chosen keyword on your reel.

If you use Stan Store, scroll down

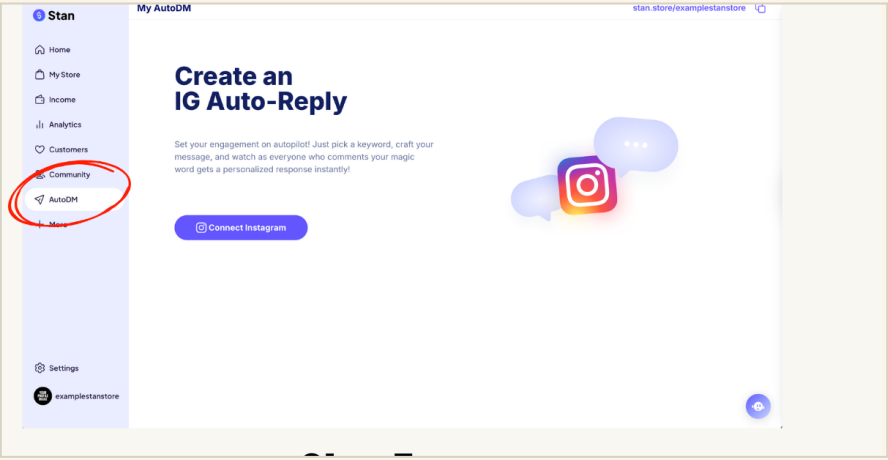
If you use Beacons, skip to the Beacons Auto DM section

You do not need both

STAN STORE

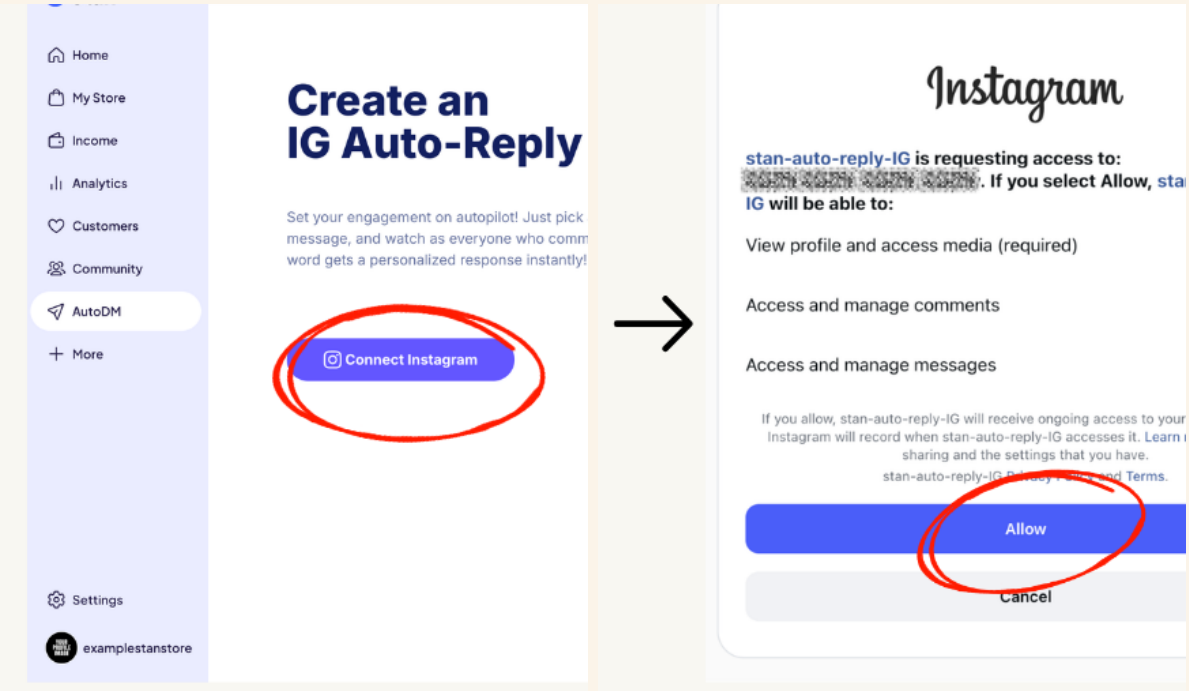
STEP ONE

Go back to your Stan Store and click on '**Auto DM**' in the left sidebar. If you don't see it there, you may need to access the feature by clicking on + More and then toggling on AutoDM from the menu.



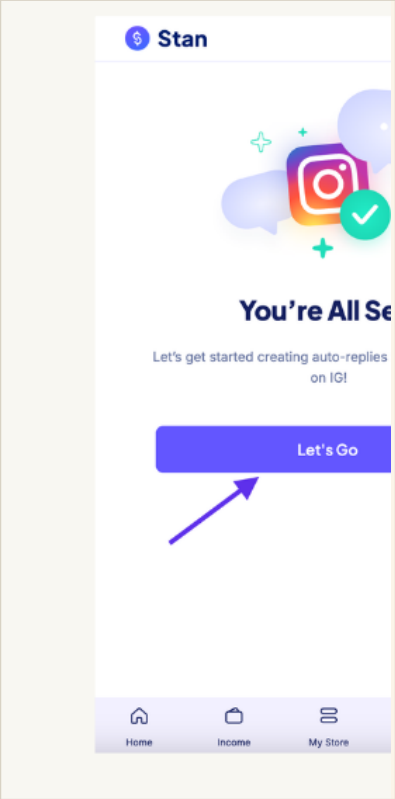
STEP TWO

Next, click '**Connect Instagram**' and enter your login credentials. You will then get a pop up to connect. Be sure to hit '**Allow**' to grant permissions.



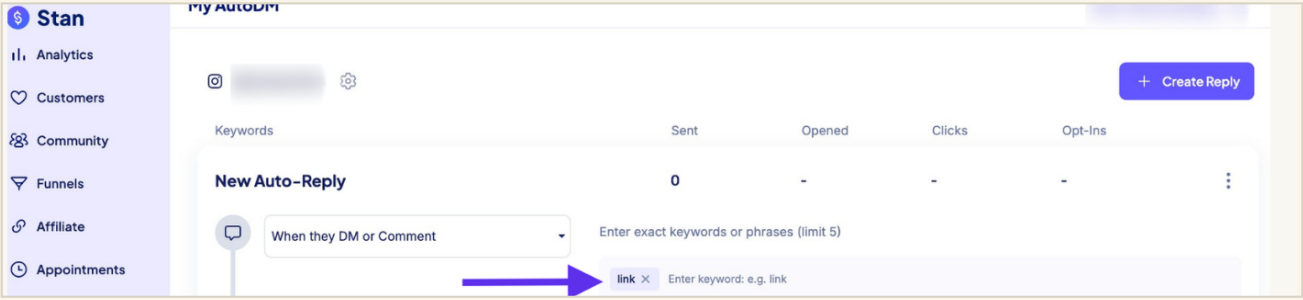
STEP THREE

Now it's time to set up your automation by clicking Let's Go!



STEP FOUR

Choose your unique Keyword (i.e. PDF) that will trigger the auto-reply.

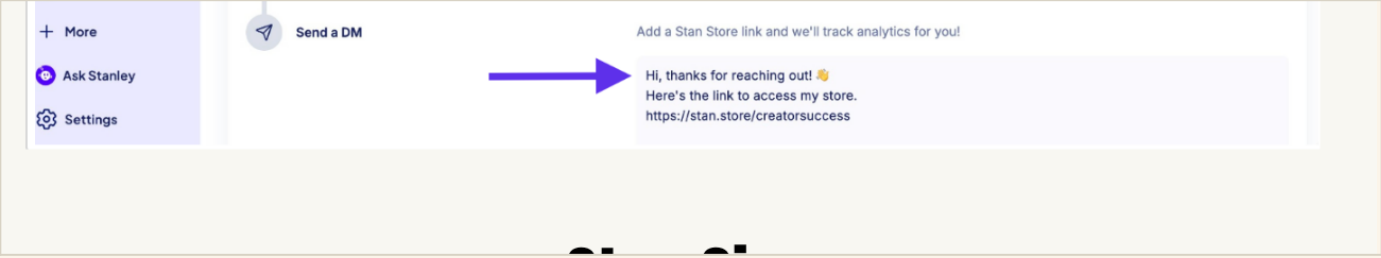


STEP FIVE

Under **Send a DM** enter the below message for your customer to receive when they DM or comment that Keyword. Include your Stan Store link at the end of the message. You can personalise this to make it unique, which will help you to connect with your audience.

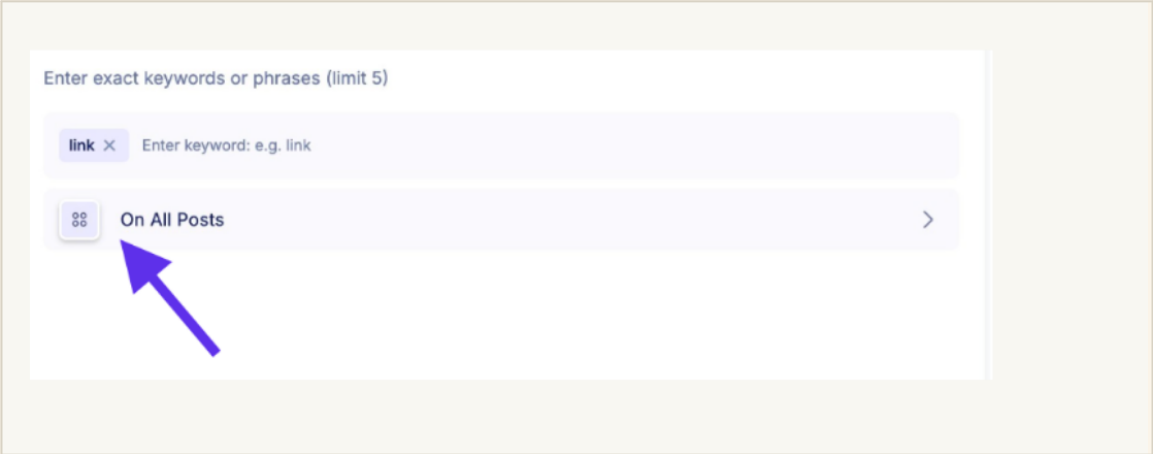
Message reply:

“Hi, here’s the link to the $27 PDF I mentioned. It shows you how to set up your own product for sale, and includes resell + transfer rights, so you can sell it too. Let me know if you have questions, I’m happy to help! [ENTER YOUR STAN STORE LINK HERE]”



STEP SIX

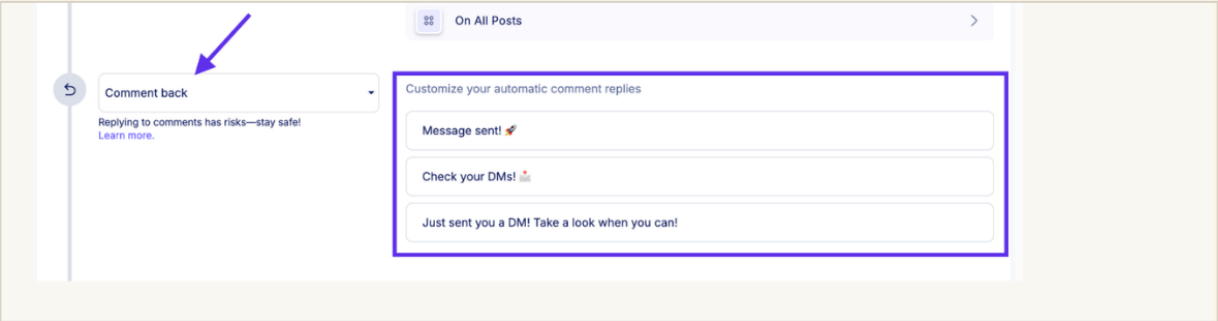
Now set the Auto DM to run on All posts by clicking on ‘**On All Posts**’ and ‘**Enable for All Posts**’.



STEP SEVEN

If you would like Stan Store to automatically reply to the comments your audience leaves on your Instagram, you can turn on '**Comment Back**' and then you can edit the comments.

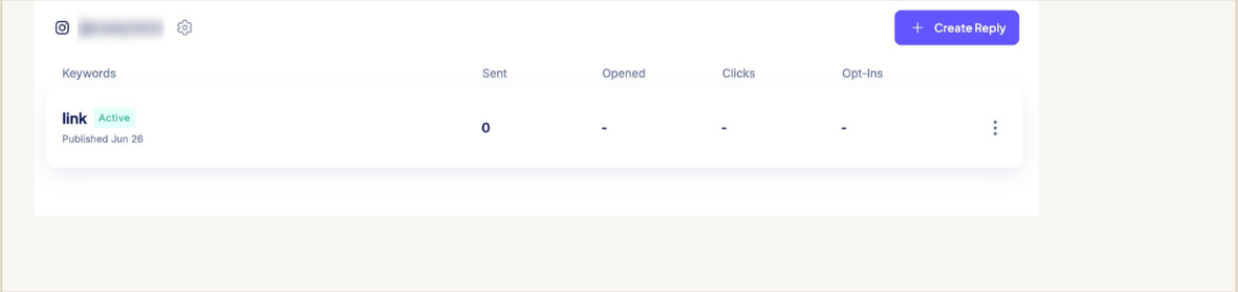
> **IMPORTANT**
> If you do choose to turn Comment Replies on, you may be at a higher risk of being flagged as a bot by Meta. You can help to mitigate this risk by including different reply options.



STEP EIGHT

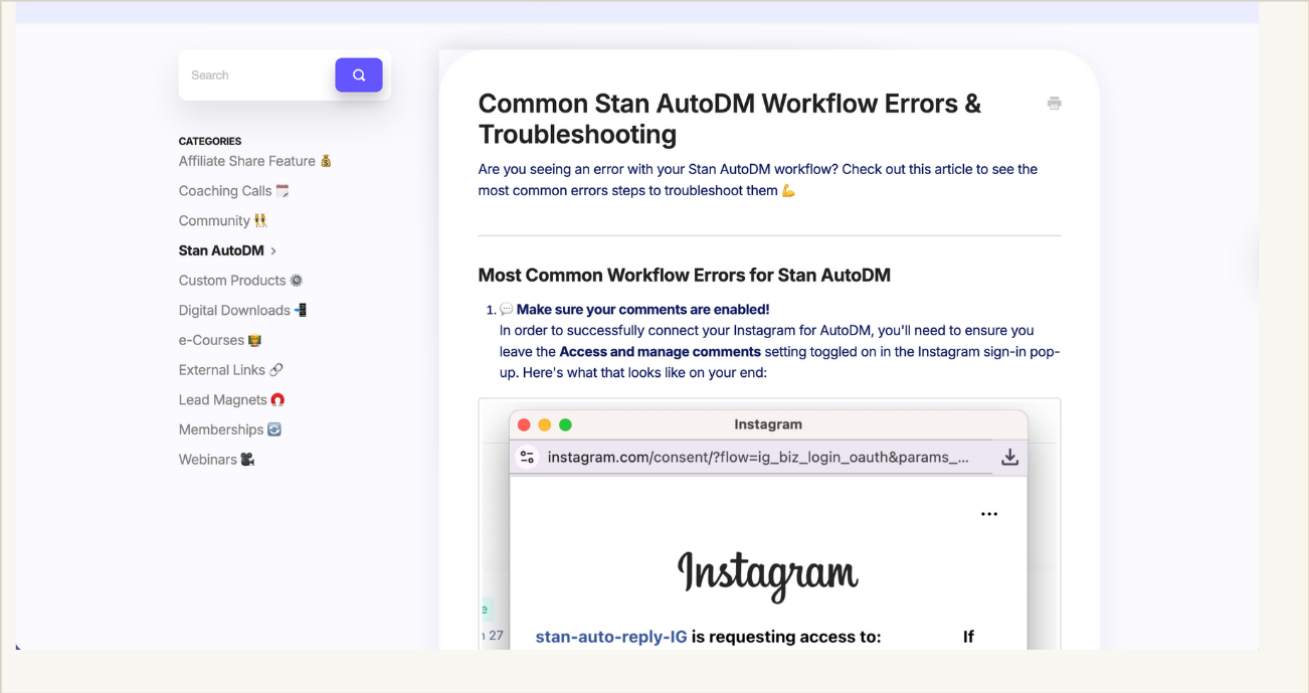
Click '**Publish**' and your AutoDM is set up.

Once published, you should see this screen below.



NEED SUPPORT WITH YOUR STAN AUTODM?

If you're seeing an error with your Stan AutoDM workflow, you can view the most common issues and how to troubleshoot them in Stan's AutoDM troubleshooting guide [Stan AutoDM troubleshooting link here].

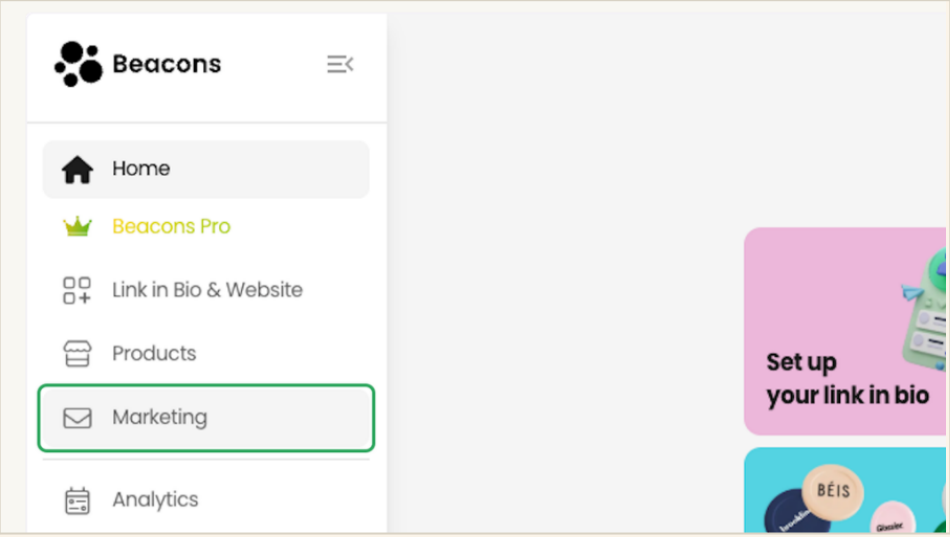


BEACONS

STEP ONE

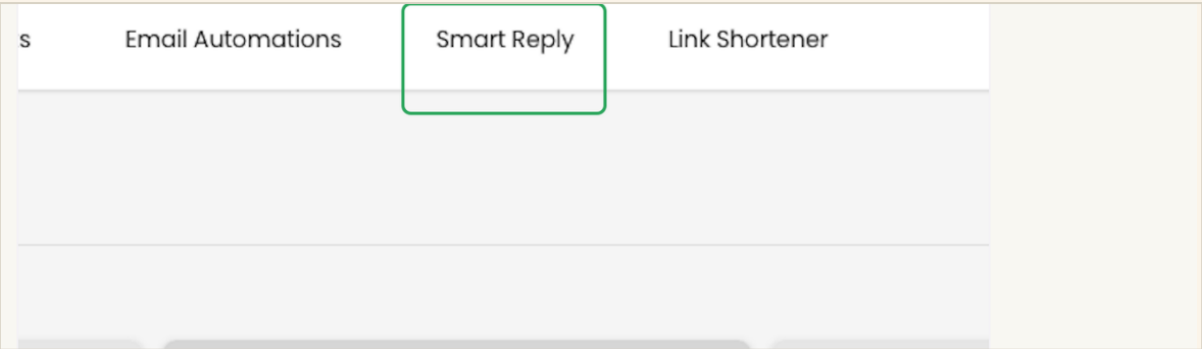
In Beacons, autoDM's are called Smart Replies. The first thing that you need to do is connect your Instagram account to Beacons.

Go to the **Marketing** section in the left hand sidebar.



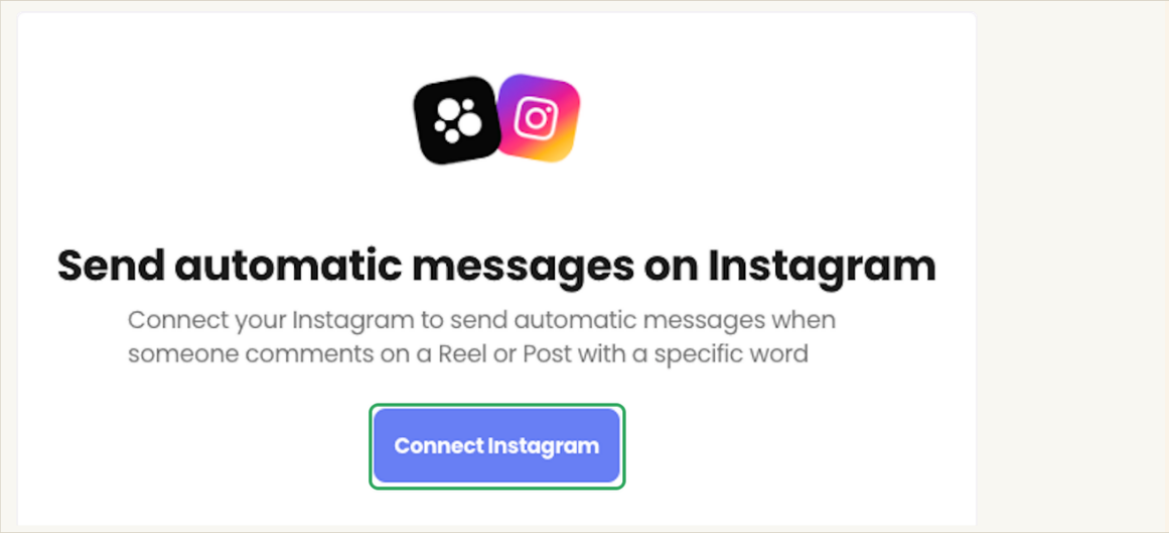
STEP TWO

Next, click on '**Smart Reply**'.



STEP THREE

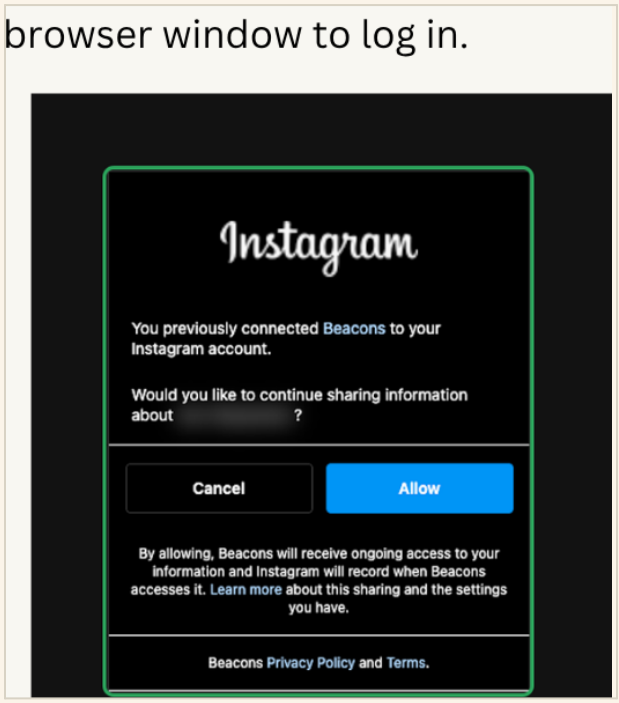
Click on '**Connect Instagram**'.



STEP FOUR

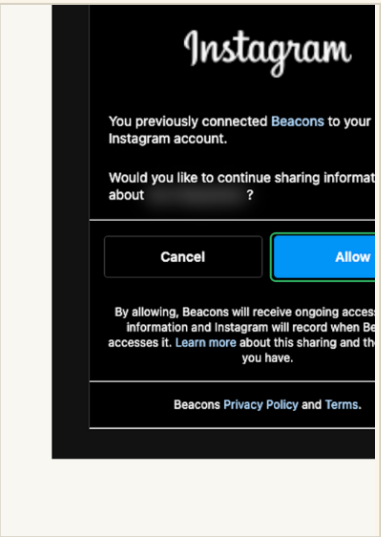
Login with your Instagram credentials.

Tip: If you don't see the correct Instagram account, you must use an Incognito or private browser window to log in.



STEP FIVE

Click on '**Allow**'.

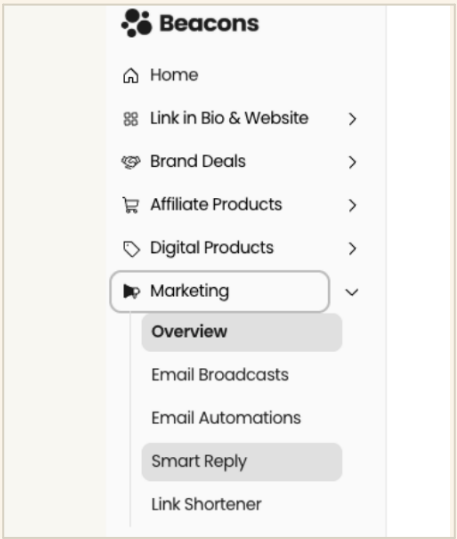


STEP SIX

You will be automatically redirected back to Beacons and are now ready to set up your Smart Reply.

STEP SEVEN

In the left-hand sidebar, click on '**Marketing**' and then select '**Smart Replies**'.



STEP EIGHT

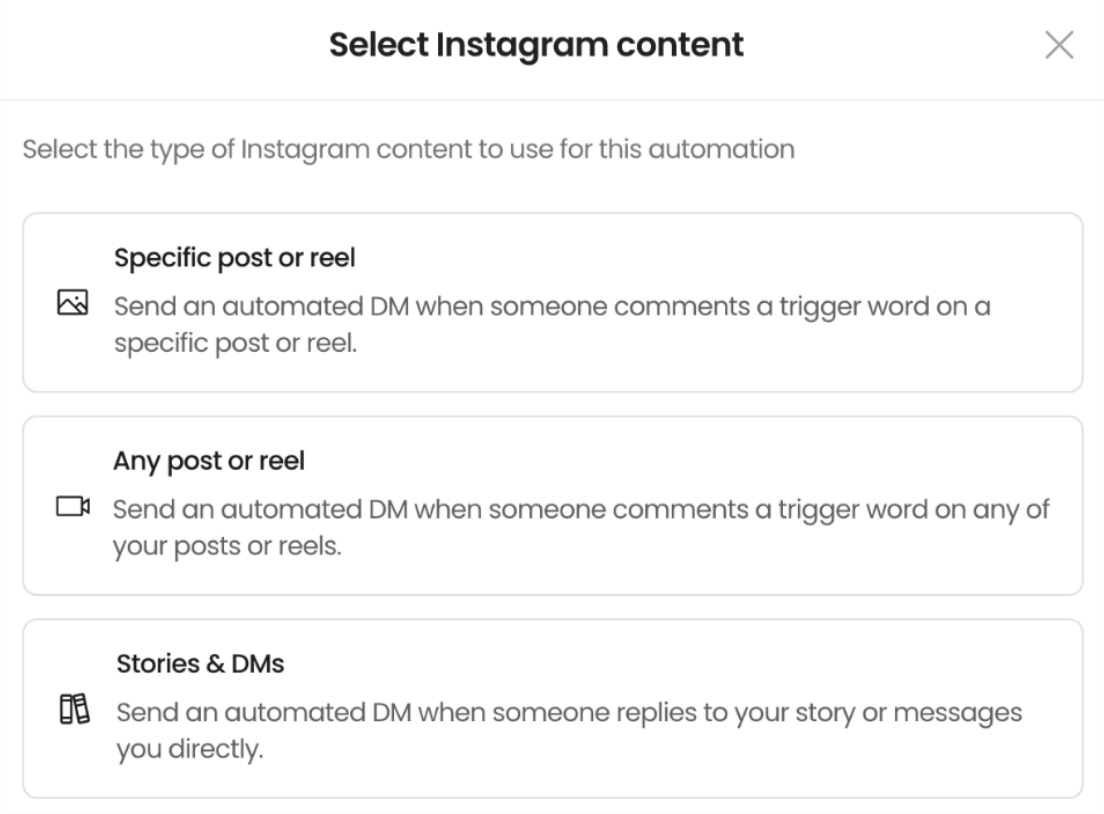
In this tutorial, I will walk you through how to set up a Smart Reply for when someone comments on your Instagram post. To set up a Smart Reply for when someone comments your keyword from your Stories or via DM, repeat these steps but select 'Stories & DMs'.

Click on '**+ New Smart Reply**'.



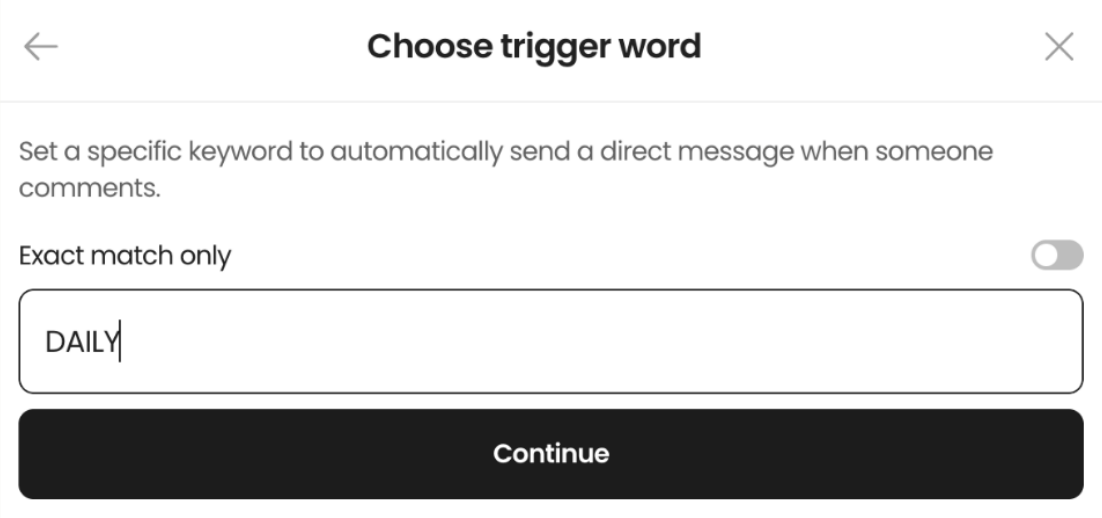
STEP NINE

Select **Any post or reel**. This means you can use the same keyword on all of your posts and reels.



STEP TEN

Enter your chosen keyword.



STEP TWELVE

Under **Message Text**, enter the message below for your customer to receive. You can personalize this to make it unique, which will help you connect with your audience.

Message Text:

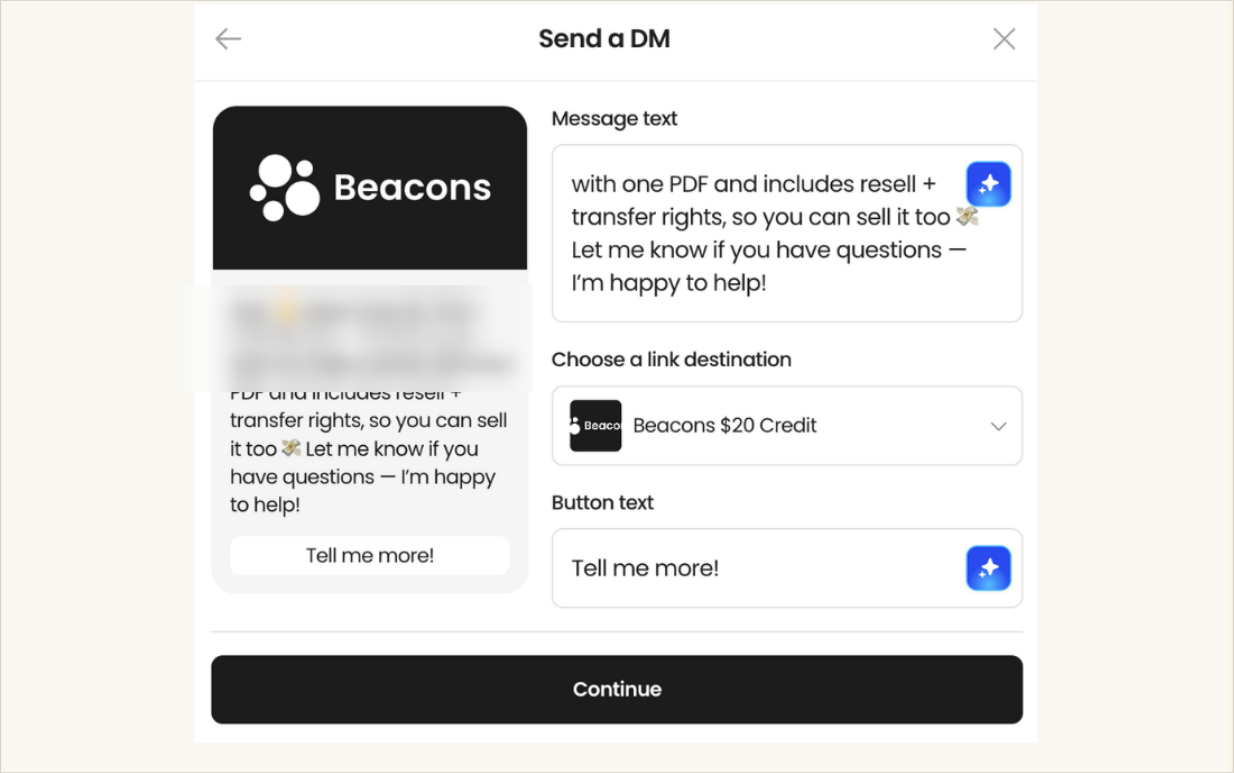
Hi, here's the link to the $27 PDF I mentioned. It walks you through setting up your own product for sale and includes resell + transfer rights, so you can sell it too. Let me know if you have questions, I'm happy to help!

STEP THIRTEEN

Choose your product from the link destination dropdown.

STEP FOURTEEN

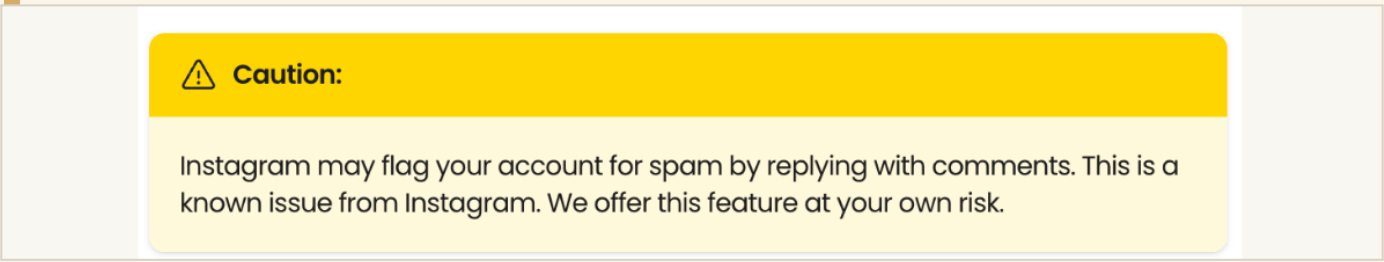
Update the Button Text to “Tell me more!”



STEP FIFTEEN

Select whether you would like automatic comments to be posted after someone comments your keyword.

> **IMPORTANT:** Please note there is a warning that if you do choose to use the comment feature, Beacons warns that your account may be flagged as spam, and therefore I do **NOT** recommend turning on this feature.



STEP SIXTEEN

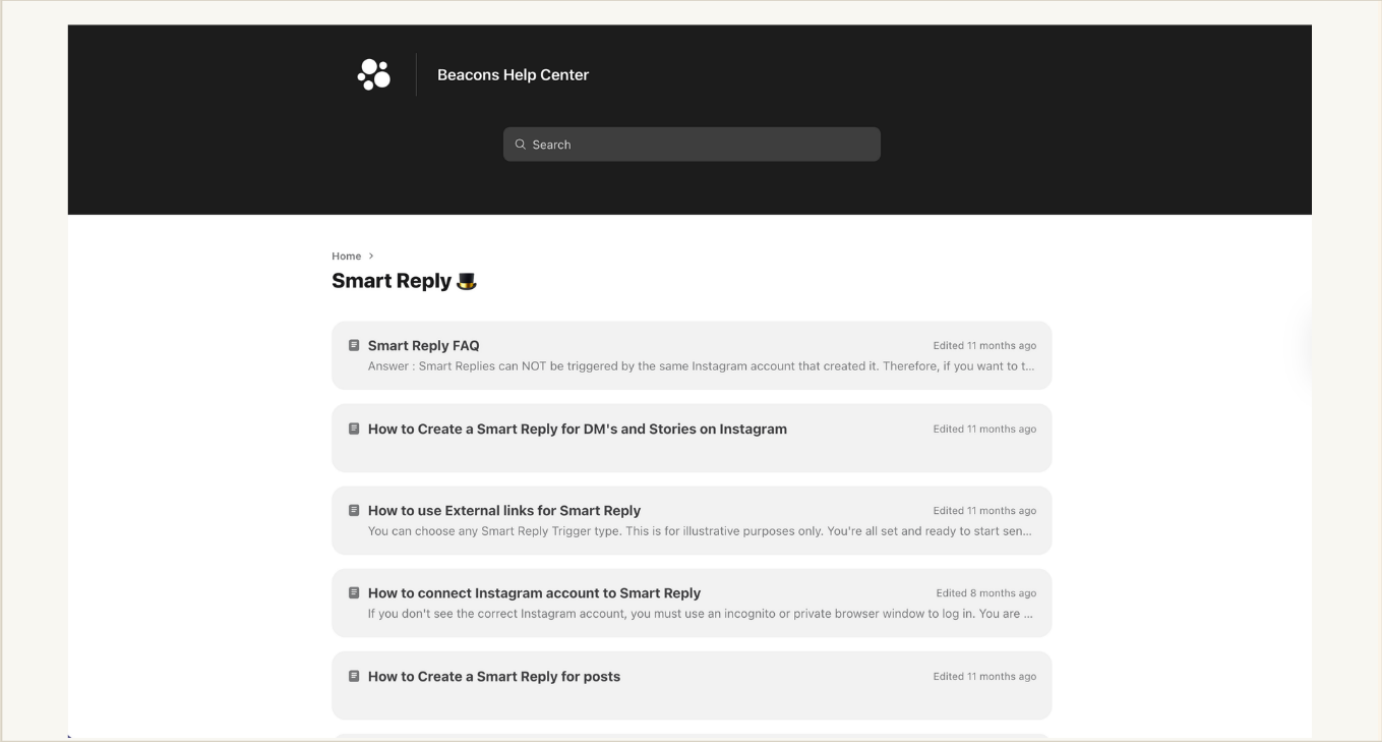
Your Smart Reply is now set up.

To set up a Smart Reply for Stories & DMs, please repeat this process and select the relevant option.

> **Note:** Smart Replies can NOT be triggered by the same Instagram account that created it. Therefore, if you want to test your Smart Reply, you will need a second Instagram account, or you will need to ask a friend to test it for you.

NEED SUPPORT WITH YOUR BEACONS SMART REPLY?

If you're seeing an error with your Beacons Smart Reply, you can view their help resources in the Beacons Help Center.



[Link to add: Beacons Help Center]

PHASE 06

CREATE YOUR ADS

By the end of this phase, you will have set up your Meta Ads Manager account (where you will run your ads from) and have your first ad live!

This phase has been broken down into sections to make it easier to follow.

RUNNING ADS FOR THE FIRST TIME

This section runs you through how to run ads on Instagram and Facebook. These are run on Meta Ads Manager.

Please read the information below before you start setting up your ads account:

Use your personal Facebook account

I highly recommend just using your personal Facebook account to create your Meta Business Suite. Your name won't show up on any of your ads, so don't worry about that.

Meta only allows you to have ONE personal Facebook page, so if you must create a brand new Facebook account in order to create your Meta Business account, take it slow! Perform some activity with your new Facebook account so Meta can see you're not a bot. This will hopefully prevent Meta from restricting or shutting down your new account.

Use a desktop/laptop if possible

Ads Manager works best on a computer.

If needed, a mobile web browser can be used, however the platform will appear very small and can be harder to navigate.

Expect visual differences

Meta always has multiple variations of all of its platforms live at any one time, therefore it is completely normal for your ad account to look different to the screenshots in this guide. However, these are the MAIN controls that you need to be aware of to set up your Ads Manager and run ads.

This means:

- Buttons may appear in different places
- Wording may vary
- Some options may look slightly different

The overall steps and structure remain the same.

If something looks different:

- Use the information (i) icons inside Ads Manager
- Search the button name on YouTube or Google

STEP 01

SET UP META ADS MANAGER

STEP ONE

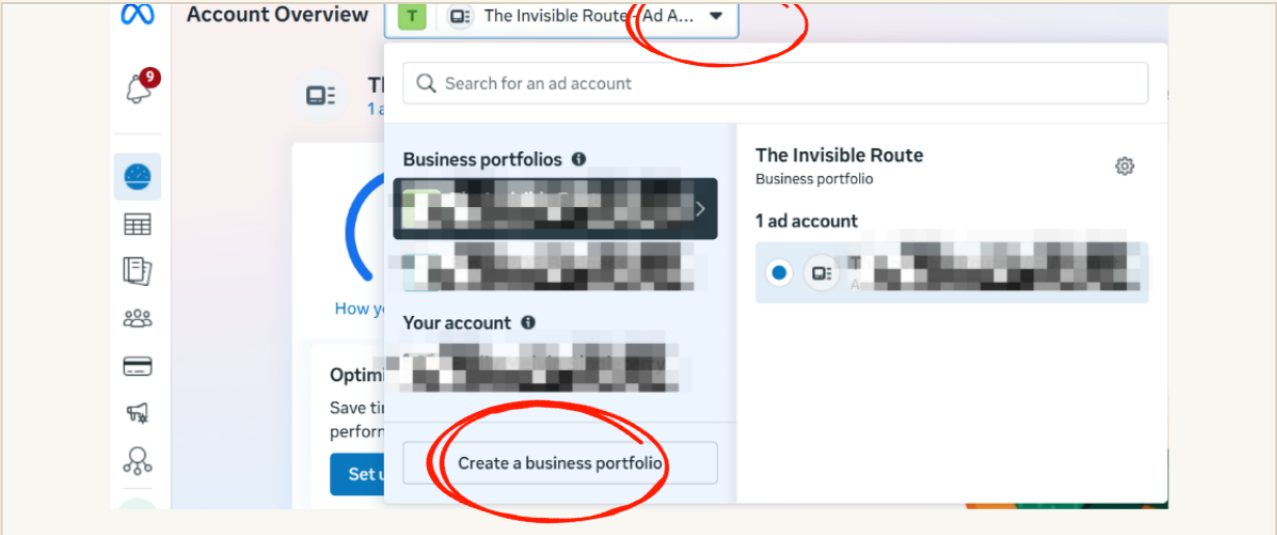
Click on the button below and log in or create an ads manager account.

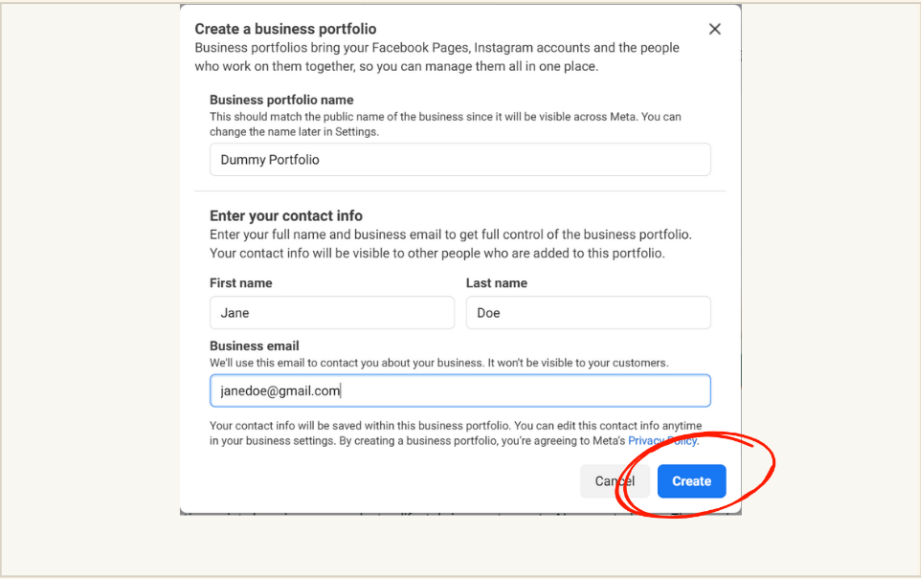
CLICK HERE TO ACCESS ADS MANAGER

[Paul: link this button to Meta Ads Manager.]

STEP TWO

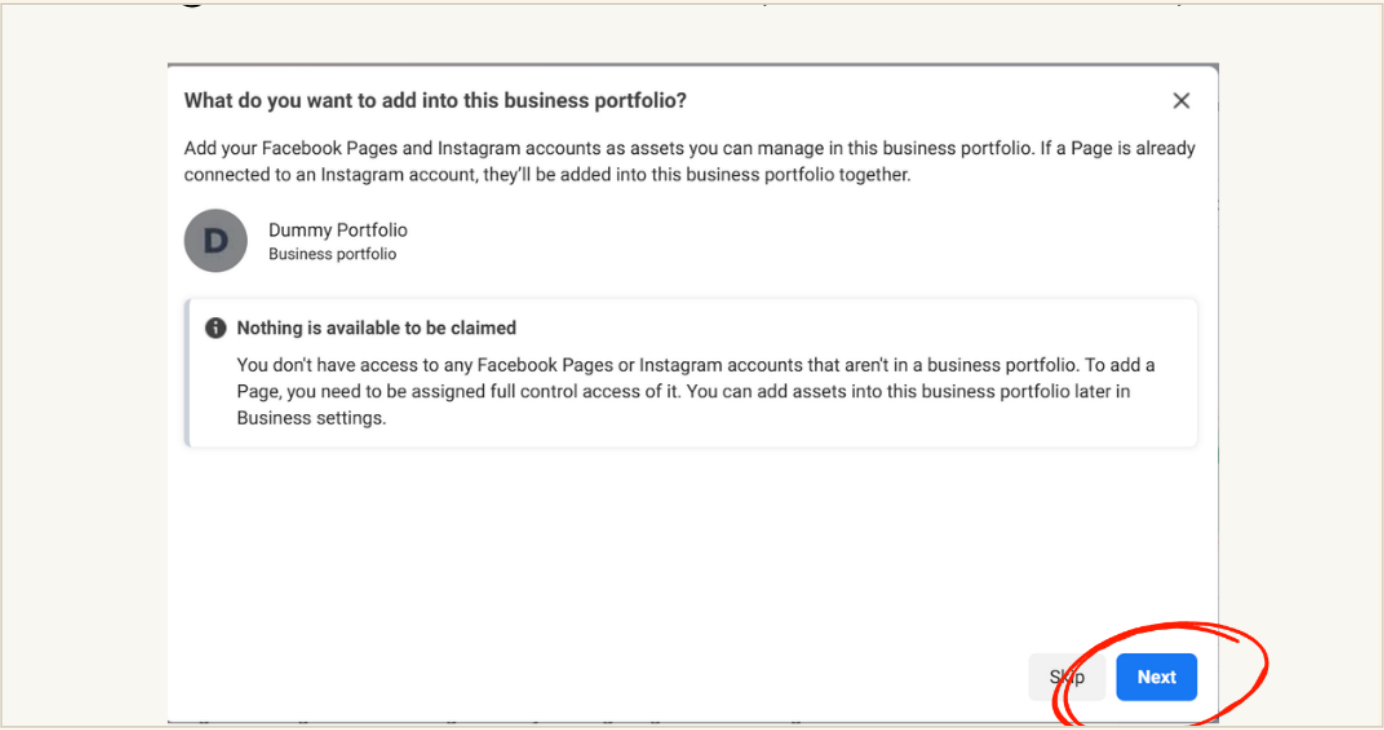
Click on the dropdown in the top left, called **Account Overview**. And select **Create a business portfolio**. Complete the requested information. Click **Create**.





STEP THREE

If your Instagram account is listed below, select it. Otherwise, click **Next**.



STEP FOUR

Click **Skip** or **Next** again when it requests that you add another person by email (unless you have a trusted person you would like to add as a backup to your account).

Then click **Confirm**.

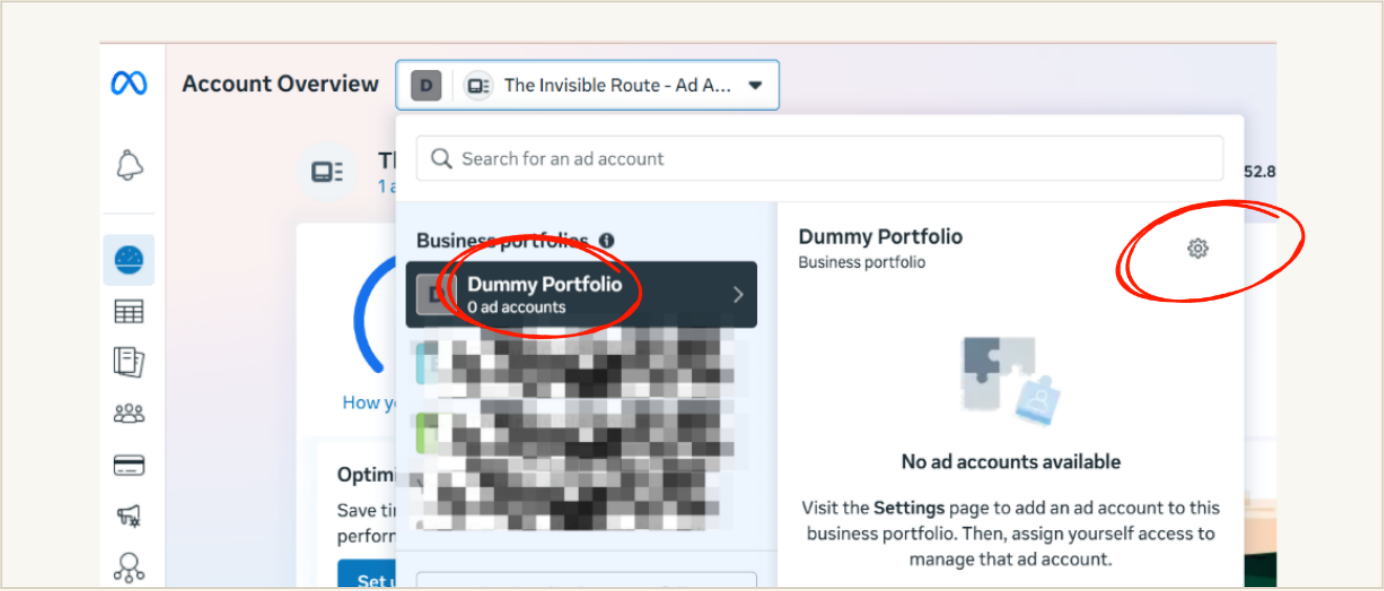
STEP FIVE

Pop into your email account and confirm the email that Business Manager has sent you.

STEP SIX

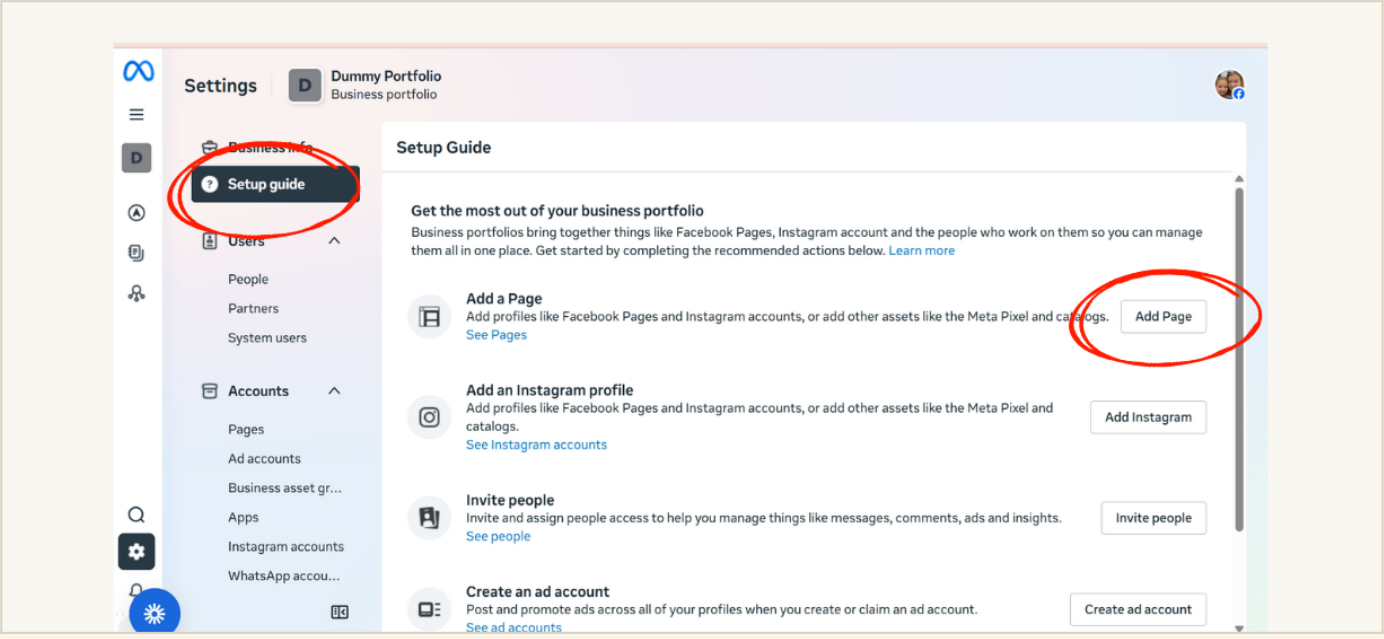
Log back into **Business Manager**.

Before you move forward, ensure you are working in the correct **Ad Account** by clicking on the **drop down menu** in the top left and checking that the name is the name of your business that you just set up. **Click the tiny settings button** there in the top right to finish getting set up.



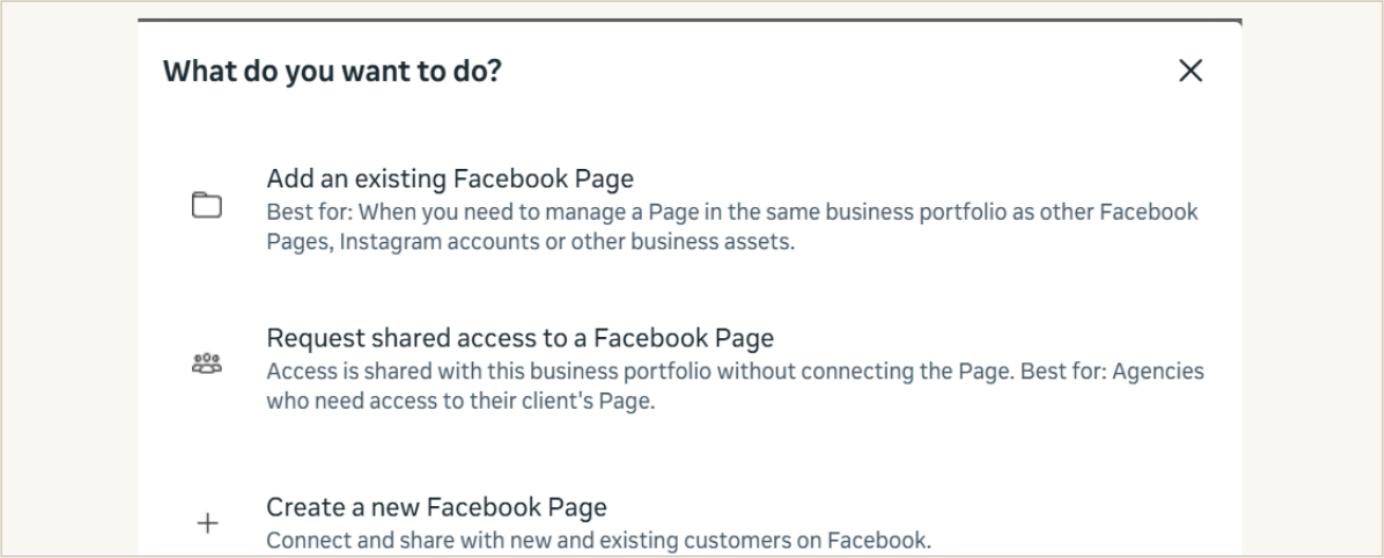
STEP SEVEN

Under the **Setup Guide tab**, click **Add Page** to add or create a Facebook page for your business.



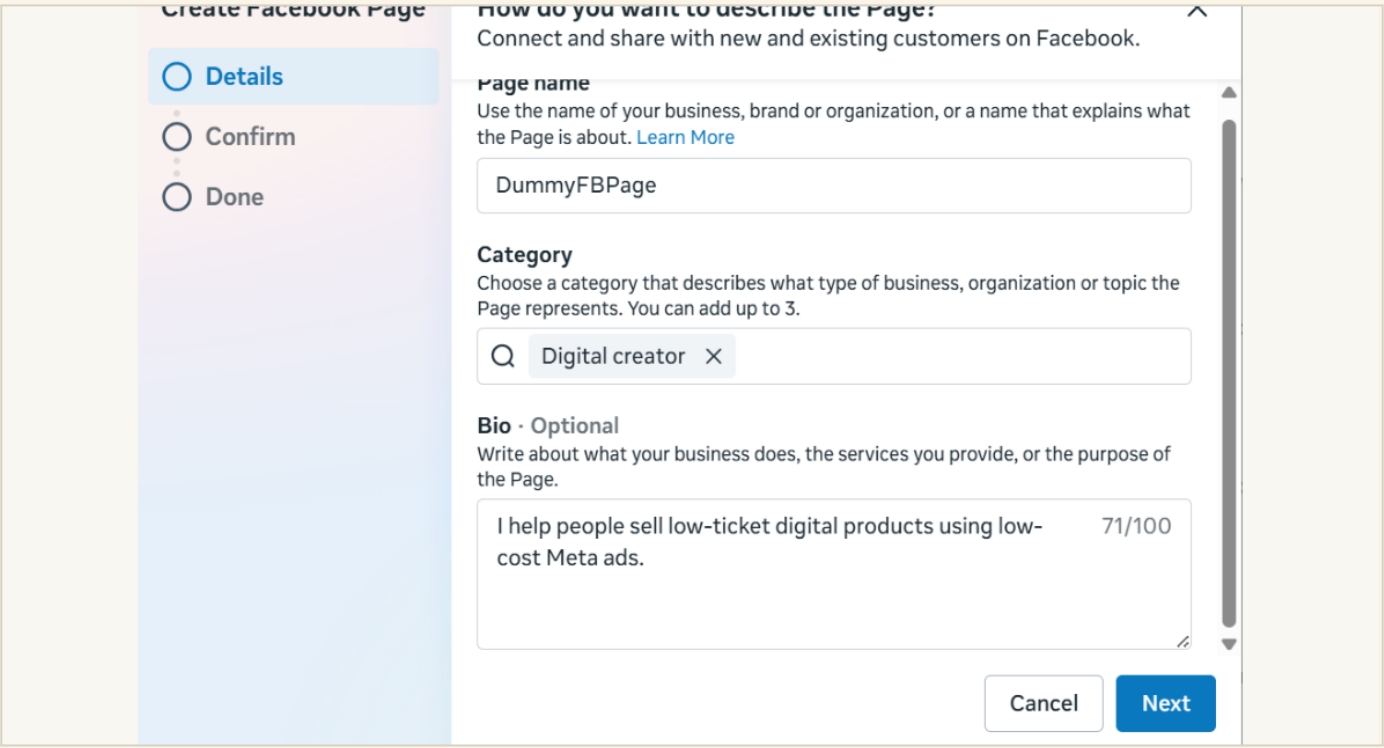
STEP EIGHT

If you have an existing Facebook page already for your business, select the first option. Otherwise, click **Create a new Facebook Page**.



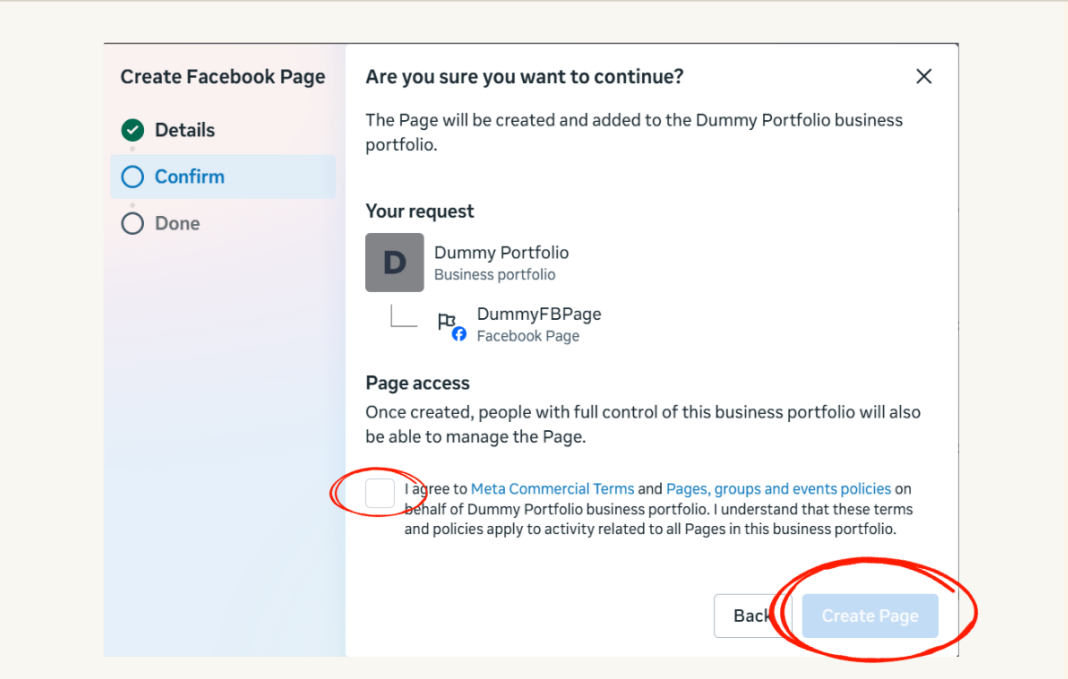
STEP NINE

Add the details for the page you want to create, then click **Next**.



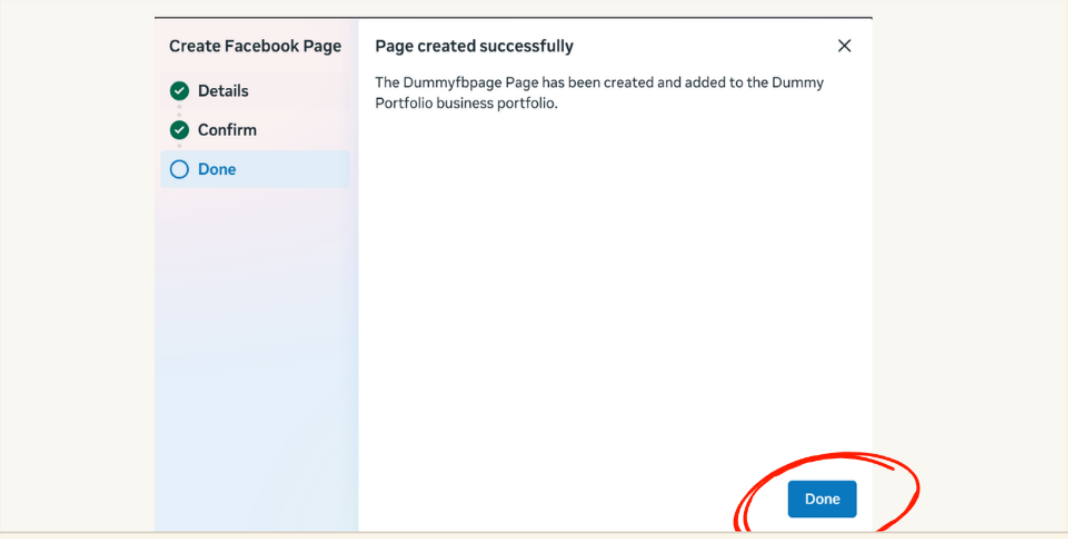
STEP TEN

Ensure that the details here look correct, and that you are adding this new Facebook page under the Business Portfolio that you just created. **Check the box** to agree to the Terms and Conditions, then click **Create Page**.



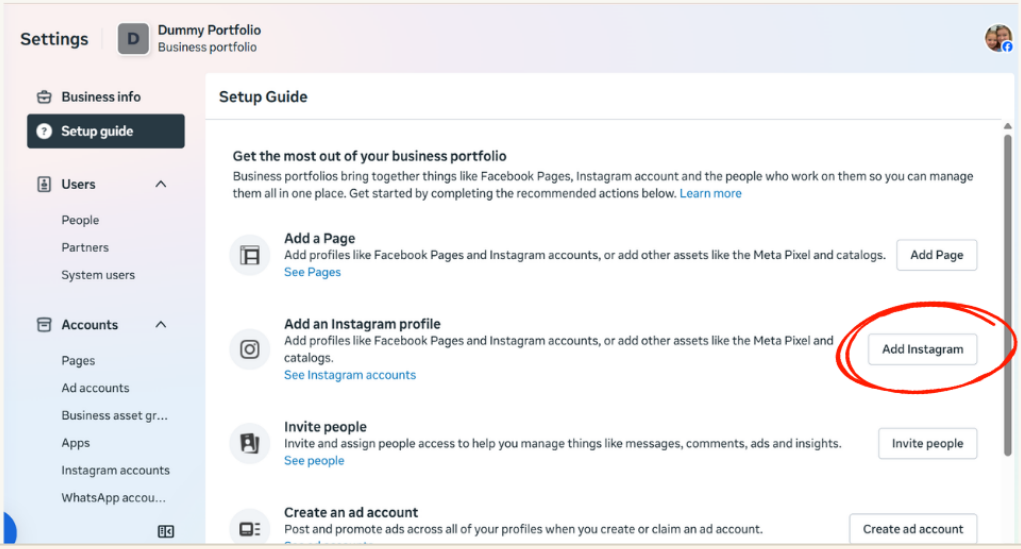
STEP ELEVEN

If you get an error message saying the name you have chosen is invalid, just go back and choose a different name. When it creates your page successfully, click **Done**.



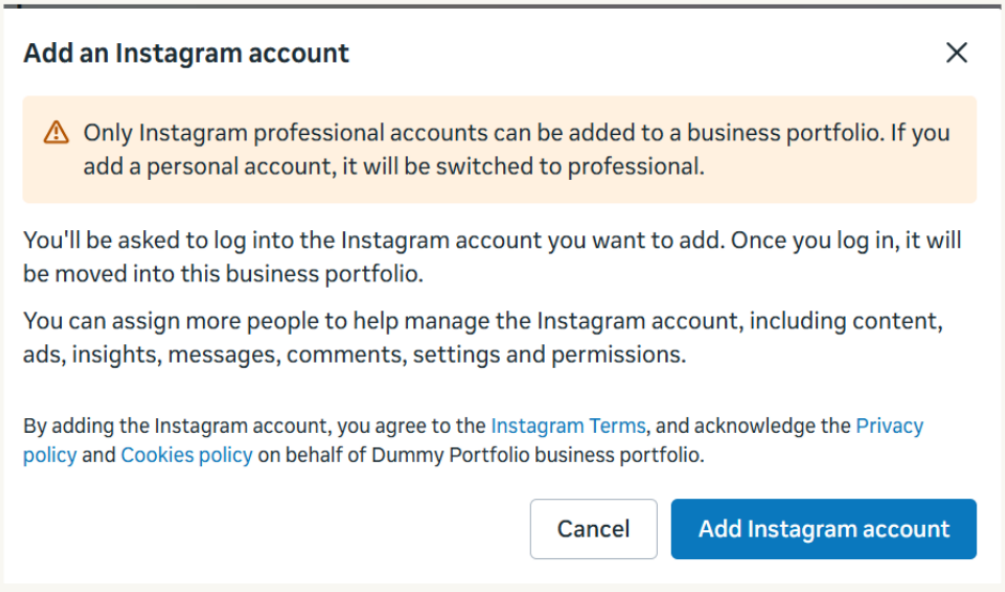
STEP TWELVE

Back on the main Setup page, click **Add Instagram** to add the Instagram account that you created in Phase 3.



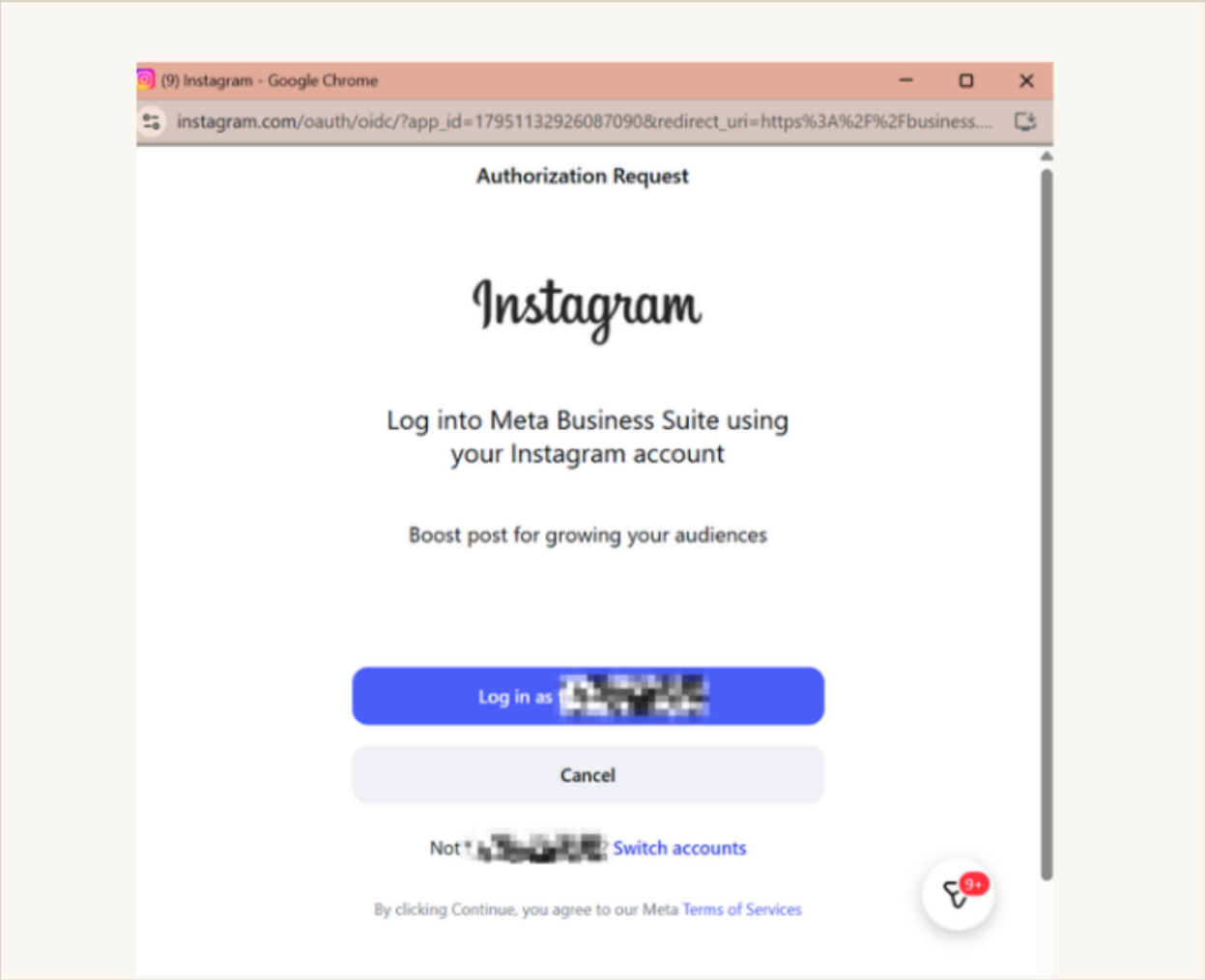
STEP THIRTEEN

This box will pop up, so take this time to double check that the Instagram page you created is a **PROFESSIONAL account**, and not a personal one.



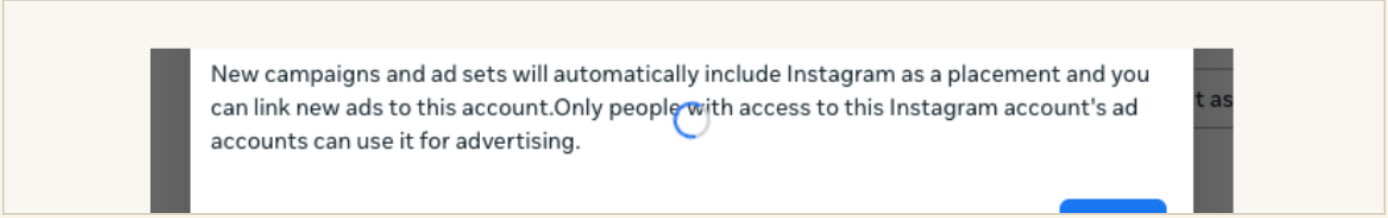
STEP FOURTEEN

It should pop up a new window and prompt you to log in to the Instagram account. **Log in** to the new account you created (or your existing one if you plan to use it.)



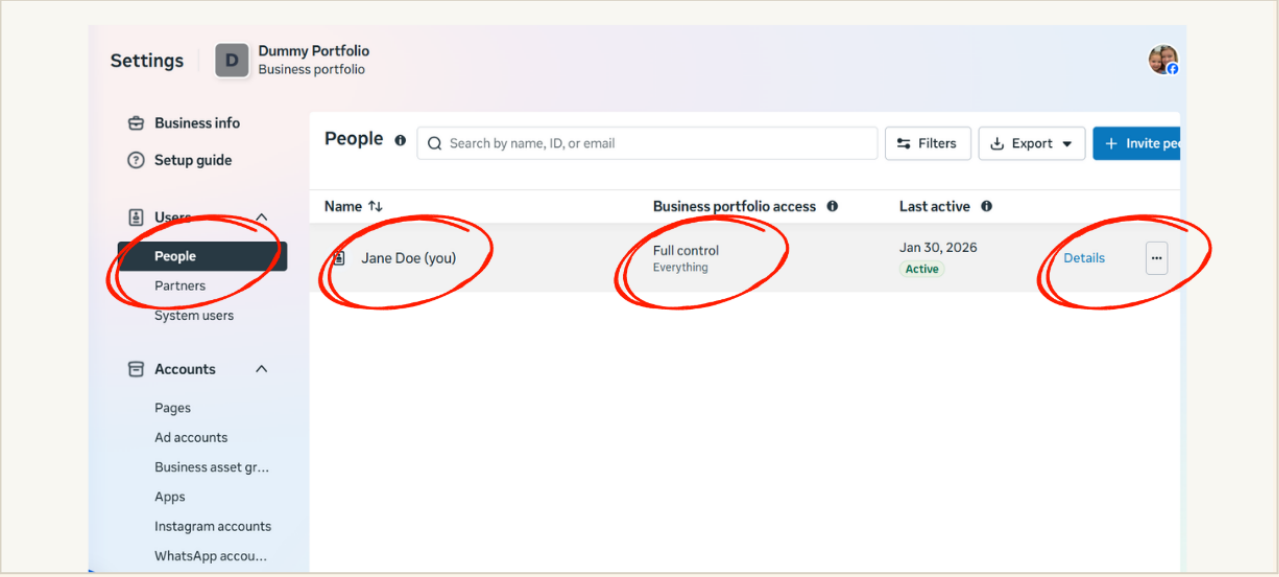
STEP FIFTEEN

Log in to your Instagram account. Your Instagram account is now added to your Business Portfolio.



STEP SIXTEEN

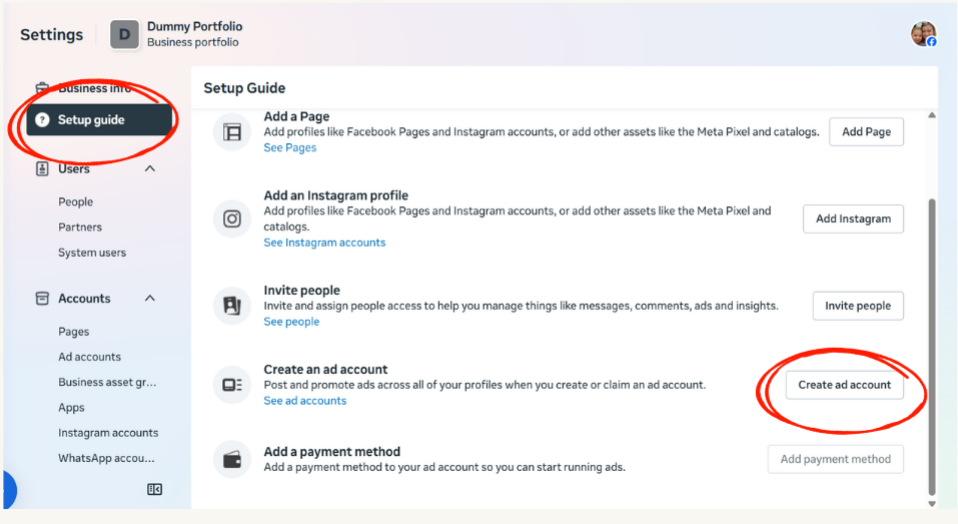
Back on the main settings page for your Business Portfolio, select the **People** tab from the menu on the left. Make sure you see yourself listed there, and that you have **Full Control** of everything. If it does not say this, click either **Details** or the **3 dot menu** on the right to edit your permissions.



STEP SEVENTEEN

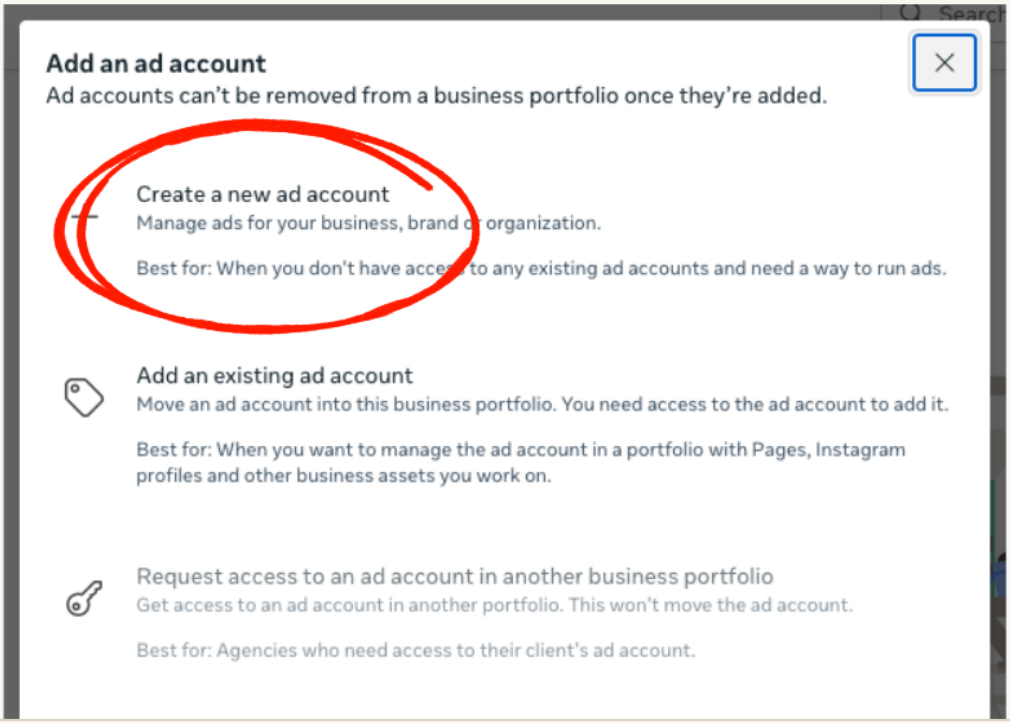
Under the **Setup Guide** tab, click **Create Ad Account** to create the Ad Account for your business portfolio. This will be where we go to run ads.

Account for your business portfolio. This will be where we go to run ads.

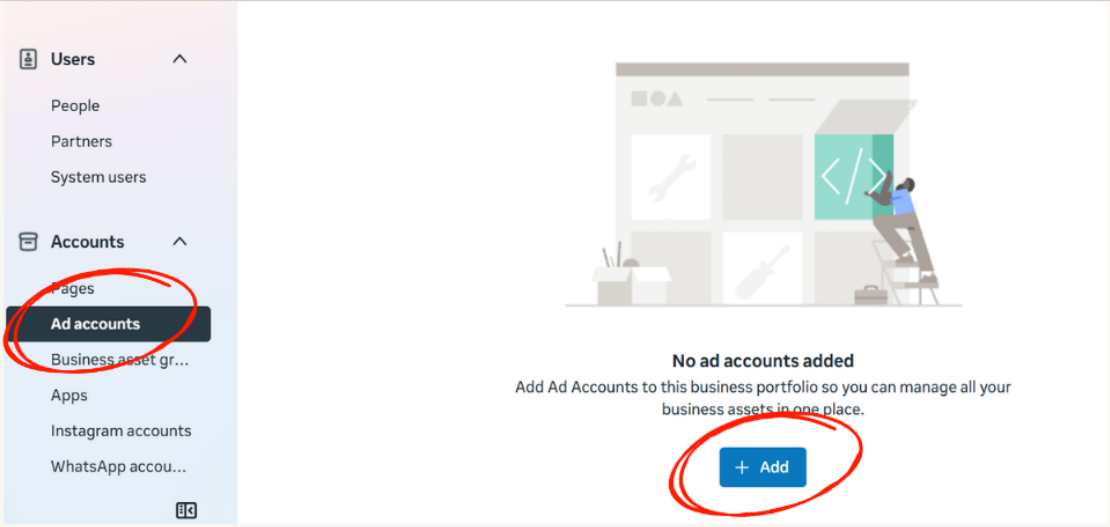


STEP EIGHTEEN

Select **Create a new ad account**.



Note: You can also get to this screen by clicking on the Ad Account tab from the menu on the left, and then clicking **Add** in the middle of the screen.



STEP NINETEEN

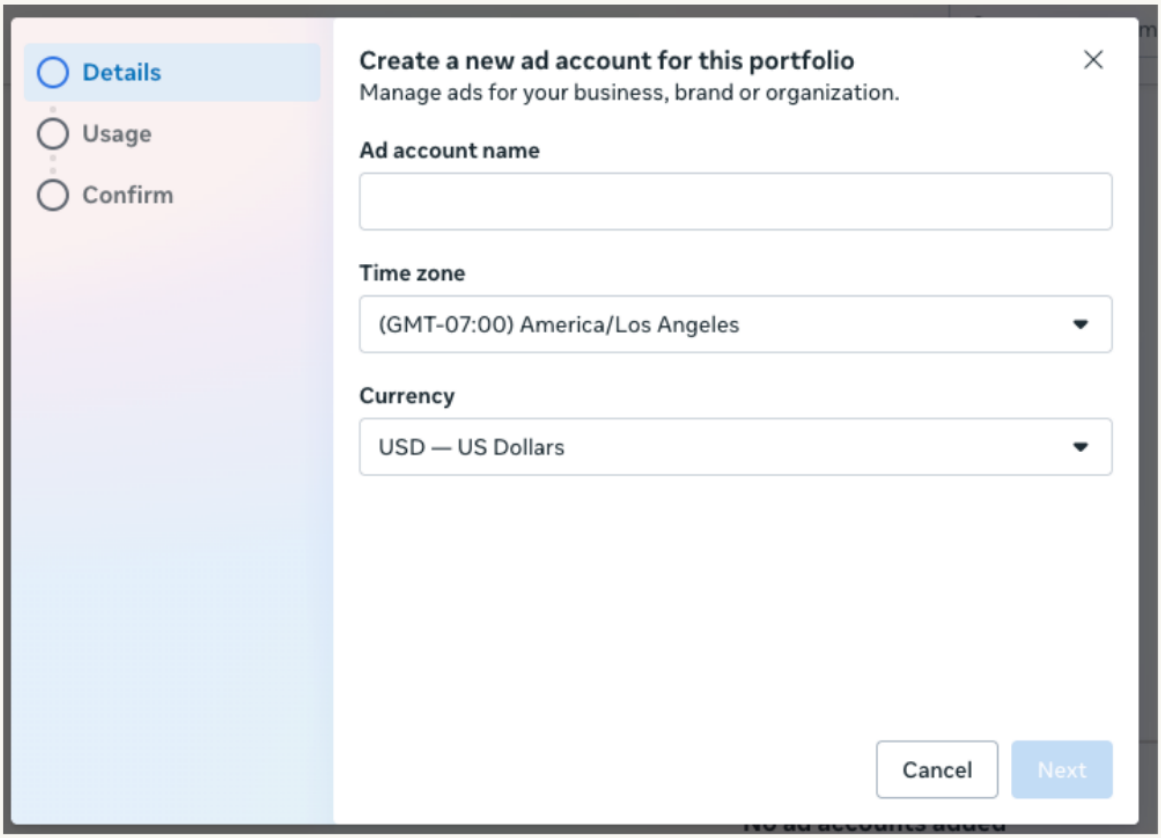
Enter the below information then click **Next**.

Ad Account name - use your Instagram Handle/business name - Ad Account. i.e. “XXXXXXXX - Ad Account”

Time Zone - Enter your time zone that you work in.

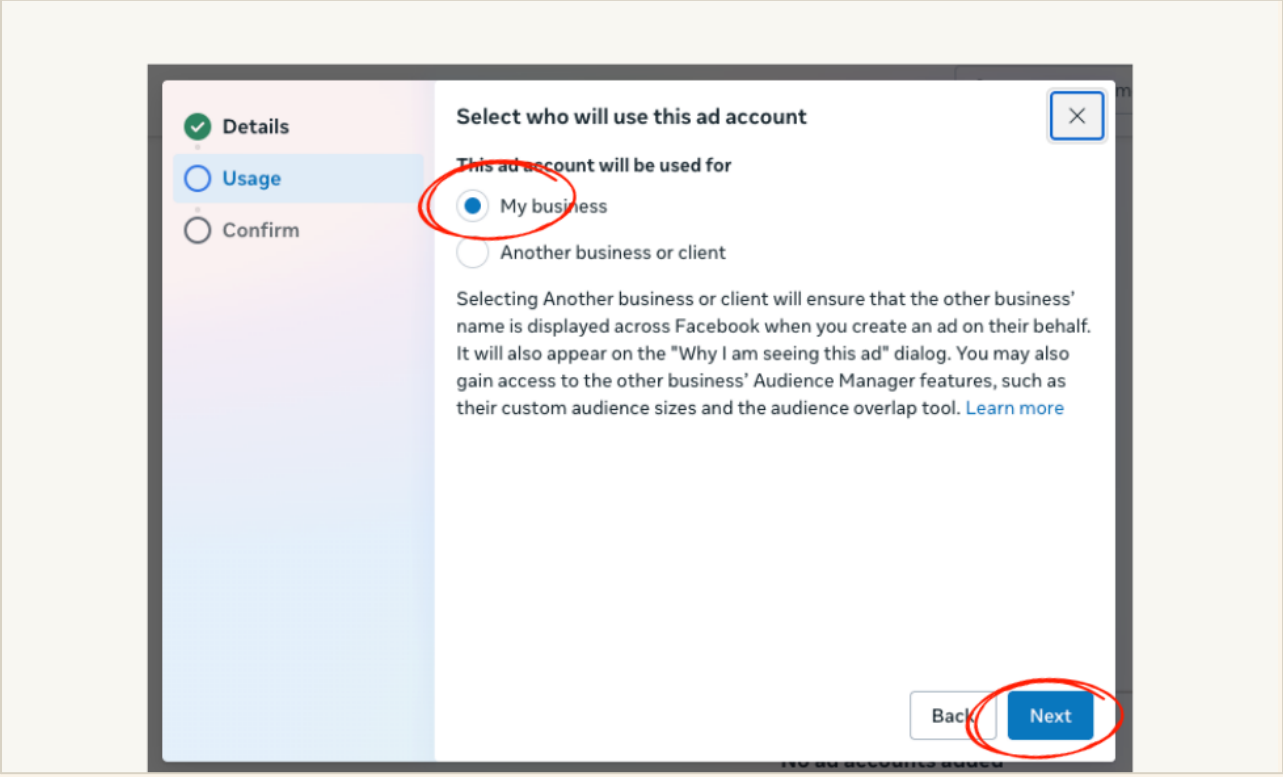
Currency - Enter the currency that you want to pay for your ads in.

> **NOTE:** It is very important that you enter the correct Time Zone and Currency as you cannot change these in the future. If you do, Ads Manager will close your ad account and create a new one, losing any ads that you have created and any data that you have gathered!!!



STEP TWENTY

Under Select who will use this ad account, select **My Business**. Click **Next**.

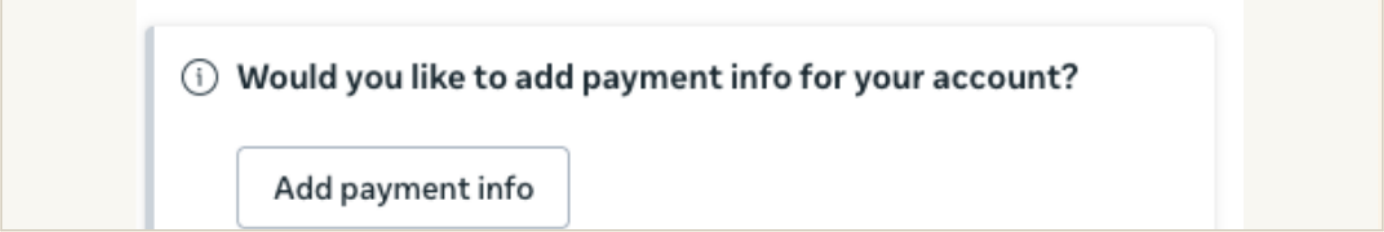


STEP TWENTY-ONE

Read and agree to the Terms and Conditions then click **Create Ad Account**.

STEP TWENTY-TWO

Add your payment information. You can also do this from the **Setup Guide** tab. It's the last option on that page.



STEP TWENTY-THREE

Under the People tab, ensure once more that you are listed as being assigned to the account. If not, click on **Details** and select your name and select **Manage Ad Account** then **Assign**.

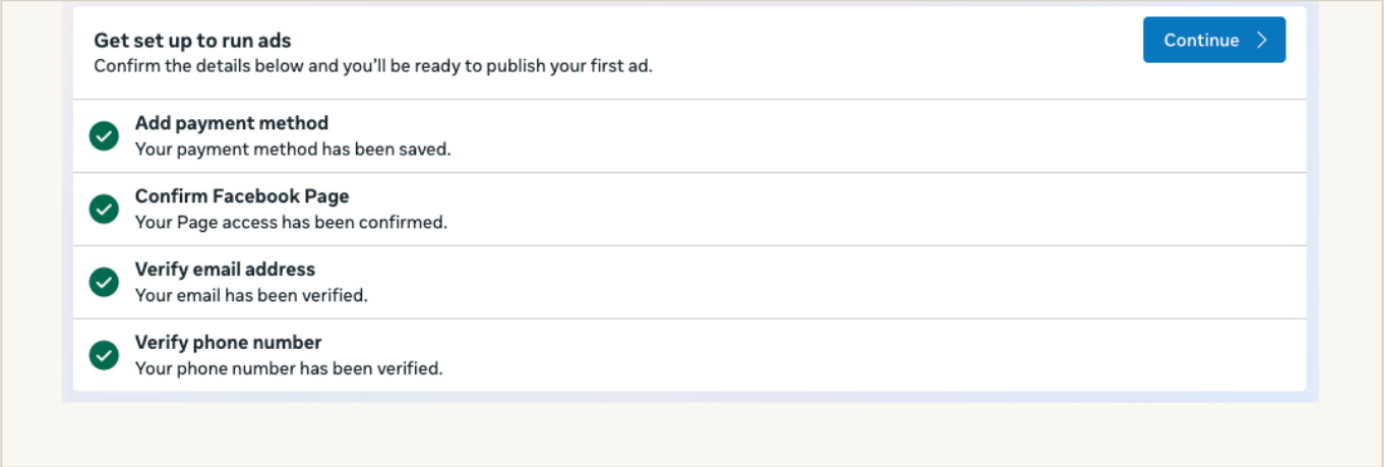
STEP TWENTY-FOUR

Log back in to Ads Manager, select your **business portfolio** from the dropdown next to Account Overview and click on your **Ad Account**.

STEP TWENTY-FIVE

Check that the information is correct and add anything that is required and missing i.e. your phone number.

You are now ready to set up your first ad. To get started click **Continue**.



STEP 02

CREATE YOUR FIRST CAMPAIGN

VERY IMPORTANT!!

In this guide, I will show you TWO different types of ad campaigns you can run to make sales - an “engagement” campaign and a “sales” campaign.

For the purpose of this method, we will START with an Engagement Campaign, and then TRANSITION to a Sales Campaign once you are ready.

> Engagement Campaigns help you build early momentum, social proof, and confidence. Sales Campaigns turn that momentum/proof into a repeatable, scalable system.

WHAT IS A "PIXEL?"

Before we can run ads, you need to understand what a pixel is and how it works.

A pixel (also called a dataset) is a small piece of **tracking code** installed on your website. It allows Meta to track actions people take **after clicking your ad**, such as viewing a page or making a **purchase**.

This data helps Meta optimize your ads over time by learning which types of users are more likely to complete those actions. For this reason, setting up a pixel FIRST is **strongly recommended - no matter what type of campaign you run**.

HOWEVER:

> **To install your Meta Pixel, you will need either Stan Store Pro, which is $99/month, or Beacons Creator Plus, which is $30/month.**

If this is **not** within your budget right now - that's okay! We're starting with an **Engagement Campaign**, which we can run successfully **without a pixel**.

Before you run a Sales Campaign, though, you **MUST** have a pixel installed.

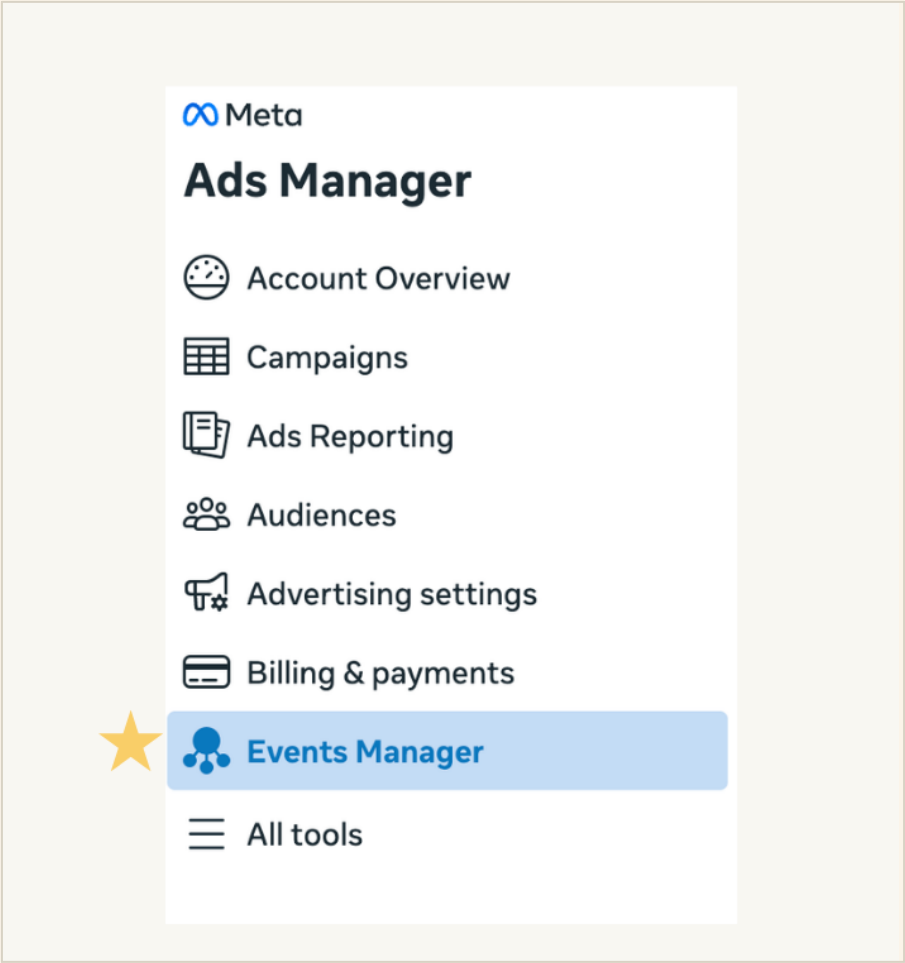
SET UP YOUR PIXEL

If the pro version of your storefront is within your budget - go ahead and follow these steps to get your pixel installed.

If the pro plan is not within your budget yet, skip these steps and go straight to Creating Your Engagement Campaign.

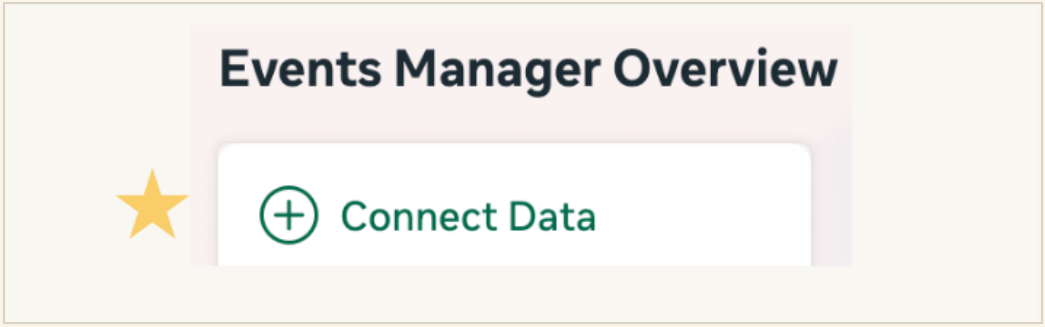
STEP ONE

Inside Ads Manager, click on the left-hand column and then select **Events Manager**.



STEP TWO

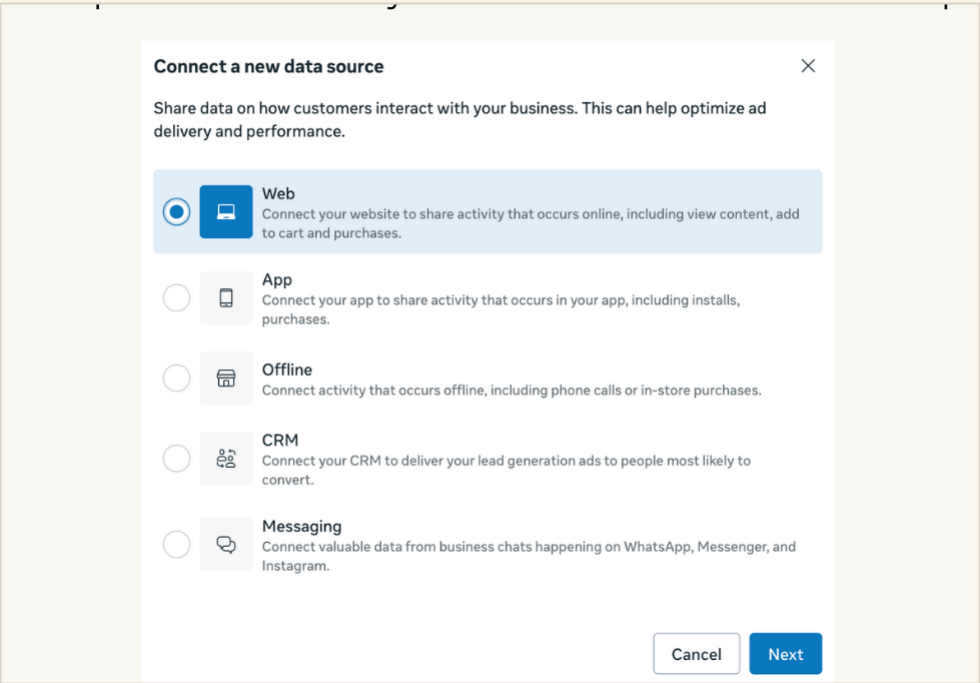
Under Events Manager Overview, click the green **+ Connect Data**.



STEP THREE

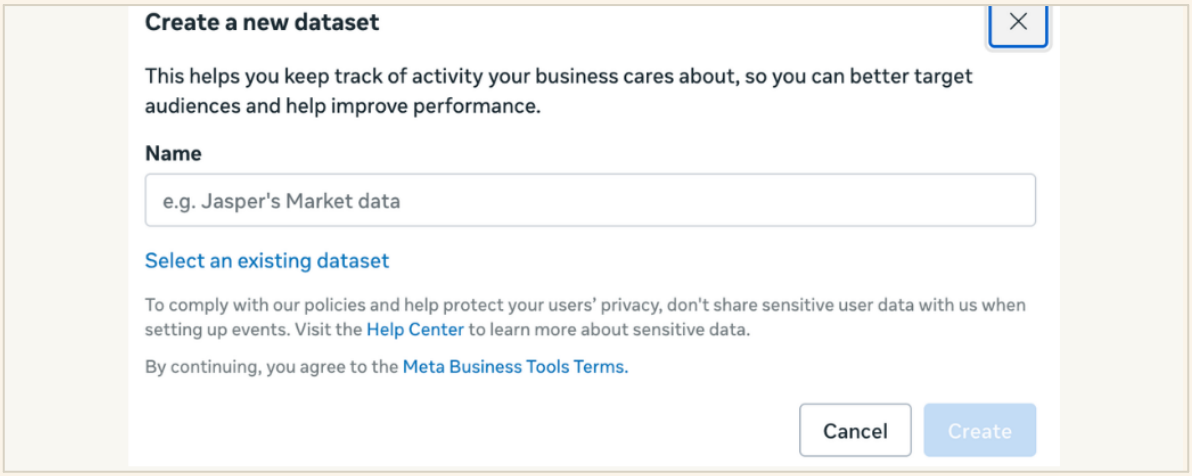
Select **Web** and then click **Next**.

NOTE: If the page doesn't load, try using a different browser type. If this still doesn't work, you may need to go back and make sure that you have given yourself complete control over your ad accounts and social media profiles.



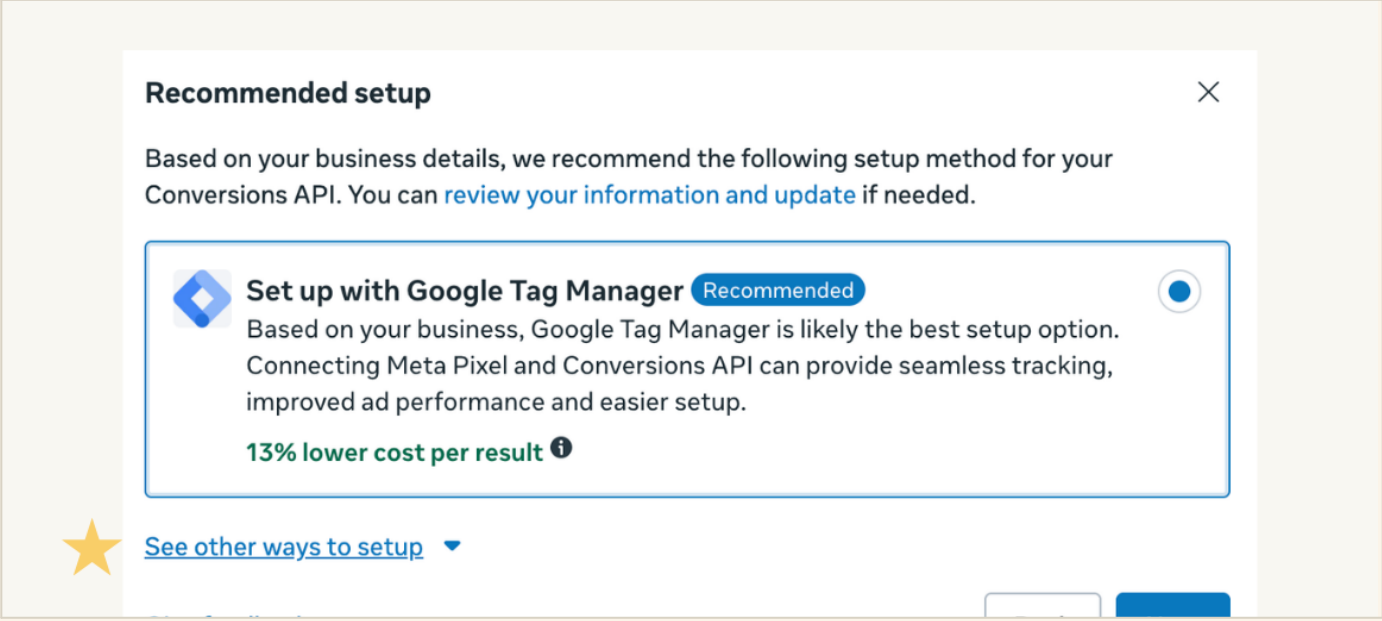
STEP FOUR

Select **Create New Dataset**, then enter a clear name so you can easily recognise it later, such as "[Your Name] Sales Funnel Pixel". Then click **Create**.



STEP FIVE

Under Recommended setup, click **See other ways to setup**.



STEP SIX

Select **Set up manually**.

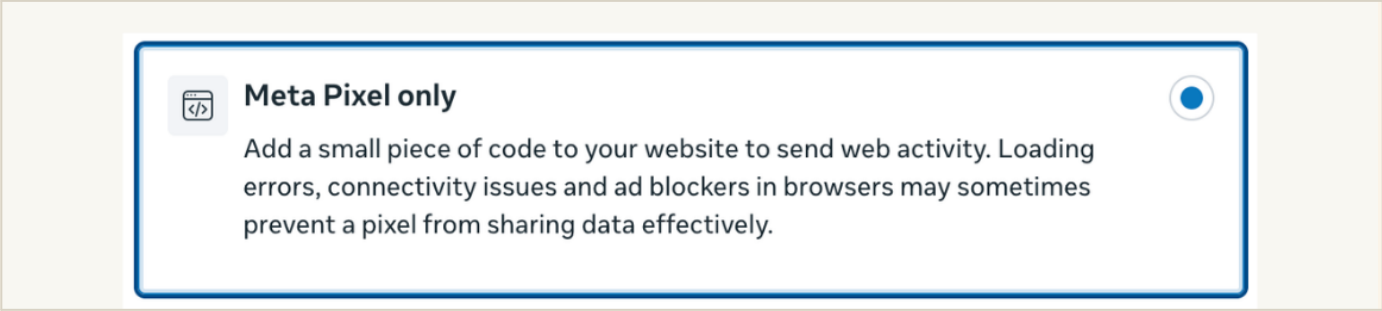
Then click **Next**.



STEP SEVEN

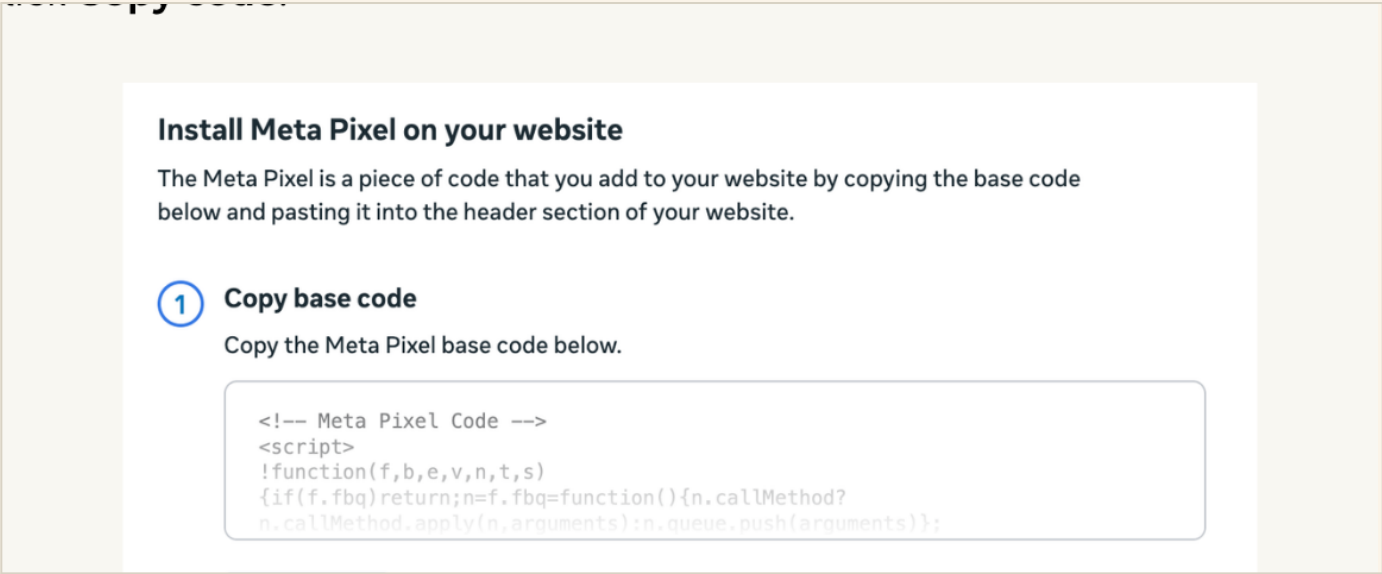
Select **Meta Pixel only**.

Then click **Next**.



STEP EIGHT

Click **Copy code**.



STEP NINE

Paste your code into a Text or Word document.

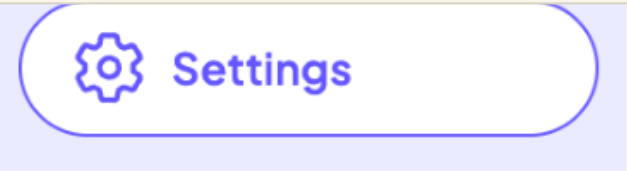
Then **locate your unique 15-16 digital Pixel Code** (the highlighted text below).

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', 'XXXXXXXXXXXXXXX');
fbq('track', 'PageView');
</script>
<noscript><img height="1" width="1" style="display:none"
src="https://www.facebook.com/tr?id=XXXXXXXXXXXXXXX&ev=PageView&noscript
=1"
/></noscript>
<!-- End Meta Pixel Code -->
```

STEP TEN

If you are using **Stan Store**, follow these instructions. If you are using Beacons skip to Step Twelve.

Go back to **Stan Store** and click on **Settings** in the left-hand column.



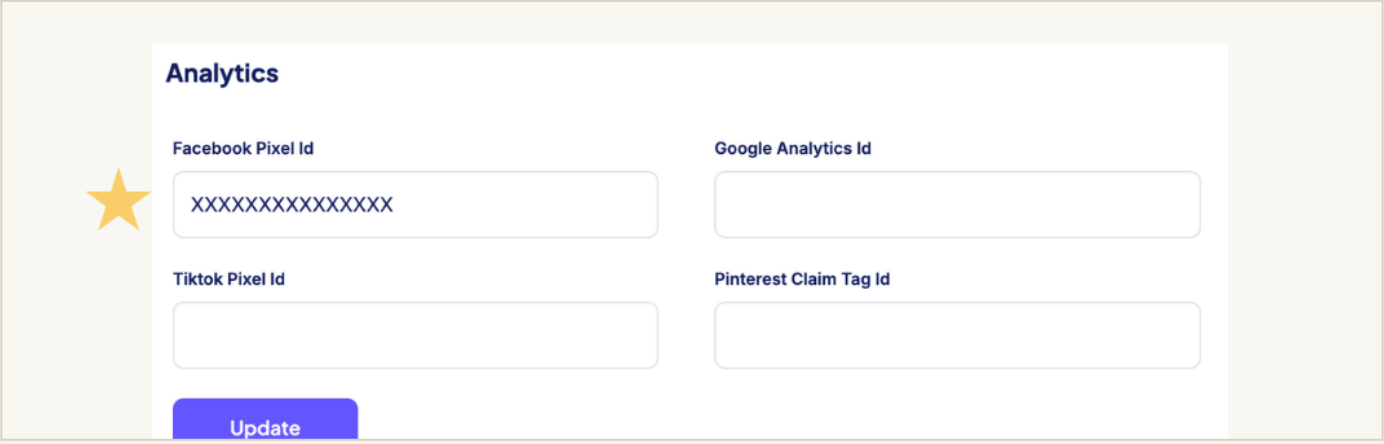
STEP ELEVEN

Under **Profile**, scroll down until you find **Analytics**.

Paste your 15-16 digital Pixel Unique Identifier under **Facebook Pixel ID**.

Then click **Update**. Then skip ahead to Step Fourteen.

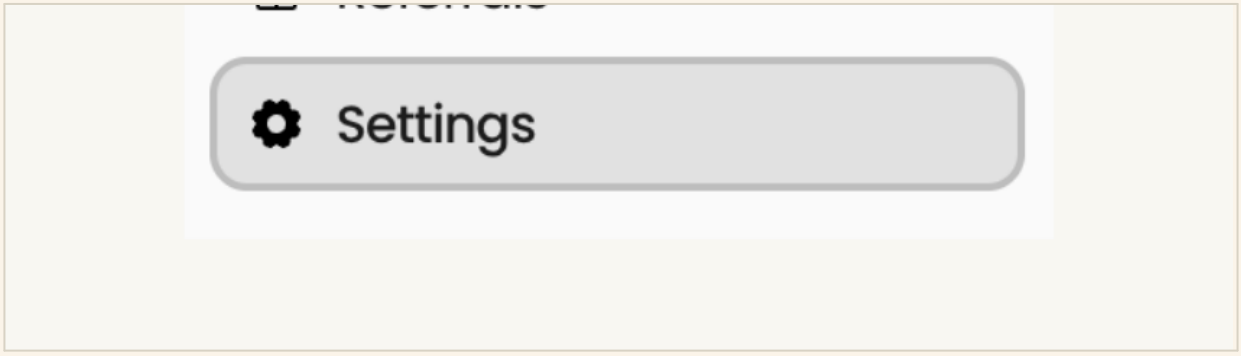
> **Note:** Remember this feature is only available on the Stan Store Pro plan.



STEP TWELVE

If you are using **Beacons**, follow these steps.

Go back to Beacons and click on Settings in the left-hand column.

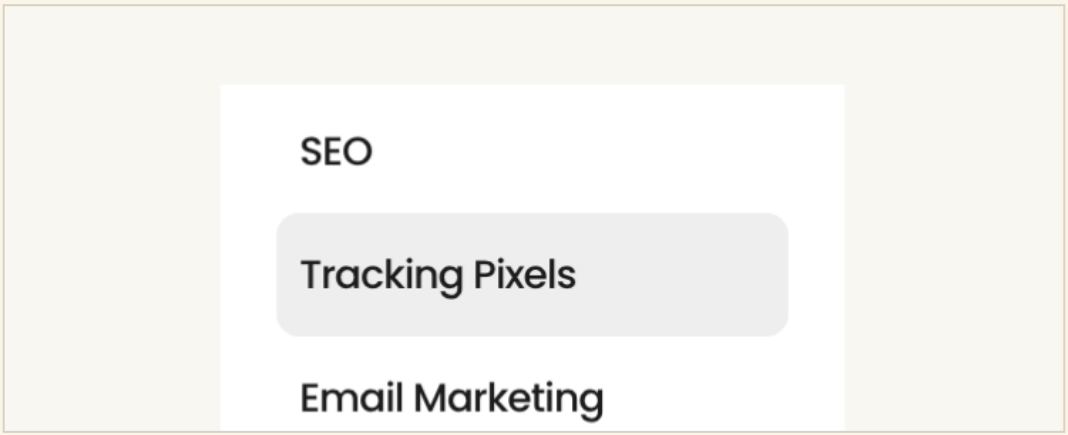


STEP THIRTEEN

Click **Tracking Pixels** in the left-hand column.

Paste your 15-16 digital Pixel Unique Identifier under **Meta Pixel** in both the **Link in bio tracking pixels** AND **Store tracking pixels** sections.

> **Note:** Remember this feature is only available on the Beacons Creator Plus or Max plans.



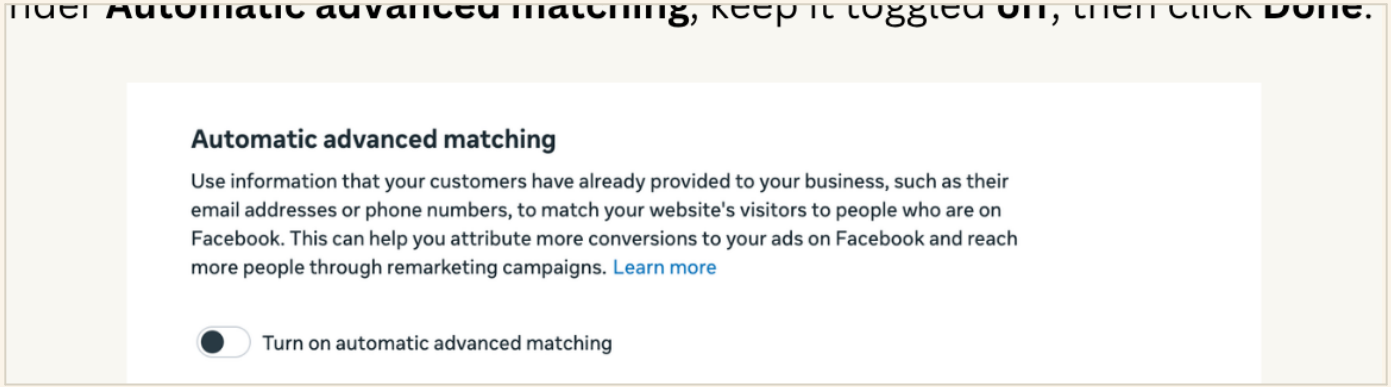
STEP FOURTEEN

The following steps are for both Stan Store and Beacons.

Go back to **Ads Manager** and click on **Continue**.

STEP FIFTEEN

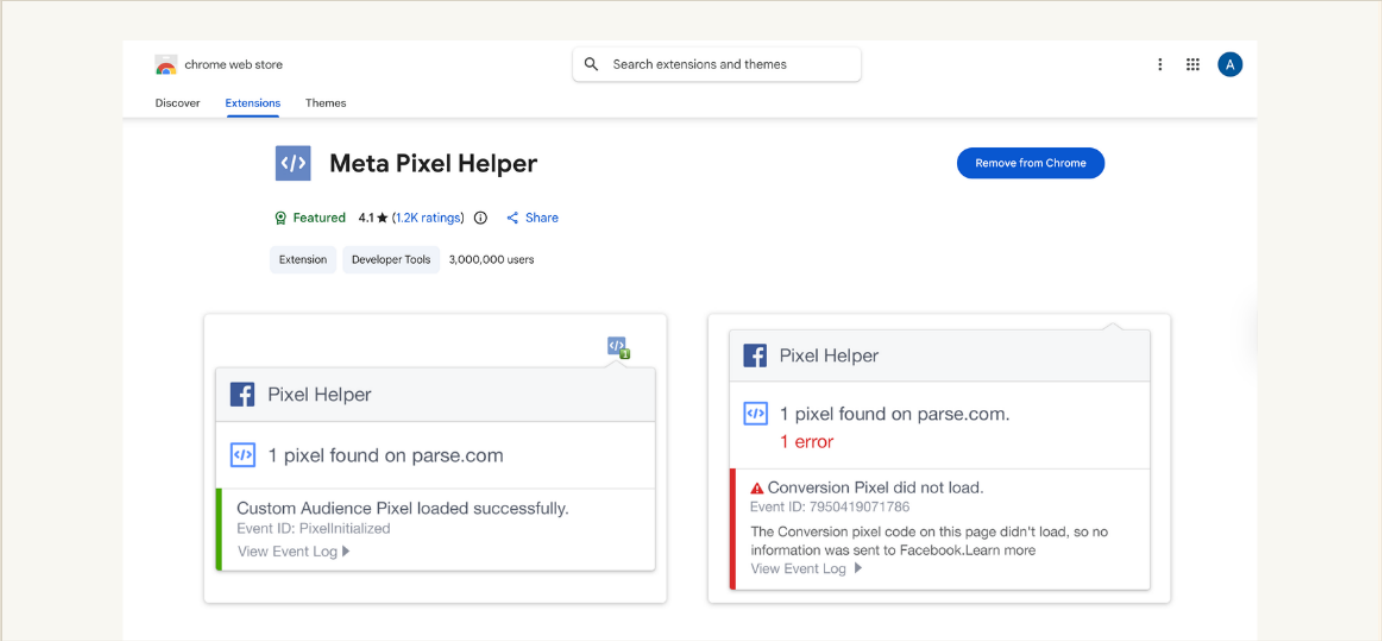
Under **Automatic advanced matching**, keep it toggled **off**, then click **Done**.



STEP SIXTEEN

Next, you need to **verify that your Pixel is working** (this is very important!).

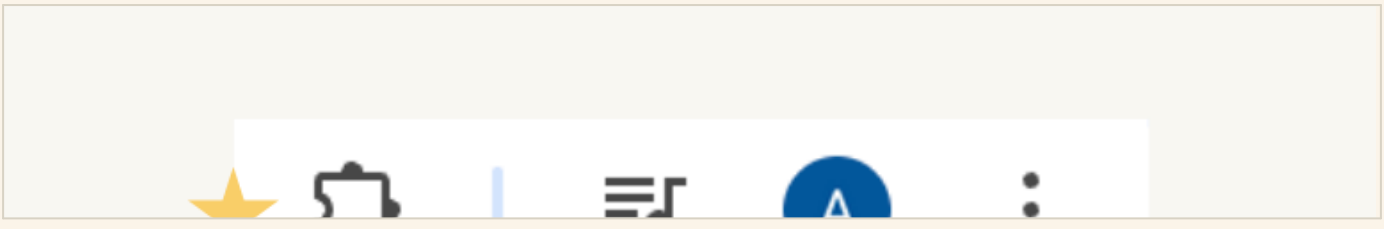
Download the **Meta Pixel Helper** (free Chrome extension). Search the Chrome Web Store for "Meta Pixel Helper".



STEP SEVENTEEN

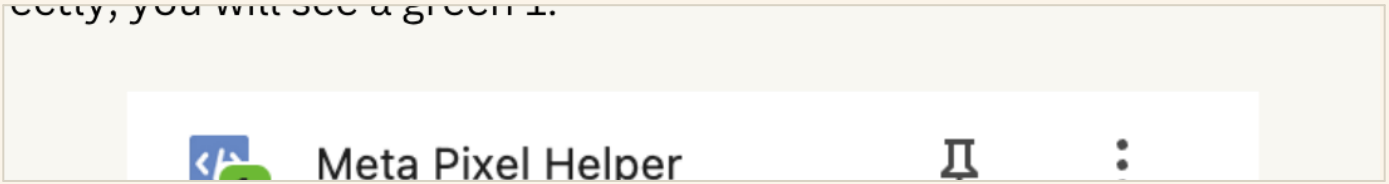
Open your **sales page in Chrome**.

Then click on the **Extension icon** at the top right-hand corner of your browser.

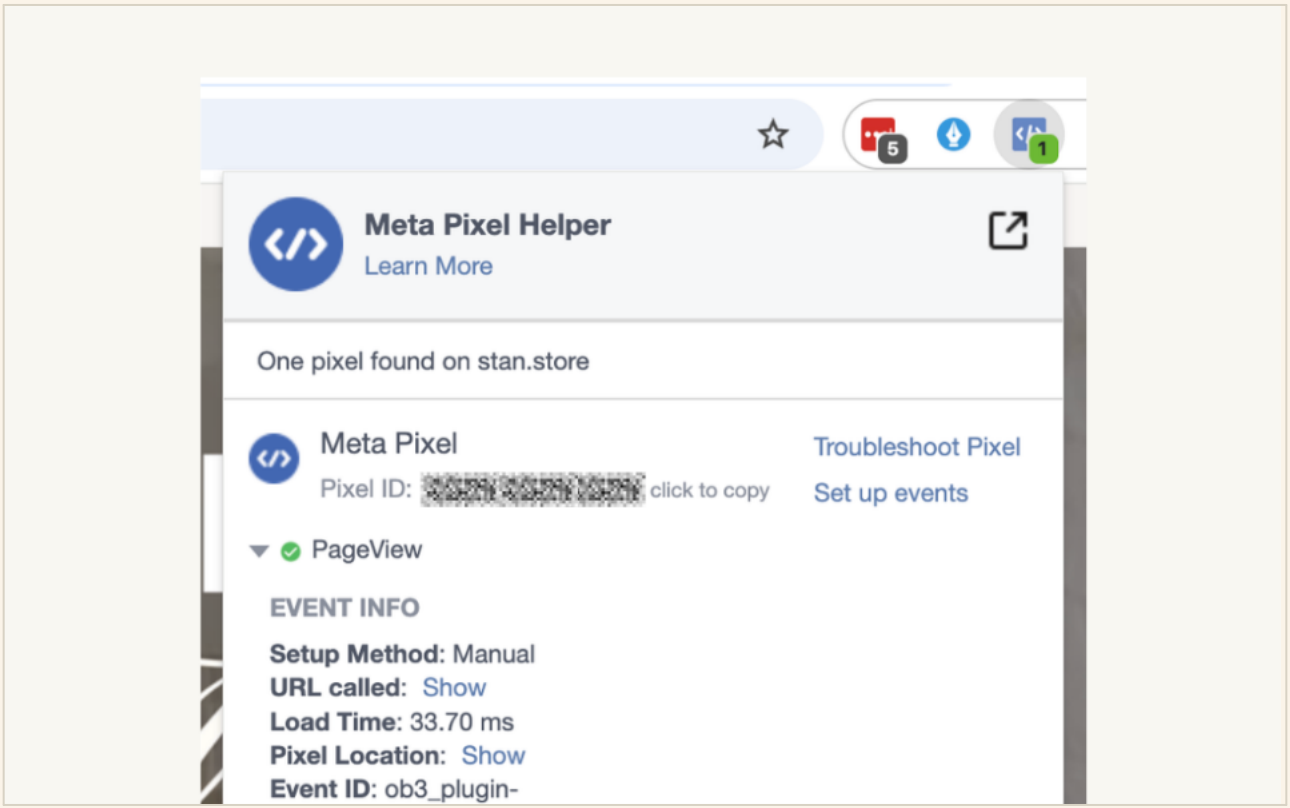


STEP EIGHTEEN

You will see the Meta Pixel Helper in the dropdown. If your Pixel is working correctly, you will see a green 1.



You can click on the Meta Pixel Helper and it will provide you with more details.



STEP NINETEEN

It can take anywhere from a few minutes to a few hours for Meta to start tracking.

If your Pixel still isn't firing after 24 hours, go back through the previous steps and if needed, contact friends@stanwith.me or support@beacons.ai for help.

STEP 03

CREATE AN ENGAGEMENT AD

If you’re new to ads, start here regardless of whether your Meta pixel is set up or not.

You DO NOT need a pixel to run an engagement campaign - but it’s a good idea to install a pixel if you’re able.

ENGAGEMENT CAMPAIGN

WHAT IT IS: An Engagement Campaign is a type of ad where you tell Meta:

“My goal is to get interaction: **likes, comments, saves, DMs**.”

WHAT IT DOES: You’ll be setting up an ad that encourages people to **comment your keyword**. Once they do, your **AutoDM** will automatically send them the link to your product in a direct message, where they will hopefully check it out and buy!

Engagement ads are designed to show your content to people who are more likely to interact with it. This helps you build social proof, warm up your audience, and create trust before selling.

PLEASE NOTE: While this approach isn’t as powerful for sales as a Sales campaign, it’s a great way to start running ads and generate sales without needing a pixel. **Think of the engagement campaign as the training wheels that you will eventually remove to run a successful sales campaign.**

WHY WE START HERE:

Sales campaigns are powerful — but they work best once you’ve **built a little momentum**.

If you’re brand new, **have no data**, and feel overwhelmed, jumping straight into Sales campaigns can feel frustrating.

That’s why this method starts with Engagement ads:

- Lower pressure
- Fewer technical steps
- Faster confidence

Follow the steps on the next pages to create your first Engagement Campaign.

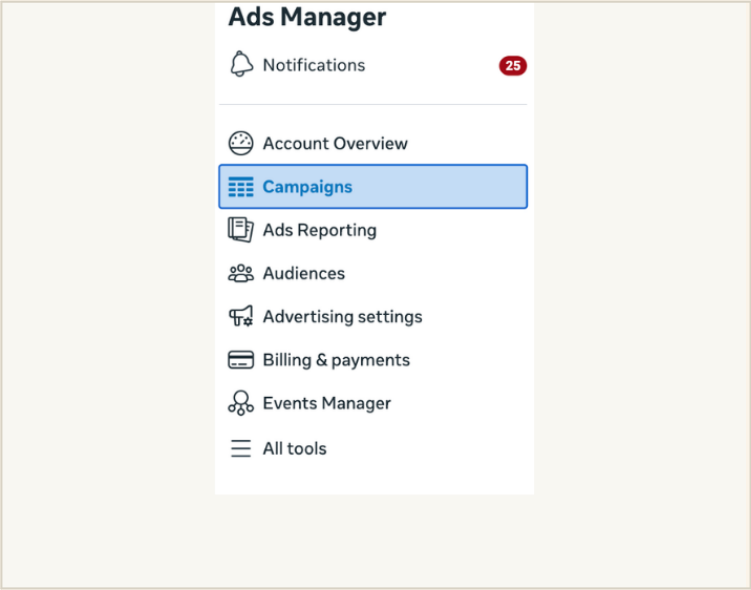
STEP ONE

Ensure you have a reel that meets the following criteria:

- Grabs your target audience's attention and positions your offer as the solution to their problem
- Asks them to comment your Keyword
- Complies with **Meta's advertising policies**

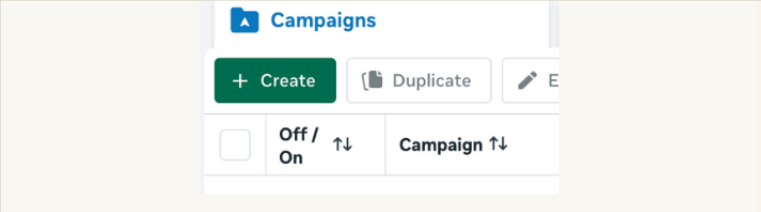
STEP TWO

Within Ads Manager, click on **Campaigns** in the left column.



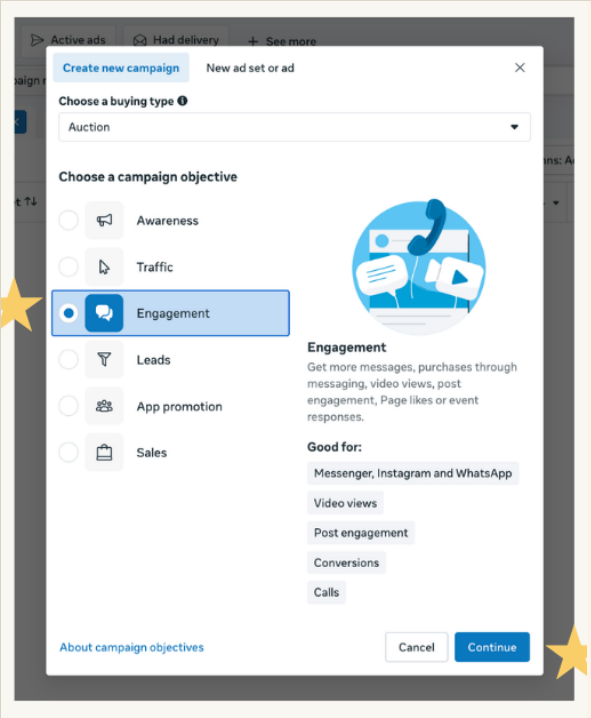
STEP THREE

Click on the green **Create** button.



STEP FOUR

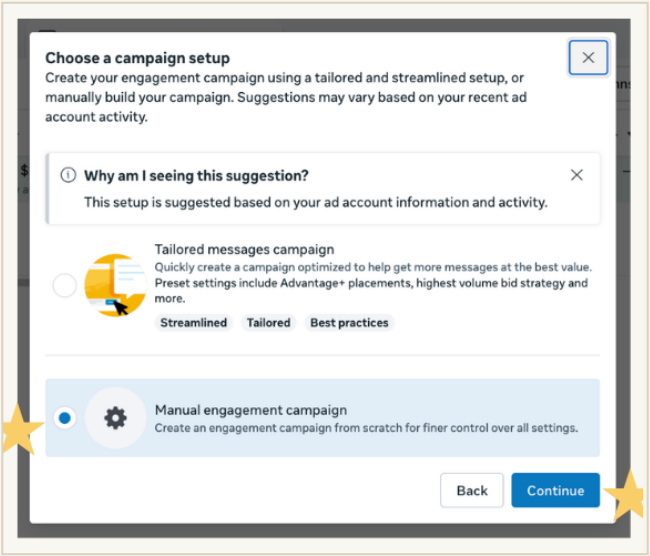
Click the **Engagement** button and then click the **Continue** button.



FIVE

Click the **Manual engagement campaign** button and then click **Continue**.

If your account only has one campaign type in here, select the one that's available for you.



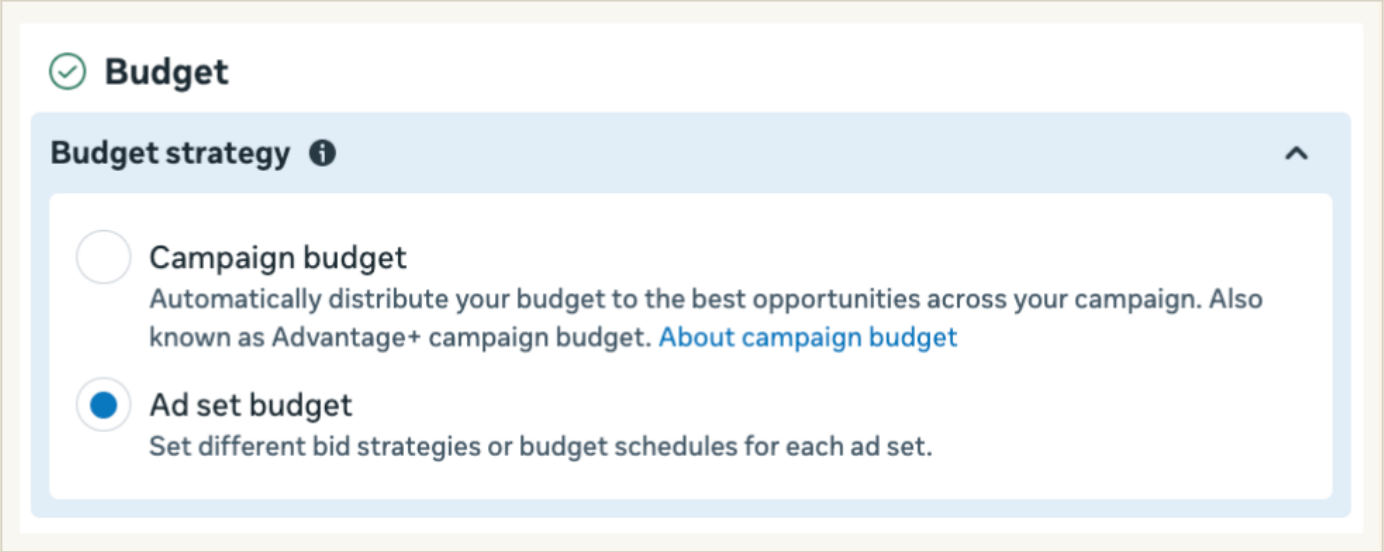
STEP SIX

Name your campaign with your product name and include that it's an engagement campaign to help you to identify it.



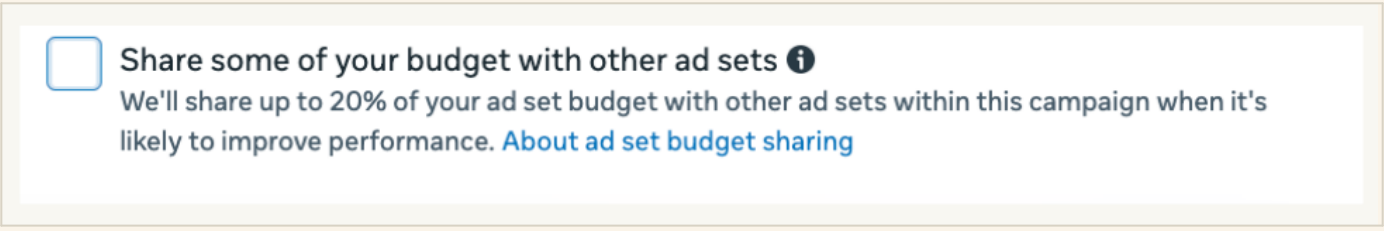
STEP SEVEN

Under **Budget**, select **Ad Set Budget**.



STEP EIGHT

Make sure that the option to **share your budget with other ad sets** is **NOT selected**. Then click **Next**.



STEP NINE

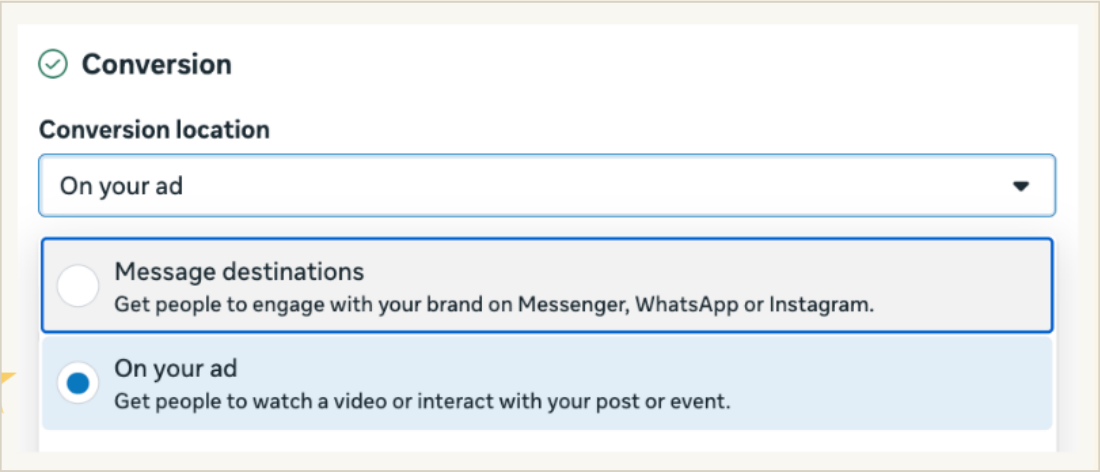
When naming your ad set, use your product name, the audience you're targeting, and the start date.

(You may want to come back to edit the audience details later, after completing the next few steps).



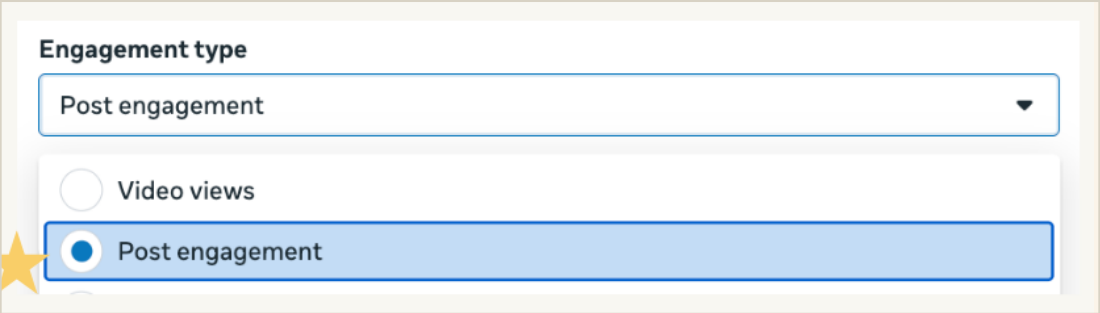
STEP TEN

Under Conversion location, select **On your ad**.



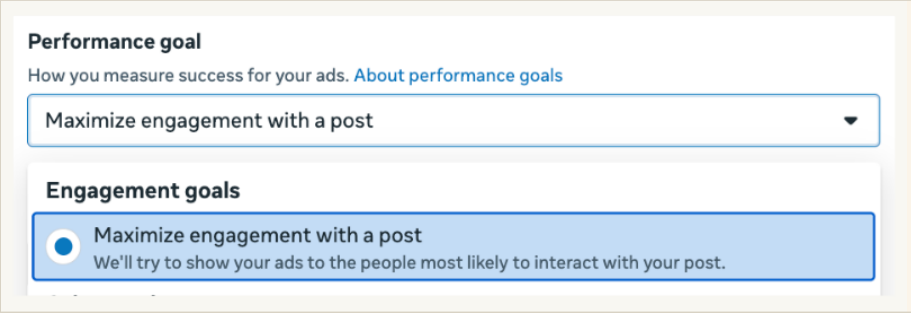
STEP ELEVEN

Under Engagement type, select **Post engagement**.



STEP TWELVE

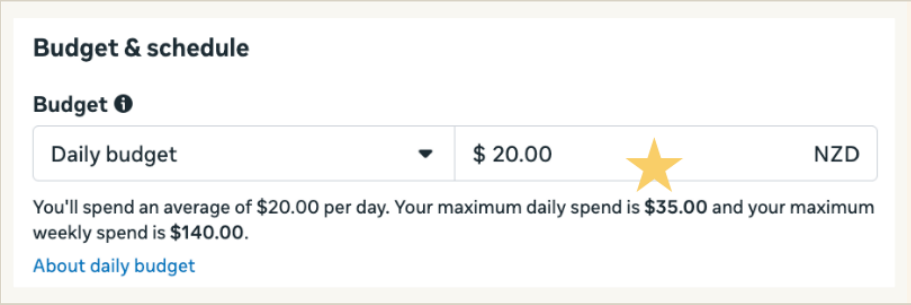
Under Performance Goal, leave it as **Maximise engagement with a post**.



STEP THIRTEEN

Set your **Daily budget**. I recommend starting with USD $5 - $20 a day.

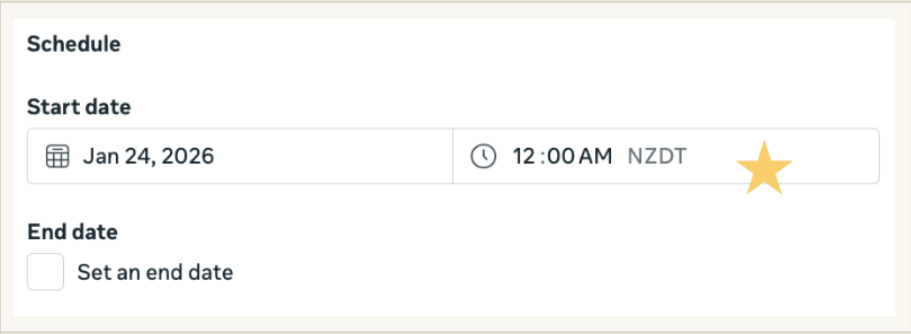
As you begin to get results, you can choose to increase your budget.



STEP FOURTEEN

Change the **start date** to be the next following day at 12 am YOUR time. This means that you will get a complete day of numbers to analyse.

You do not need to set an end date unless you only want the campaign to run for a certain time period.

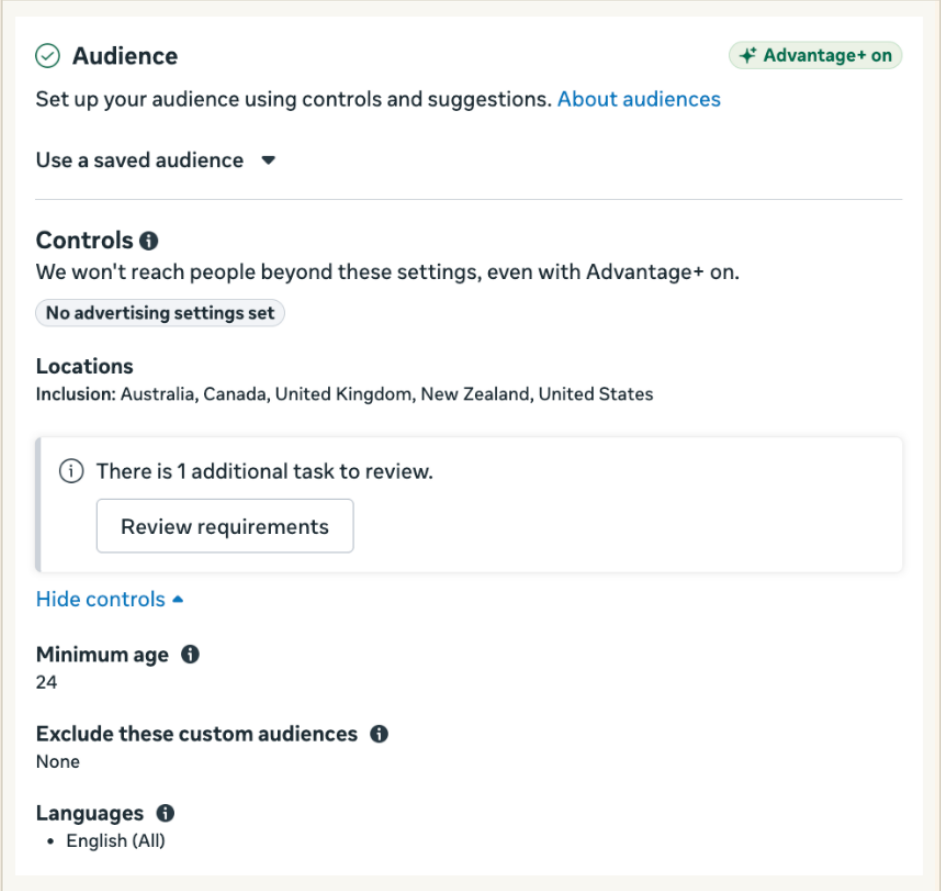


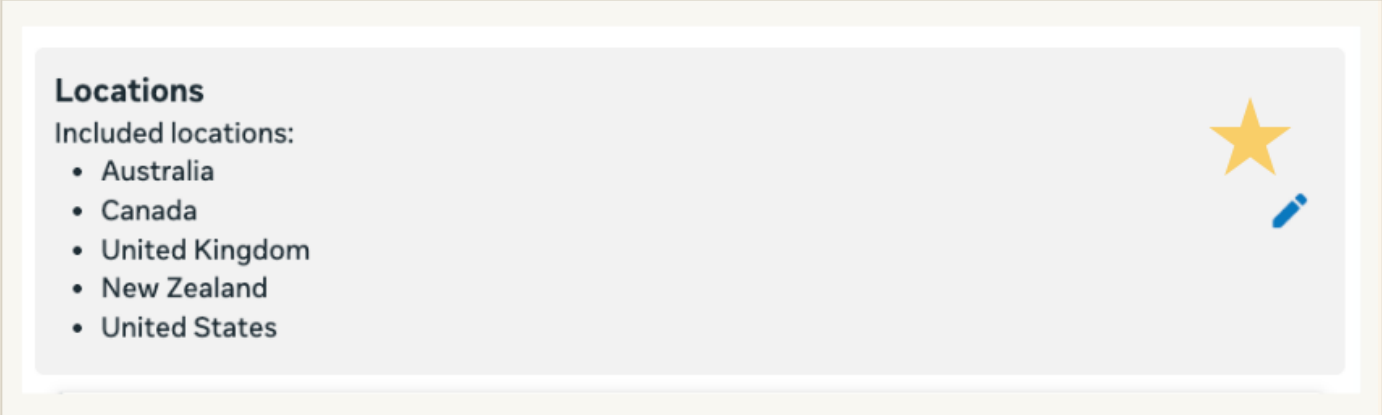
STEP FIFTEEN

Choose the **audience** that you would like to show your ad to.

You can choose any audience that fits your brand and product. If you are new to running ads and you are reselling this guide then I suggest that, if it fits your brand, you use the suggested targeting in the image below.

To edit any of the sections, hover over them then click the pencil (or edit) icon.

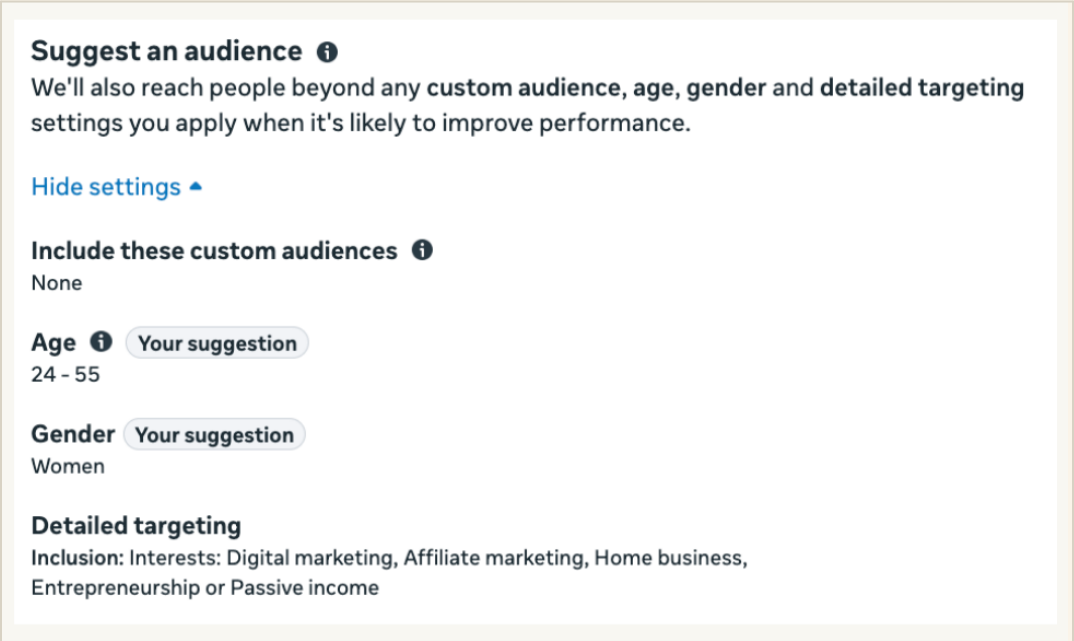




STEP SIXTEEN

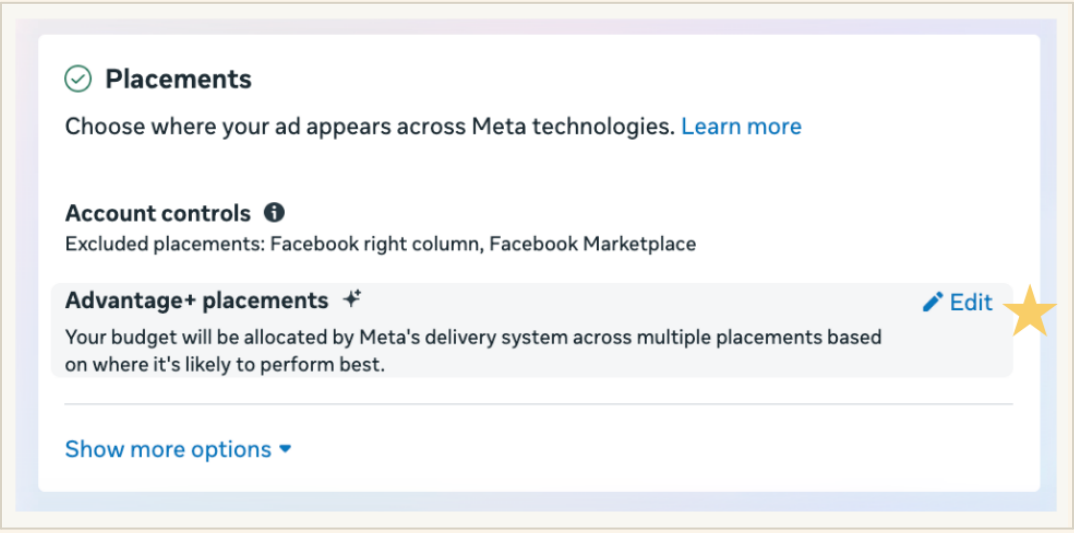
Under **Suggest an audience** you can make further recommendations to Meta about who you would like to target. **When you're just starting out - it's best to go BROAD (no interests defined) and let Meta find your people.**

If you must add Detailed Targeting, I suggest only selecting 1-5 different interests at a time.



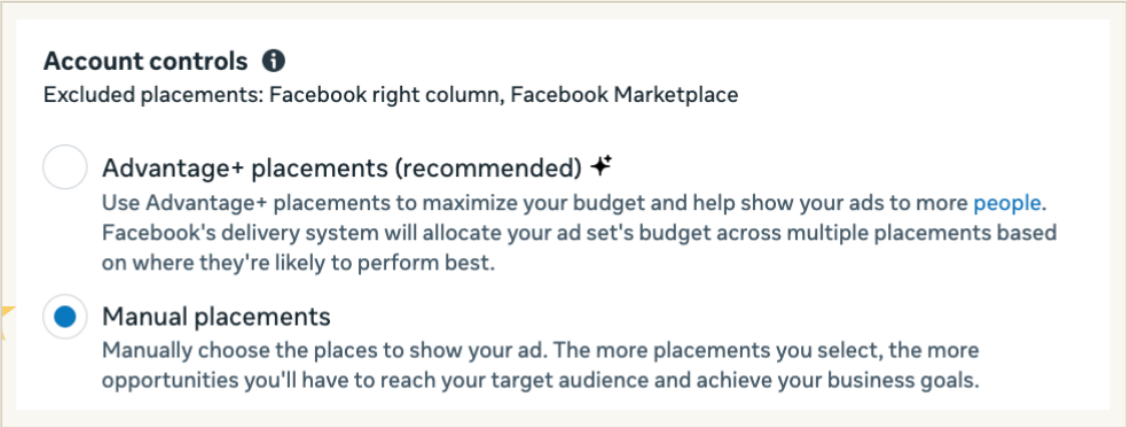
STEP SEVENTEEN

Under Placements, click the **Edit** button next to Advantage+ placements.



STEP EIGHTEEN

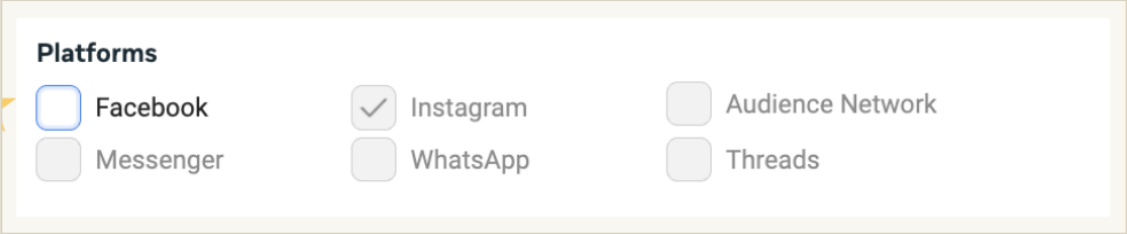
Select **Manual Placements**.



STEP NINETEEN

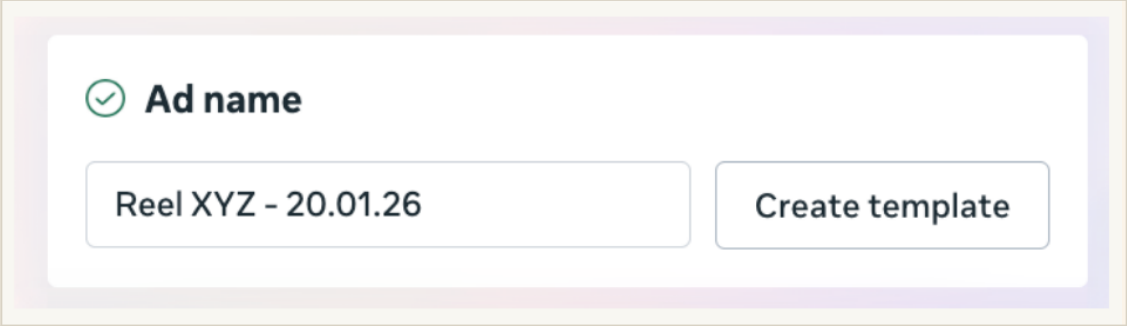
Uncheck Facebook (so your ad will only show on Instagram). This is because the Auto DM functions from your storefront ONLY work on Instagram.

Then click **Next**.



STEP TWENTY

Enter a name for your ad. This can be anything that you want however I suggested using something that helps you to identify it and the date.



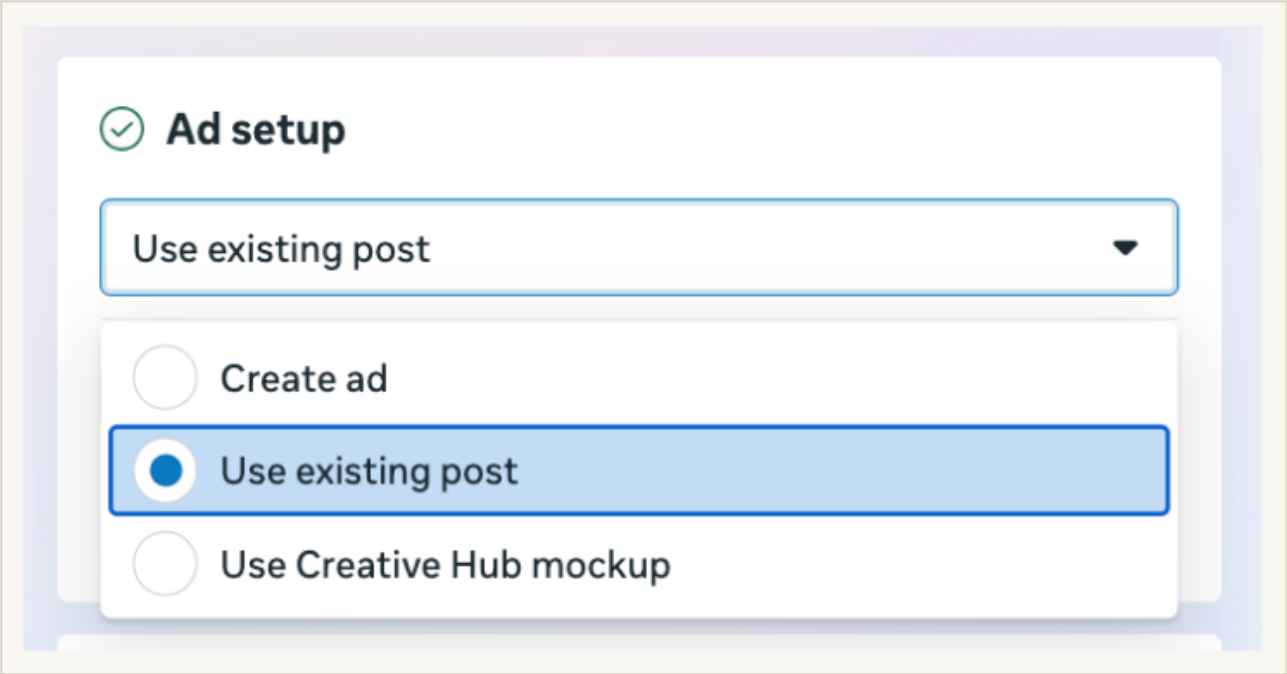
STEP TWENTY-ONE

Under Identity, you should see your Business Facebook Page.

Check that the correct Instagram account has been selected.

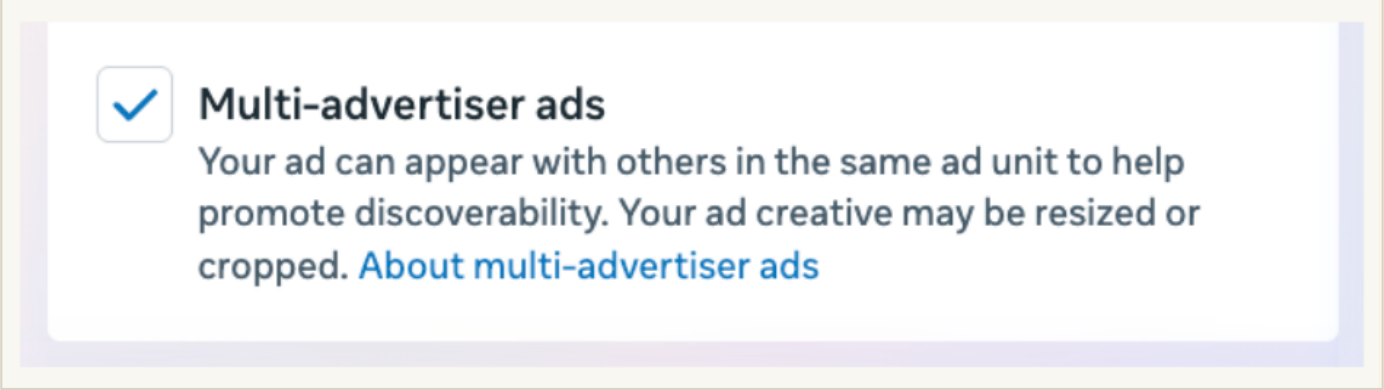
STEP TWENTY-TWO

Under Ad Setup, select **Use existing post**.



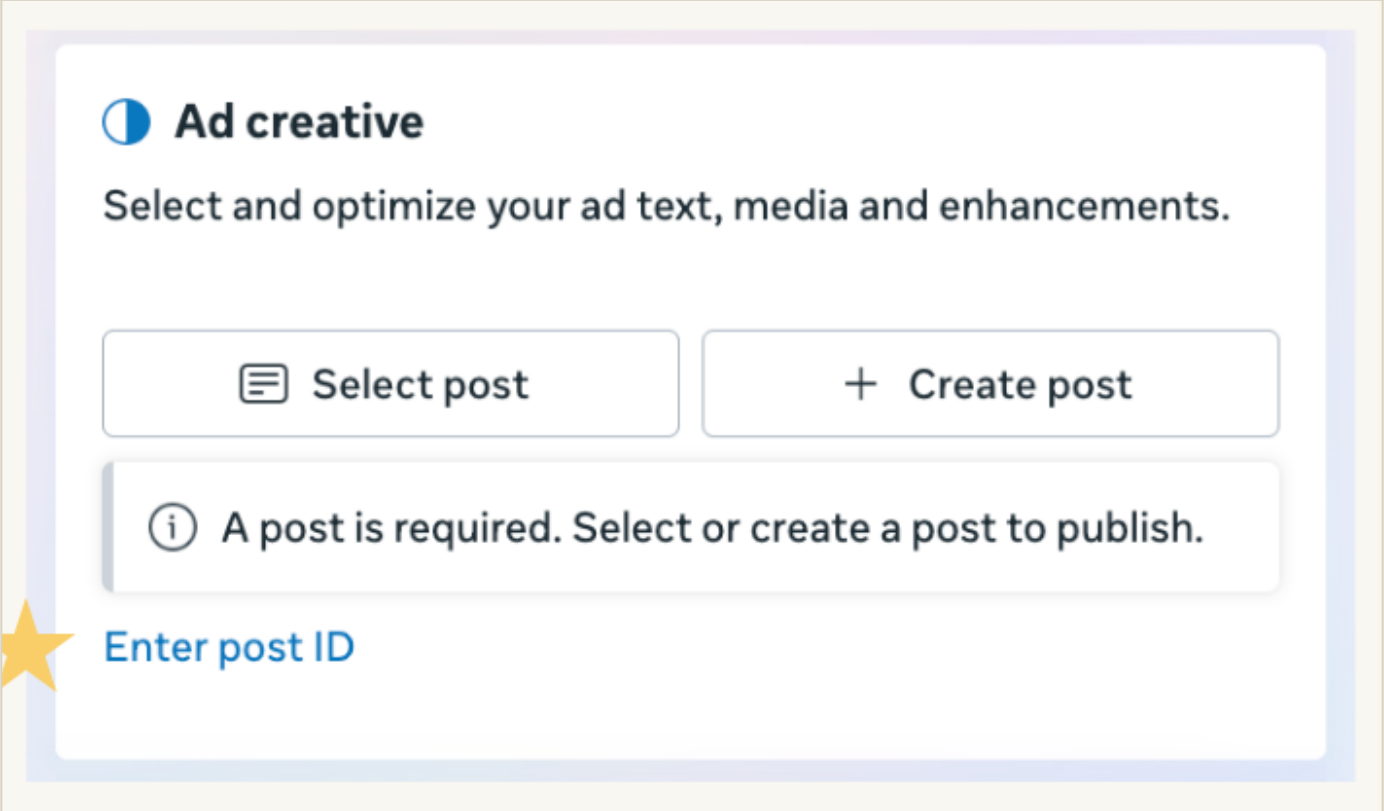
STEP TWENTY-THREE

If you have the option for **Multi-advertiser ads**, choose whether you would like your ad to be shown with other advertisers' ads or not (click the About multi-advertiser ads link to find out more about this).



STEP TWENTY-FOUR

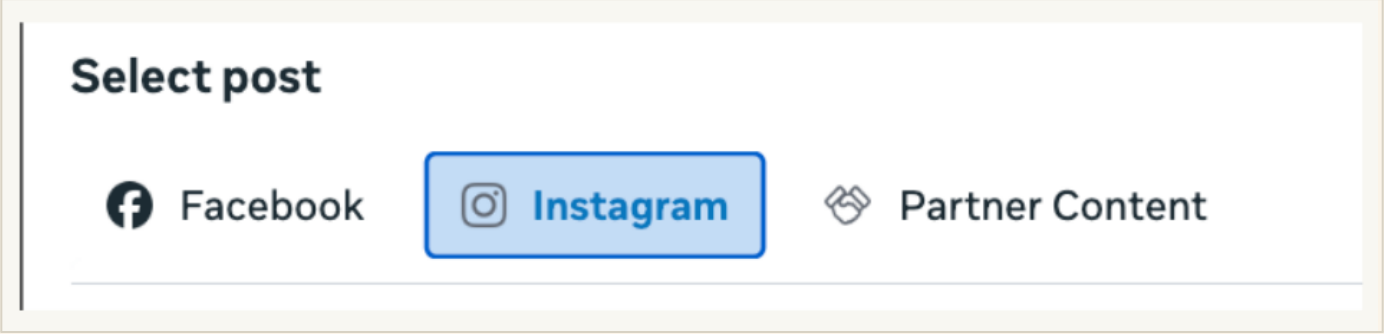
Under Ad creative, click **Select Post**.



STEP TWENTY-FIVE

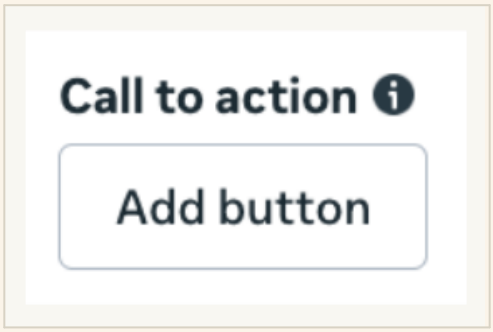
Under Select Post, select **Instagram**.

Then choose the Instagram Reel that you would like to run as an ad. Then click **Continue**.



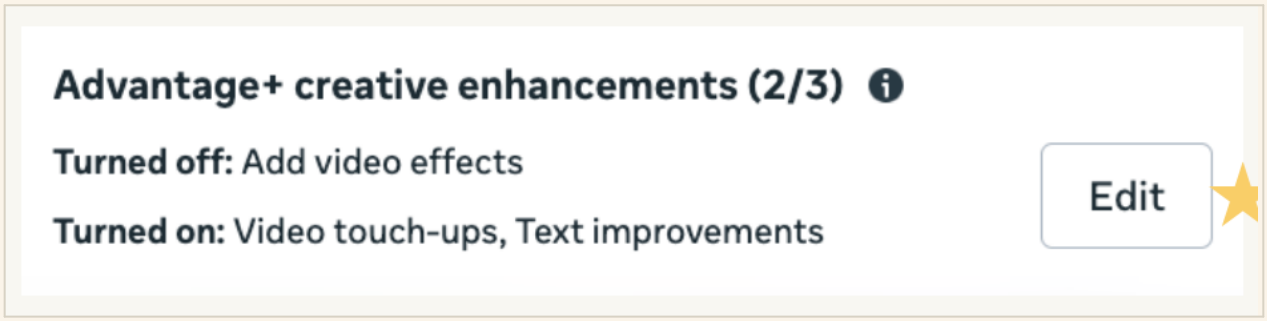
STEP TWENTY-SIX

Under Call To Action, leave it with no button selected, or if you have a dropdown, select No Button.



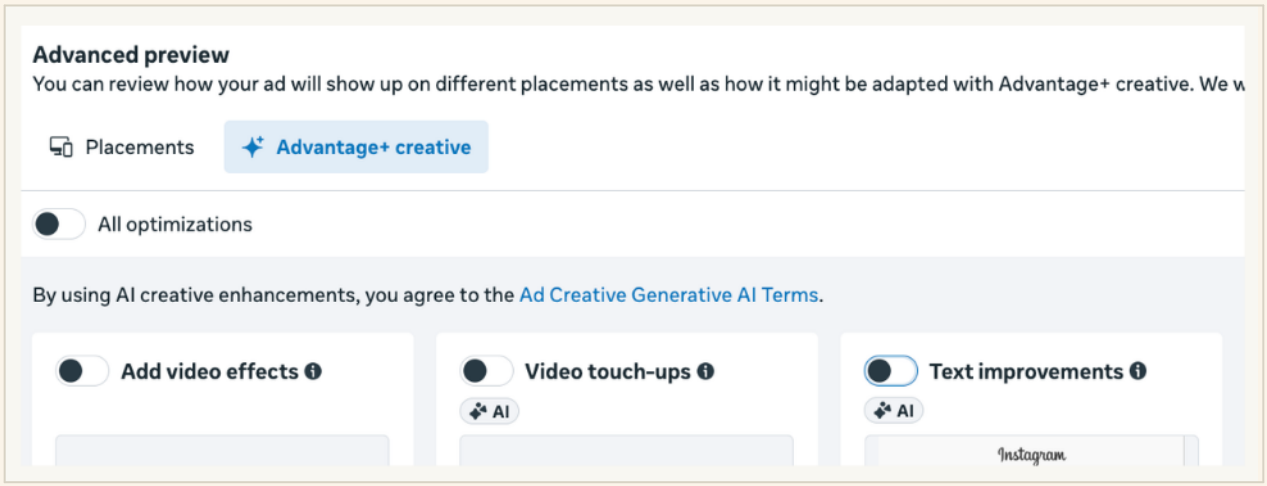
STEP TWENTY-SEVEN

Under Advantage+ creative enhancements, select **Edit**.



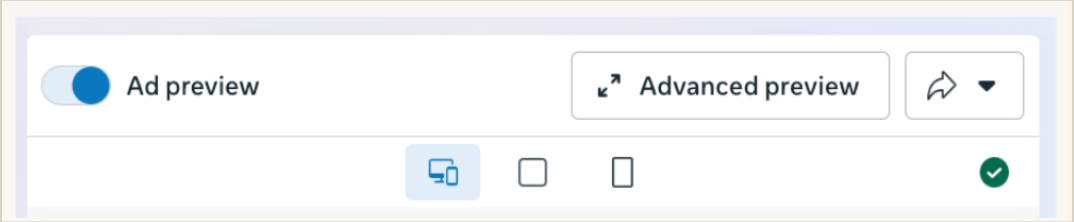
STEP TWENTY-EIGHT

Toggle off any of the creative enhancements that are on, then click **Save**.



STEP TWENTY-NINE

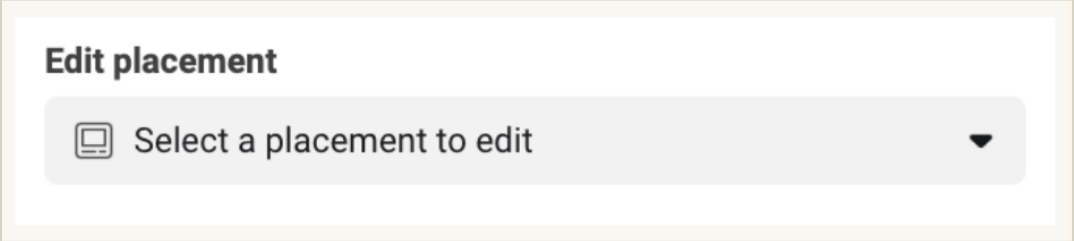
Preview how your ad will appear by clicking on **Advanced Preview**.



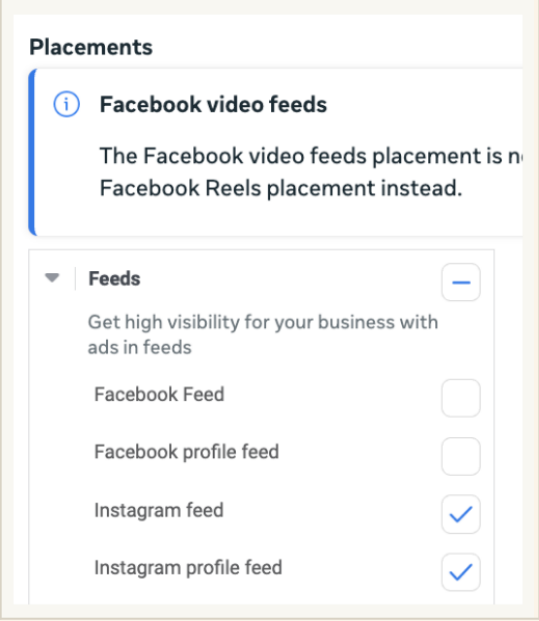
STEP THIRTY

If you don't like how it looks on any of the placements, exit out of that screen and then select a Placement to edit.

Make any changes that you want to your ad until you are happy with it.

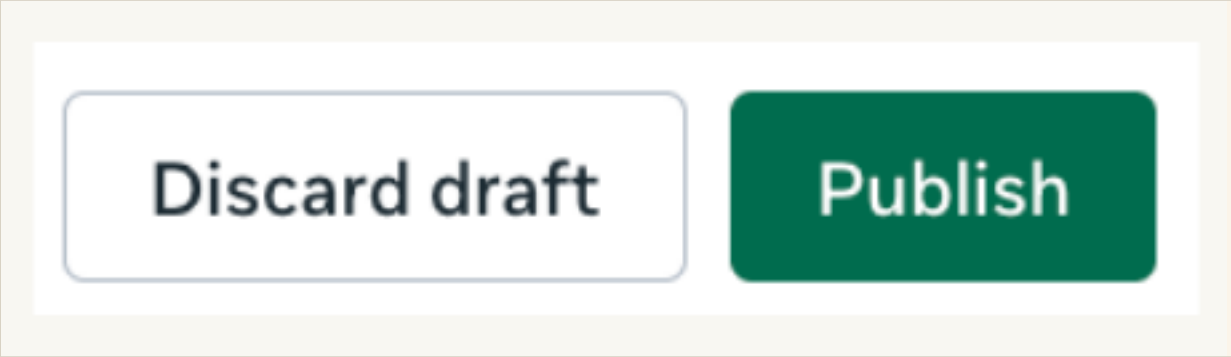


If you would like to delete a particular placement from your campaign, return to the ad set level and under Placements, untick the Placement that you want to remove.



STEP THIRTY-ONE

When you are happy with your ad, click **Publish**.



STEP THIRTY-TWO

Move to Phase 07 to learn how to assess your ad campaign's performance and understand the next steps to take.

STEP THIRTY-THREE

Once your Engagement Campaign is running steadily, and you're ready for **more consistency** and **more control**, you'll switch to a Sales campaign.

Use the 'When to Switch' checklist below to know exactly when that moment is.

WHEN TO SWITCH CHECKLIST

STEP 04
CREATE A SALES AD

Before switching to a Sales Campaign, make sure to look over the checklist below to see if you are ready.

WHEN TO SWITCH CHECKLIST

By this point, you should have **already run a successful engagement campaign** - with or without a pixel installed.

If you **HAVE** installed pixel already - GREAT! Continue to the next steps.

If you **HAVE NOT** installed pixel yet, **return to the pixel setup section earlier in this guide** to do that before running your Sales Campaign.

SALES CAMPAIGN

WHAT IT IS: A Sales Campaign (sometimes called a Conversion or Purchase campaign) is a type of ad where you tell Meta:

“My goal is to get **customers**, not just attention.”

WHAT IT DOES: Instead of guessing by showing your ad to people based on **likes or comments**, Meta is actively trying to find people who are **most likely to BUY**.

You’ll be setting up an ad that sends traffic **straight to your sales page** - no keyword comments needed.

This allows Meta to learn **what a buyer looks like** based on your purchase data, so that it can **go find more people like them** and improve performance over time. This is why you MUST have pixel installed before running a Sales Campaign.

WHY WE DON’T START HERE:

Sales campaigns are powerful — but they work best once you’ve **built a little momentum**.

If you’re brand new, **have no data**, and feel overwhelmed, jumping straight into Sales campaigns can feel frustrating.

That’s why this method starts with Engagement ads:

- Lower pressure
- Fewer technical steps
- Faster confidence

Once you’re ready, Sales campaigns are where **everything comes together**.

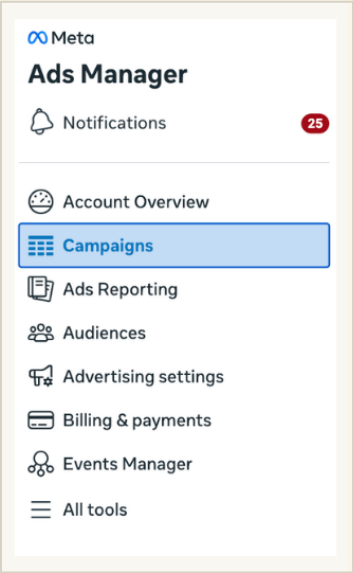
STEP ONE

Ensure you have a reel that meets the following criteria:

- Grabs your target audience's attention and positions your offer as the solution to their problem
- Asks them to comment your Keyword
- Complies with **Meta's advertising policies**

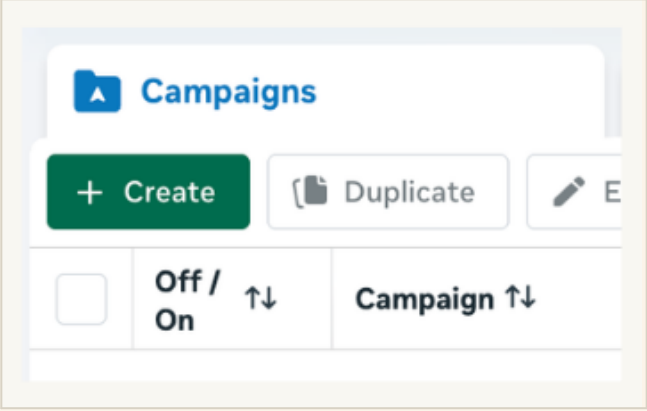
STEP TWO

Within Ads Manager, click on **Campaigns** in the left column.



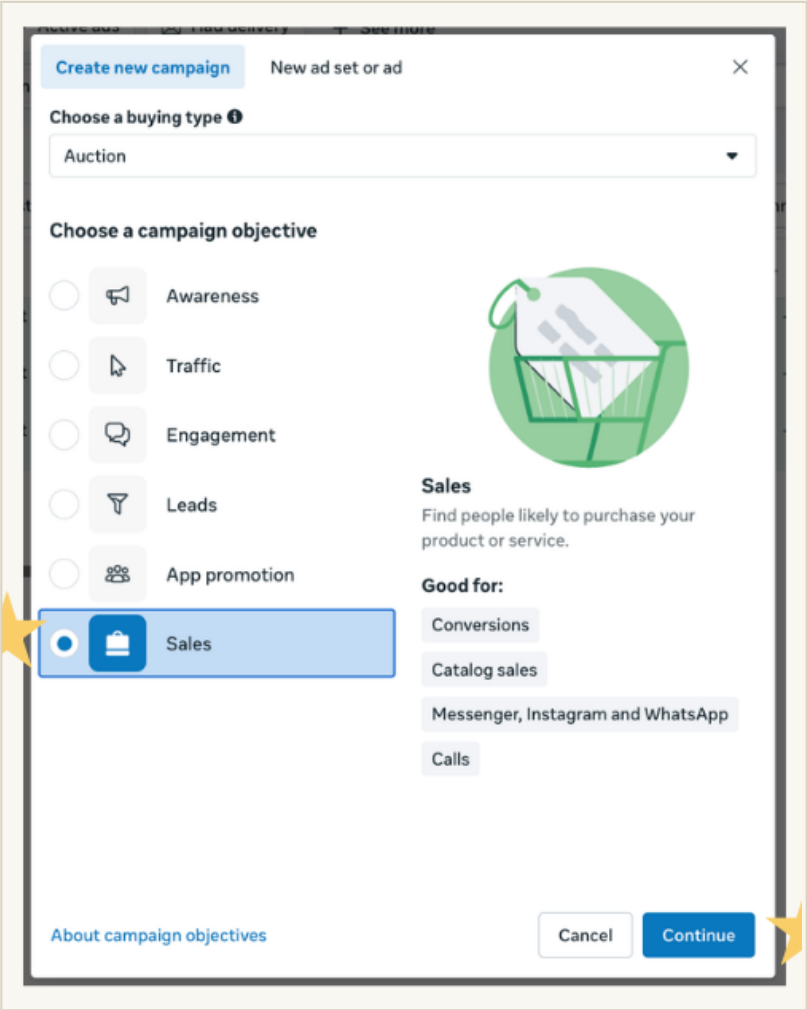
STEP THREE

Click on the green **Create** button.



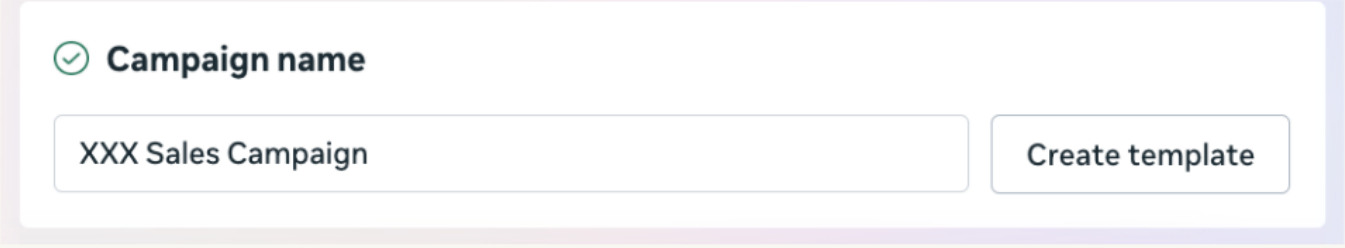
STEP FOUR

Click the **Sales** button and then click the **Continue** button.



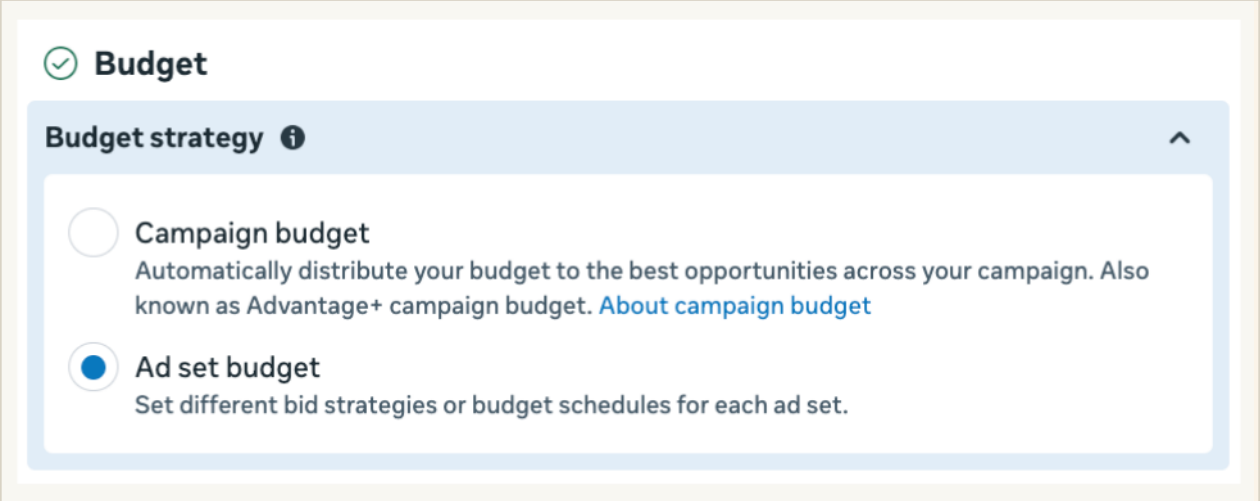
STEP FIVE

Name your campaign with your product name and include that it's an sales campaign to help you to identify it.



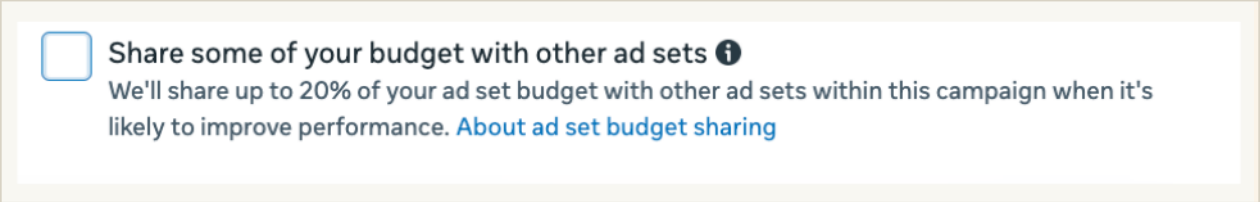
STEP SIX

Under **Budget**, select **Ad Set Budget**.



STEP SEVEN

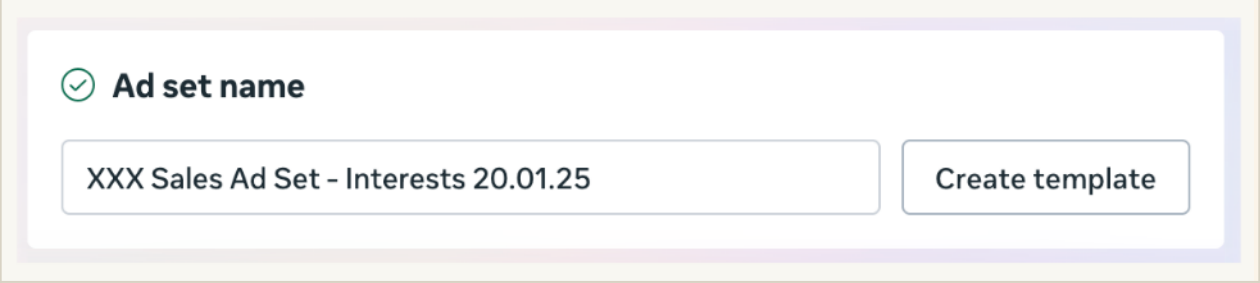
Make sure that the option to **share your budget with other ad sets** is **NOT selected**. Then click **Next**.



STEP EIGHT

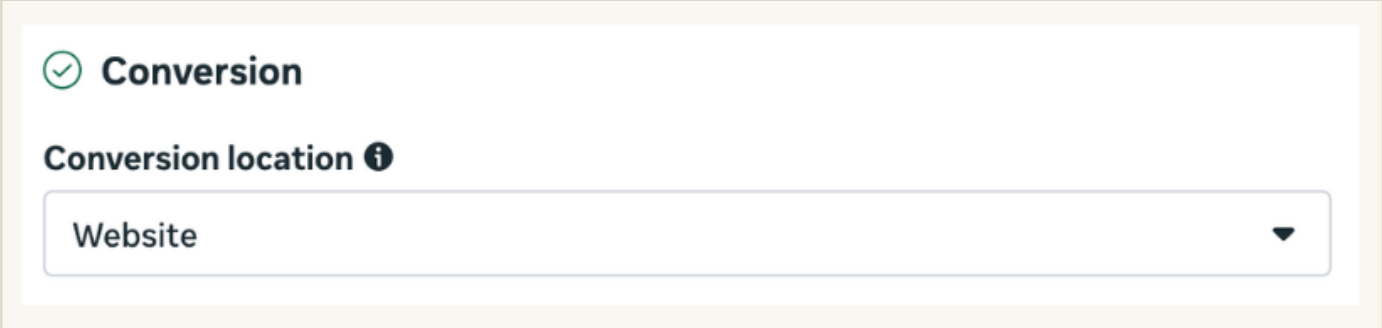
When naming your ad set, use your product name, the audience you're targeting, and the start date.

(You may want to come back to edit the audience details later, after completing the next few steps).



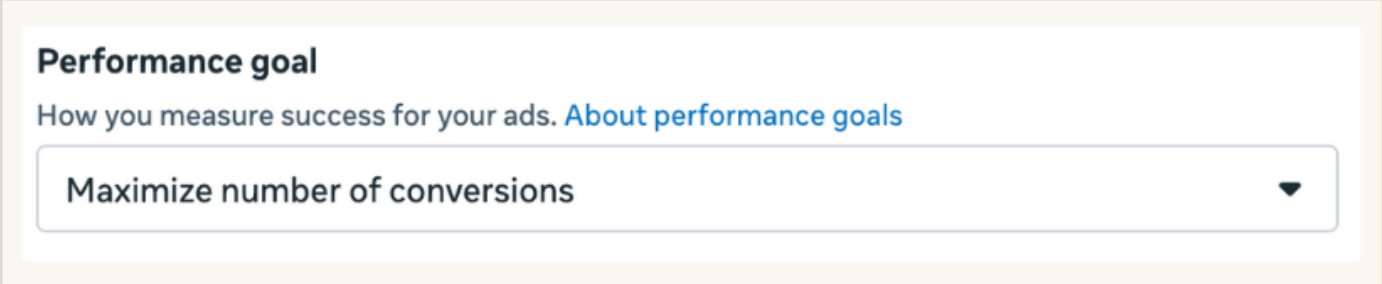
STEP NINE

Under Conversion location, select **Website** (located under Single).



STEP TEN

Under Performance Goal, select **Maximum number of conversions**.

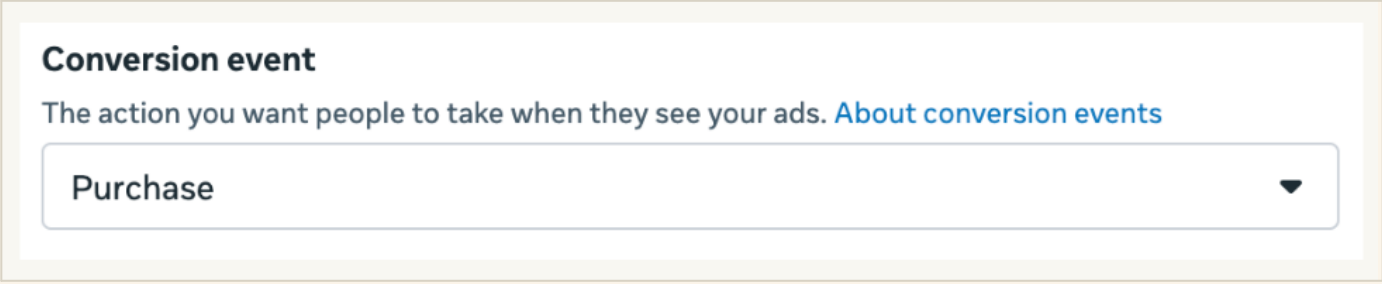


STEP ELEVEN

Under Dataset, ensure that your correct **Pixel** is selected.

STEP TWELVE

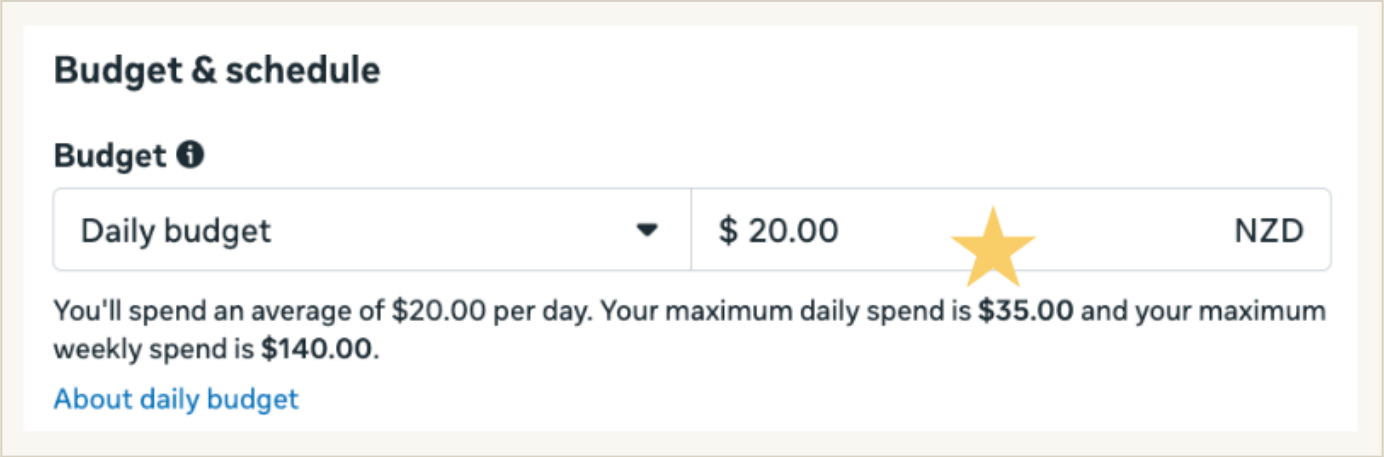
Under Conversion Event, select **Purchase**.



STEP THIRTEEN

Set your **Daily budget**. I recommend starting with USD $20 a day if you can afford it.

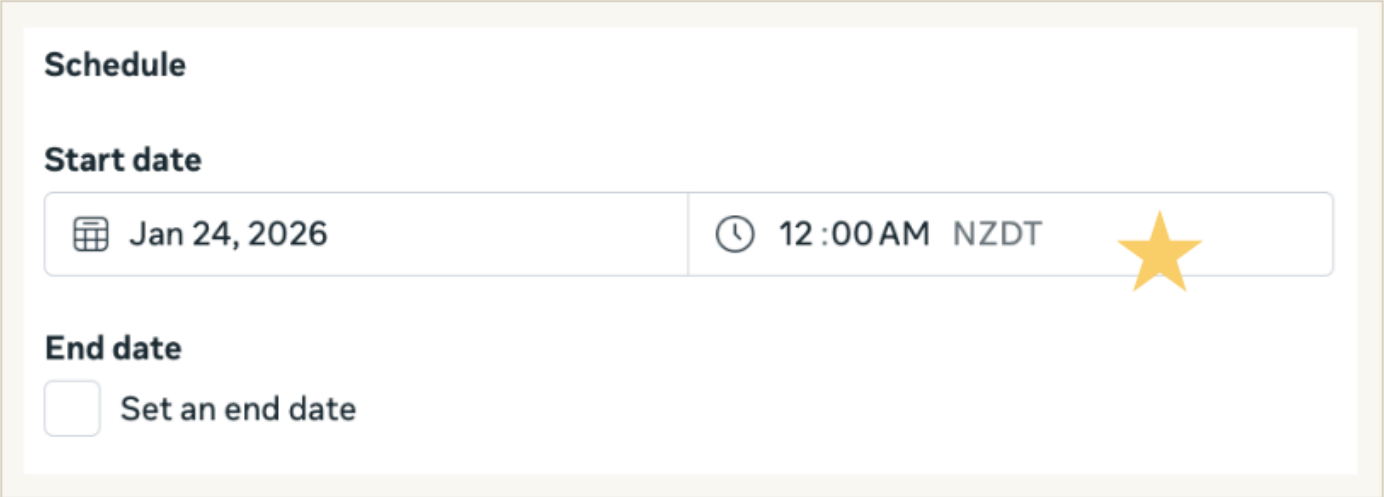
As you begin to get results, you can choose to increase your budget.



STEP FOURTEEN

Change the **start date** to be the next following day at 12 am YOUR time. This means that you will get a complete day of numbers to analyse.

You do not need to set an end date unless you only want the campaign to run for a certain time period.

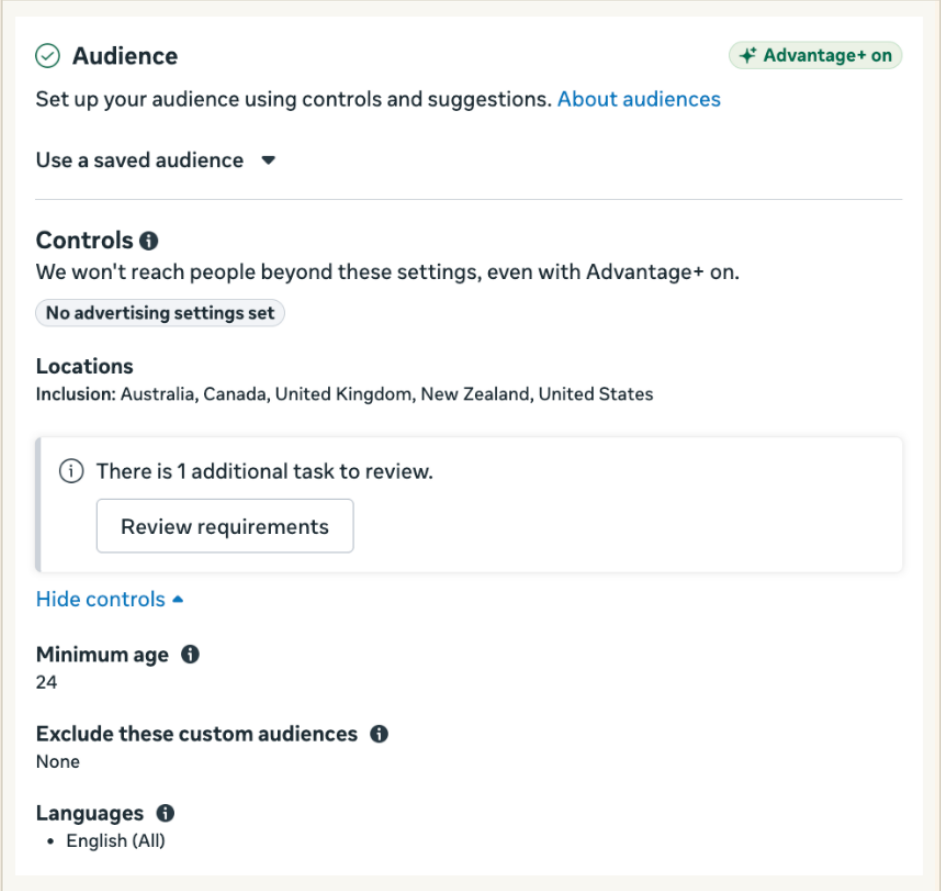


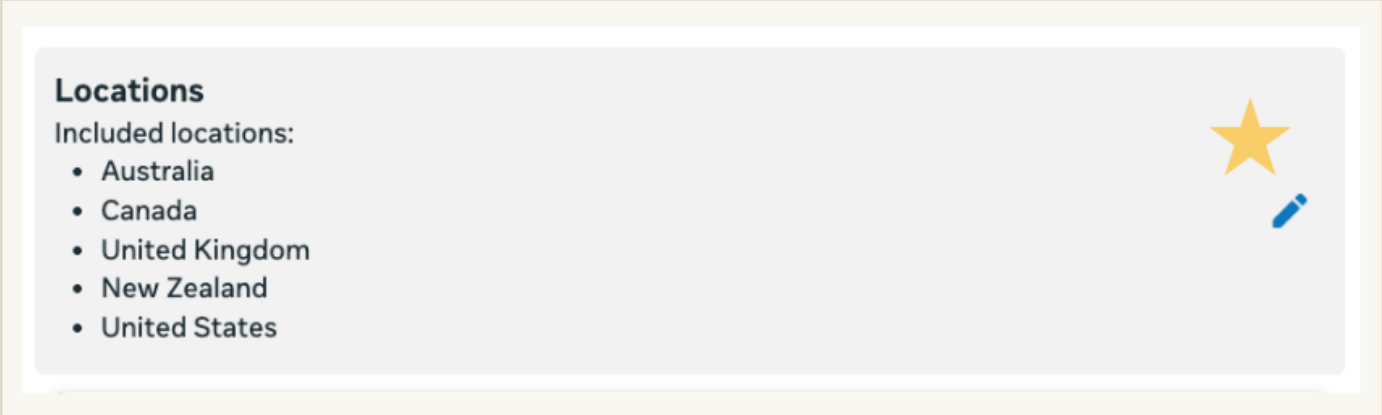
STEP FIFTEEN

Choose the **audience** that you would like to show your ad to.

You can choose any audience that fits your brand and product. If you are new to running ads and you are reselling this guide then I suggest that, if it fits your brand, you use the suggested targeting in the image below.

To edit any of the sections, hover over them then click the pencil (or edit) icon.

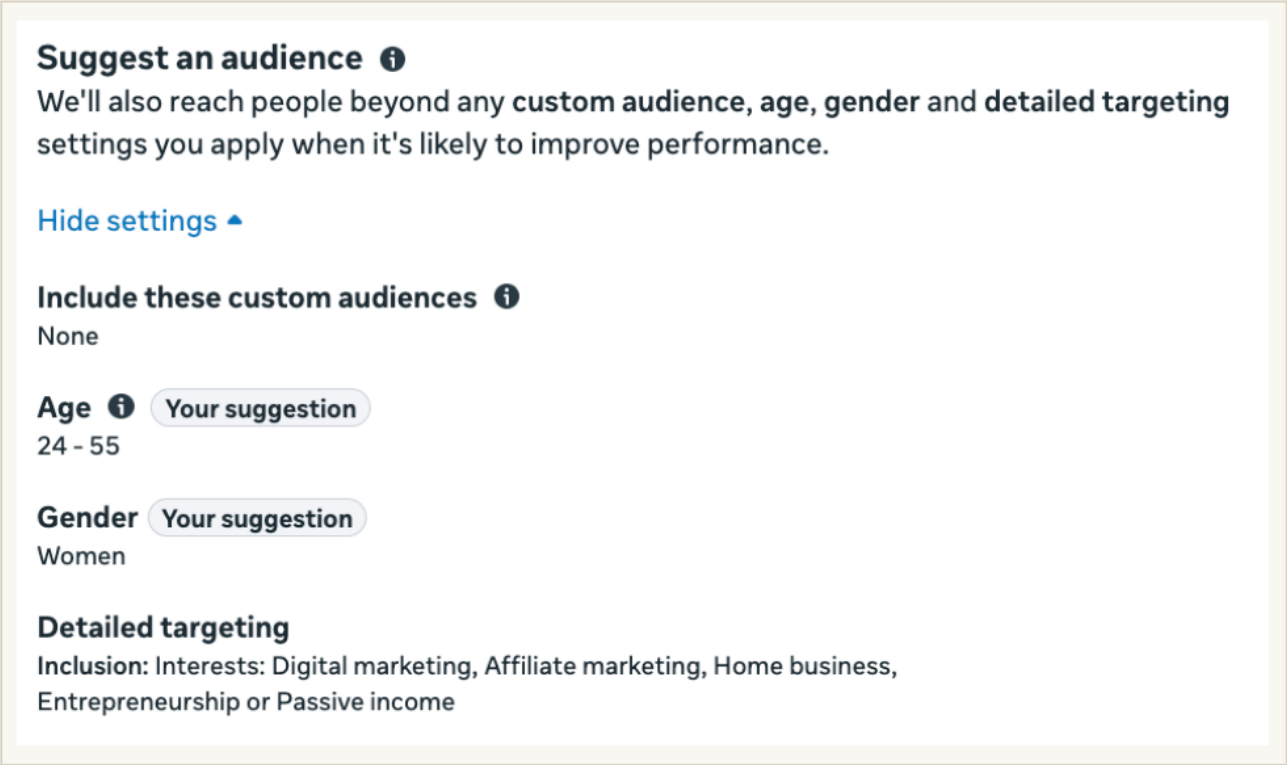




STEP SIXTEEN

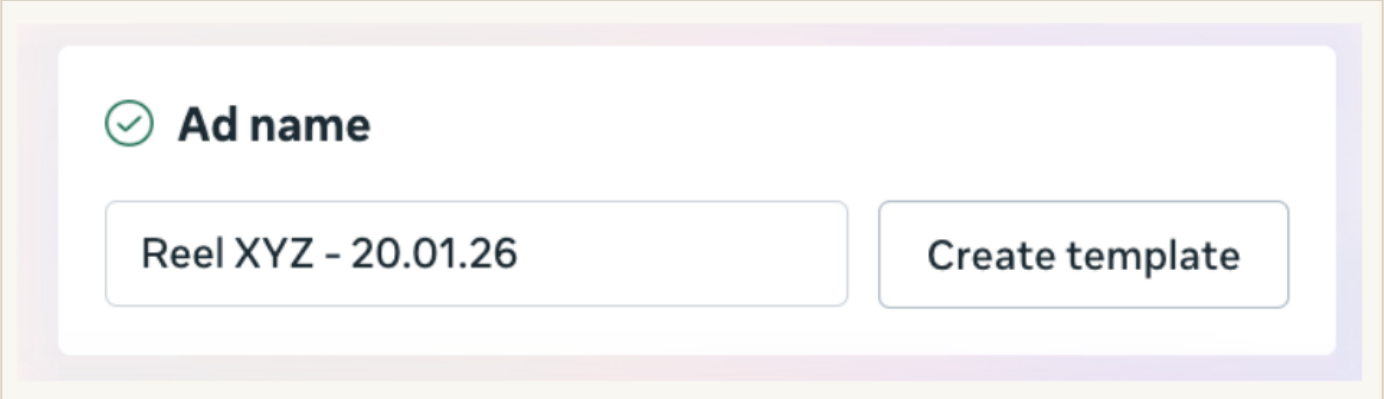
Under **Suggest an audience** you can make further recommendations to Meta about who you would like to target. **When you're just starting out - it's best to go BROAD (no interests defined) and let Meta find your people.**

If you must add Detailed Targeting, I suggest only selecting 1-5 different interests at a time.



STEP SEVENTEEN

Enter a name for your ad. This can be anything that you want however I suggested using something that helps you to identify it and the date.

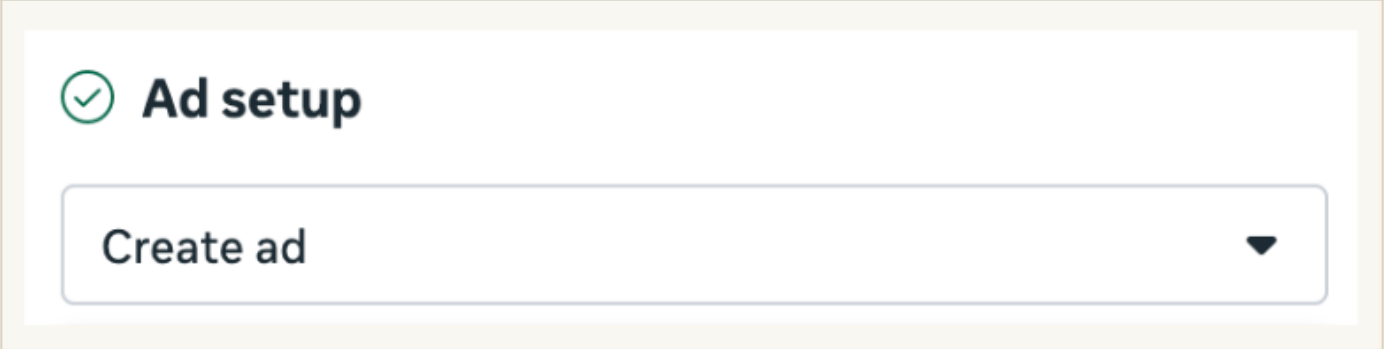


STEP EIGHTEEN

Under **Identity**, check that the correct Facebook Page, Instagram Account and Threads Account (if using) are selected.

STEP NINETEEN

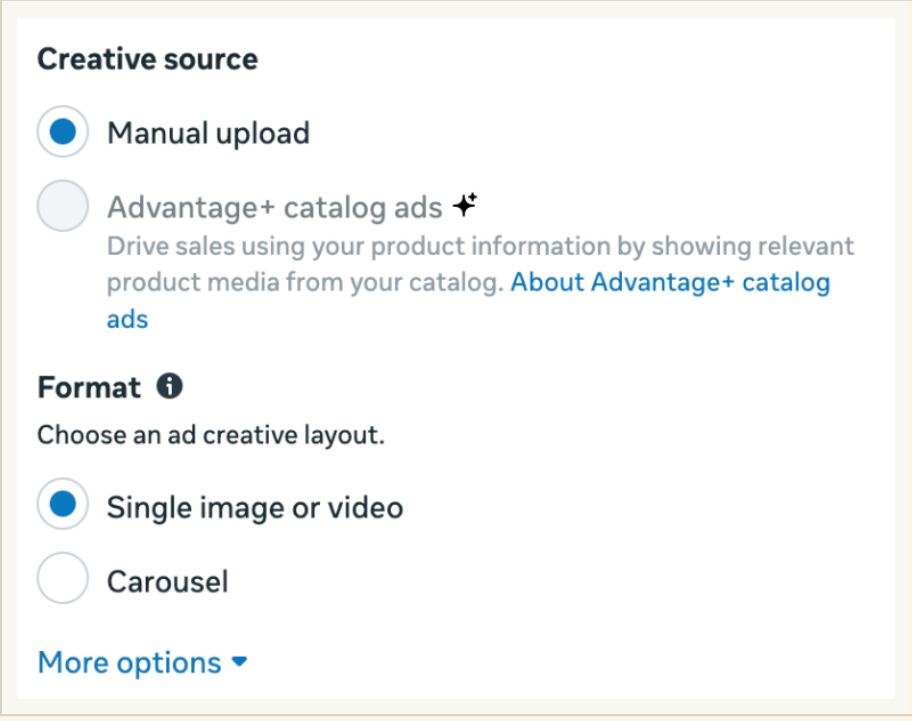
Under Ad Setup, select **Create Ad**.



STEP TWENTY

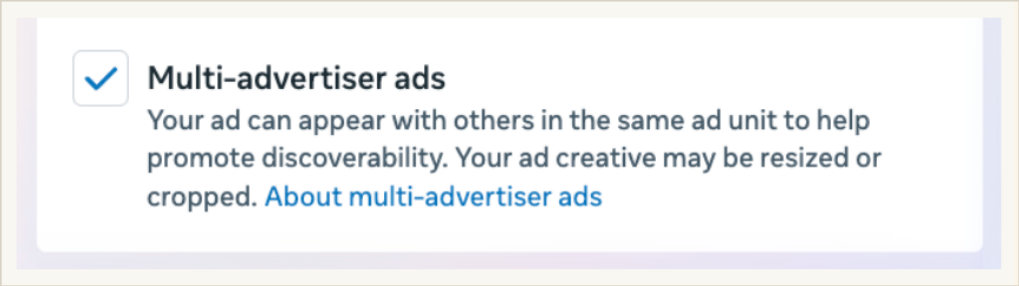
Under Creative Source, select **Manual Upload**. If you don't see this option, just keep going.

Then choose **Single image or video**.



STEP TWENTY-ONE

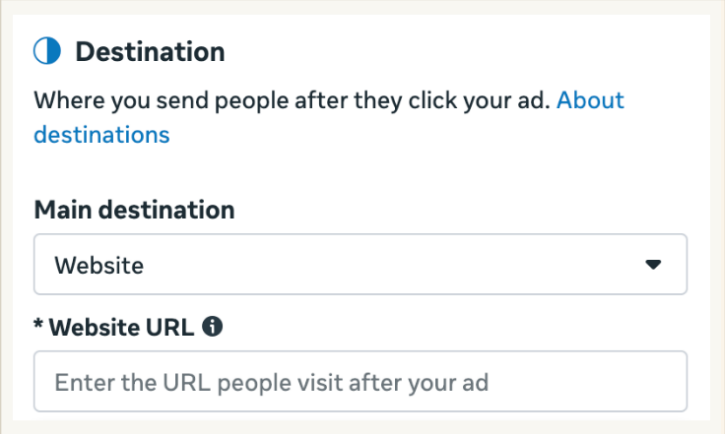
If you have the option for **Multi-advertiser ads**, choose whether you would like your ad to be shown with other advertisers' ads or not (click the About multi-advertiser ads link to find out more about this).



STEP TWENTY-TWO

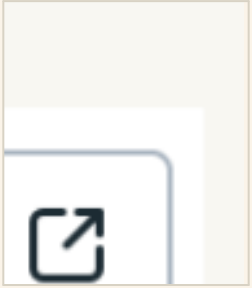
Under Destination, ensure that **Website** is selected.

Under Website URL, paste the **URL to your product SALES PAGE** (not your store home page)



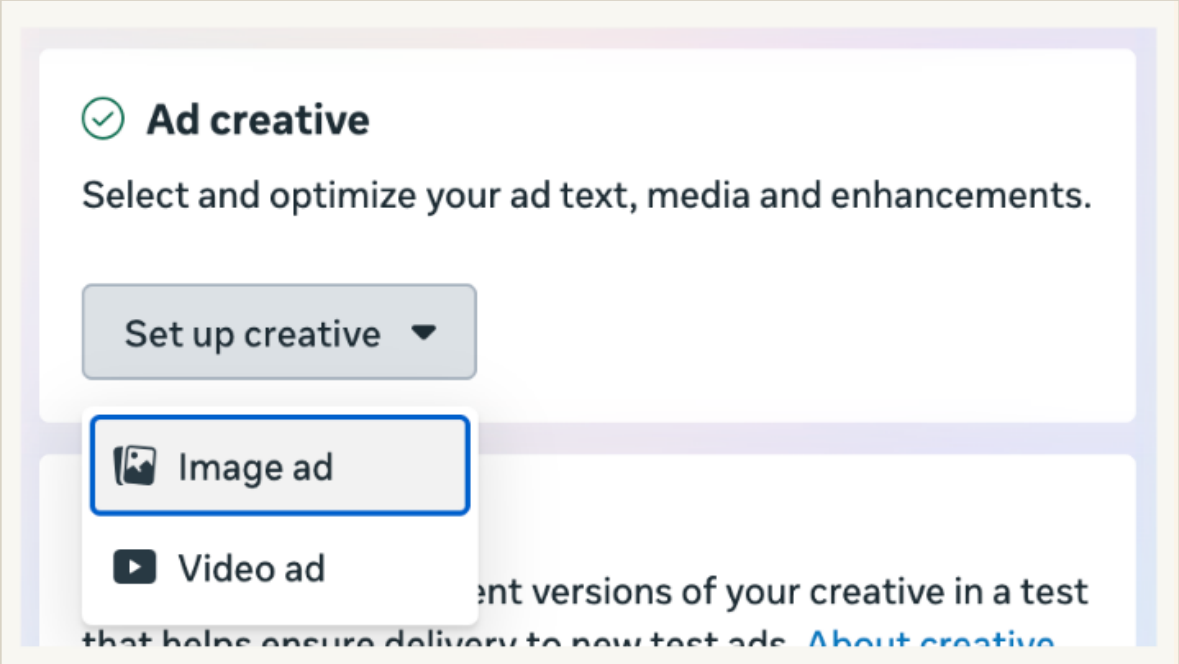
STEP TWENTY-THREE

Check that the URL is working and directs straight to your PRODUCT sales page by clicking this button next to your Website URL:



STEP TWENTY-FOUR

Under **Ad Creative**, click on **Set up creative** and select **Video ad**.



STEP TWENTY-FIVE

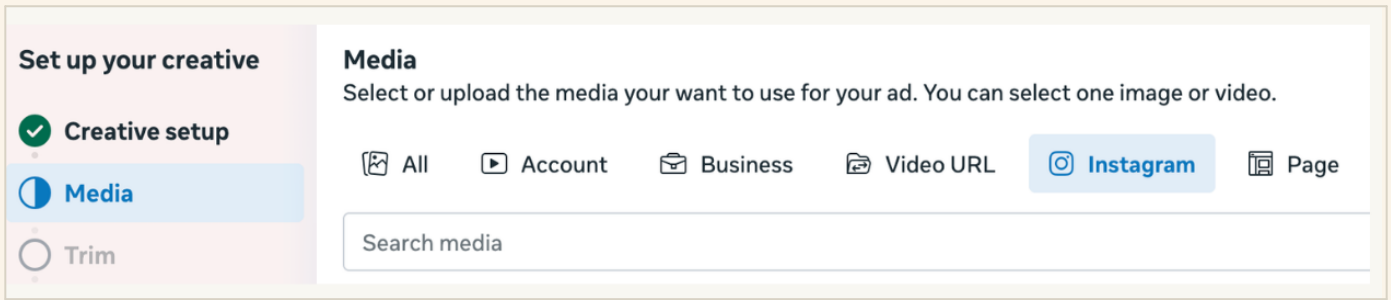
Read through the contents of the **Creative Setup** page and ensure that **Site Links** are turned off. If you also have **Promotions** and **Website Highlights** options on your version of Ads Manager, you can turn these off too.

Then click **Next**.

STEP TWENTY-SIX

Under Media, select **Instagram**.

Then choose the Instagram Reel that you would like to run as an ad. Then click **Next**.



STEP TWENTY-SEVEN

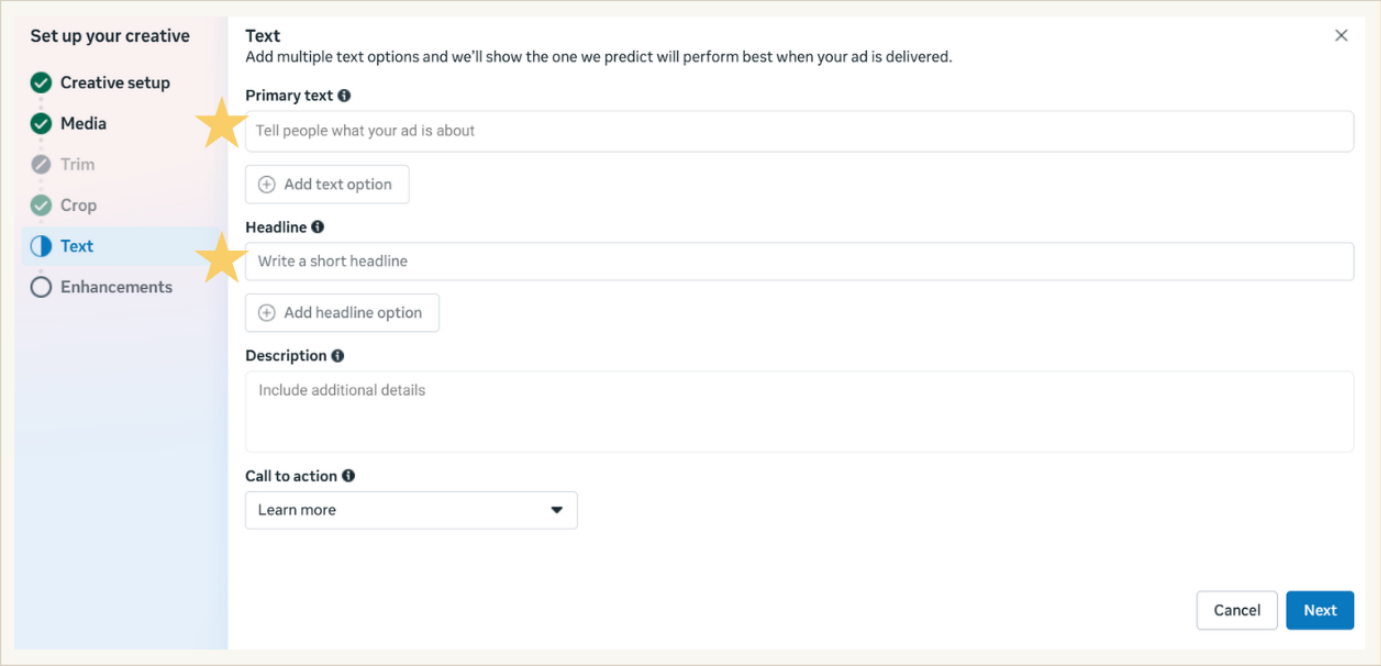
Under **Text**, add your “caption” to the Primary Text box. This text will appear above your ad on Facebook and below your ad on Instagram.

Under **Headline**, enter a short attention-grabbing heading for your ad (e.g. The simple system for launching your offer).

Under **Description**, leave this section blank.

Under **Call to action**, select **Learn More**.

> **NOTE:** Meta AI may offer you suggestions for alternative captions and headlines - it is totally up to you if you want to use them. But make sure to look over them first as sometimes they don’t make sense or don’t sound like you.

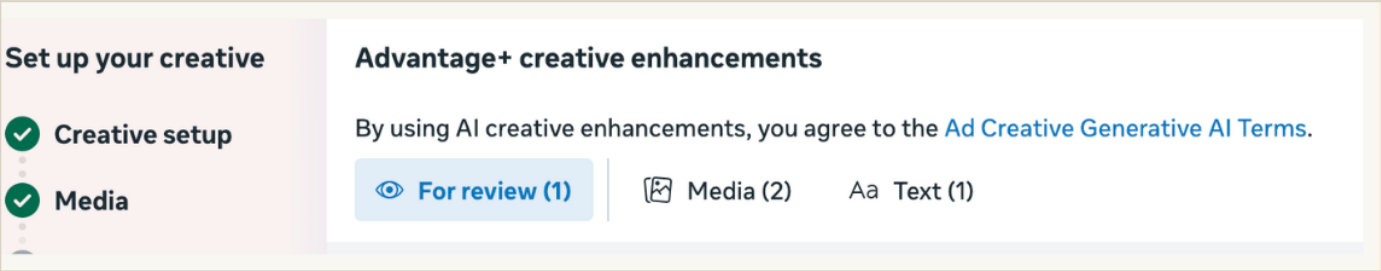


STEP TWENTY-EIGHT

Under **Enhancements**, Meta may give you options for AI creative enhancements.

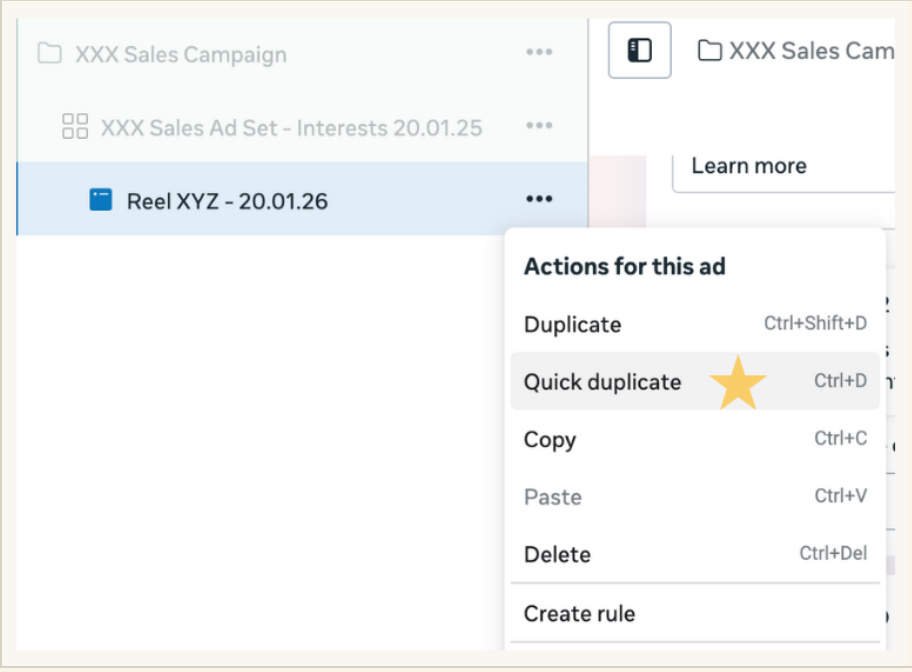
Click on all of the headings in this section and **turn off** any that you don't want (ensure you turn off Text Enhancements if you don't want Meta AI creating its own headlines for you).

Then click **Done**.



STEP TWENTY-NINE

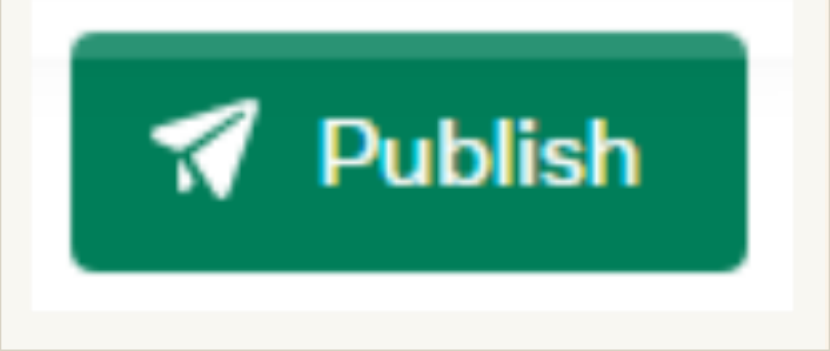
If you want to add more than one ad creative to your ad campaign, click the 3 little dots next to your ad's name in the left-hand column and click "Quick duplicate", then switch out the video for another one.



STEP THIRTY

When you're happy with your ad, click **Publish**.

If you've created more than one ad, make sure you click into each one and publish them individually.



STEP THIRTY-ONE

Move to Phase 07 to learn how to assess your ad campaign's performance and understand the next steps to take.

STEP THIRTY-TWO

CONGRATS on getting your first Sales Campaign started! At this point, you may no longer need your Engagement Campaign and can likely turn it off - OR, if it's still performing well - leave it running to supplement your Sales Campaign.

PHASE 07

THE FOUNDATIONS OF A SUCCESSFUL AD CAMPAIGN

By the end of this phase, you will have a clear understanding of what to look for once your ad is live.

WHAT HAPPENS AFTER YOU PUBLISH YOUR AD?

Once you publish your ad, you'll start seeing different statuses under the Delivery column inside Ads Manager. This is completely normal and part of Meta's process.

Here's what each one means:

In Review This means Meta is checking your ad to make sure it follows their advertising policies. This can take anywhere from a few minutes to a few hours.

Rejected If your ad is rejected, it means something in the ad didn't meet Meta's advertising policies. When this happens, review the reason given, check the Advertising Policies, and make the required changes before resubmitting. Rejections are common, especially in the online selling space.

Processing Once approved, your ad will briefly move into Processing. This means Meta is preparing it to be delivered.

Active Your ad is now live and being shown to people.

Learning Learning is the period where Meta is testing your ad across different people to understand who is most likely to take action. This phase lasts up to 7 days or until your campaign receives around 50 conversions. During learning, performance can be inconsistent. This is normal.

Learning Limited Learning Limited means your ad has passed the initial learning period but hasn't reached enough conversions for Meta to fully optimise delivery. This is not a problem and does not mean your ad has failed. Many ads sit in learning limited and still bring in steady results.

WHAT SHOULD YOU DO ONCE YOUR AD IS ACTIVE?

When you start a new ad campaign, Meta will go through a **7-day learning phase**.

This is when Meta tests your ad to see:

- Who is most likely to buy
- What type of people respond best
- Which placements perform best
- How your creative resonates

Think of it as Meta collecting data before it can optimise properly. During this time, the performance of your ads is quite unstable.

On the next couple of pages, you will learn what actions you should take in the days following your ad being published. **Then you will learn about the individual metrics and the benchmarks that you should be looking for.**

0-3 DAYS (0-72 HOURS)

During the first 3 days, it is impossible to see how successful a campaign is going to be because Meta is in its most chaotic stage of learning during this time.

What action to take: Do nothing and just let your ads run.

As hard as this can be, **it's important that you don't make any changes during this stage**. Editing your ad, budget, or audience will reset the learning phase and push Meta back to the beginning.

The data you see in these first few days is not reliable enough to base decisions on, so avoid judging performance or jumping to conclusions too early.

3-5 DAYS (72 HOURS OF YOUR ADS BEING ACTIVE)

After 72 hours of your ad being active, Meta will start collecting enough data for you to review performance. This is when you can begin making decisions about your ads.

What action to take:

- **If your ad is NOT meeting the metrics benchmarks** (and you have had no results), turn the ad off. Use this as feedback to improve your next campaign, such as: tweaking your hook or message; improving your ad creative; reviewing your sales page to make it clearer or stronger.
- **If your ad IS meeting the metrics benchmarks** (but you have had no results), leave the ad running for a few more days. This usually means people are interested, but Meta just needs more time to find buyers. Do not rush to turn it off too early.
- **If you ARE getting results:** Leave your ad running and don't touch it.

5-7 DAYS

- **If your ads ARE meeting the metric benchmarks** (but you still have no results): Turn them off. For a sales campaign, this usually indicates that your sales page is not effective, or there is a disconnect between your ad and your sales page.
- **If you have multiple ads in your campaign and some of them are getting results but others are NOT:** Turn the underperforming ads off (as long as they have had a decent about of budget spent on them). If you have some that have no-to-little budget spent on them, leave them on.

7+ DAYS

Your learning phase is now over so it is now time to keep optimising your ads.

What action to take:

- Keep assessing your ad metrics: if they start to slip below the benchmarks, turn them off. If they continue to perform well, choose whether you would like to increase your budget.
- Leave ads on that have had low budget spend.

IMPORTANT!

> Never make any changes to your ad, ad set or campaign; if you do, you will reset the learning phase of your campaign.

What changes can you make that DO NOT reset learning:

- Changing your budget within 10-20% every 2-3 days. Large or more frequent changes to budget CAN reset learning.
- Turning off ads
- Turning off ads for less than 7 days, then turning them back on
- Renaming ads, ad sets or campaigns
- Adding another ad set to campaigns. If you add a new ad to an ad set this DOES reset the entire ad set learning phase.

THE NEXT STEP IS YOURS

You've just learned how to take one digital product and sell it via simple ads without being glued to your phone. The steps are simple, and now it's up to you to put them into action.

Remember, progress doesn't come from overthinking or waiting for the perfect moment. It comes from starting, testing, and staying consistent. Every ad you run gives you data. Every adjustment helps you understand what works.

You don't need to be an expert, you don't need a large audience, and you don't need to show your face online. What matters most is your willingness to follow the process, stay patient during the learning phase, and keep moving forward even when progress feels slower than you expected.

This method isn't about doing more or being online all day. It's about focusing on one product, one system, and improving it step by step. When you simplify your approach, everything becomes easier to manage and far more sustainable long term.

You now have everything you need to get started. The next step is simply to begin.

We don't do stuck over here. You can do this!

— Big Paul, BP Break Free

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