

THE SIDE HUSTLE **PRESCRIPTION**

TURN ONE READY-TO-SELL PDF INTO
CONSISTENT DAILY INCOME ONLINE



WELCOME!

You've just taken an incredible step toward building **daily income** and freedom online, and I'm so excited for you!

On the next pages you will be taken through step by step 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 **making that money!**

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.*

**THE LINK TO EDIT THIS PDF IS ON THE NEXT PAGES -
BUT FIRST - GRAB YOUR BONUSES!**



BONUS

Click the image below to access your bonus – 2,000
Luxury Stock Videos



WHAT TO DO NEXT

- 1** Rebrand this PDF by changing its cover page to create your own unique version to sell.
- 2** Set up an online store for customers to buy your version of this document.
- 3** Create an Instagram account dedicated to your product.
- 4** Create a reel to promote your digital product.
- 5** Set up your autoDM to send your sales page link to interested people 24/7.
- 6** Create an ad to drive traffic to your online store.
- 7** 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 that 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'll 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 that you need to take to rename, rebrand and resell it.

CLICK HERE FOR THE EDITABLE VERSION



Step Three

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

If you don't have a Canva account or aren't logged in, you'll 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 customising 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 that 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'.

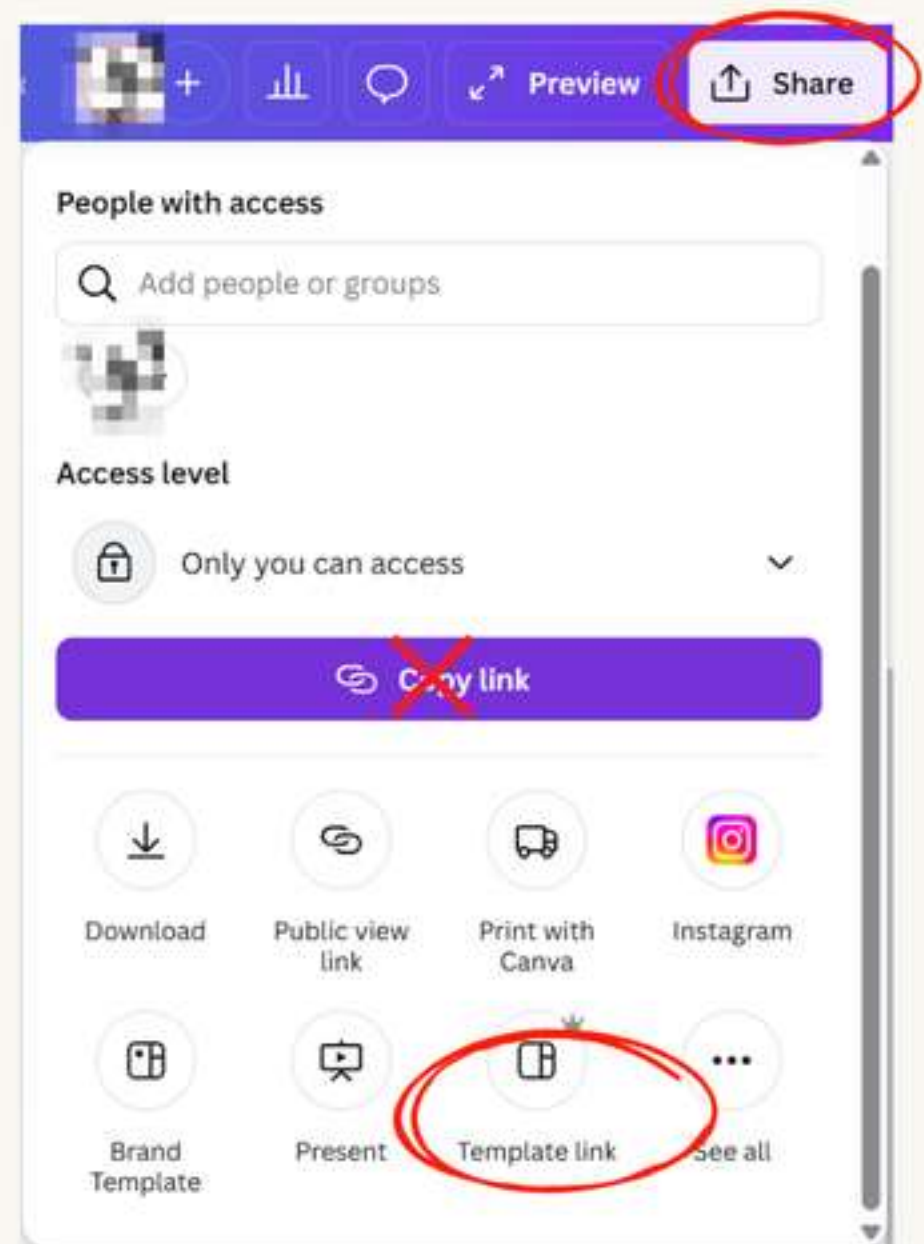
Step Six

Next, Select the 'Template link' option.

(If you don't see this option, select 'See all' first)

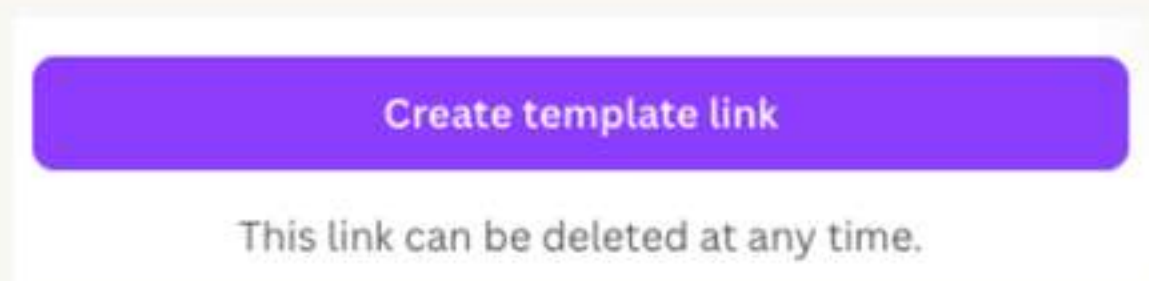
*We are **NOT** copying the link in the blue box!

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 and your link will remain active for your customers.



Step Seven

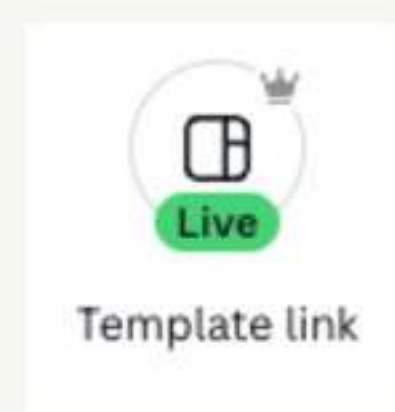
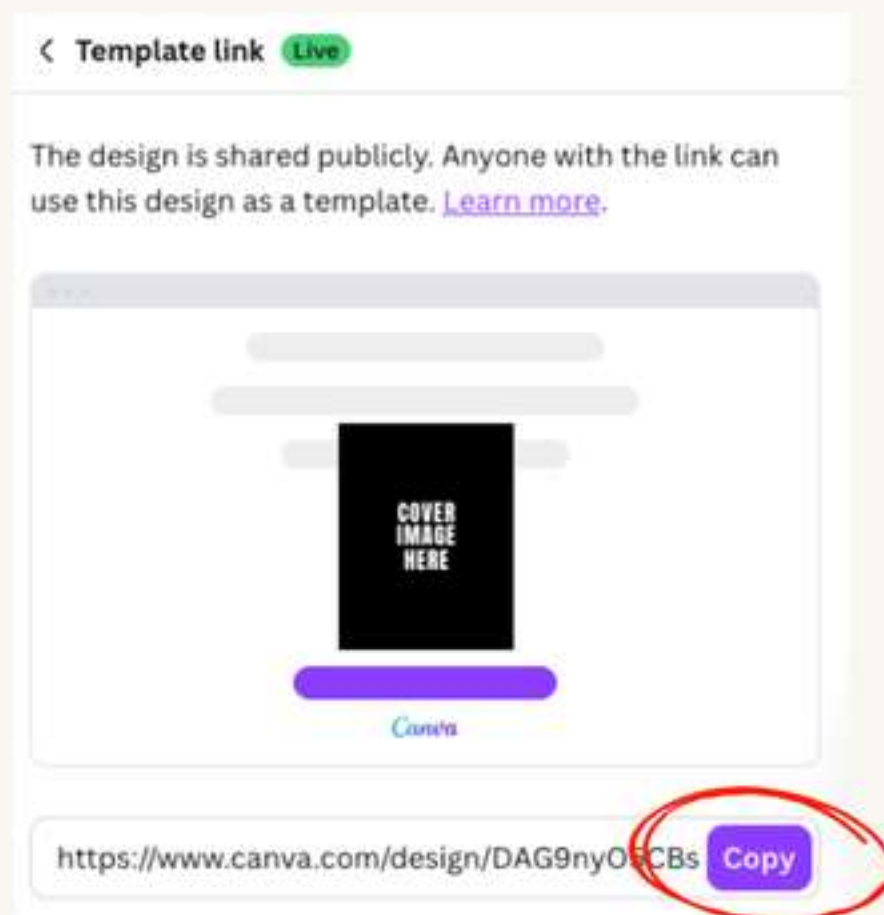
Next, click 'Create Template Link'.



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 on Page 4 above** ↑ (where the button is) and click on the button.

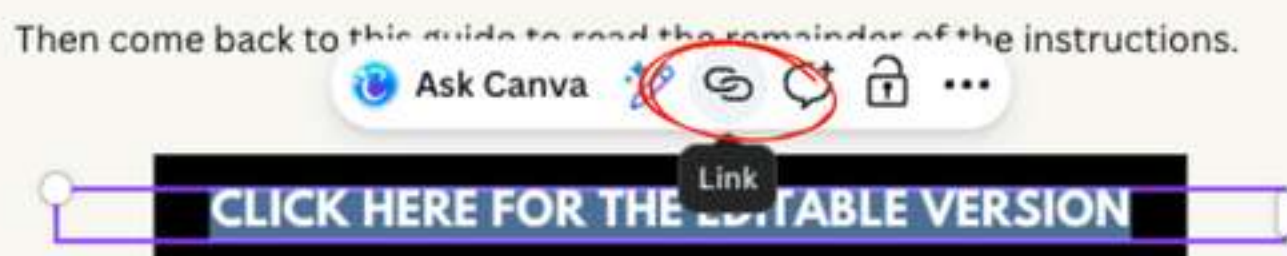
When you click on it, it may come up with the text "Ungroup". This means that the text and the rectangle have been "grouped" together in Canva to form a single element.

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



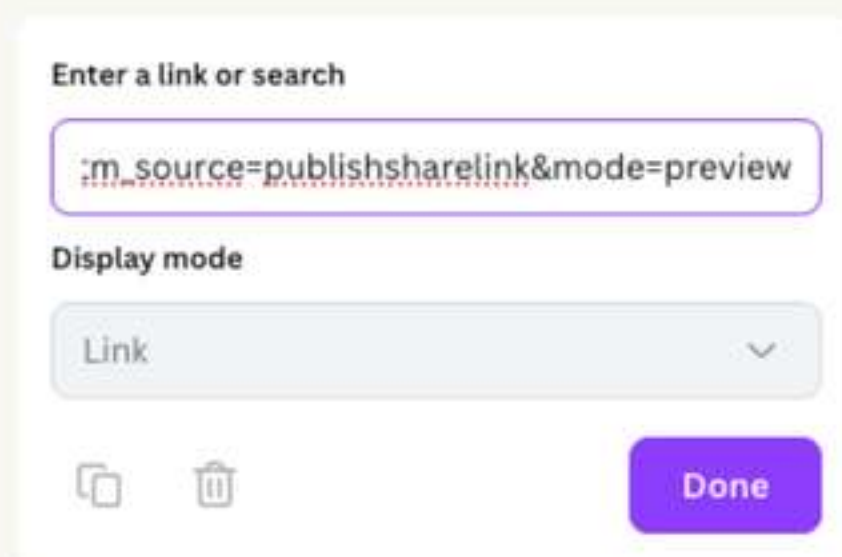
Step Ten

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.

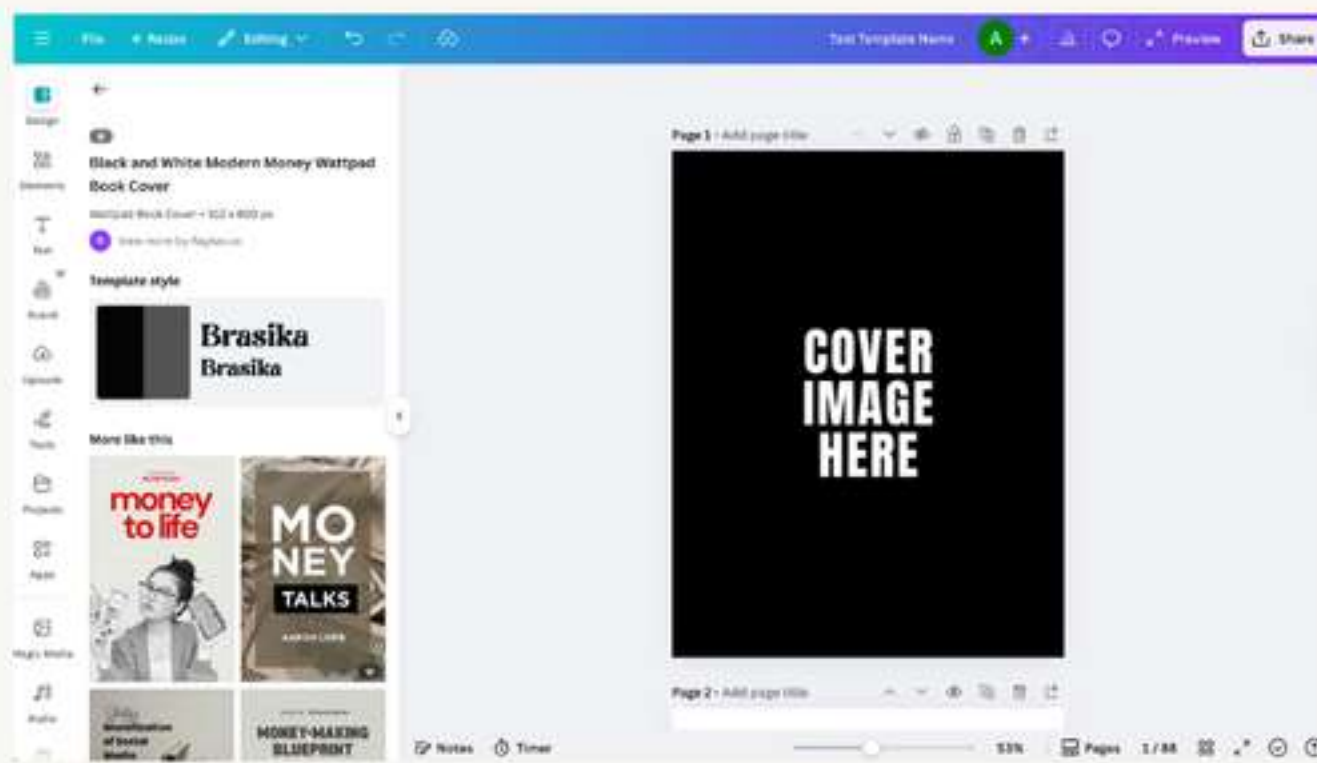


You have now renamed your Canva file and have inserted the link into the button so your customers will be able to create a template of your version of the document.

Step Twelve

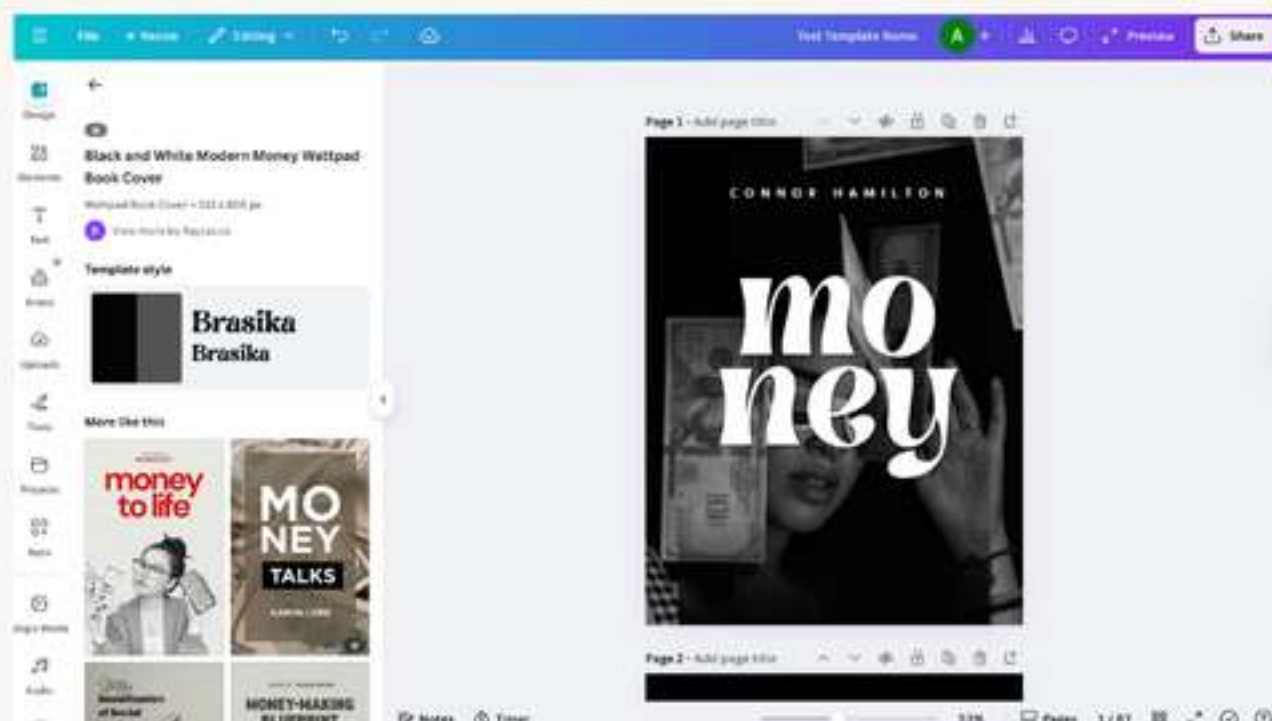
Next, you will create a unique cover for your version of the guide. You can begin by either editing the cover page that's already there, or deleting it and adding a new page.

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

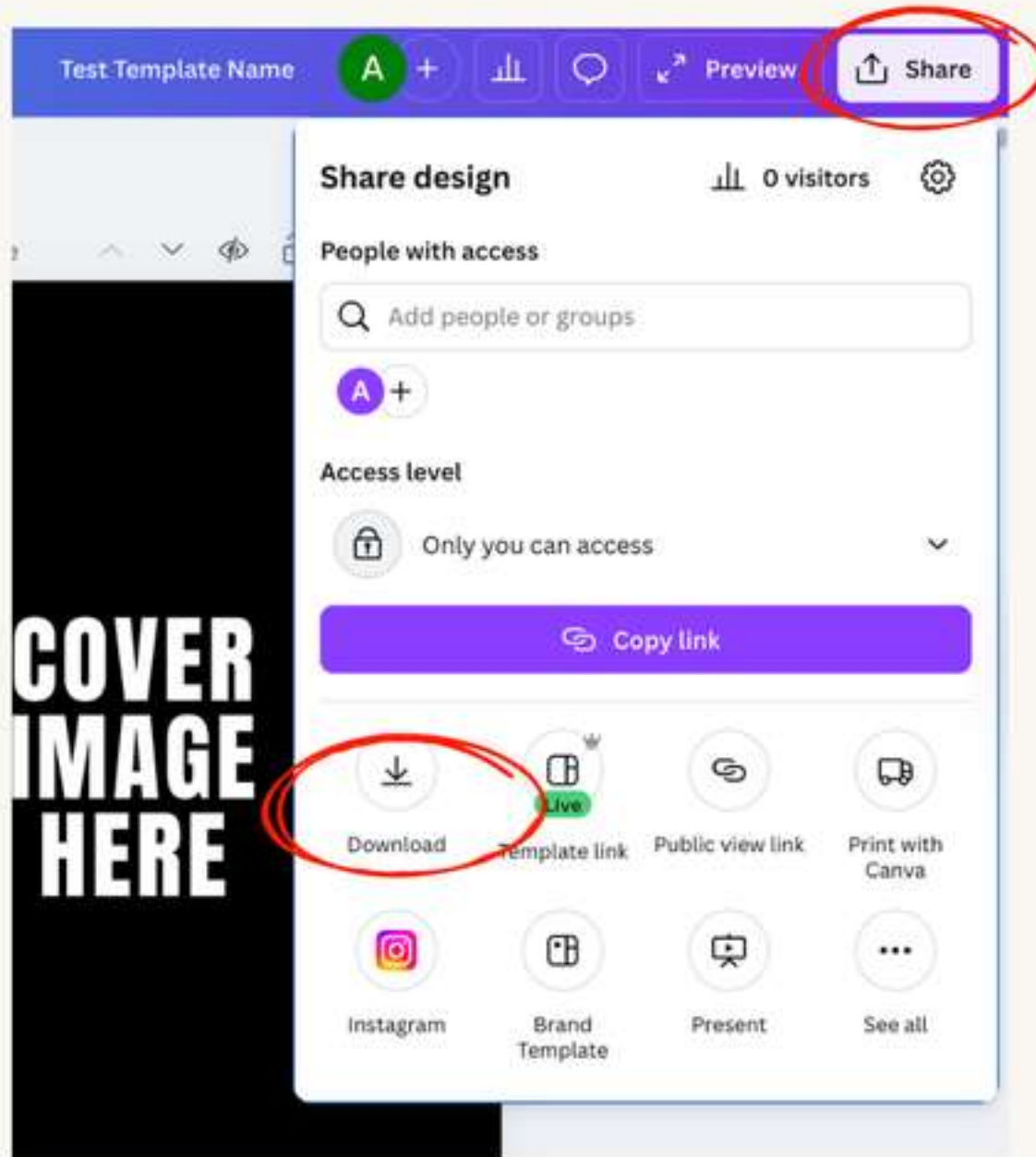
Continue working through the rest of the guide and make any changes you want! Make instructions more clear, move things around, change out the links, etc. You have complete control over how this guide looks and what it says - so make it YOURS!

Once you're 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've insured all relevant links have been changed out and any other changes have been made* - you need to download it as a **PDF document**.

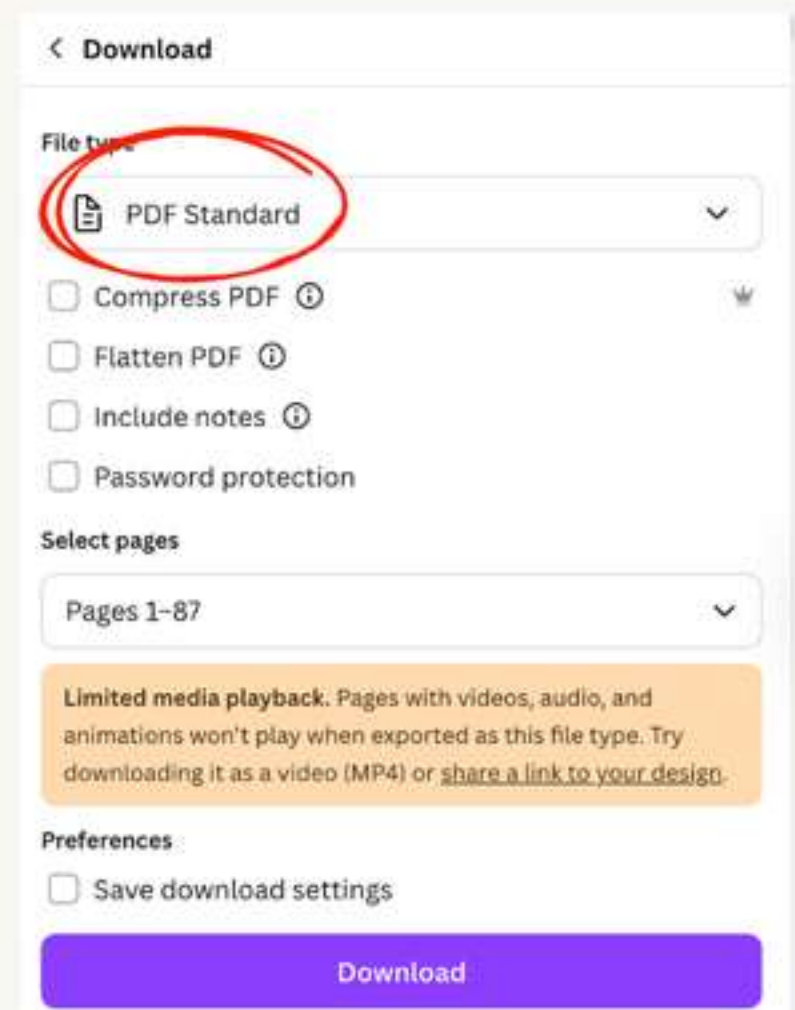
To do this, click on the **'Share'** button in the top right corner. Then click on the **'Download'** icon.

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 [here](#).

You can find their help center [here](#).

The screenshot shows the Canva Support page. At the top, the Canva logo is on the left, and navigation links for Design, Product, Plans, Business, Education, and Help are in the center. A user profile icon is on the right. Below the navigation bar is a large purple header with the text "Canva Support". Underneath the header is a search bar with the placeholder text "Search help articles". Below the search bar is a section titled "Common Issues" with two cards. The first card is titled "Find a missing design" with the subtext "Locate lost or deleted designs". The second card is titled "Get help with a failed payment" with the subtext "Learn why the payment failed and what to do next". Below the "Common Issues" section is a section titled "Still Need Help?". This section contains two cards. The first card is titled "Chat with Help Assistant to contact Support" and has a "Get Help" button. The second card is titled "Manage your account, team, or payment" and has a "Go to Settings" button. At the bottom of the page, there are three links: "Authority Request Policy", "Report inappropriate content", and "Ask about our Terms and Policies". A question mark icon is in the bottom right corner.

Canva

Design Product Plans Business Education Help

Canva Support

Search help articles

Common Issues

Find a missing design

Locate lost or deleted designs

Get help with a failed payment

Learn why the payment failed and what to do next

Still Need Help?

Chat with Help Assistant to contact Support

Get Help

Manage your account, team, or payment

Go to Settings

[Authority Request Policy](#) [Report inappropriate content](#) [Ask about our Terms and Policies](#)

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 page 36.

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'd rather use Beacons, skip to page 23)

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

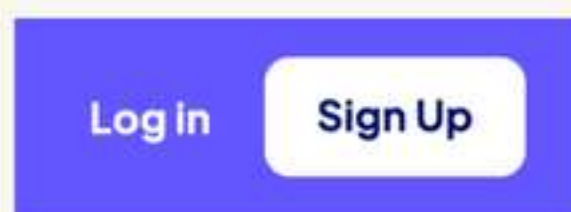
Click the link to below to signup for Stan Store and get 14 days free.

[CLICK HERE TO GET 14 DAYS OF STAN STORE FOR FREE](#)



Step Two

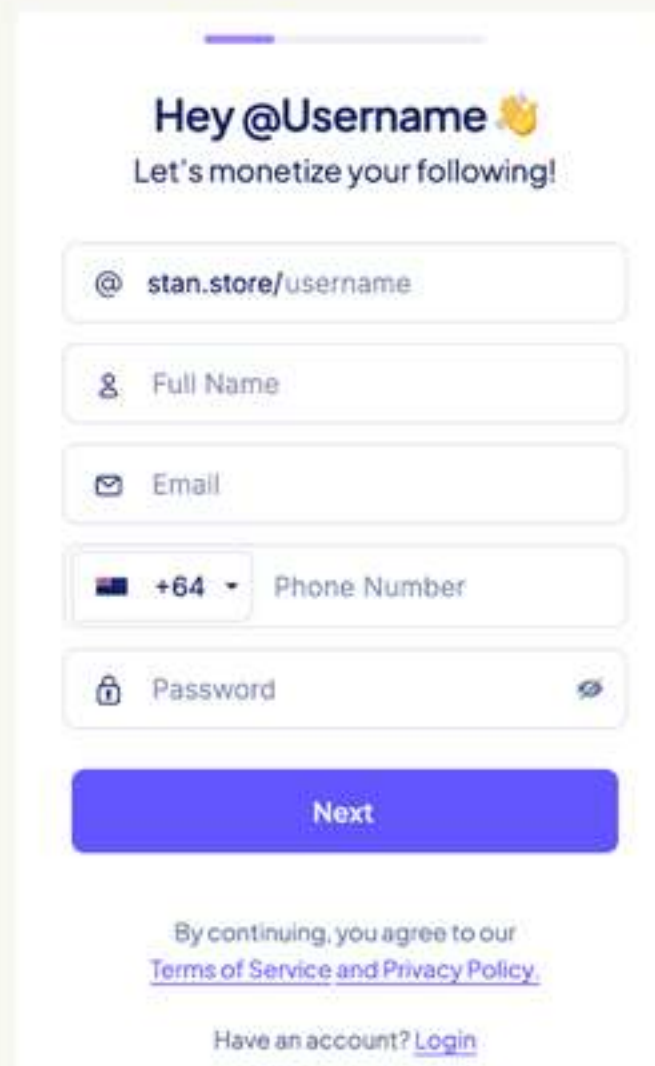
Click the '**Sign Up**' button in the top right-hand corner.



Step Three

Stan will now prompt you to set up your account.

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



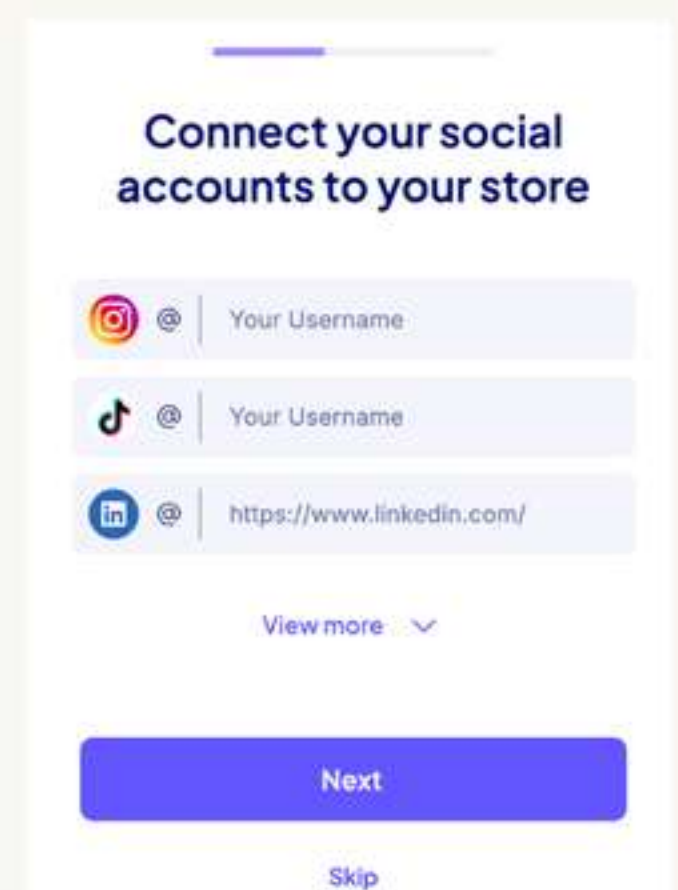
A mobile app interface for account setup. At the top, it says "Hey @Username" with a gold coin icon and "Let's monetize your following!". Below are five input fields: a username field with "@ stan.store/username", a "Full Name" field, an "Email" field, a "Phone Number" field with a "+64" country code selector, and a "Password" field with a toggle icon. A blue "Next" button is below the fields. At the bottom, there is a link to "Terms of Service and Privacy Policy" and a "Login" link for existing users.

Step Four

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

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

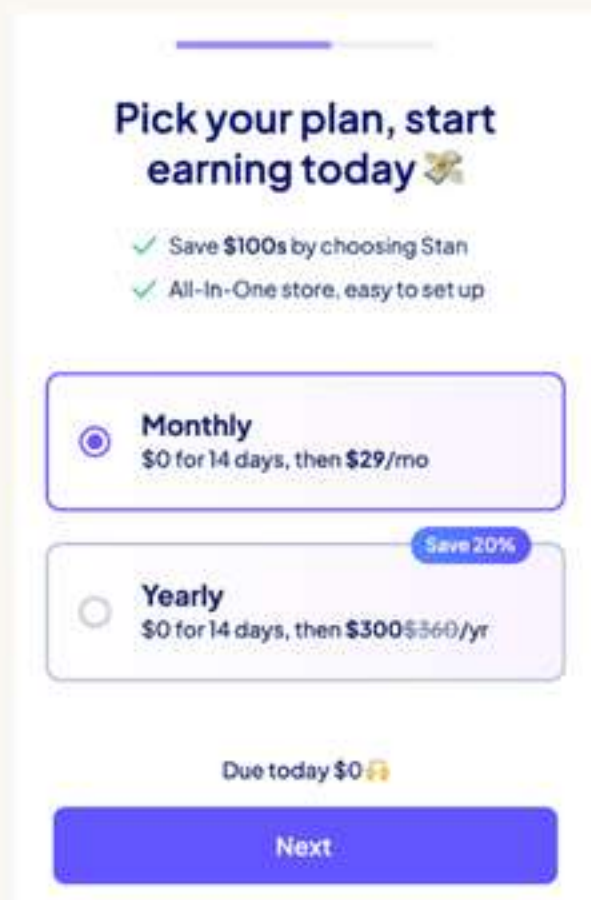
If you will be setting up a new Instagram account, click '**Skip**' (you will come back and add this after creating your Instagram account in the next section).



A mobile app interface for connecting social media accounts. The title is "Connect your social accounts to your store". There are three input fields: Instagram with a "@ Your Username" placeholder, TikTok with a "@ Your Username" placeholder, and LinkedIn with a "https://www.linkedin.com/" placeholder. Below these is a "View more" link with a dropdown arrow. At the bottom are two buttons: a large blue "Next" button and a smaller "Skip" link.

Step Five

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



Pick your plan, start earning today 🏆

- ✓ Save \$100s by choosing Stan
- ✓ All-In-One store, easy to set up

☒ **Monthly**
\$0 for 14 days, then \$29/mo

☐ **Yearly** Save 20%
\$0 for 14 days, then \$300/\$360/yr

Due today \$0 🏆

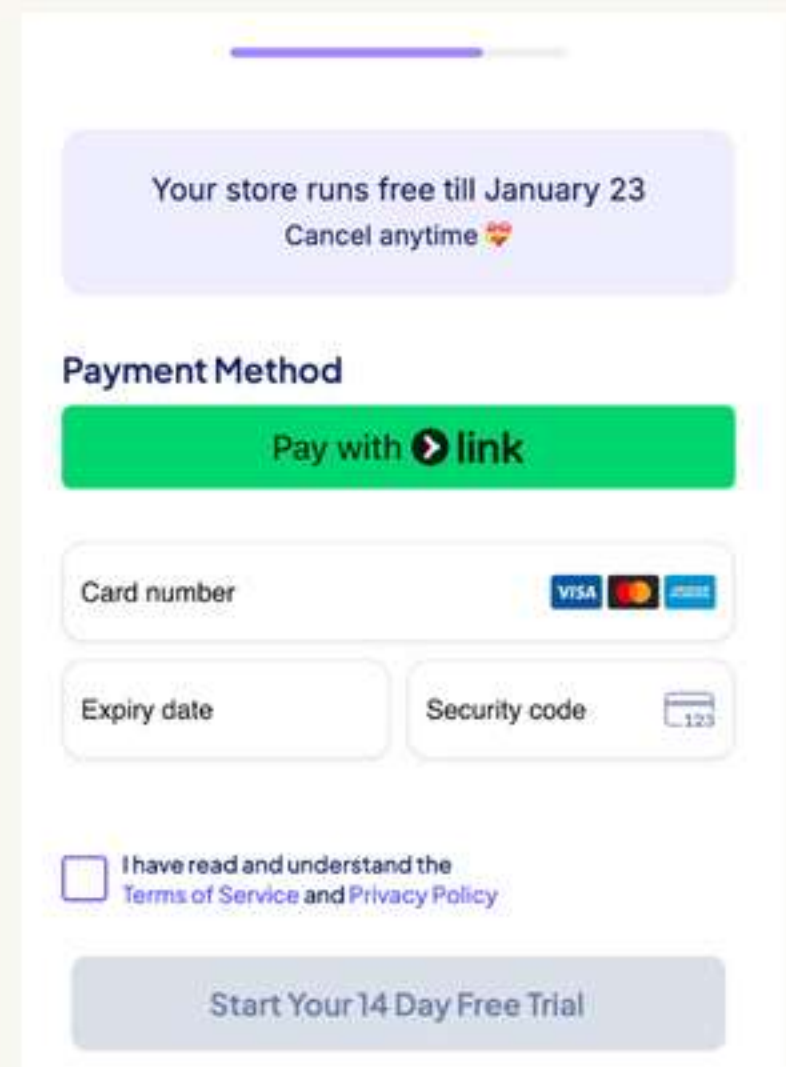
Next

Step Six

Enter your credit card details to set up your subscription. You won't 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!



Your store runs free till January 23
Cancel anytime 🏆

Payment Method

Pay with ▶ link

Card number VISA MASTERCARD AMERICAN EXPRESS

Expiry date MM/YY Security code 123

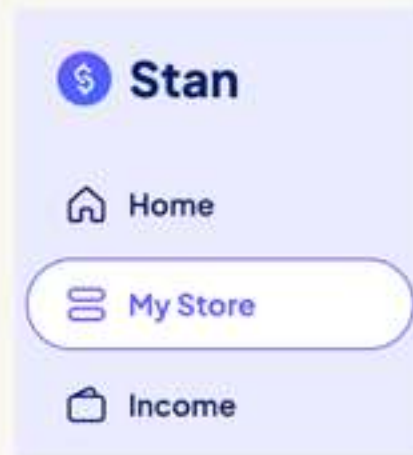
☐ I have read and understand the [Terms of Service](#) and [Privacy Policy](#)

Start Your 14 Day Free Trial

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.

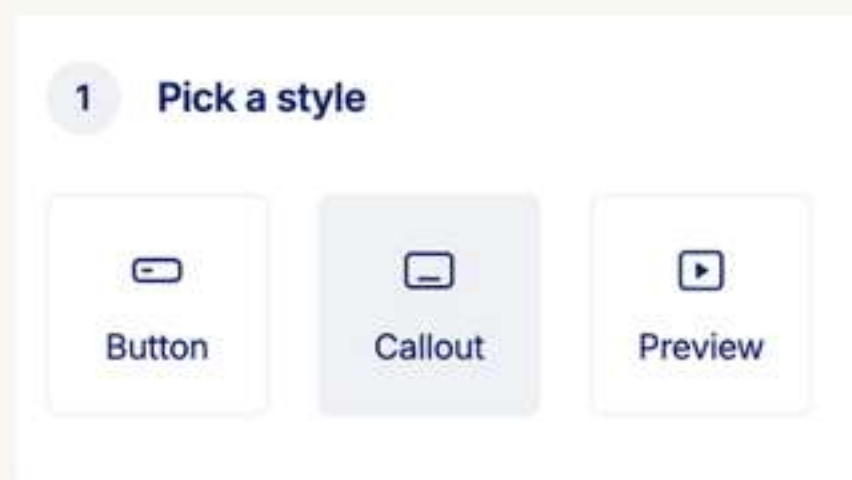


Step Ten

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 won't be sending people to your Stan Store homepage, however it is still important that it is set up professionally, should someone visit it.

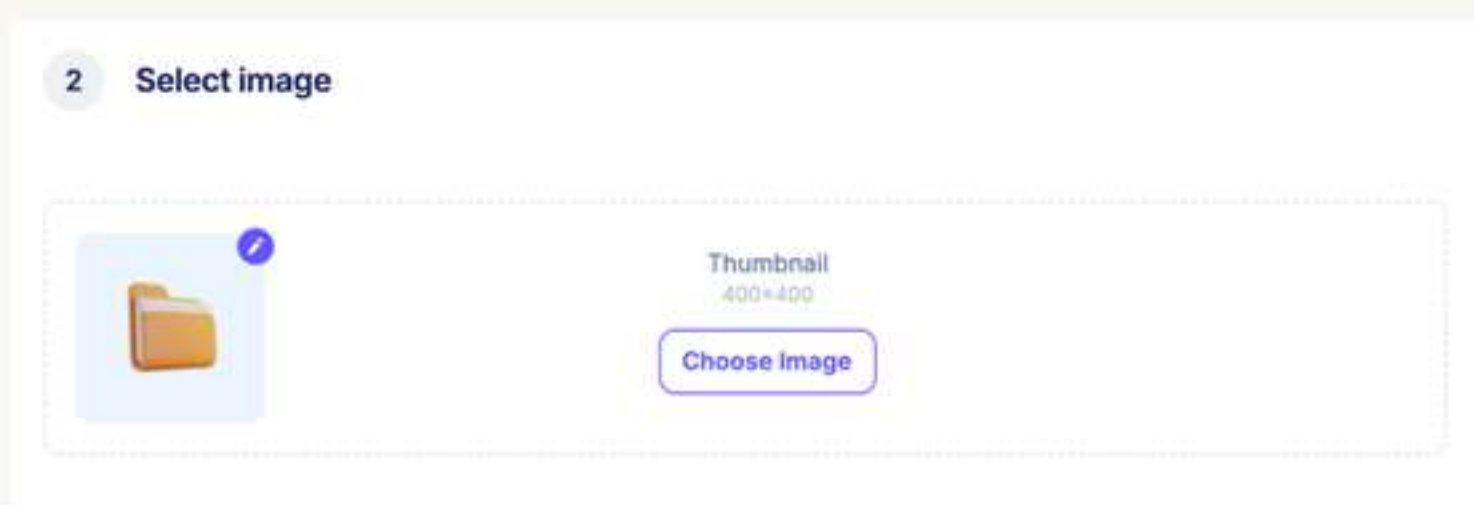


Step Eleven

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

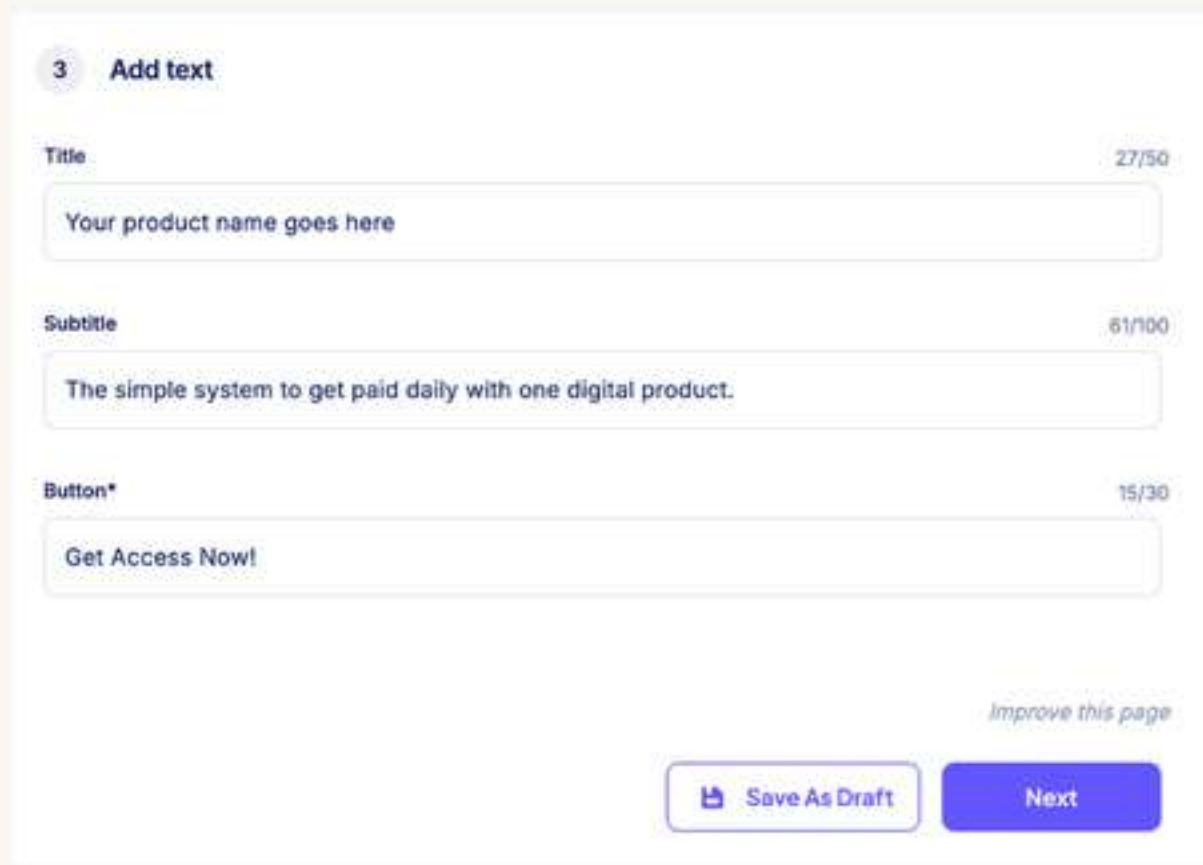
Under **Add Text**, customize this text to suit your brand and messaging.

Title: Enter your product name

Subtitle: A brief description about your product i.e. The simple system to get paid daily with one digital product.

Button: Get Access Now!

Then click '**Next**'.

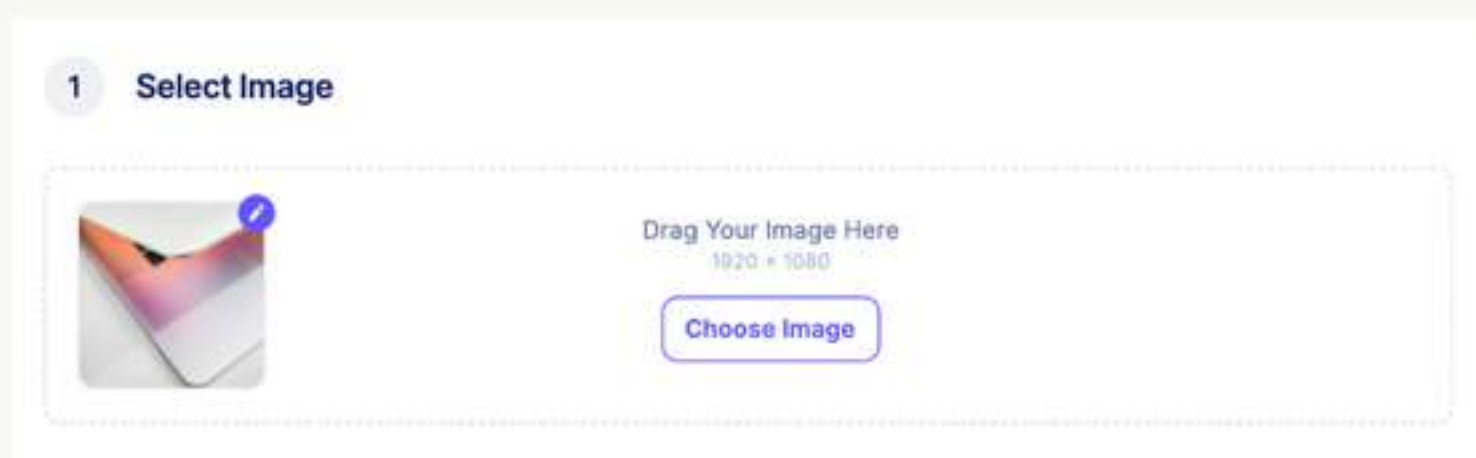


The screenshot shows a form titled '3 Add text'. It contains three text input fields. The first field is labeled 'Title' with a character count of 27/50 and contains the placeholder text 'Your product name goes here'. The second field is labeled 'Subtitle' with a character count of 61/100 and contains the text 'The simple system to get paid daily with one digital product.'. The third field is labeled 'Button*' with a character count of 15/30 and contains the text 'Get Access Now!'. At the bottom right, there is a link 'Improve this page' and two buttons: 'Save As Draft' and '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 [these templates](#).

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



The screenshot shows a form titled '1 Select Image'. It features a dashed rectangular box for image selection. On the left side of the box is a small thumbnail image of a colorful folder. To the right of the box, the text 'Drag Your Image Here' is displayed above the dimensions '1920 x 1080'. Below this text is a button labeled 'Choose Image'.

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 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:

Turn ONE ready-to-sell PDF into daily income (even if you've 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 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 start making sales.
- Step 8: Set up a AutoDM to automatically send the link to your PDF to your audience when they enquire about it.

That's it! One product + one ad → daily sales on autopilot.

Imagine that you sold just 1 a day...that'd still be an extra \$820 per month.

...what about 5 per day...that's an extra \$135/day or \$4k per month!

...and what if you sold 10 per day...that'd be an extra \$270/day or a whopping \$8k per month!!!

And all of this made passively from one ad while you go about living your life.

What would an extra \$8K a month do for you?

🔥 **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 earns in the background while you live your life
- You want a low-stress way to earn online without needing a big audience
- You're ready to create consistent daily cash with just one product and one ad

☀ 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 profitable 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 make money so anyone can follow along and get results
- You can immediately resell it 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 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'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 make a sale?

Many students make their first sale within 24–72 hours of launching. Set up to sell the same day and with the right ad, daily cash could begin as soon as tomorrow.

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 getting paid from 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, profit forever.**

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've 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”.

A screenshot of a form field labeled "Call-to-Action Button *" with a character count "8/30" in the top right corner. The field contains the text "PURCHASE".

Call-to-Action Button * 8/30

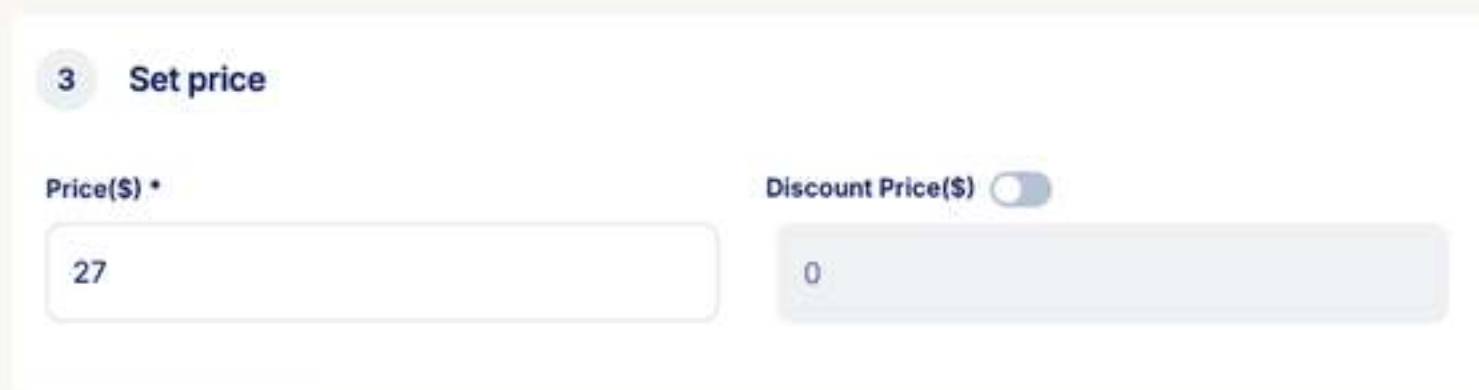
PURCHASE

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 won't leave enough margin to run ads and stay profitable.

A screenshot of the "Set price" section of a form. It has a header "3 Set price". Below it are two input fields: "Price(\$) *" with the value "27" and "Discount Price(\$)" with a toggle switch and the value "0".

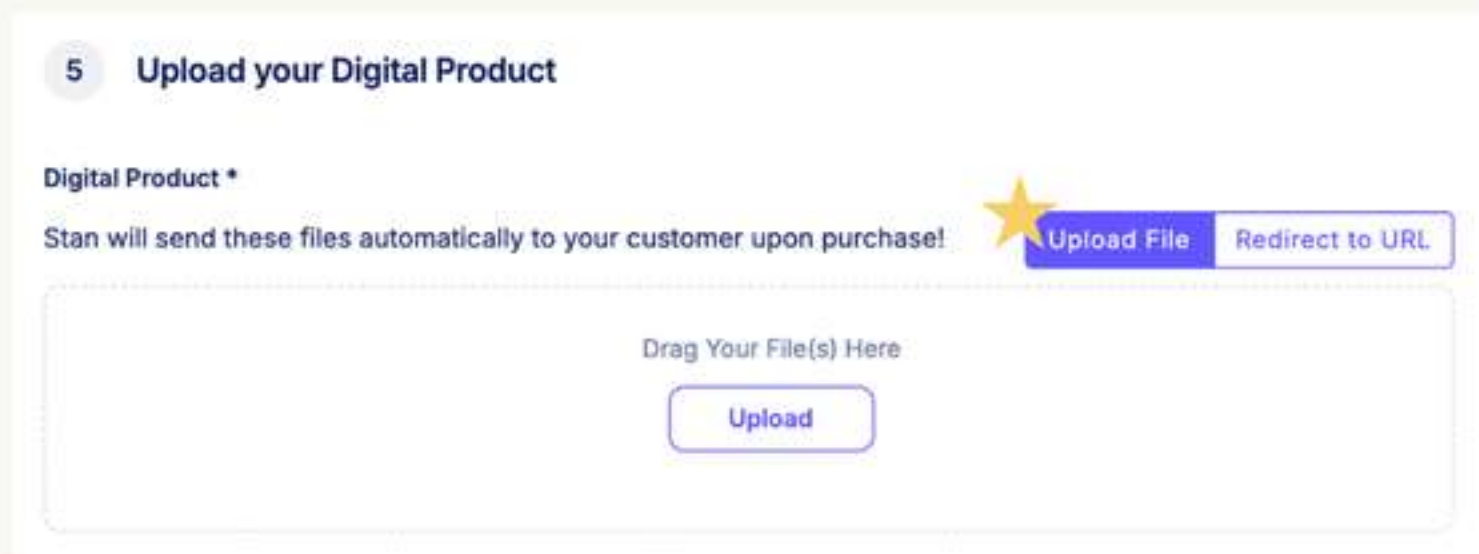
3 Set price

Price(\$) * Discount Price(\$)

27 0

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.

A screenshot of the "Upload your Digital Product" section of a form. It has a header "5 Upload your Digital Product". Below it is a section labeled "Digital Product *" with the text "Stan will send these files automatically to your customer upon purchase!". To the right of this text are two buttons: "Upload File" (highlighted with a yellow star) and "Redirect to URL". Below this is a large dashed box labeled "Drag Your File(s) Here" with an "Upload" button inside it.

5 Upload your Digital Product

Digital Product *

Stan will send these files automatically to your customer upon purchase!

Upload File Redirect to URL

Drag Your File(s) Here

Upload

Step Twenty

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

 Thumbnail  Checkout Page  Options

Step Twenty-One

Under **Confirmation Email**, you can customise 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 customise 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.

✉ **Confirmation Email** ▼

Subject

Your order from @ My Username is here!

[Restore Default](#)

Body

 **B**  *I*   

+ Personalize

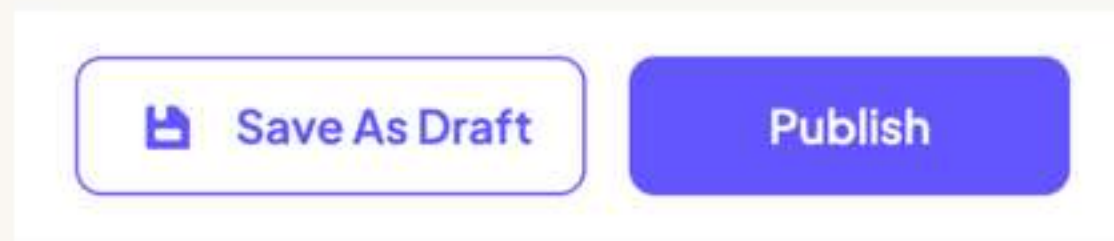
Hi Customer Name !
Thank you for ordering Product Name ! Here is your order:
Product File(s)
- @ My Username

[Restore Default](#)

Step Twenty-Two

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

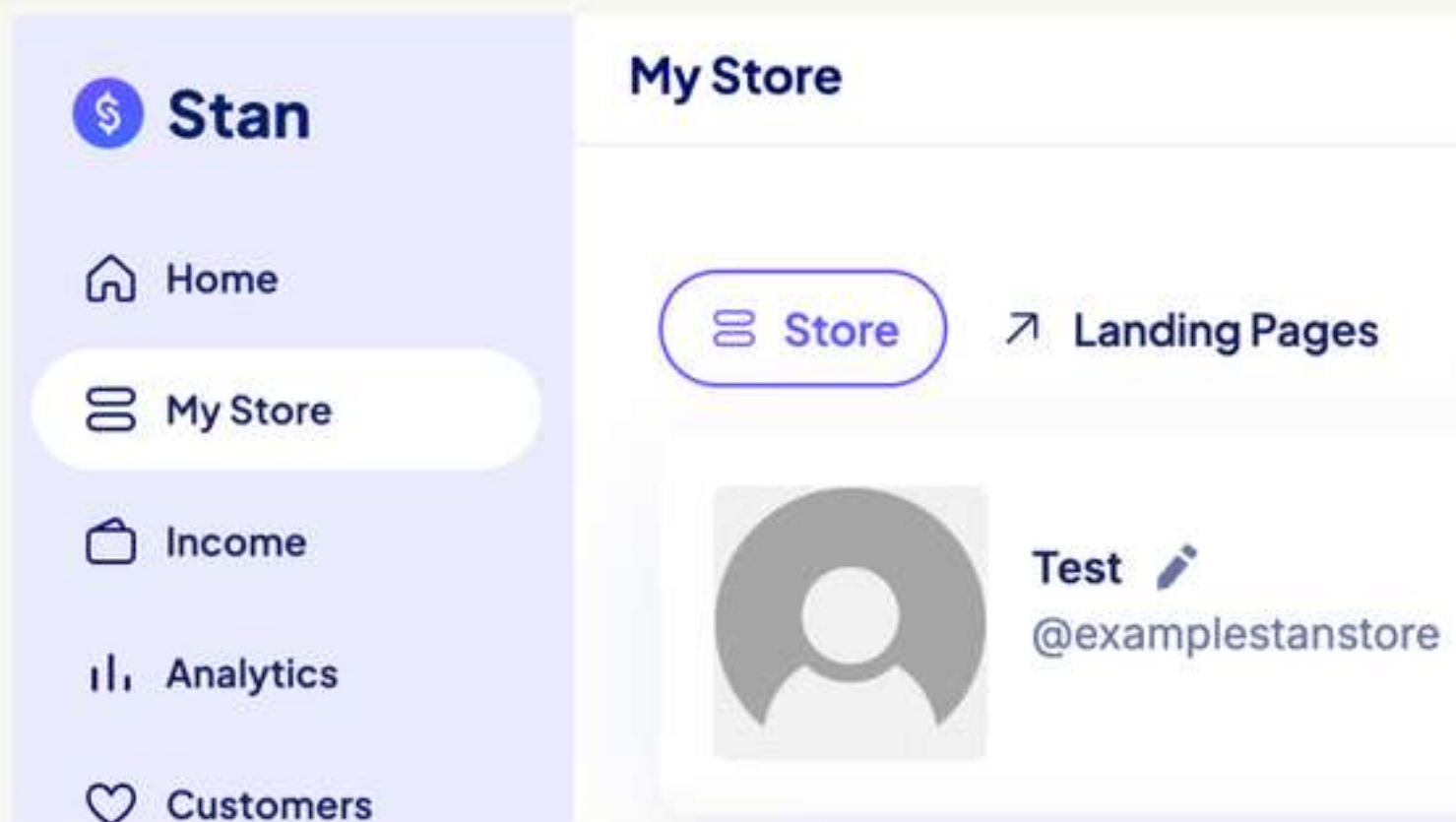
After you have finished editing your version of this guide and have downloaded it from Canva following the steps in Phase One, you will upload it, and then you can publish it. Your product will then be live.



Step Twenty-Three

Now we will customise 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.



Display Name

Bio

20/80

Social Links (URL)

 @

 @

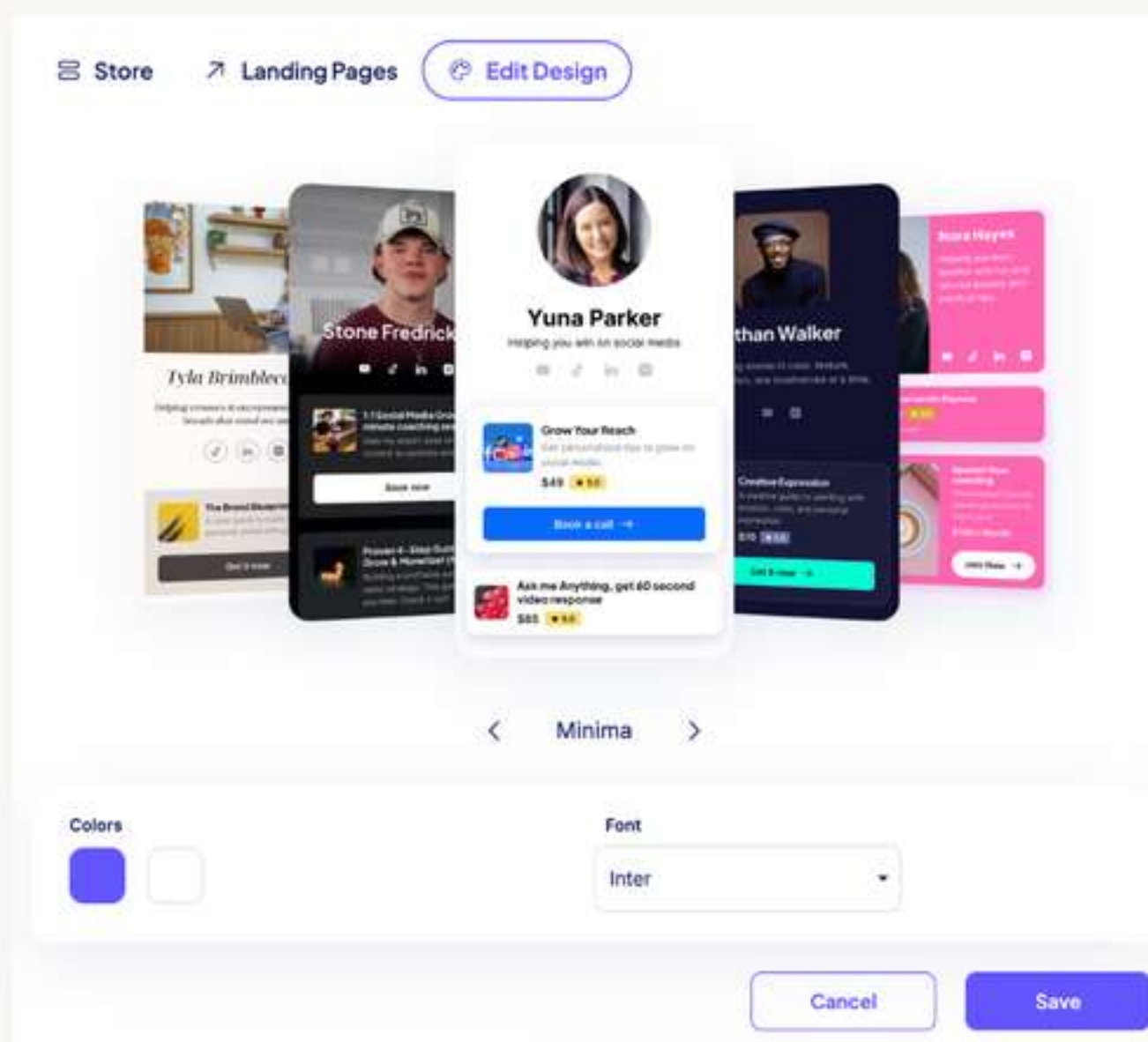
MORE SOCIALS



Save

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's time to set up how you'll 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..

The screenshot shows the 'My Account Settings' interface with the 'Payments' tab selected. The navigation bar includes links for Profile, Integrations, Billing, Payments (highlighted), Email Notifications, and Security. Under the 'Payment Methods' section, there is a prompt to connect a bank account. A Stripe payment method is listed with a 'Register' button, and a '+ Add PayPal' link is below it. There are two toggle switches: 'Enable Marketing Consent (GDPR)' and 'Enable Terms & Conditions', both currently turned off. At the bottom, there is a 'Change Store Checkout Language' section with a dropdown menu set to 'English'.

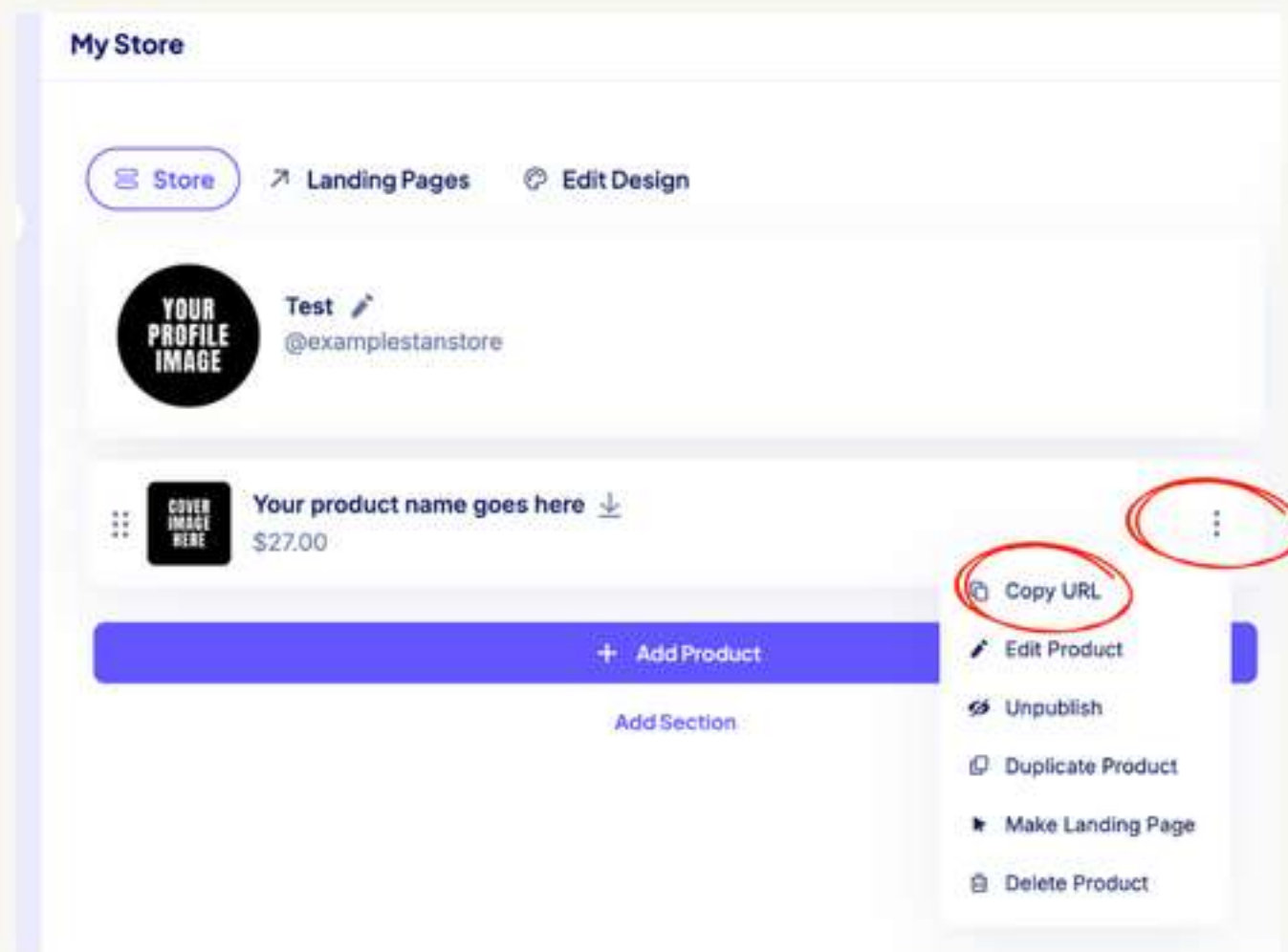
Here is a link for [more information](#) on connecting Stripe (and PayPal) to your store.

Click [here](#) to find out the countries where Stripe is available. 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 [here](#).

If you choose to do this, ensure that you update the link on Page 17 to your personal referral link.



NEED SUPPORT WITH STAN STORE?

You can find the support resources for Stan Store [here](#).

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

The screenshot shows the Stan Store knowledge base interface. At the top, there is a navigation bar with the Stan logo and links for Getting Started, Products, Income, Customers, Analytics, Settings, Your Guide to Success, and More. Below the navigation bar, the main heading reads "How can we help you?". Underneath this heading is a search bar with the placeholder text "Search the knowledge base" and a blue "Search" button. Below the search bar, the section "Getting Started" is highlighted. Under "Getting Started", there are two cards. The first card is titled "Setup Your Stan Store" with a list icon and a subtitle "Learn how to navigate your dashboard and how to setup your store". It indicates there are "12 articles". The second card is titled "Setting Up Payments" with a person icon and a subtitle "Start collecting payments on Stan by integrating with Stripe or PayPal". It indicates there are "5 articles".

Stan Getting Started Products Income Customers Analytics Settings Your Guide to Success + More

How can we help you?

Search the knowledge base **Search**

Getting Started

Setup Your Stan Store 📋

Learn how to navigate your dashboard and how to setup your store

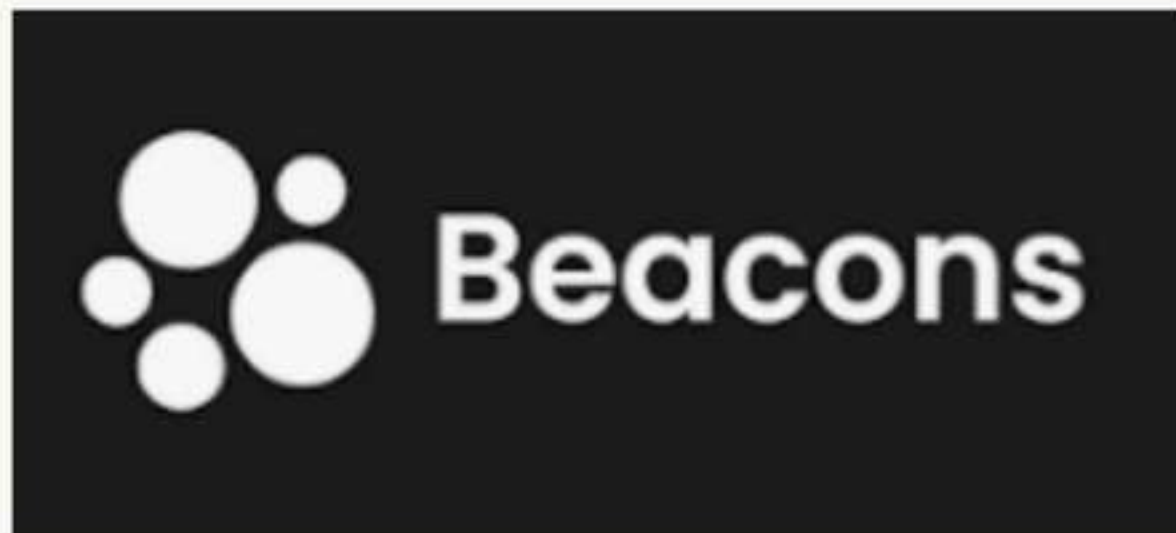
12 articles

Setting Up Payments 👤

Start collecting payments on Stan by integrating with Stripe or PayPal

5 articles

BEACONS



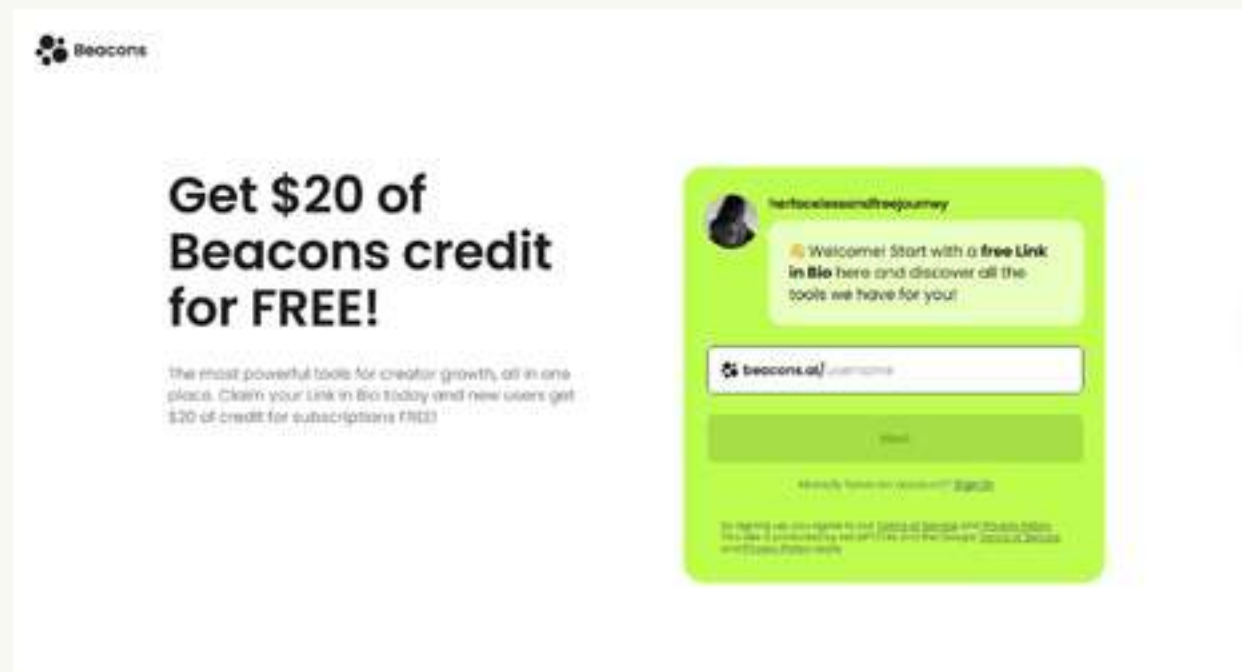
Step One

You can create a Beacons.ai store for customers to buy your digital product (if you set up a Stan Store, you don't 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 make sales. 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](#)



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 give you a prompt to create your Link in Bio. Click '**Next**' and choose the option you like best.

Let's claim your username

✓ Sign up to Beacons, it's free!

 Sign up with Google

 Sign up with Facebook

 Sign up with Apple

Or

Name

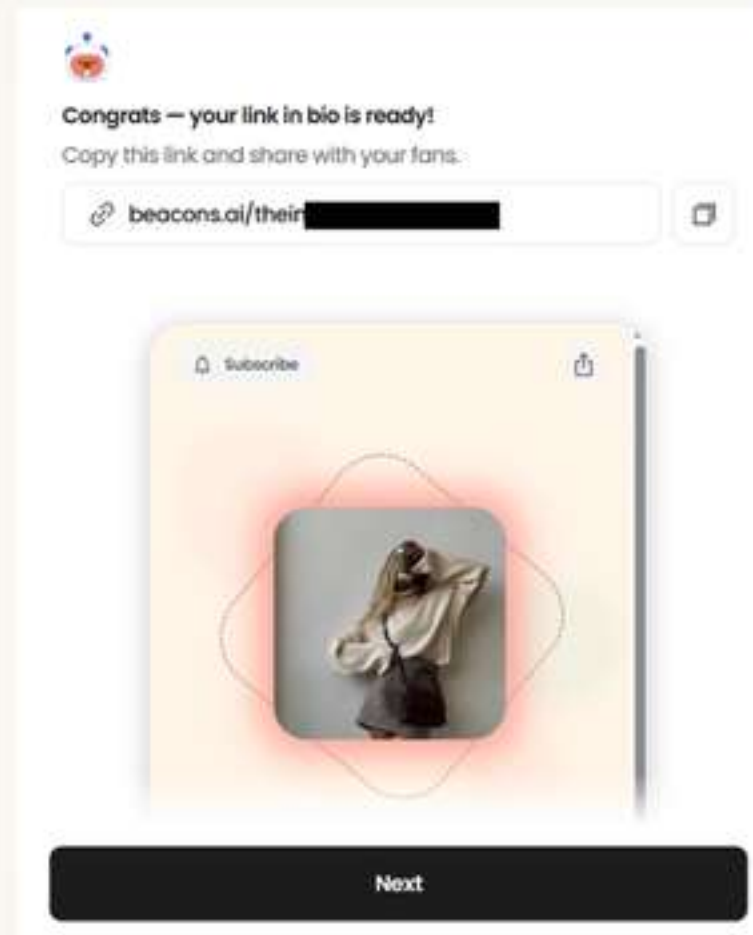
Email Address

Password

Create Account

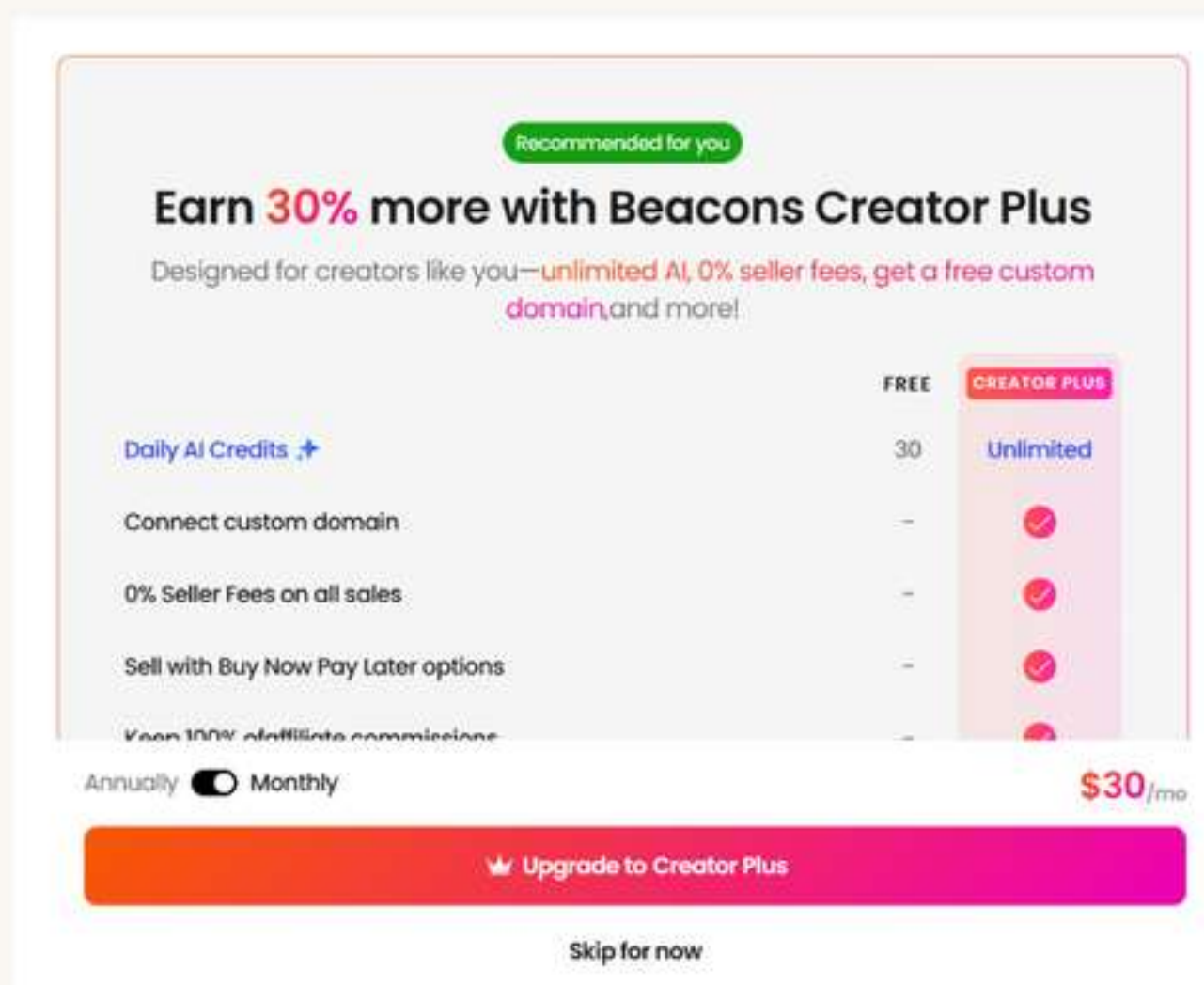
Step Three

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



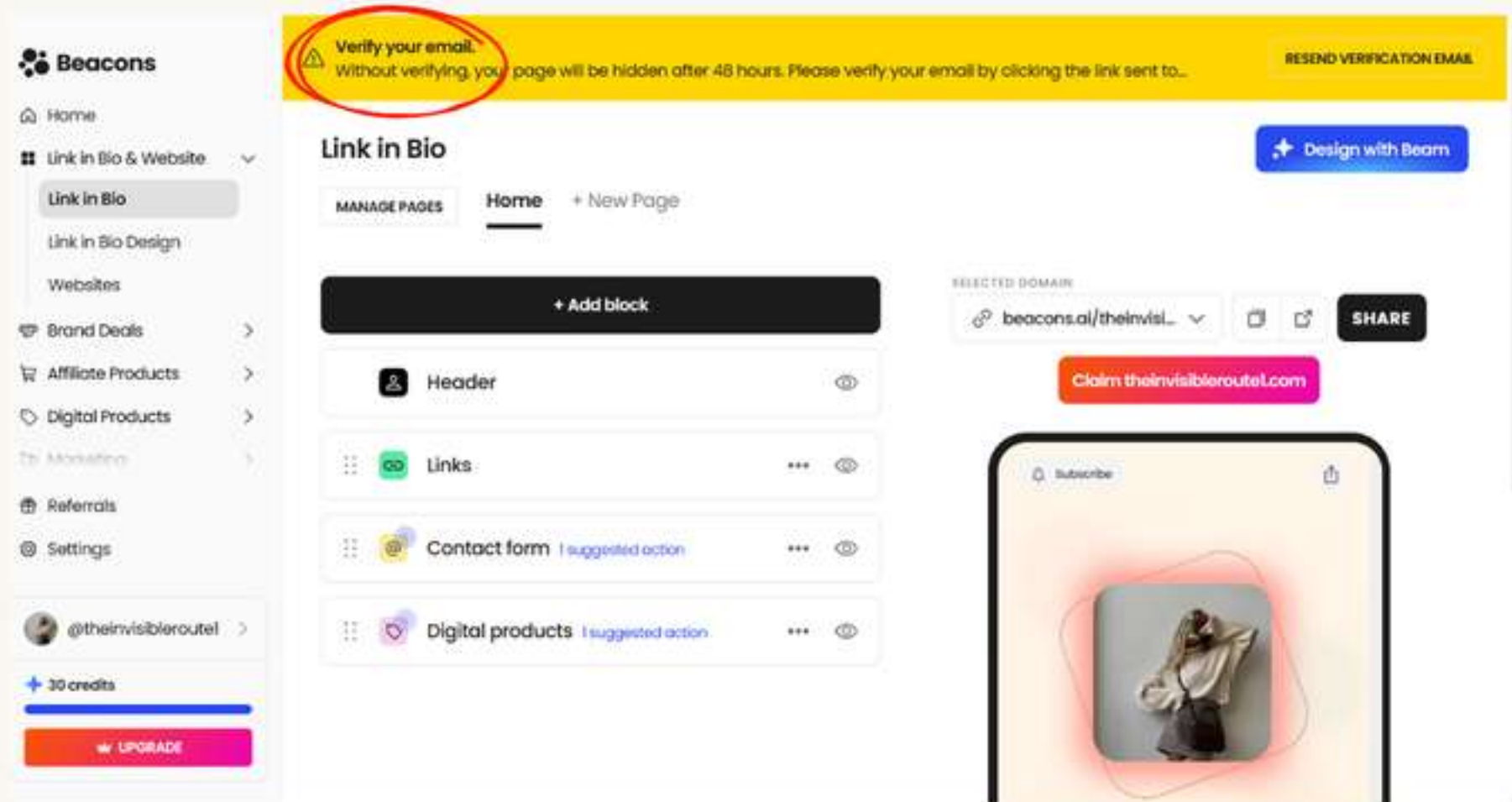
Step Four

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”



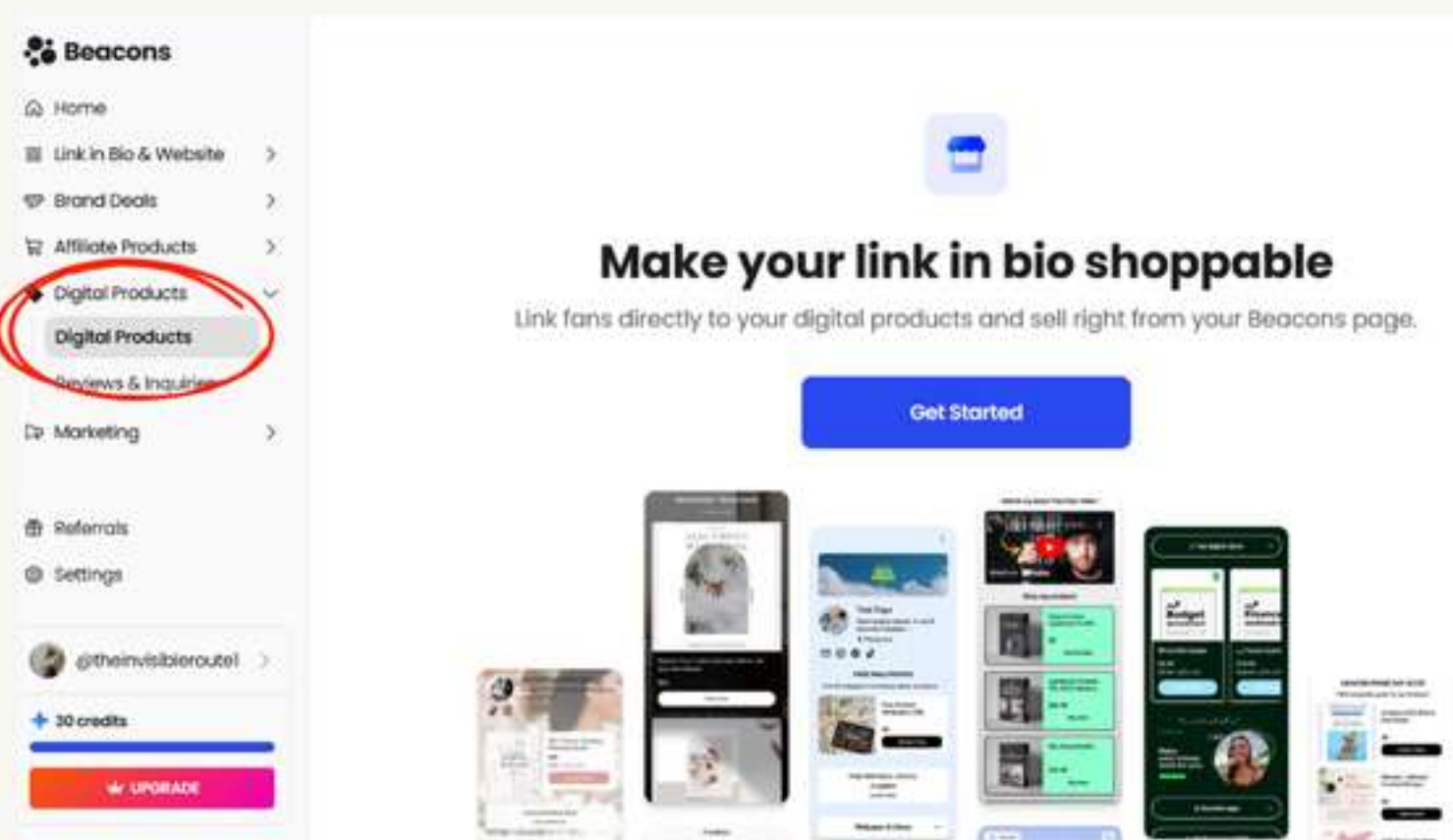
Step Five

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



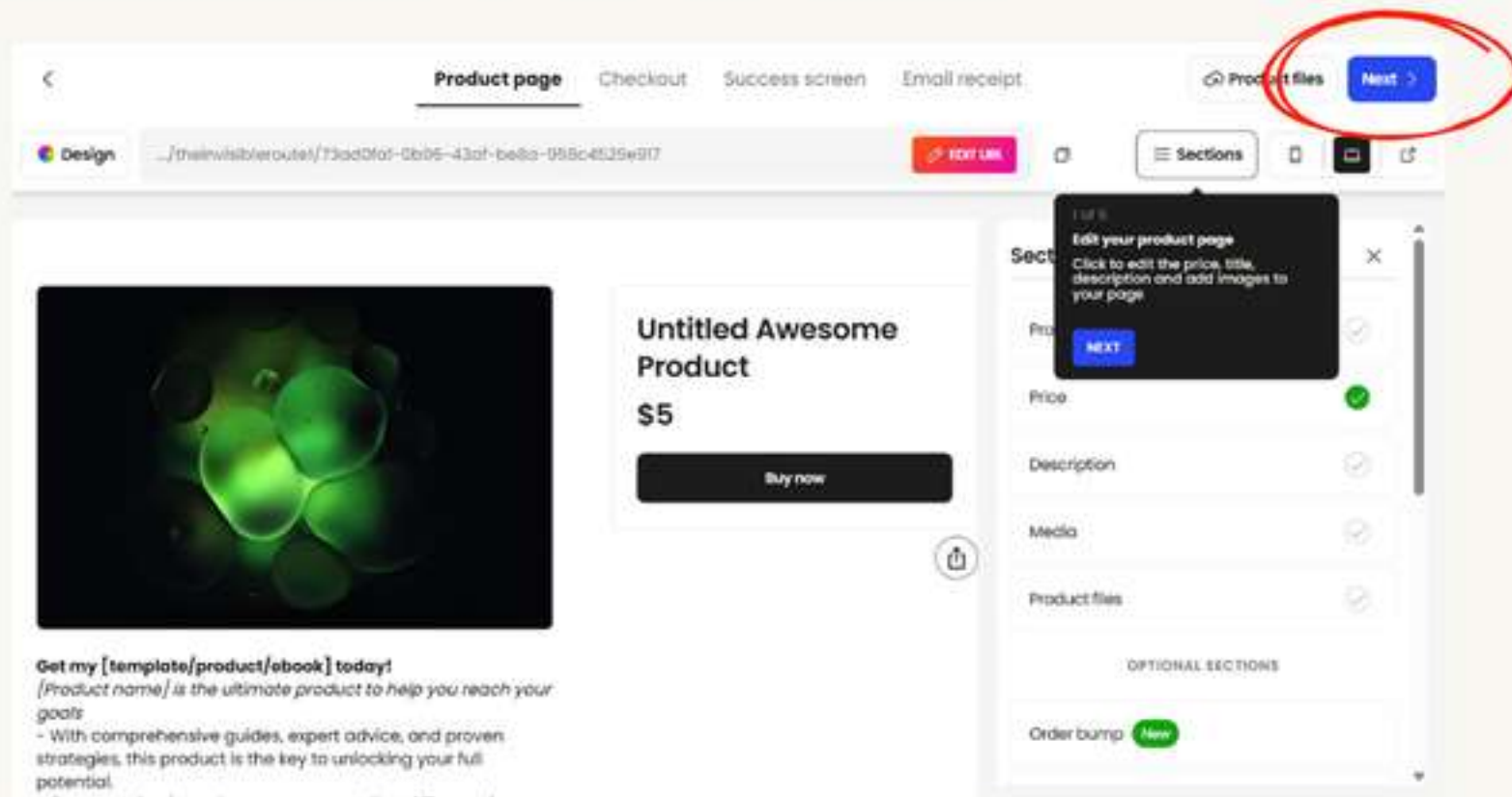
Step Six

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 little tutorial to show you the editing features. Click the blue **Next** button until it finishes and pay attention because 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

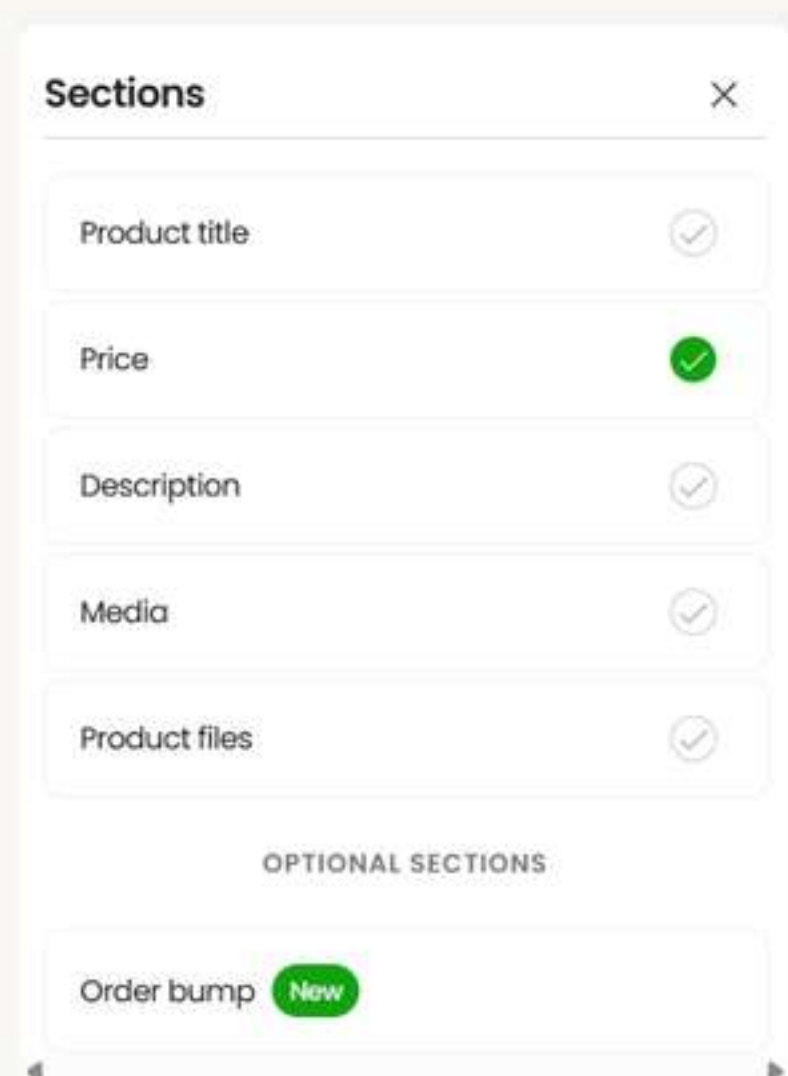
Price: Anywhere from \$17-\$47 - Your choice!

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:

Turn ONE ready-to-sell PDF into daily income (even if you've 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 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 start making sales.
- Step 8: Set up a AutoDM to automatically send the link to your PDF to your audience when they enquire about it.

That's it! One product + one ad → daily sales on autopilot.

Imagine that you sold just 1 a day...that'd still be an extra \$820 per month.

...what about 5 per day...that's an extra \$135/day or \$4k per month!

...and what if you sold 10 per day...that'd be an extra \$270/day or a whopping \$8k per month!!!

And all of this made passively from one ad while you go about living your life.

What would an extra \$8K a month do for you?

📌 **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 earns in the background while you live your life
- You want a low-stress way to earn online without needing a big audience
- You're ready to create consistent daily cash with just one product and one ad

☀ 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 profitable 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 make money so anyone can follow along and get results
- You can immediately resell it 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 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'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 make a sale?

Many students make their first sale within 24–72 hours of launching. Set up to sell the same day and with the right ad, daily cash could begin as soon as tomorrow.

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 getting paid from a digital product **you didn't have to create...** This is where it starts.

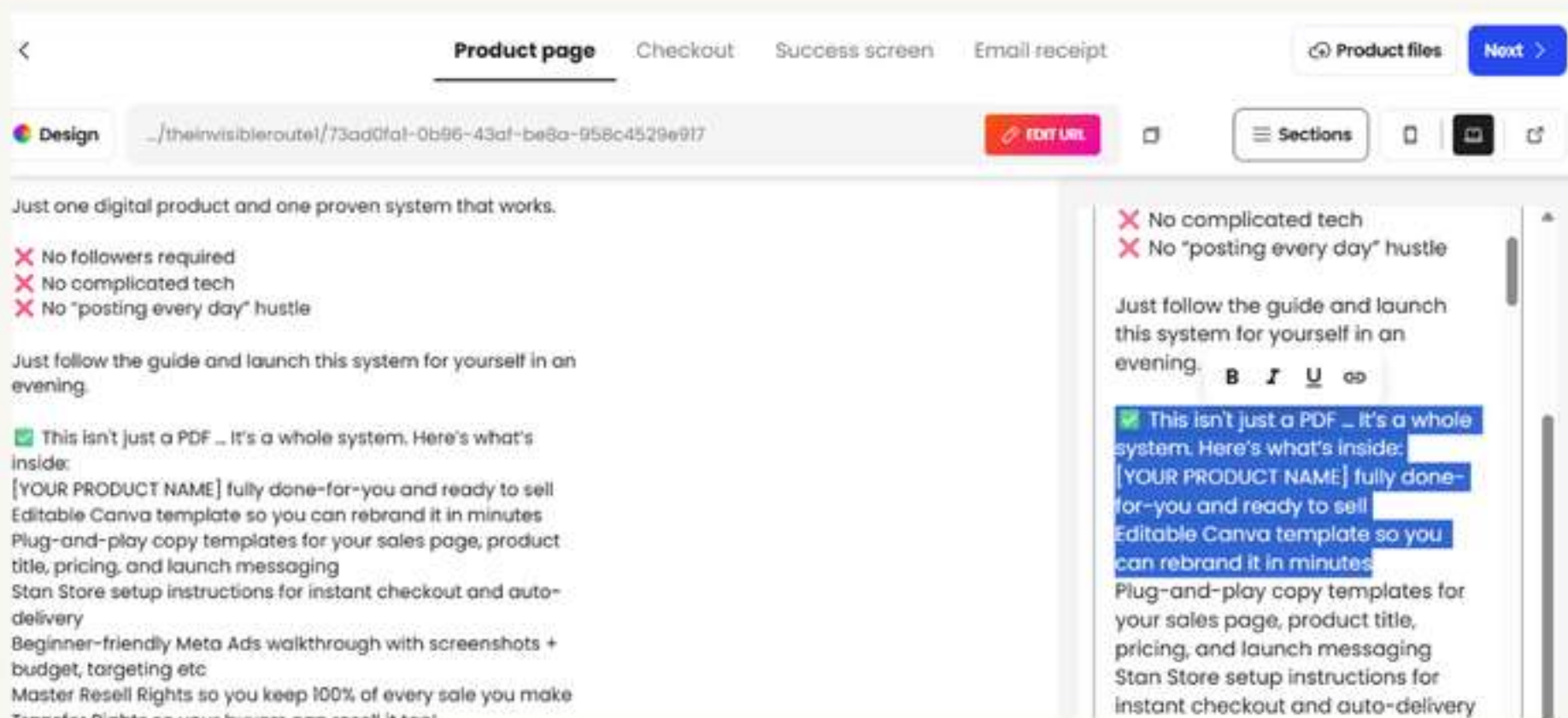
This is plug-and-play. Everything is already built for you; the product, the sales page copy, the ad, and the assets so you can **launch once, profit forever.**

Instant access. Lifetime resale rights. No monthly fees.

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

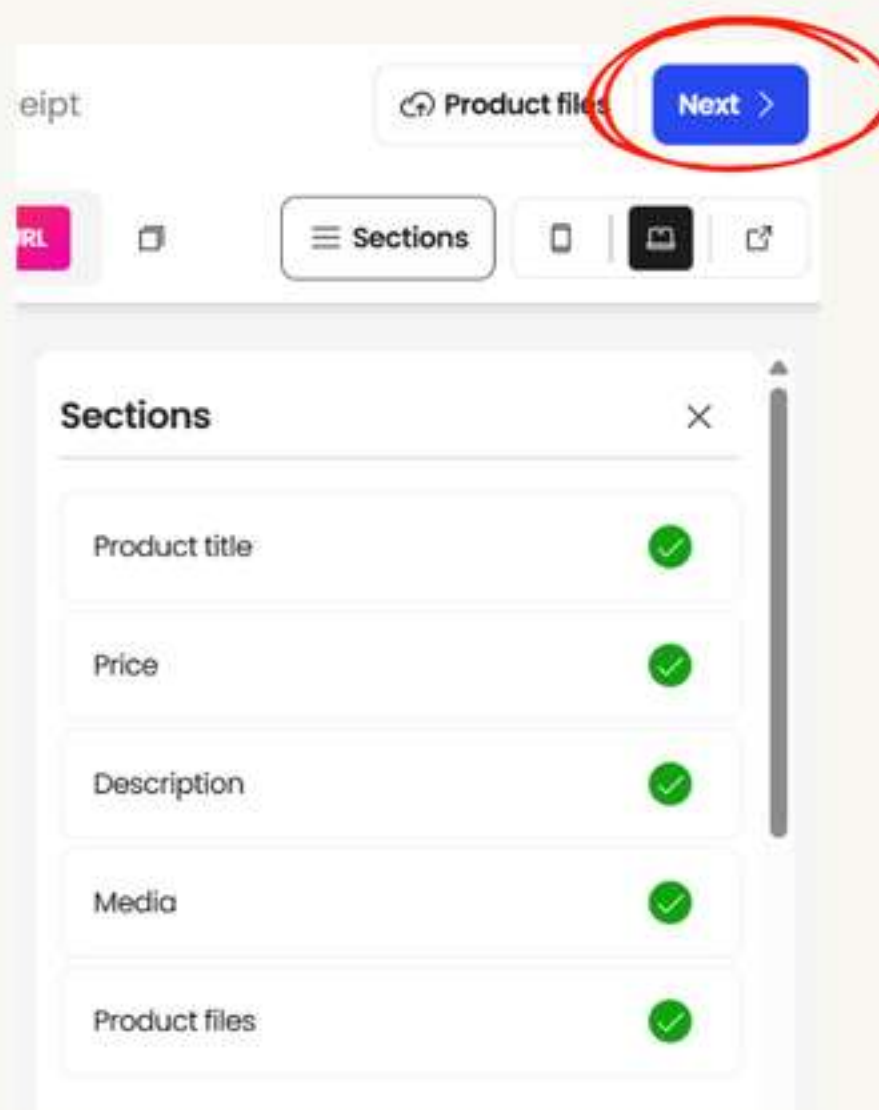
Step Ten

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!

List your product

Make your product available for purchase on your Link In Bio and website



Invisible Income Method

\$27

BUY NOW

LINK IN BIO

home

☒ Digital products ☐ 

List product

Skip for now

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.

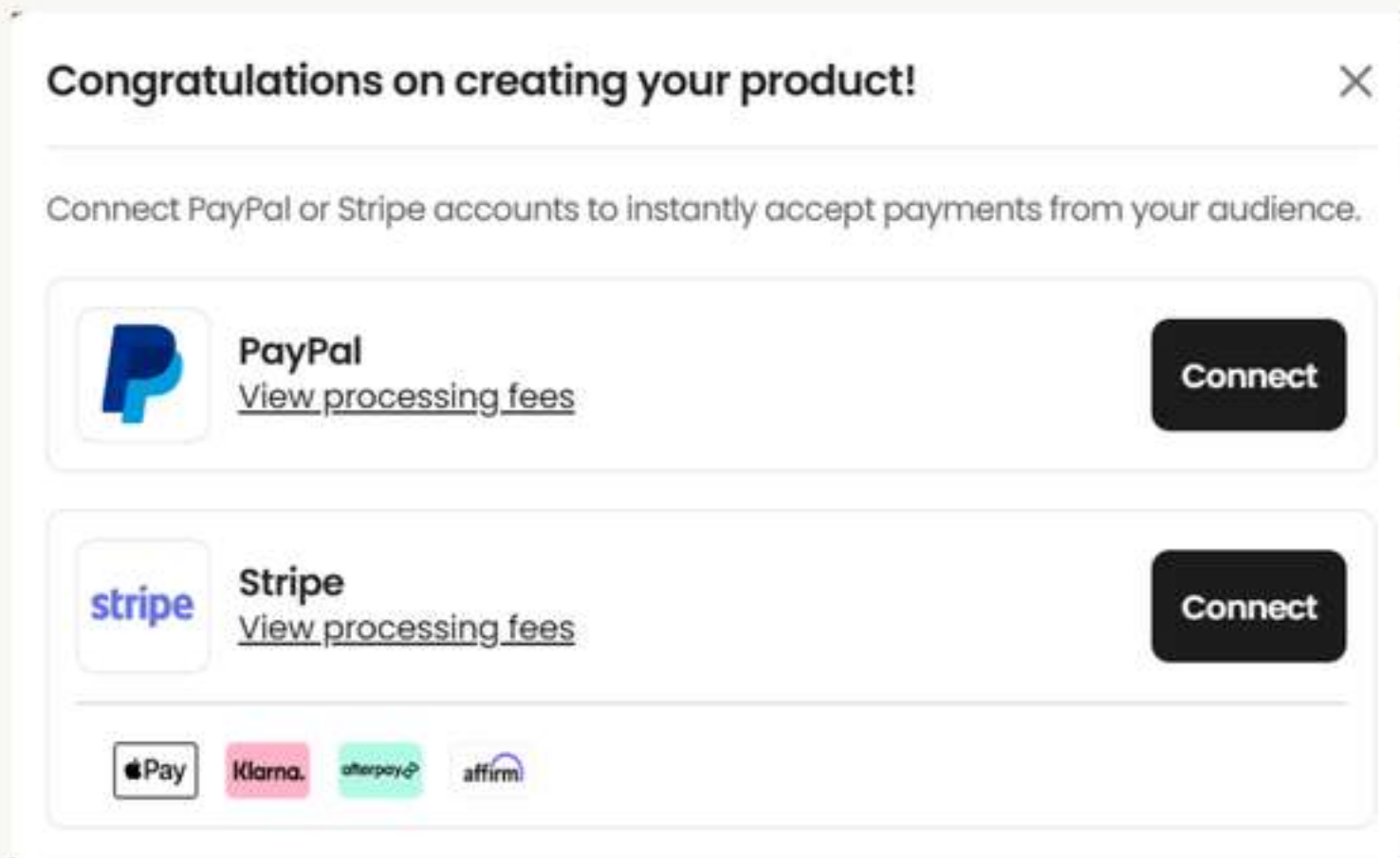
The image displays two side-by-side screenshots of the 'theinvisibleroute1.com' mobile application interface.

The left screenshot shows the 'Digital products' management screen. At the top, there's a 'Back' arrow and a 'Digital products' title. Below the title, there's a '1 suggested action' section with a 'Set up payments' prompt, which includes a description and a 'SET UP PAYMENTS' button. To the right of this prompt is a graphic with 'PayPal' and 'stripe' logos. Below the suggested action, there's a horizontal menu with 'Products', 'Layouts', 'Header', and 'Post-purch' (with a right arrow). A large black button with a white plus icon and 'Add product' text is positioned below the menu. At the bottom, there's a product card for 'Invisible Income Method'. The card has a status 'Payments not set up' in a pink box, a description, a button text, and a product image. Below the card are icons for a mobile app, a green chat bubble, a storefront, and editing tools (pencil, link, dots, and a toggle switch).

The right screenshot shows the user's profile or subscription page. At the top, it says 'SELECTED DOMAIN' followed by 'beacons.al/theinvisibl...'. There are icons for a folder and a share button, and a black 'SHARE' button. Below this is a pink button that says 'Claim theinvisibleroute1.com'. The main section is titled 'Subscribe to theinvisibleroute1' and includes a prompt to sign up for exclusive email updates. There are input fields for 'First Name' and 'Email', followed by a red 'Subscribe' button. At the bottom, there's a 'Shop my products' section featuring a product card for 'Invisible Income Method' priced at '\$27' with a 'Buy now' button. The product card includes an image of the product and a list of items.

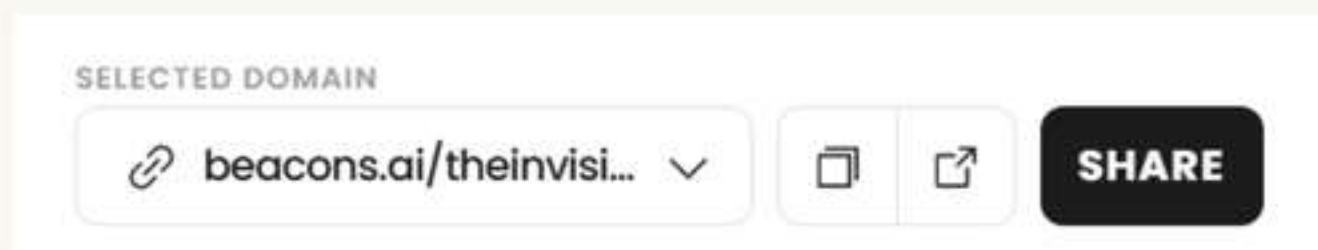
Step Fourteen

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

Your Beacons account is complete! Paste your link in your bio to start making sales!!



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 [here](#).

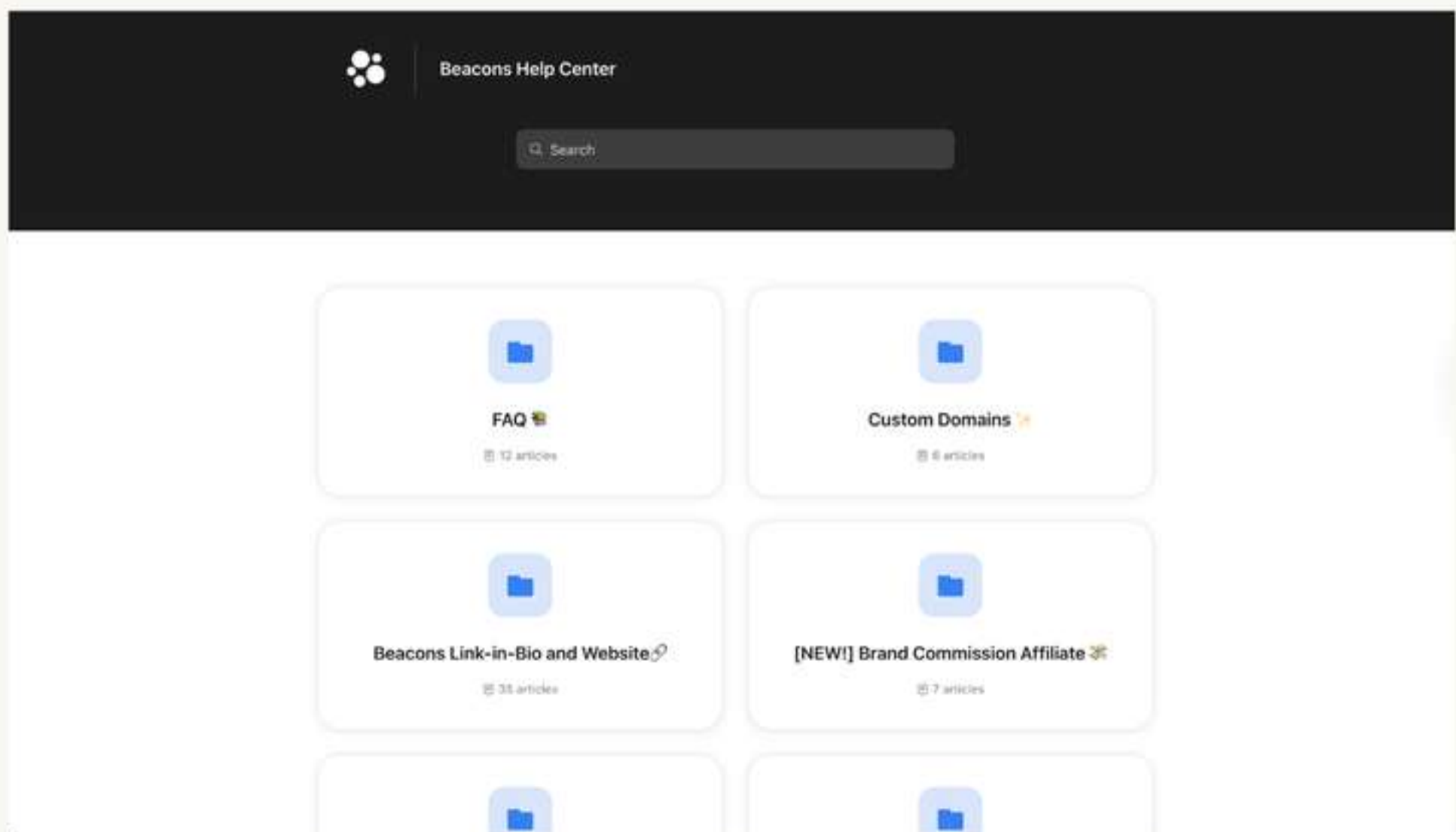
If you choose to do this, ensure that you update the link on Page 37 to your personal referral link.



NEED SUPPORT WITH BEACONS?

You can find the support resources for Beacons [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 click [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!):

😬 Make \$\$\$ online (without showing your face)

💻 Turn ONE PDF + ONE ad → Daily Income

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

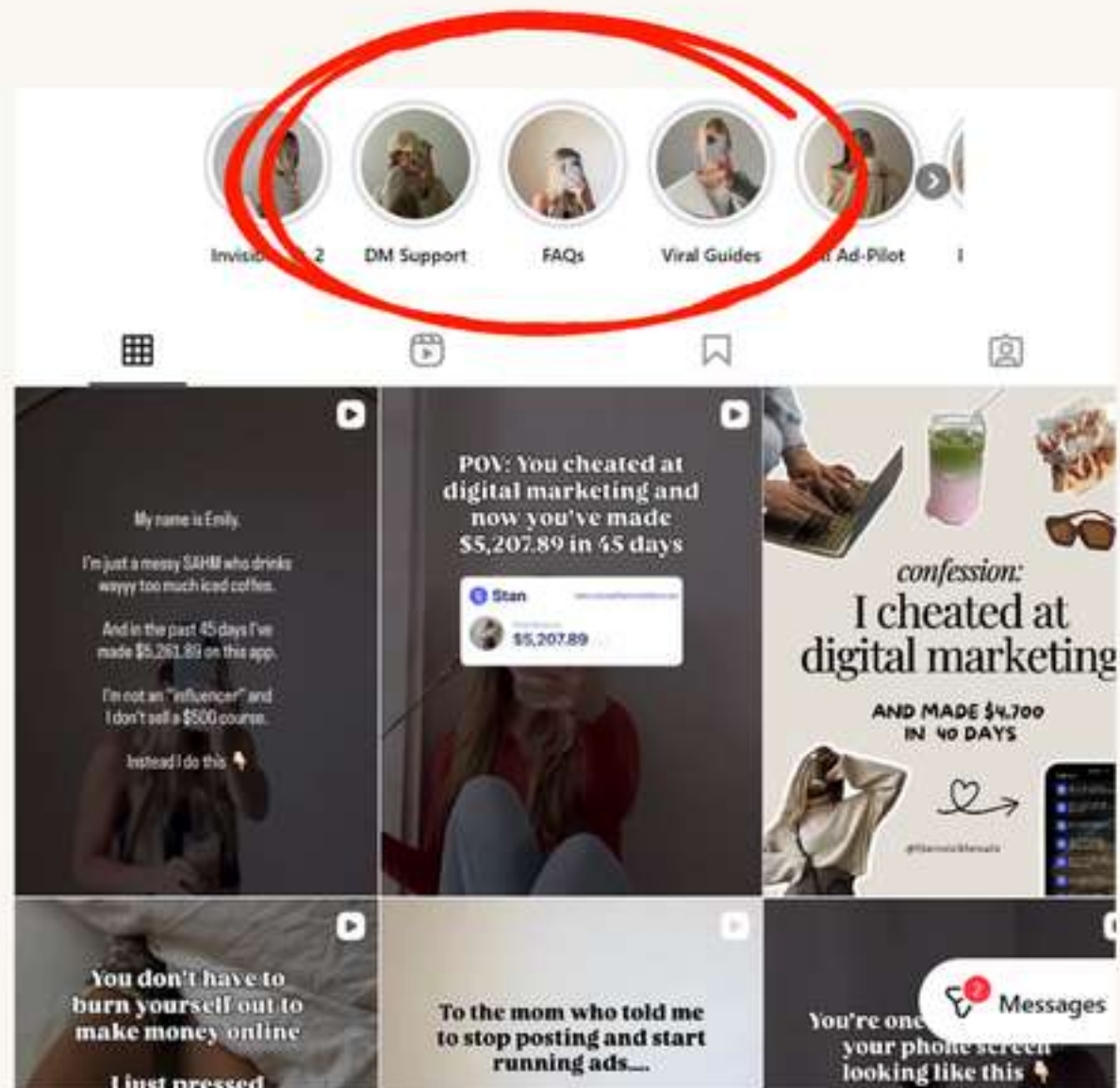
Before you start running ads, make sure your Instagram profile is fully set up.

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

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 [here](#).

The screenshot shows the Instagram Help Centre interface. At the top left is the Instagram logo and the text 'Help Centre'. At the top right is a language selector set to 'English (UK)'. On the left is a sidebar menu with the following items: 'Instagram features', 'Login, recovery and security', 'Manage your account', 'Staying safe', 'Privacy and reporting', 'Terms and policies', and 'Threads'. Each item has a dropdown arrow. Below the sidebar is a blue 'Feedback' button. The main content area is titled 'How can we help you?' and features a search bar with the placeholder text 'Search help articles...'. Below the search bar is a section titled 'Featured topics' with links to 'Reels', 'About AIs on Instagram', 'Instagram for Creators: Help & troubleshooting', 'Edits', 'Get started on Threads', and 'About Instagram ads'. At the bottom of the main area is a section titled 'Looking for something else?' with a card for 'Instagram for Business' that includes a storefront icon, the text 'Learn more about promoting your business on Instagram', and a right-pointing arrow.

Help Centre English (UK)

- Instagram features
- Login, recovery and security
- Manage your account
- Staying safe
- Privacy and reporting
- Terms and policies
- Threads

[Feedback](#)

How can we help you?

Search help articles...

Featured topics

- [Reels](#)
- [About AIs on Instagram](#)
- [Instagram for Creators: Help & troubleshooting](#)
- [Edits](#)
- [Get started on Threads](#)
- [About Instagram ads](#)

Looking for something else?



Instagram for Business
Learn more about promoting your business on Instagram

[→](#)

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:

1. **Video:** A short, eye-catching 5–7 second clip that visually stops the scroll.
2. **Hook:** A single sentence (or two) on screen that grabs attention and makes the viewer curious to know more.
3. **Caption:** This is where you explain the digital product, build trust, and guide the reader toward buying.
4. **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:

1. **Record** a short clip of yourself or your daily life.
2. **Print off a paper version** of your the cover page of you digital product and record a 7 second video of you holding it.
3. **Use stock video.** You can use one of the 5,000 faceless reels included with your purchase, or sign up for a paid content bank.

For this example I will use #3 - a stock video from the 5,000 faceless reels bank. Choose one you like, then download it as an MP4 video.

15,000 LUXURY REELS

Get 15,000 jaw-dropping luxury video clips that'll make your followers swear you hired a Hollywood crew without the crushing invoice



[CHECK IT OUT](#)

This is an optional affiliate opportunity to increase your sales.

Either purchase and update the affiliate link above with your own link, or delete this section if you do not want to offer it to your customers and make additional income.

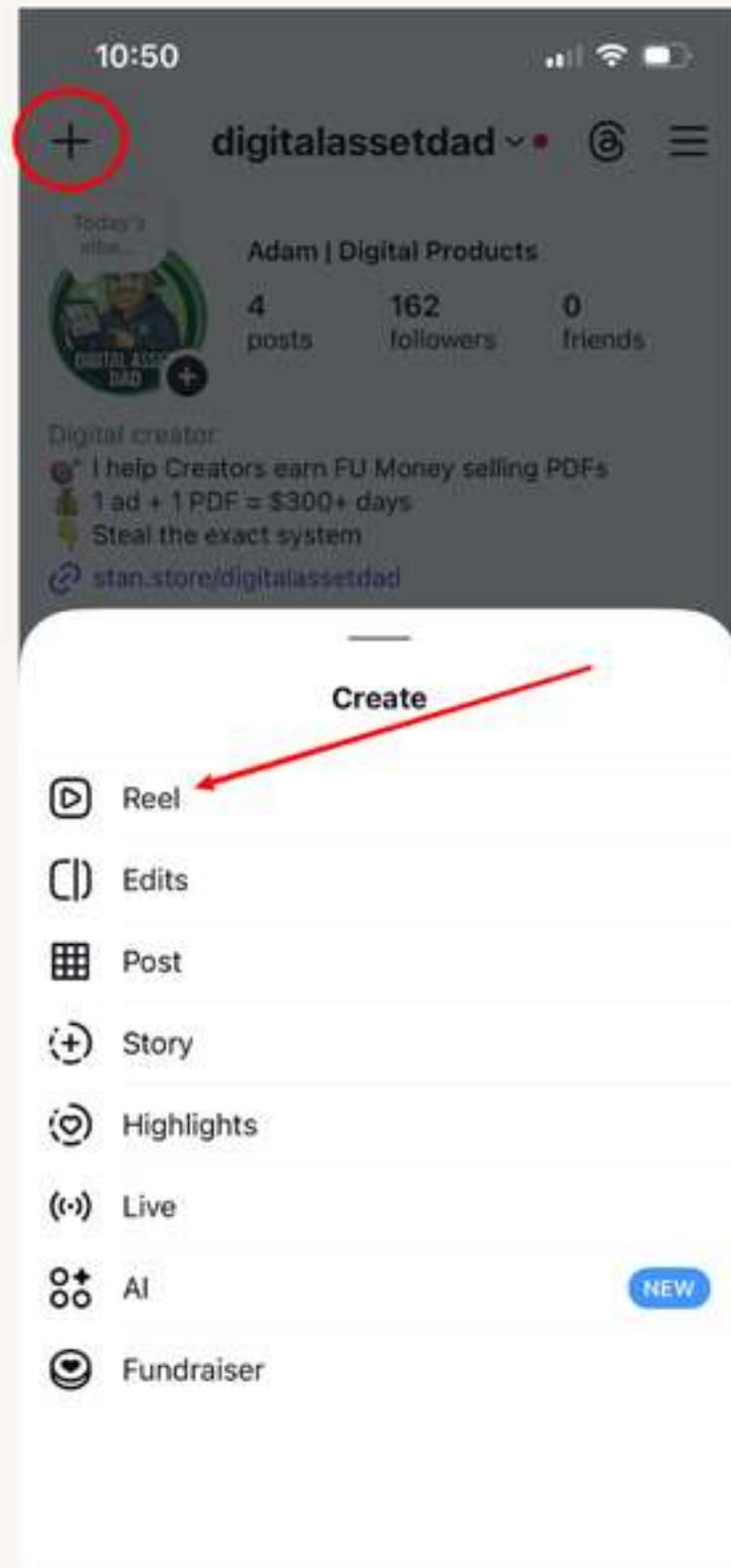
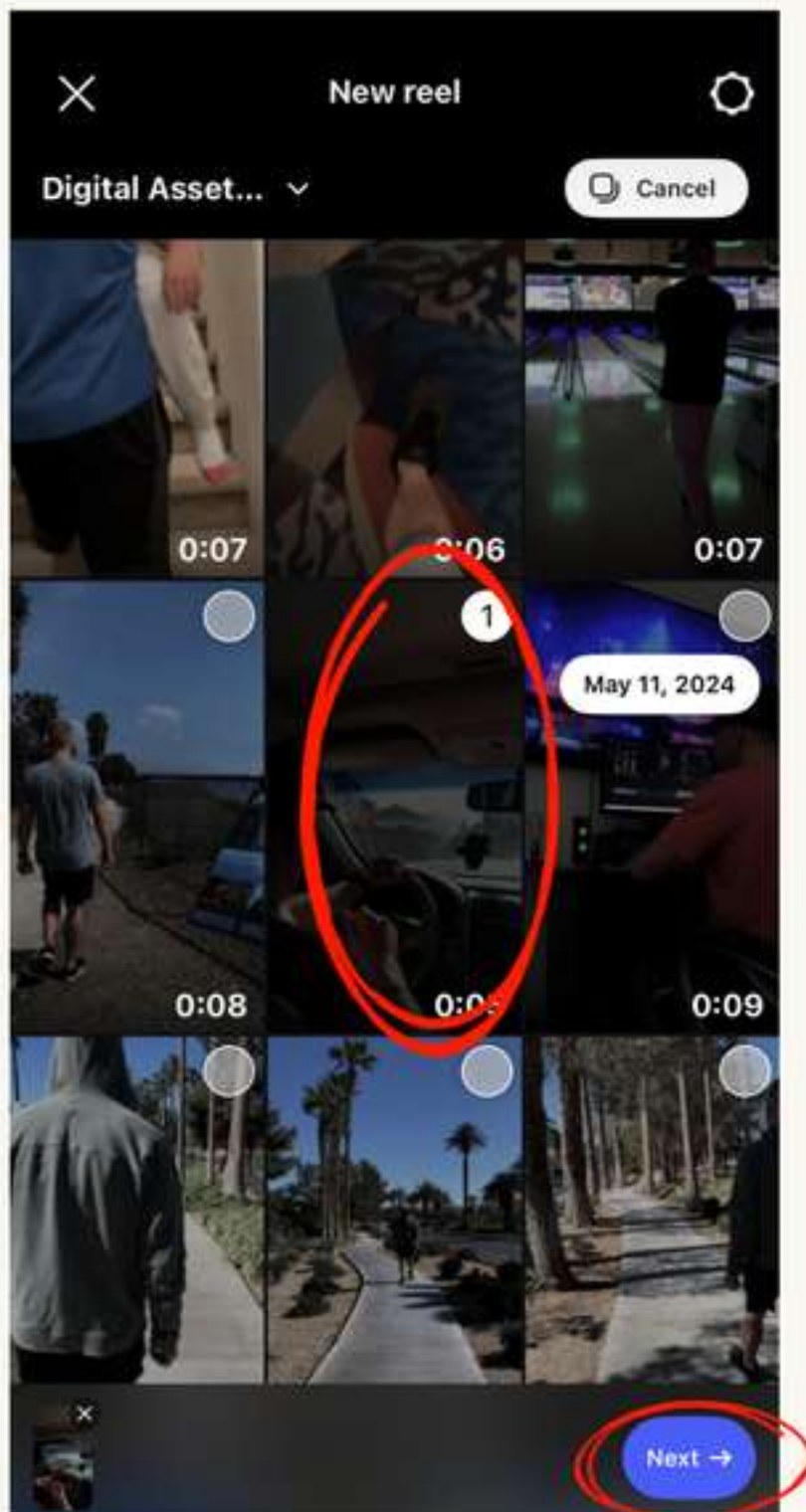
Step Two

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.

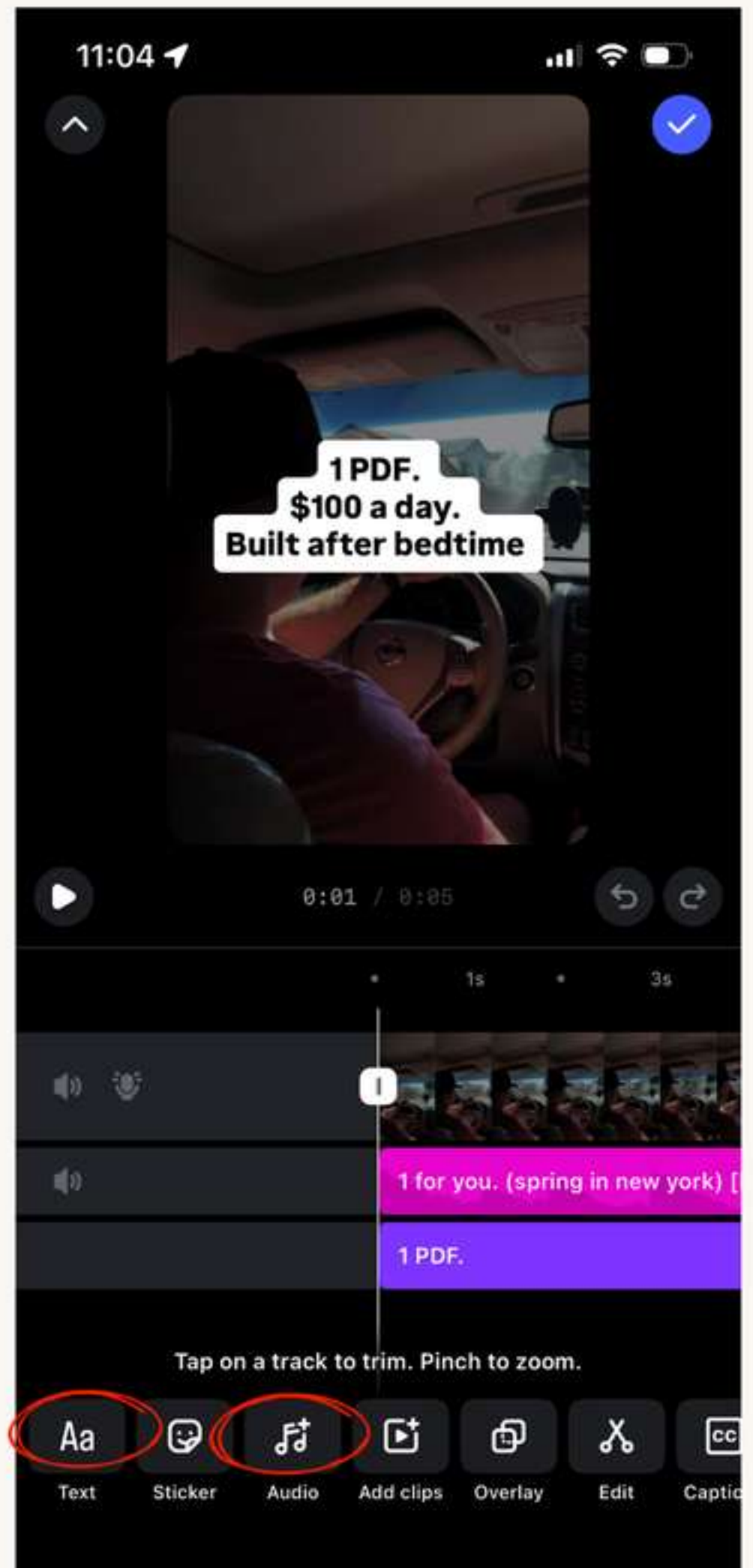
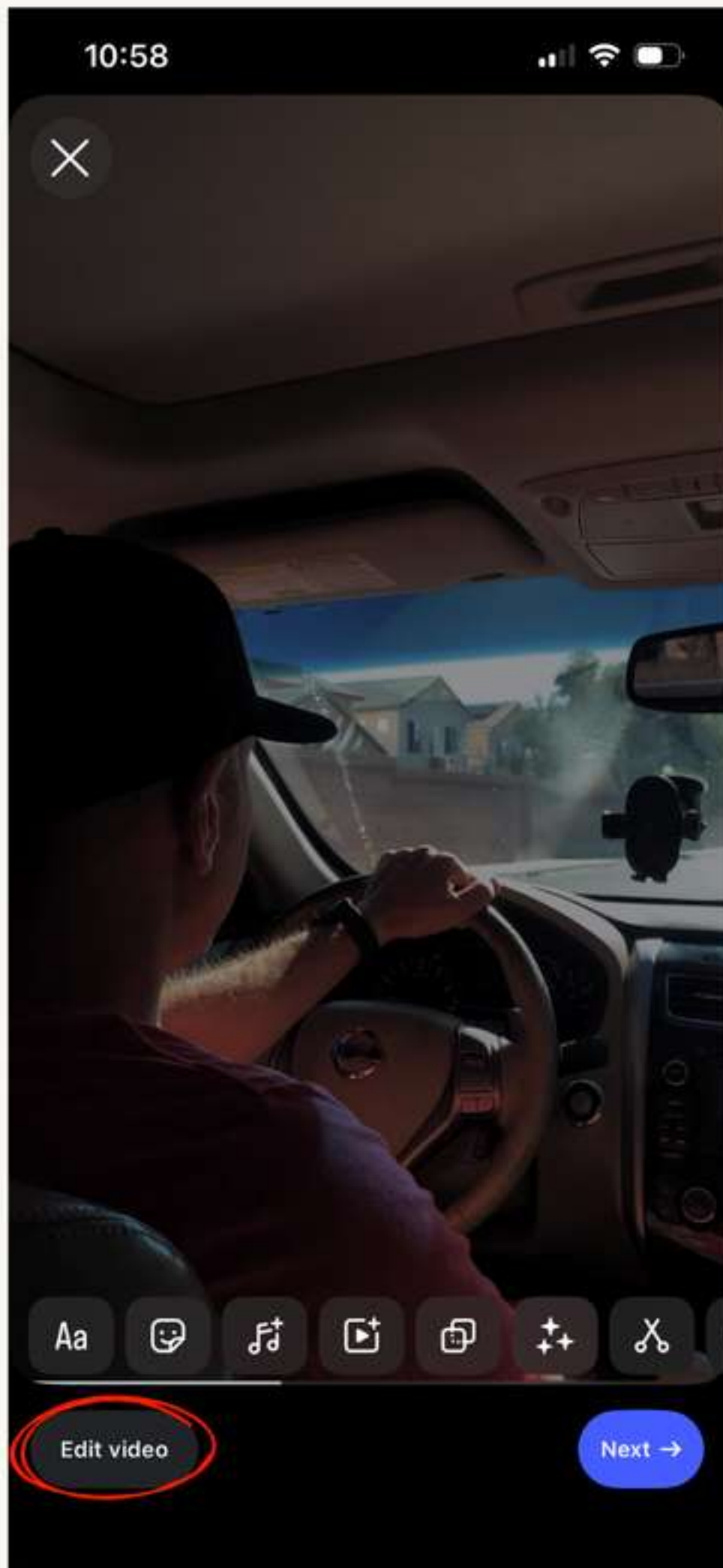


BONUS TIP:

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.

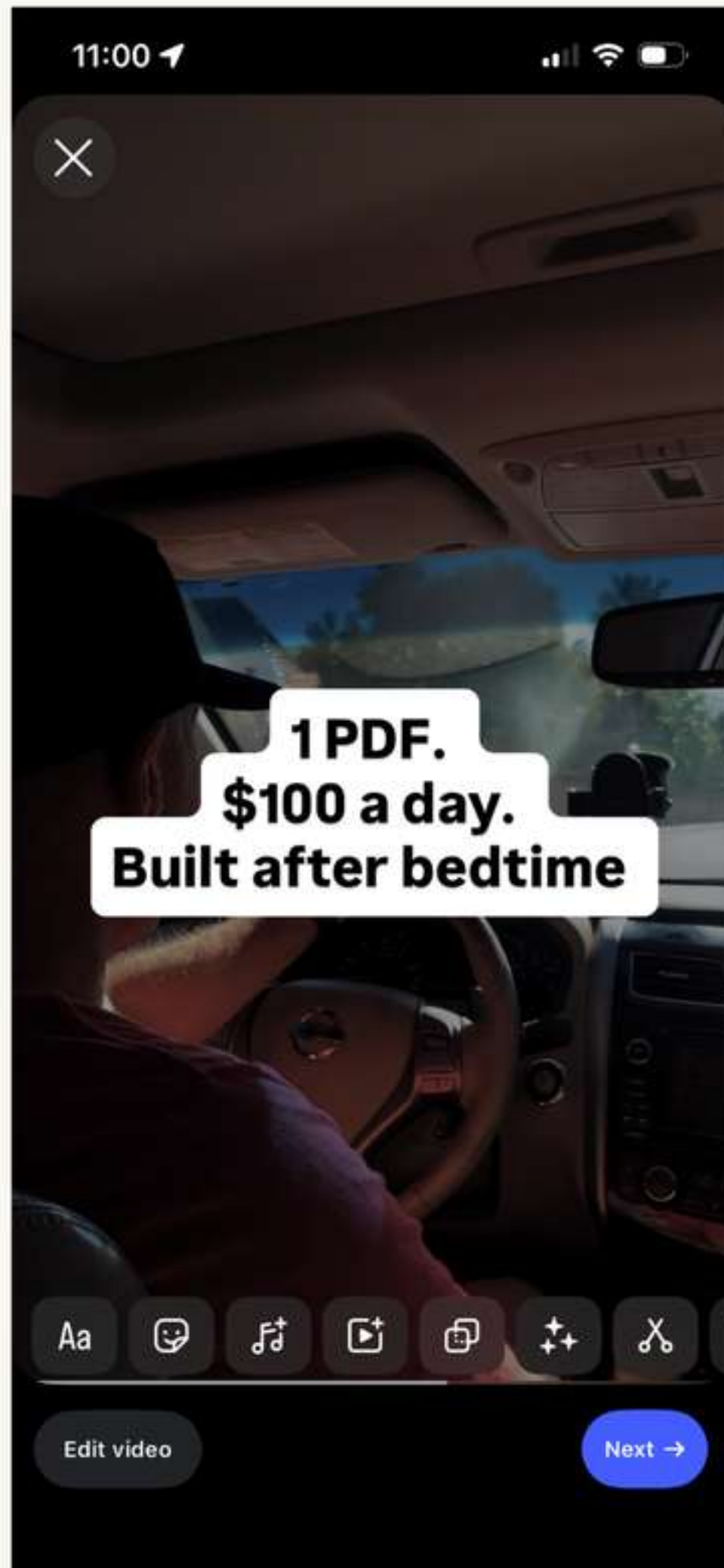
Step Four

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.

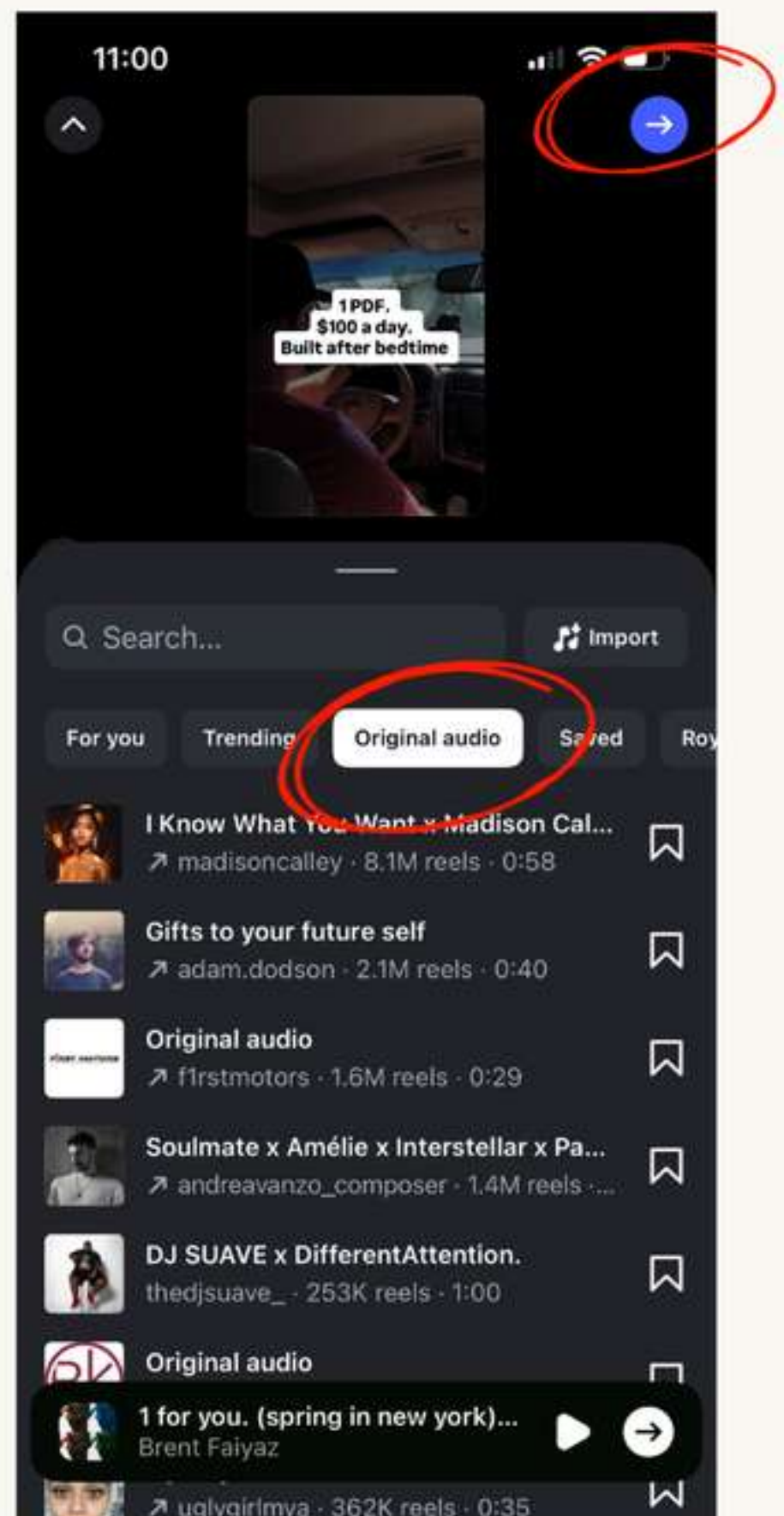


Step Six

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 make money 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.



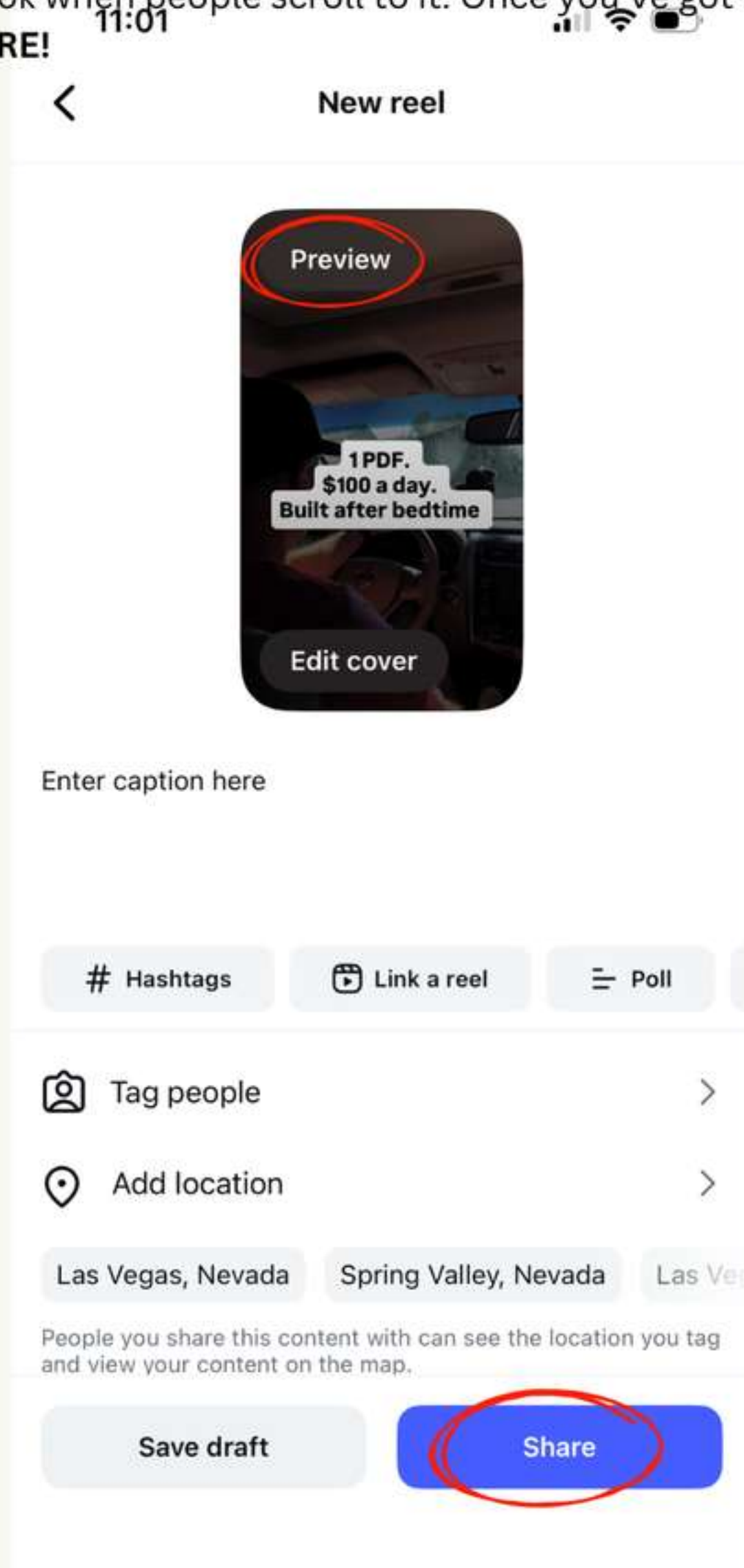
IMPORTANT

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 [here](#).

The screenshot shows the Instagram Help Centre interface. On the left is a navigation menu with categories like 'Instagram features', 'Your profile', 'Sharing photos and videos', 'Exploring photos and videos', 'Messaging', 'Reels' (highlighted), 'Create and edit reels', 'Manage your reels', 'Sharing Instagram reels to Facebook', 'Discovering reels', 'Business and creator accounts', 'Edits', 'Stories', 'Live', and 'Fundraisers and donations'. A 'Feedback' button is also visible. The main content area features a large header with the Instagram logo and the word 'Reels' on a colorful gradient background, with a 'Copy link' button. Below this, a paragraph explains that Reels are short videos shareable with followers. A 'Learn how to:' section lists five steps: recording a reel, adding music/effects, managing privacy, and sharing to Facebook. A note mentions that business and creator accounts can learn about professional features. At the bottom, there is a 'Popular articles' section.

Help Centre Search help articles... English (UK)

Instagram features ^
Your profile v
Sharing photos and videos v
Exploring photos and videos v
Messaging v
Reels ^
Create and edit reels
Manage your reels
Sharing Instagram reels to Facebook
Discovering reels
Business and creator accounts
Edits
Stories
Live
Fundraisers and donations v

Reels [Copy link](#)

With Reels, you can create and edit short videos that can be shared with your followers.

Learn how to:

- Record a reel on Instagram and add photos and clips from your camera roll to your reel.
- Add music, effects and voiceovers to the clips that you record.
- Manage privacy for your reels, including who can see your reels or use your audio and who can download your reels.
- Share your Instagram reels to Facebook.

If you are a business or creator interested in Reels, you can also learn about **professional accounts on Instagram**.

Popular articles

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 StanStore, scroll down

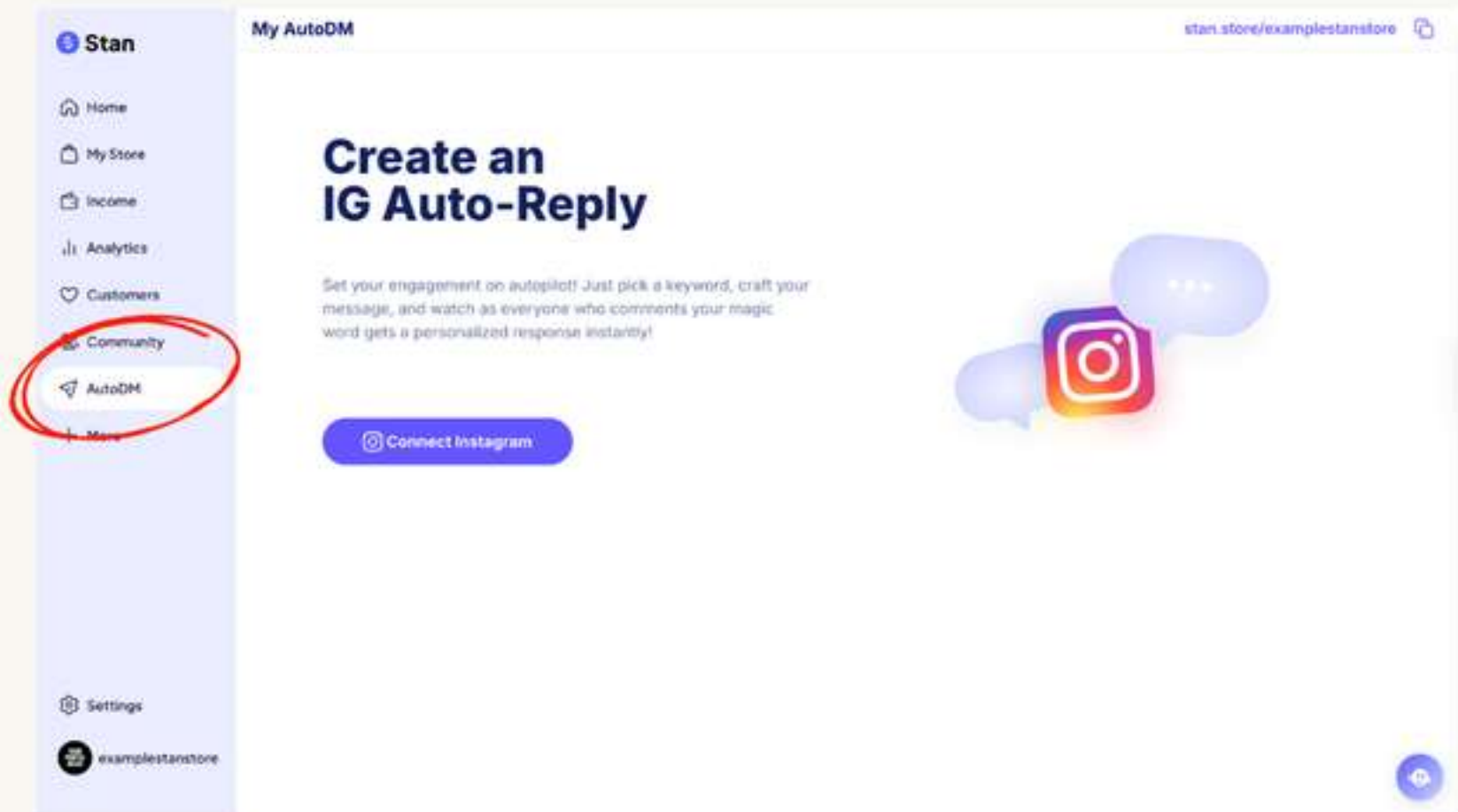
If you use Beacons, skip to page 68

You do not need both

**STAN
STORE**

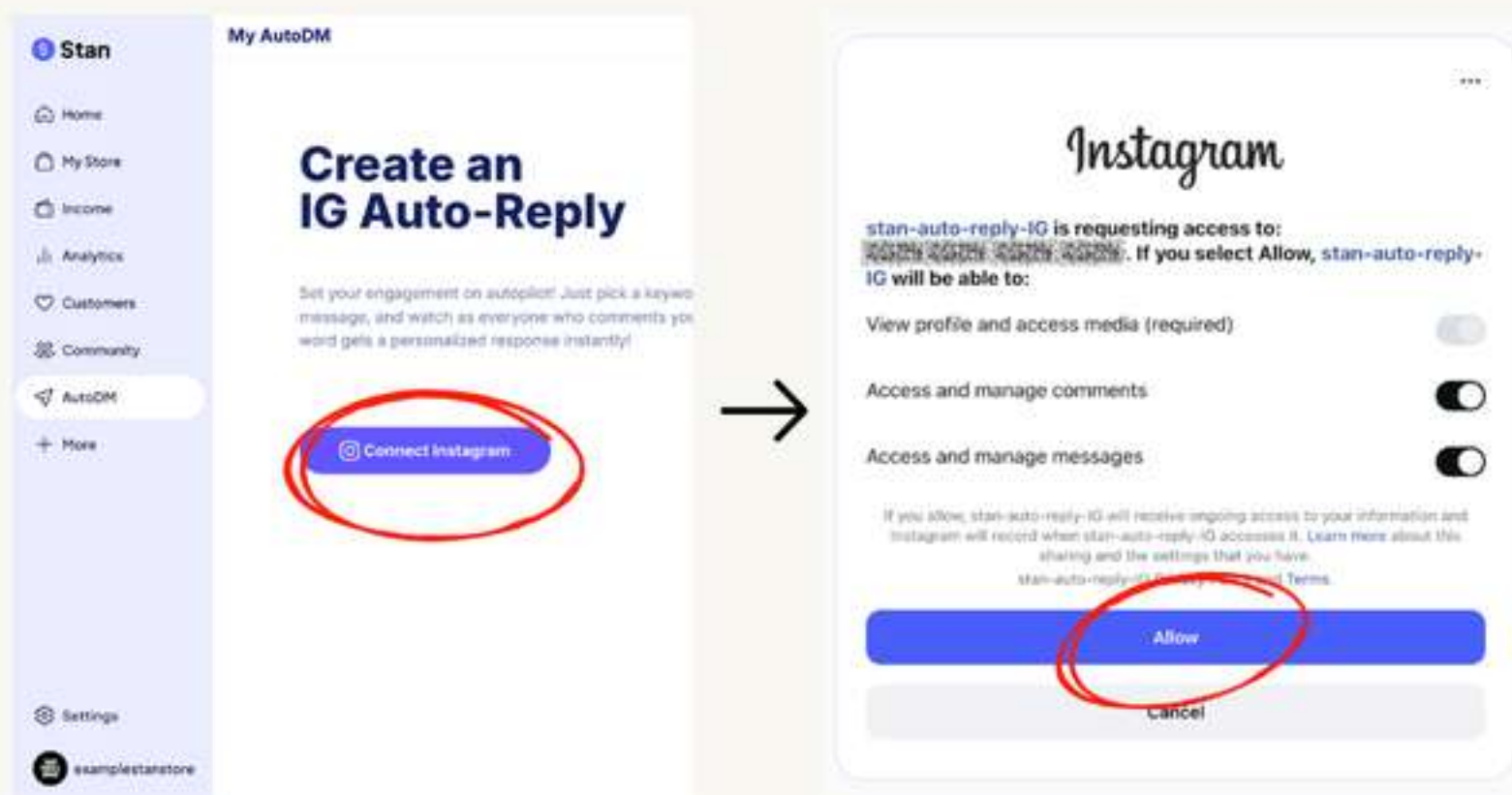
Step One

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.



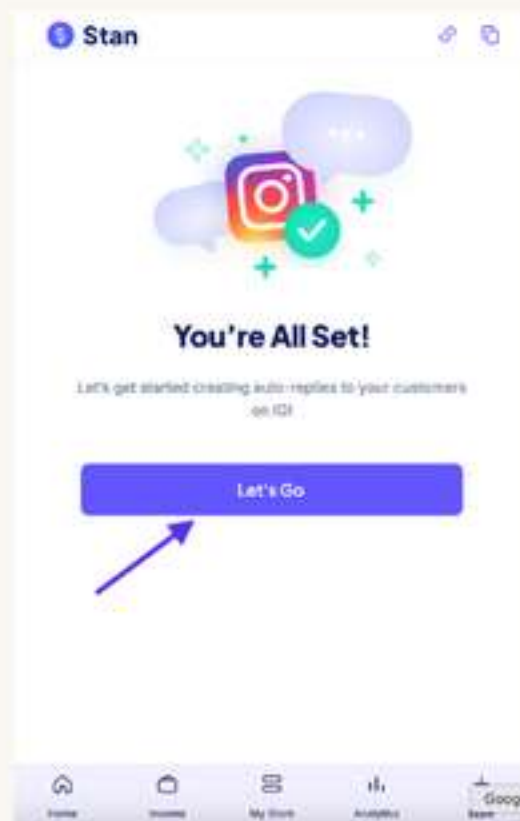
Step Two

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.



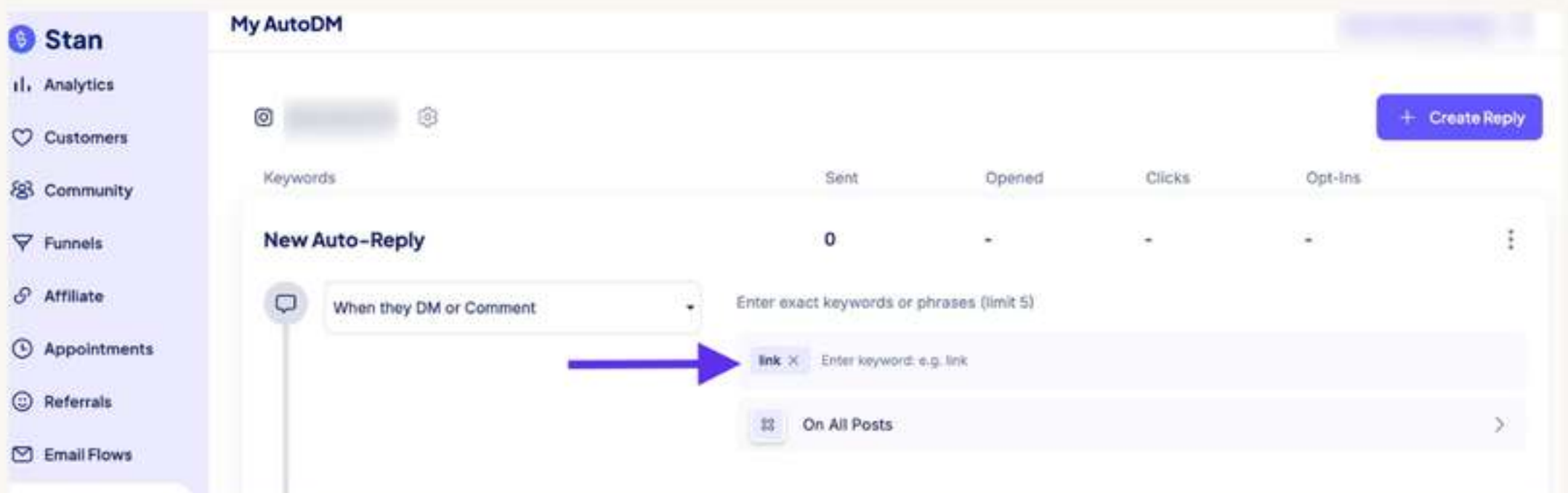
Step Three

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.

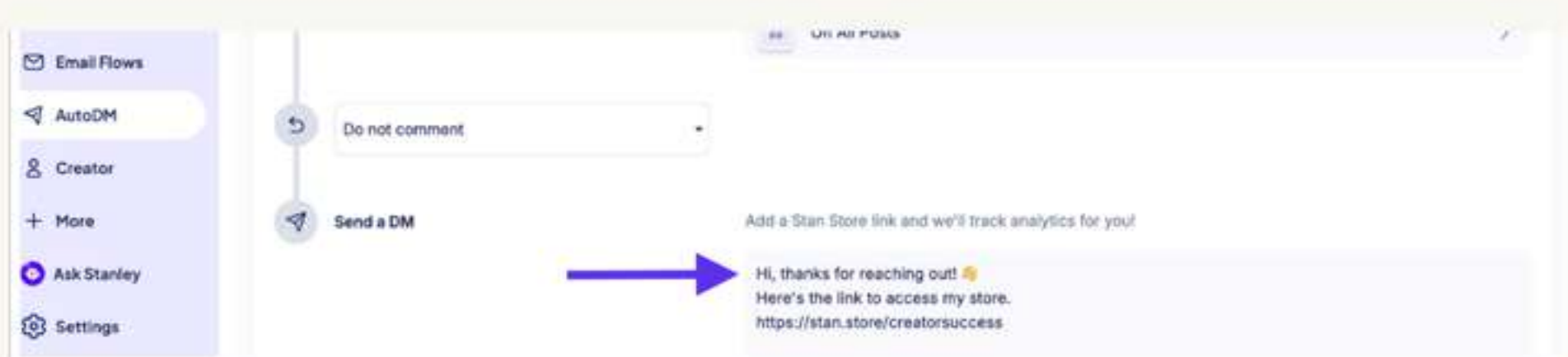


Step Five

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.

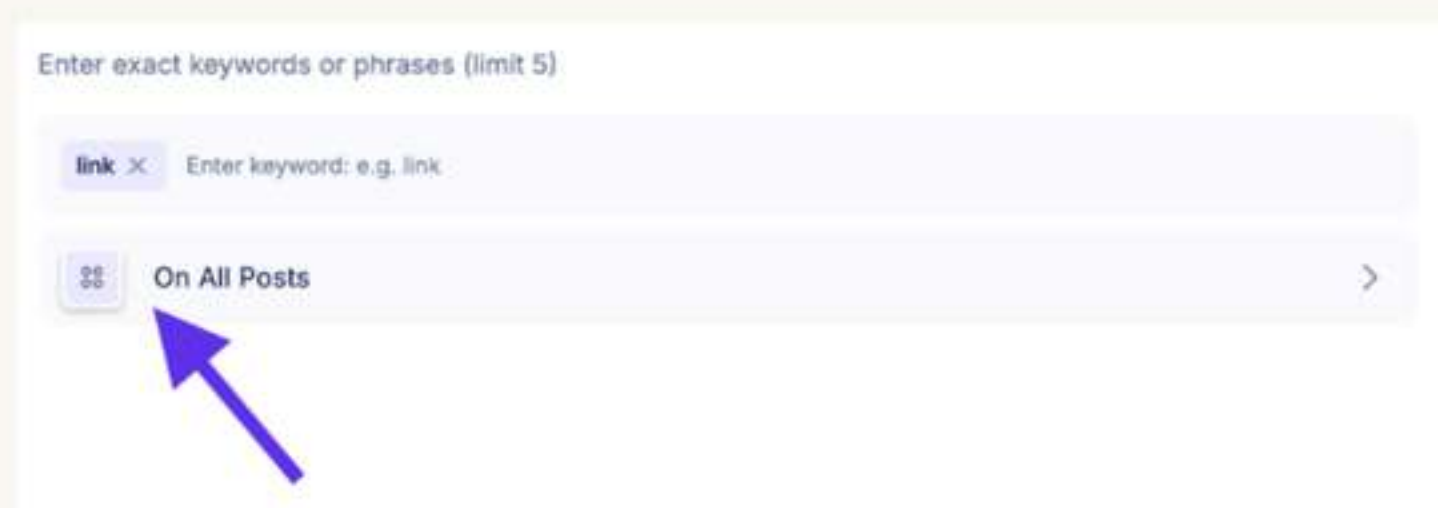
Message reply:

“Hi, here’s the link to the \$27 PDF I mentioned. It shows you how to make money with one PDF 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**’.

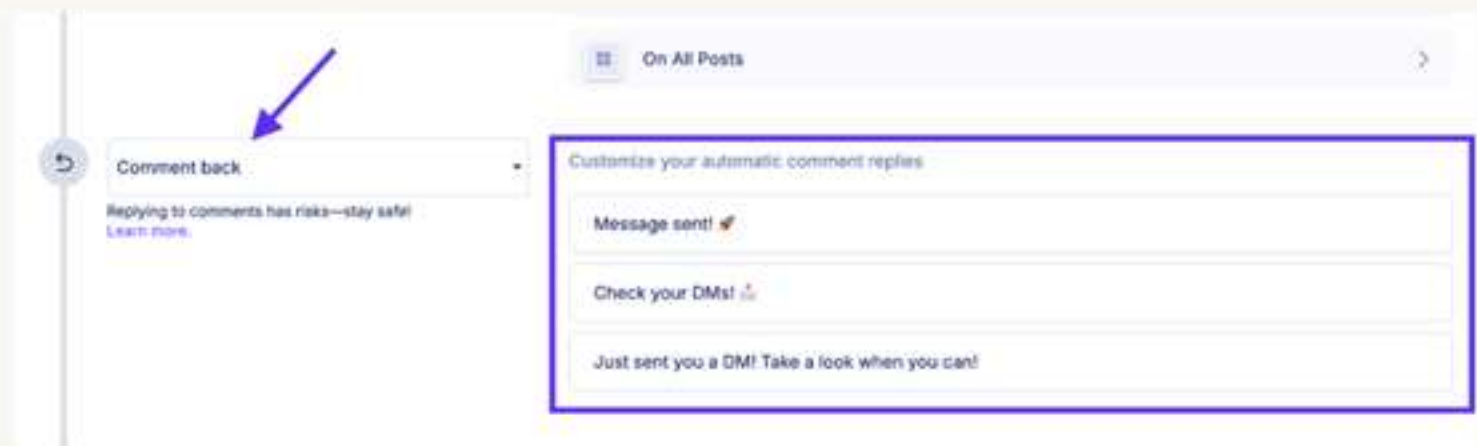


Step Seven

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

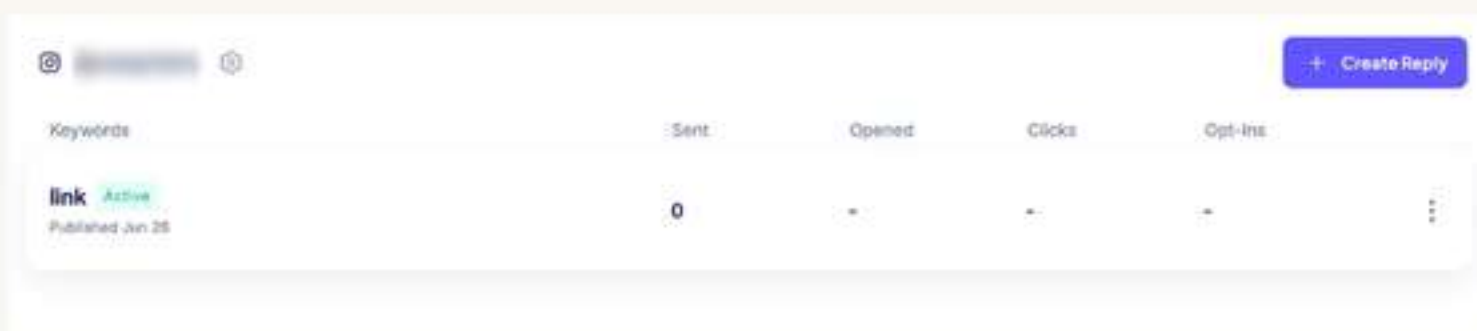
If you do choose to turn Comment Replies on, you may be at a higher risk of being flagged as a bot by Meta. You can help to mitigate this risk by including different reply options.



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 by [clicking here](#).

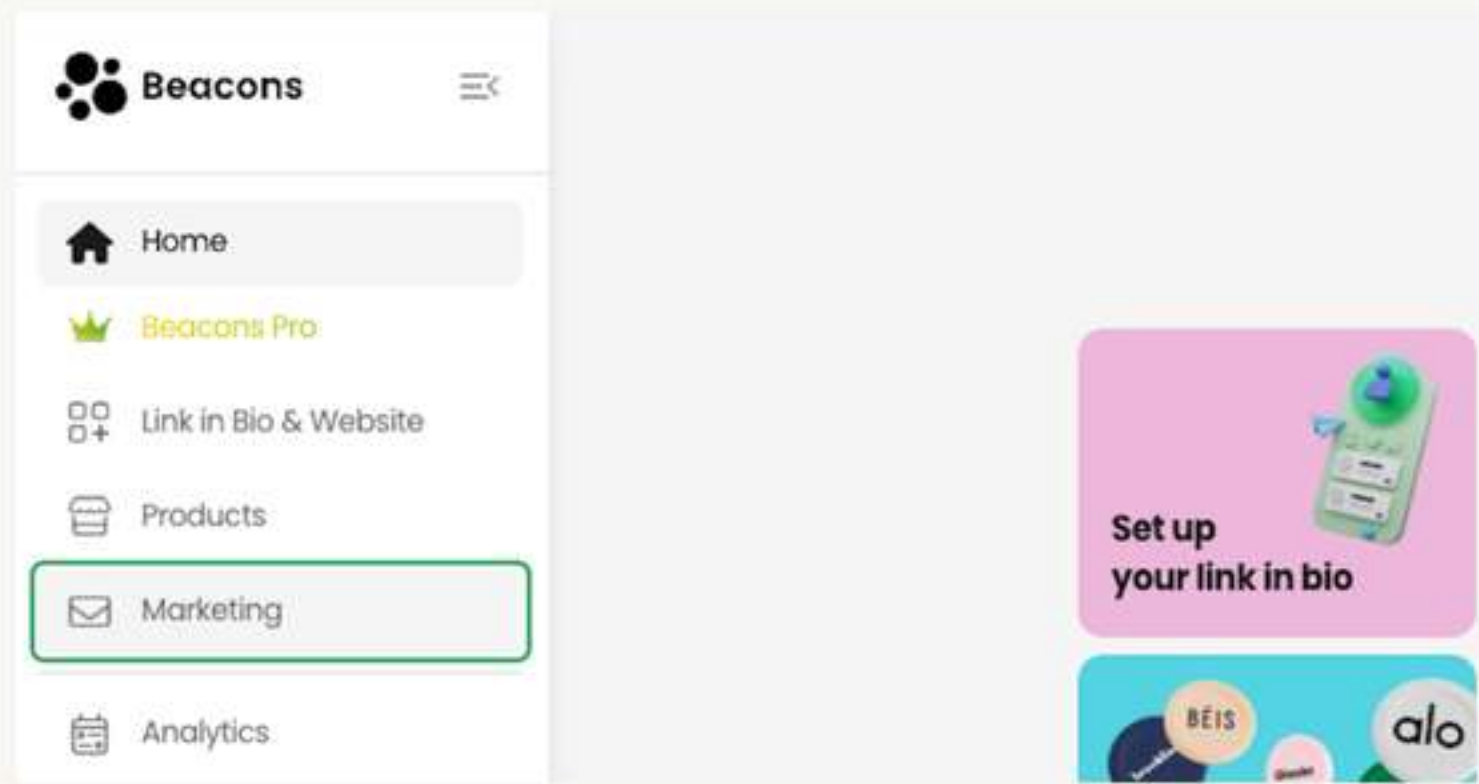
The screenshot displays the Stan website's interface. At the top, a navigation bar includes the Stan logo and links for Getting Started, Products, Income, Customers, Analytics, Settings, Your Guide to Success, and More. A search bar is located on the left. Below the navigation bar, a sidebar lists various categories: Affiliate Share Feature, Coaching Calls, Community, Stan AutoDM (highlighted), Custom Products, Digital Downloads, e-Courses, External Links, Lead Magnets, Memberships, and Webinars. The main content area features an article titled "Common Stan AutoDM Workflow Errors & Troubleshooting". The article text reads: "Are you seeing an error with your Stan AutoDM workflow? Check out this article to see the most common errors steps to troubleshoot them". Below the article title, a section titled "Most Common Workflow Errors for Stan AutoDM" lists the first error: "1. Make sure your comments are enabled!". The text explains that to successfully connect the Instagram account for AutoDM, the "Access and manage comments" setting must be toggled on in the Instagram sign-in pop-up. An inset image shows a browser window with the URL "instagram.com/consent/?flow=ig_biz_login_oauth¶ms_..." and the Instagram logo, indicating the sign-in process.

BEACONS

Step One

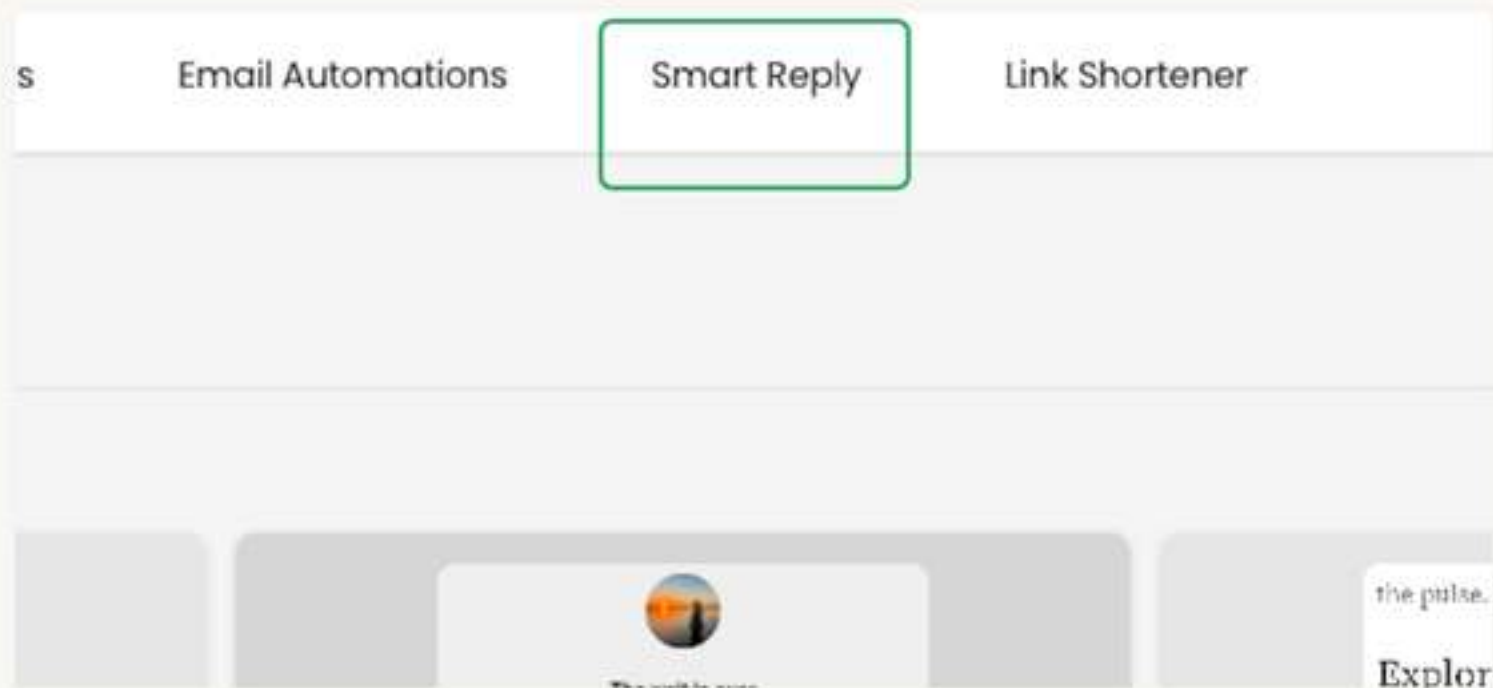
In Beacons, autoDM's are called Smart Replies. The first thing that you need to do is connect your Instagram account to Beacons.

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



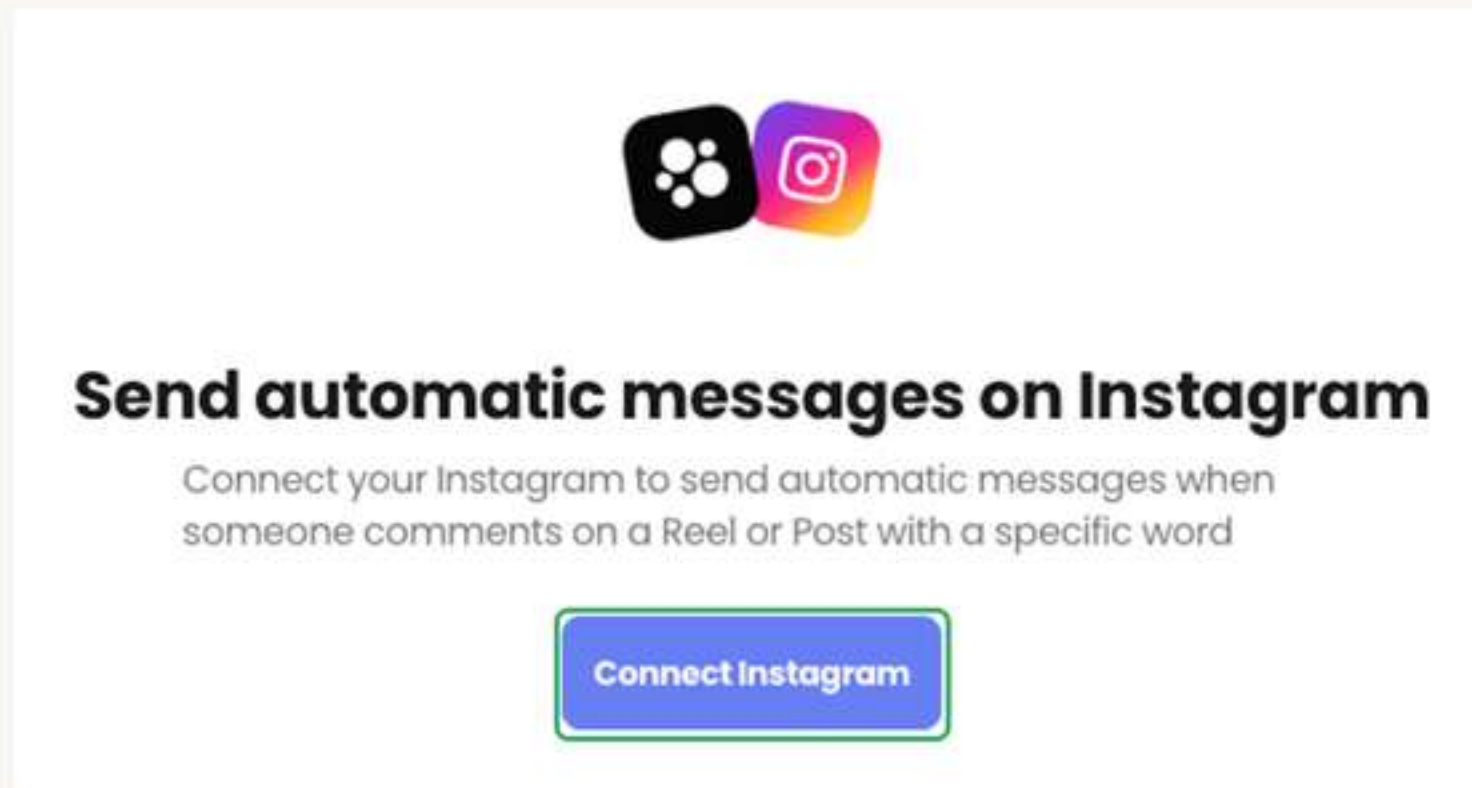
Step Two

Next, click on 'Smart Reply'.



Step Three

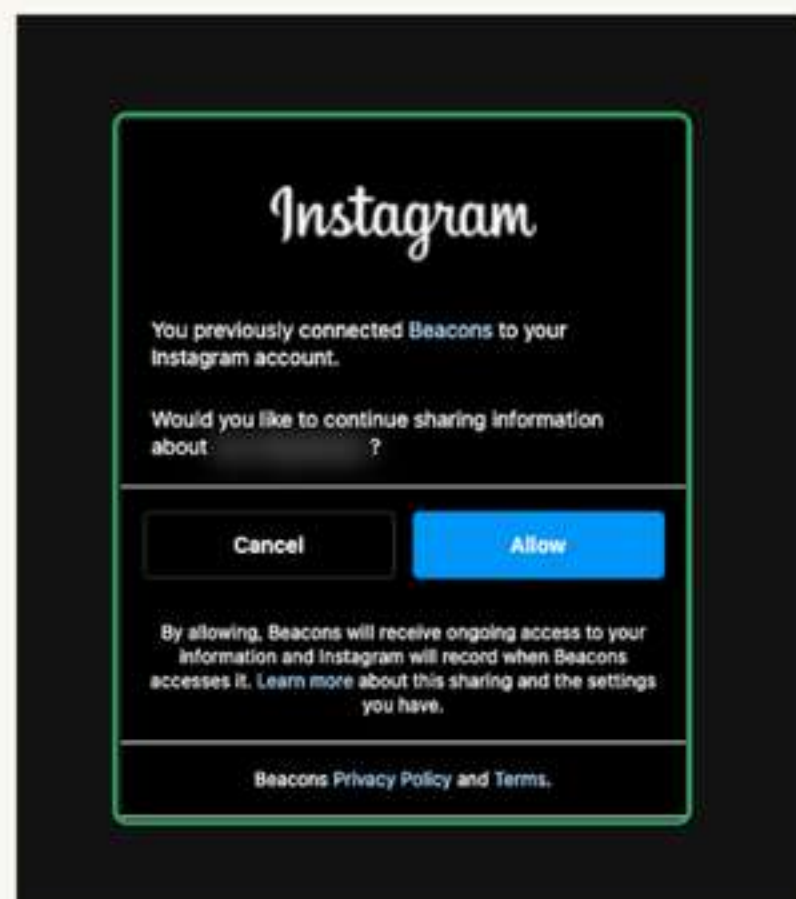
Click on '**Connect Instagram**'.



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**'.

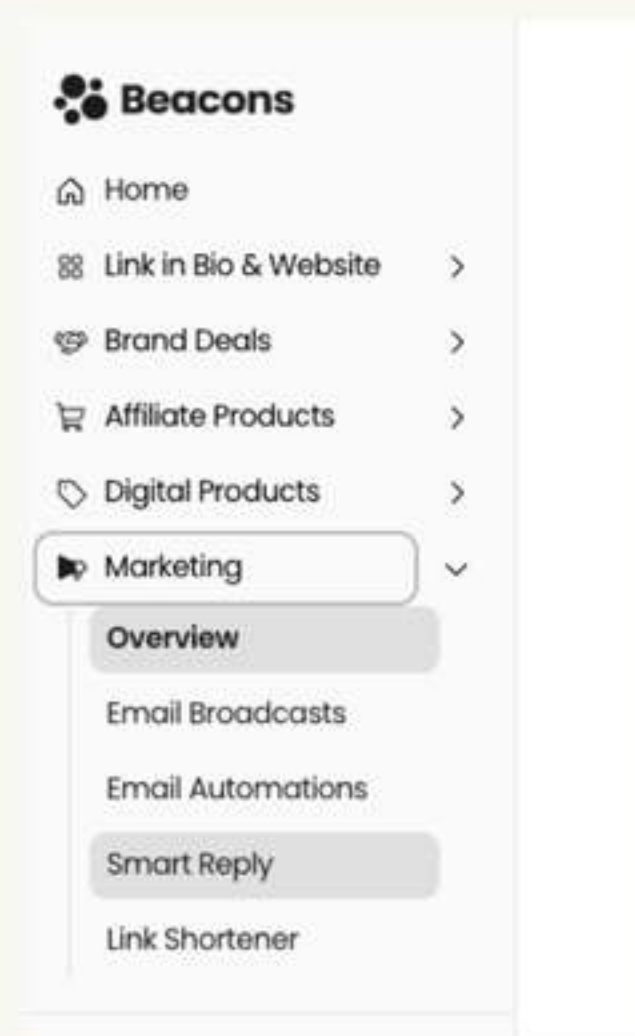


Step Six

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

For 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. Please repeat these steps but select 'Stories & DMs'.

Click on '+ New Smart Reply'.



+ New Smart Reply

Step Nine

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

Select Instagram content

Select the type of Instagram content to use for this automation

Specific post or reel

 Send an automated DM when someone comments a trigger word on a specific post or reel.

Any post or reel

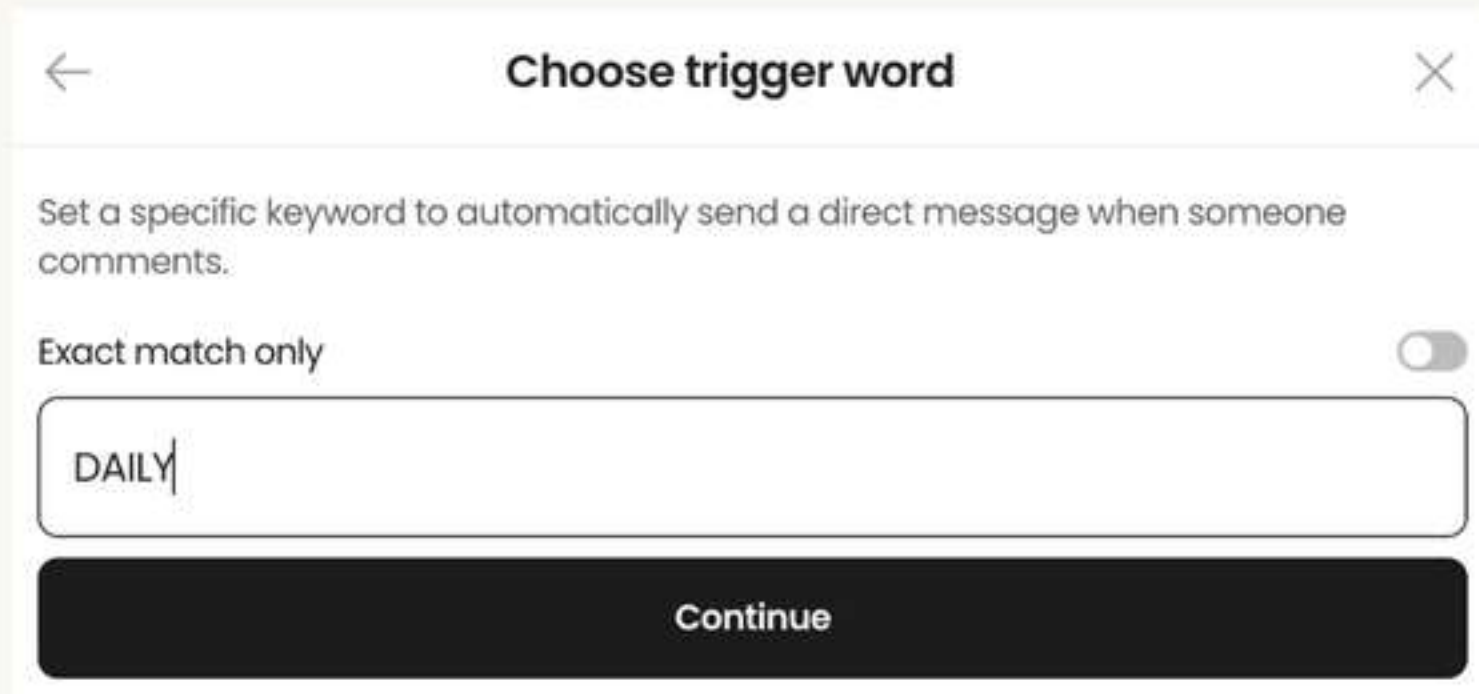
 Send an automated DM when someone comments a trigger word on any of your posts or reels.

Stories & DMs

 Send an automated DM when someone replies to your story or messages you directly.

Step Ten

Enter your chosen keyword.

A screenshot of a mobile app interface titled "Choose trigger word". At the top left is a back arrow, and at the top right is a close "X" icon. Below the title, there is instructional text: "Set a specific keyword to automatically send a direct message when someone comments." Below this is a toggle switch labeled "Exact match only", which is currently turned off. A text input field contains the word "DAILY". At the bottom is a large black button with the word "Continue" in white text.

← Choose trigger word ×

Set a specific keyword to automatically send a direct message when someone comments.

Exact match only ☐

DAILY

Continue

Step Twelve

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

Message Text:

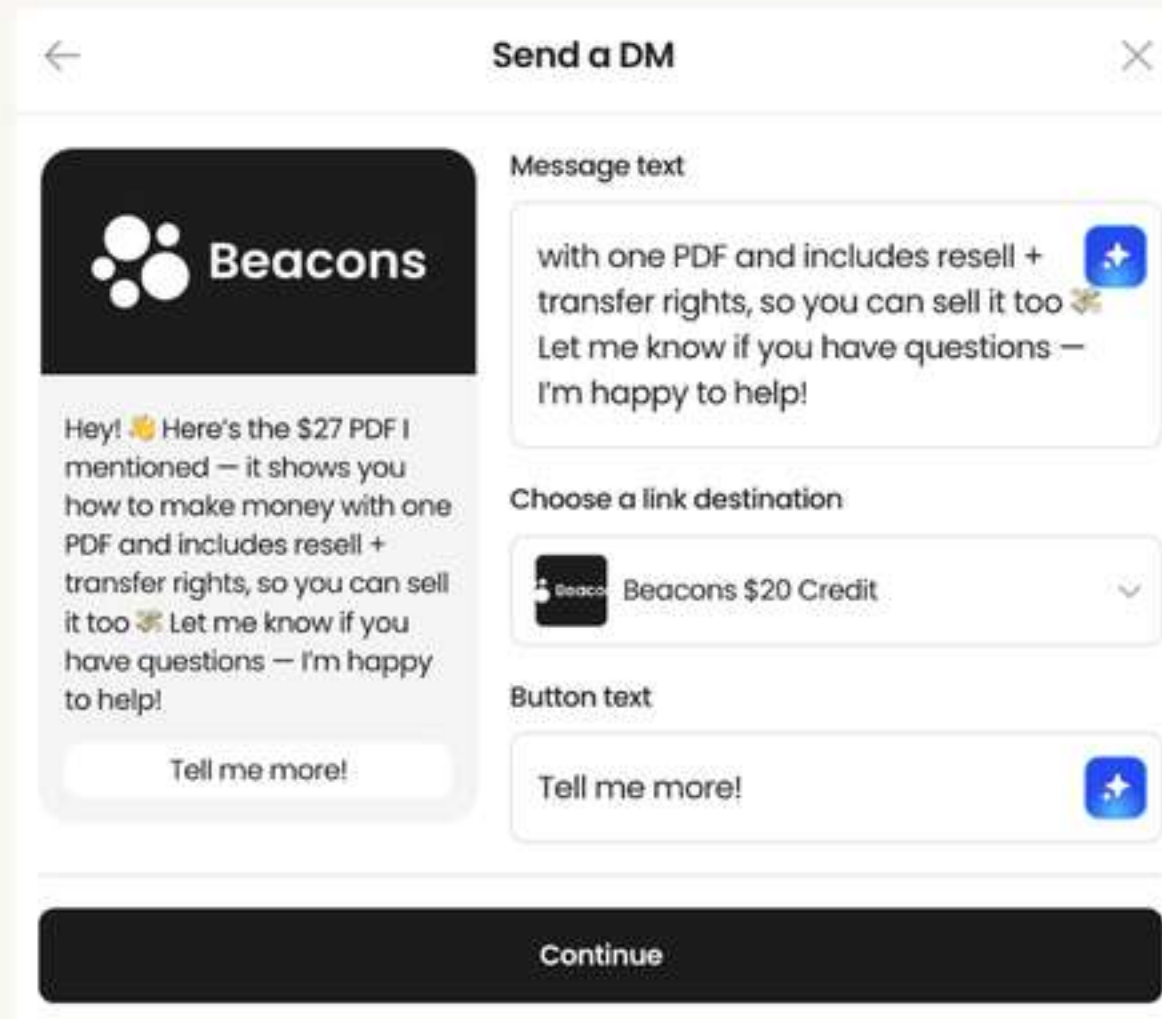
Hi, here's the link to the \$27 PDF I mentioned. It shows you how to make money with one PDF and includes resell + transfer rights, so you can sell it too 📄 Let me know if you have questions, I'm happy to help!

Step Thirteen

Choose your product from the link destination dropdown.

Step Fourteen

Update the Button Text to “Tell me more!”



The screenshot shows the 'Send a DM' configuration interface. On the left is a preview of the DM message, which includes the Beacons logo, a text message about a \$27 PDF, and a 'Tell me more!' button. On the right, the configuration options are: 'Message text' (with a text input field containing the same message as the preview), 'Choose a link destination' (a dropdown menu showing 'Beacons \$20 Credit'), and 'Button text' (a text input field with 'Tell me more!' and a plus icon). A 'Continue' button is at the bottom.

Step Fifteen

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

IMPORTANT

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

Caution:

Instagram may flag your account for spam by replying with comments. This is a known issue from Instagram. We offer this feature at your own risk.

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 by [clicking here](#).

 Beacons Help Center

Search

Home >

Smart Reply 🗨️

 Smart Reply FAQ

Answer - Smart Replies can NOT be triggered by the same Instagram account that created it. Therefore, if you want to E...

Edited 11 months ago

 How to Create a Smart Reply for DM's and Stories on Instagram

Edited 11 months ago

 How to use External links for Smart Reply

You can choose any Smart Reply Trigger type. This is for illustrative purposes only. You're all set and ready to start sen...

Edited 11 months ago

 How to connect Instagram account to Smart Reply

If you don't see the correct Instagram account, you must use an incognito or private browser window to log in. You are ...

Edited 8 months ago

 How to Create a Smart Reply for posts

Edited 11 months ago

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

STEP 01

SET UP META ADS MANAGER

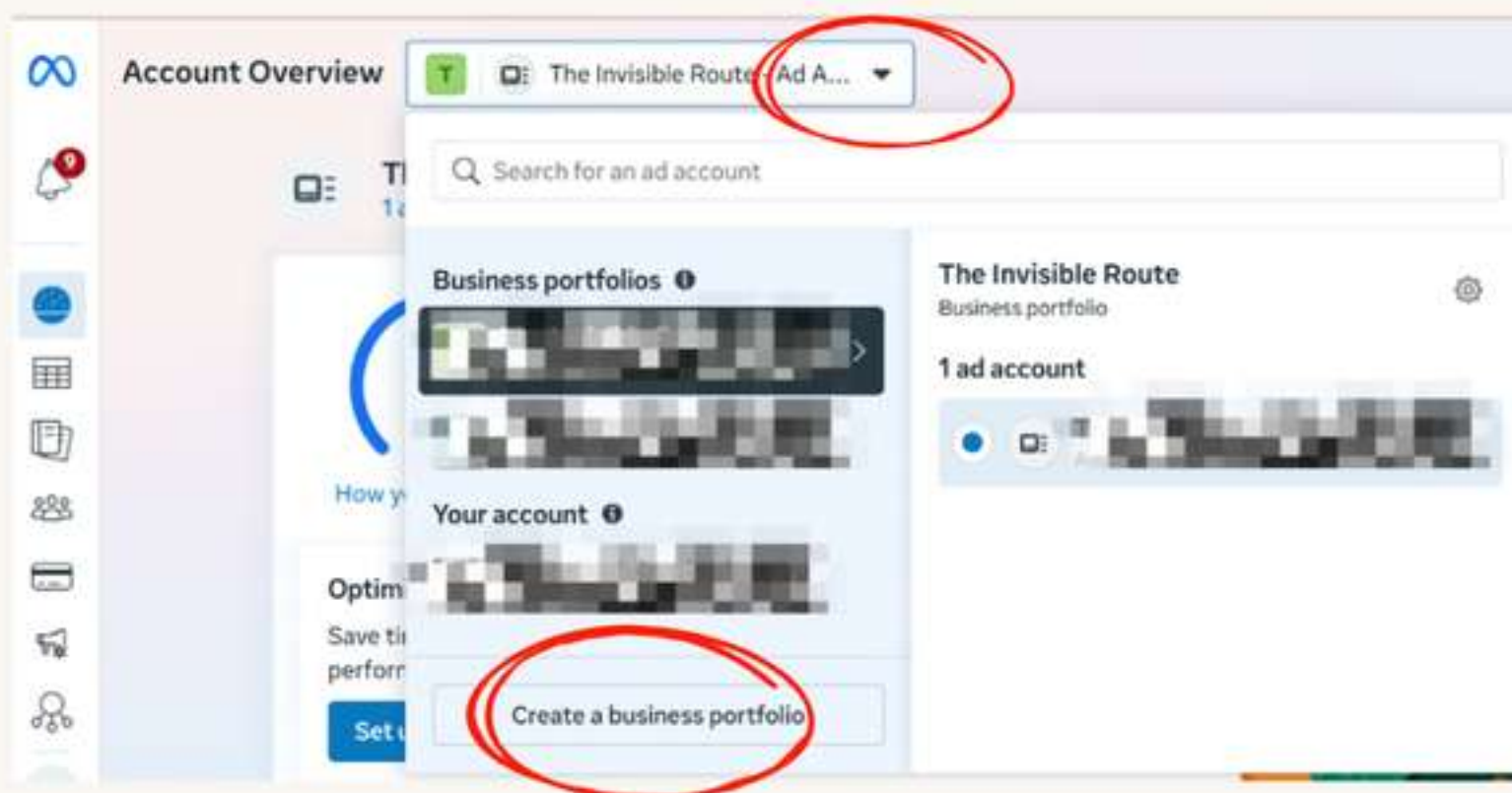
Step One

Click on the link below and login or create an ads manager account.

CLICK HERE TO ACCESS 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**.



Create a business portfolio

Business portfolios bring your Facebook Pages, Instagram accounts and the people who work on them together, so you can manage them all in one place.

Business portfolio name

This should match the public name of the business since it will be visible across Meta. You can change the name later in Settings.

Dummy Portfolio

Enter your contact info

Enter your full name and business email to get full control of the business portfolio. Your contact info will be visible to other people who are added to this portfolio.

First name

Last name

Jane

Doe

Business email

We'll use this email to contact you about your business. It won't be visible to your customers.

janedoe@gmail.com

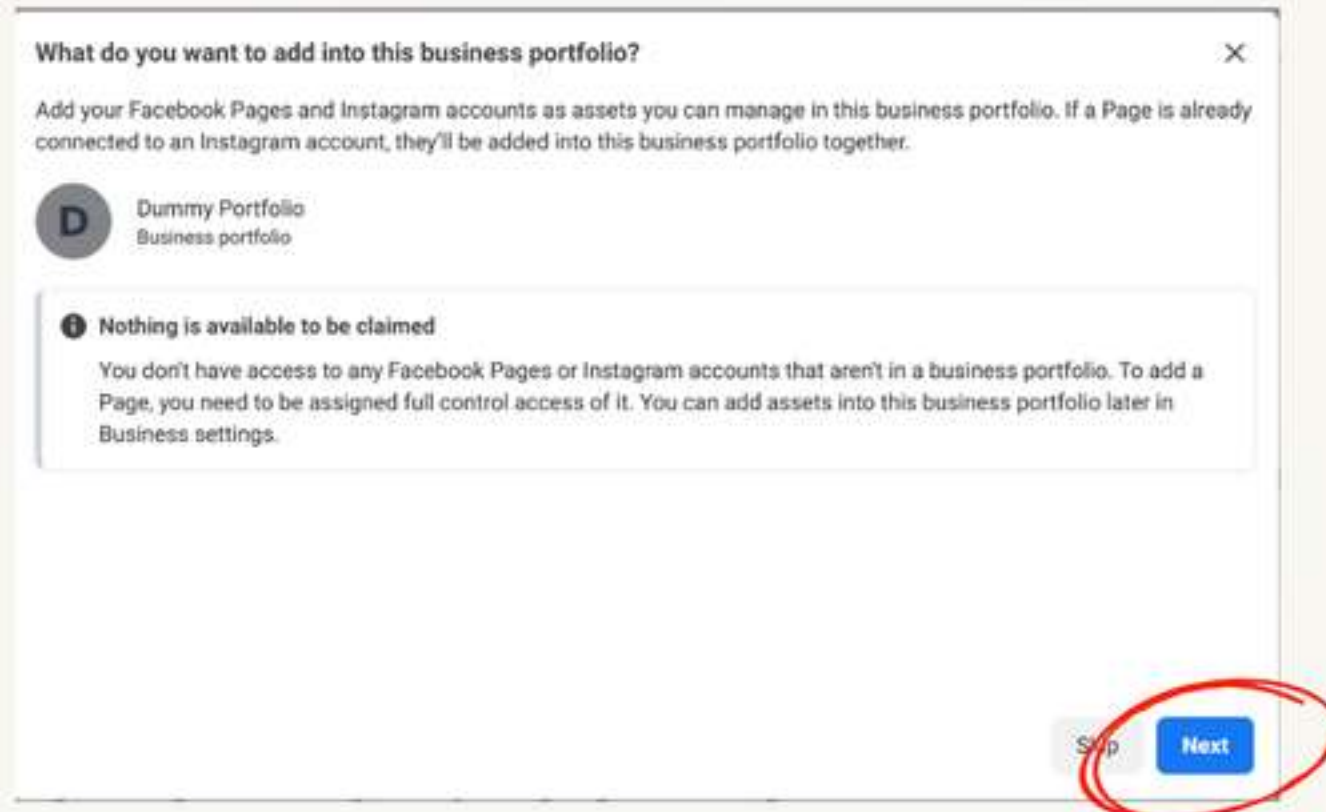
Your contact info will be saved within this business portfolio. You can edit this contact info anytime in your business settings. By creating a business portfolio, you're agreeing to Meta's [Privacy Policy](#).

Cancel

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**.

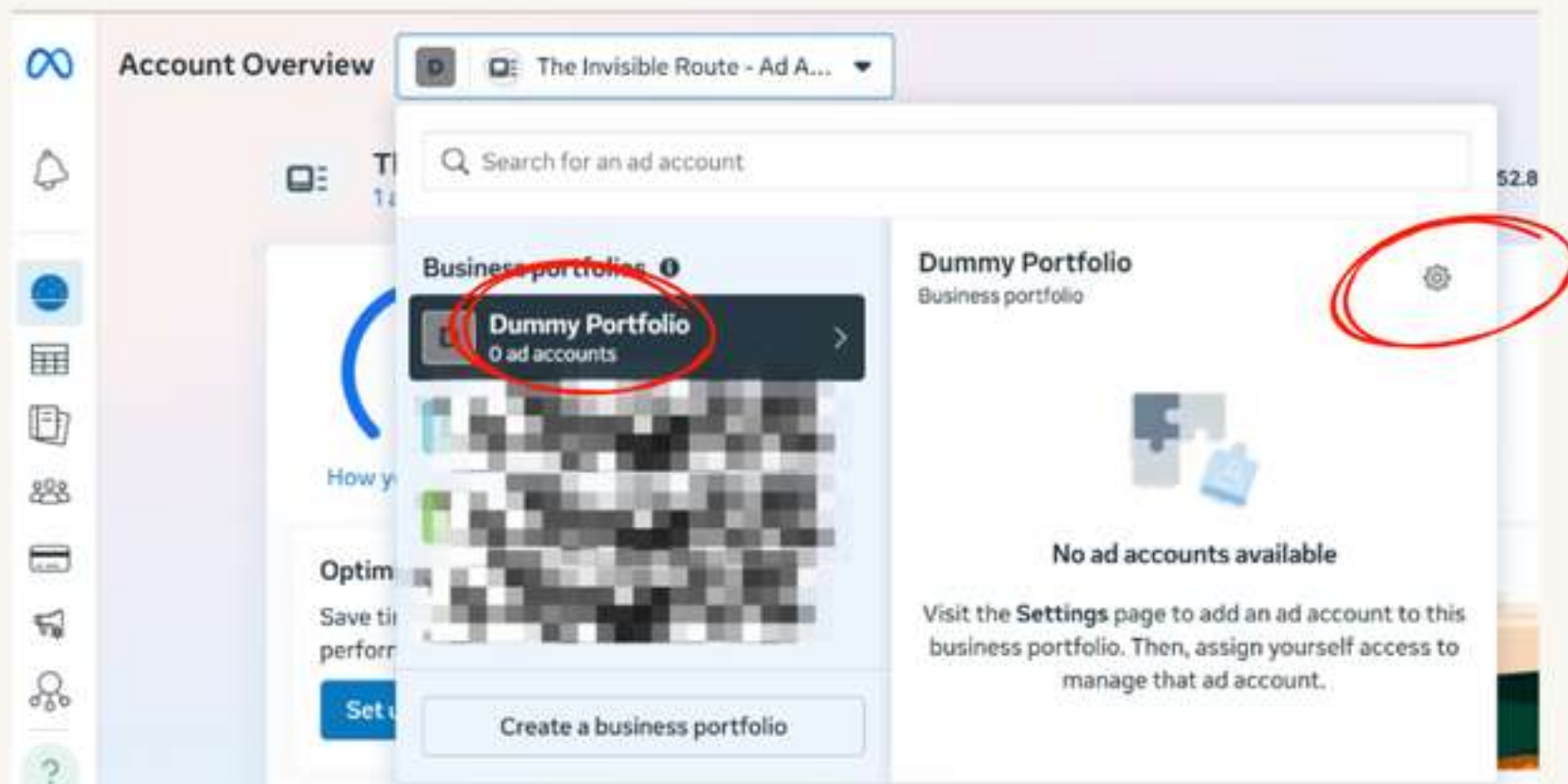
Step Five

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

Step Six

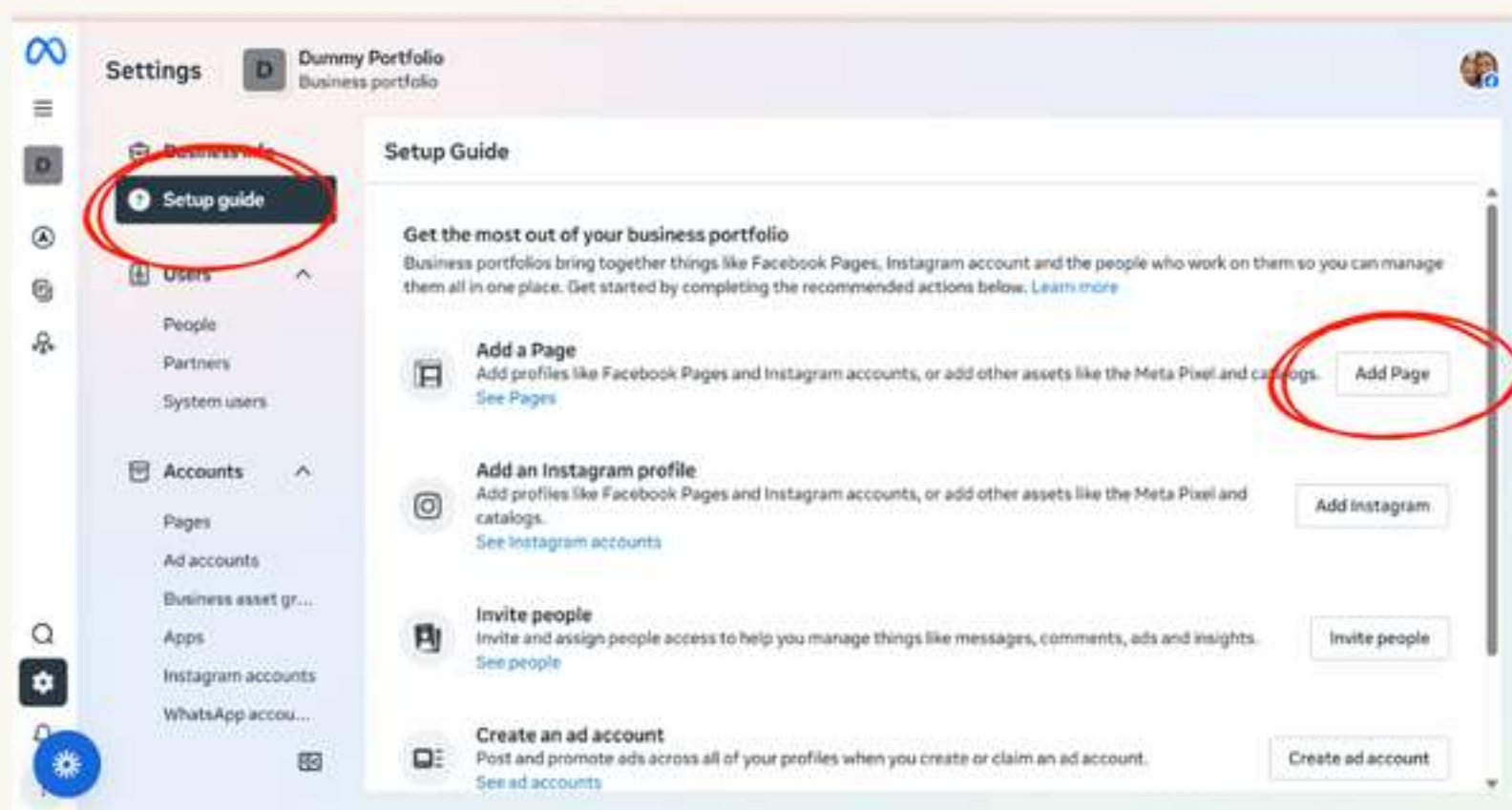
Log back into Business Manager.

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**.

What do you want to do?

Add an existing Facebook Page

Best for: When you need to manage a Page in the same business portfolio as other Facebook Pages, Instagram accounts or other business assets.

Request shared access to a Facebook Page

Access is shared with this business portfolio without connecting the Page. Best for: Agencies who need access to their client's Page.

Create a new Facebook Page

Connect and share with new and existing customers on Facebook.

Step Nine

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

Create Facebook Page

Details

Confirm

Done

How do you want to describe the Page?

Connect and share with new and existing customers on Facebook.

Page name

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

DummyFBPage

Category

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Q

Digital creator

X

Bio - Optional

Write about what your business does, the services you provide, or the purpose of the Page.

I help people sell low-ticket digital products using low-cost Meta ads.

71/100

Cancel

Next

Step Ten

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

Create Facebook Page

Details

Confirm

Done

Are you sure you want to continue?

The Page will be created and added to the Dummy Portfolio business portfolio.

Your request

Dummy Portfolio Business portfolio

DummyFBPage Facebook Page

Page access

Once created, people with full control of this business portfolio will also be able to manage the Page.

☐

I agree to [Meta Commercial Terms](#) and [Pages, groups and events policies](#) on behalf of Dummy Portfolio business portfolio. I understand that these terms and policies apply to activity related to all Pages in this business portfolio.

Back

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**.

Create Facebook Page

Details

Confirm

Done

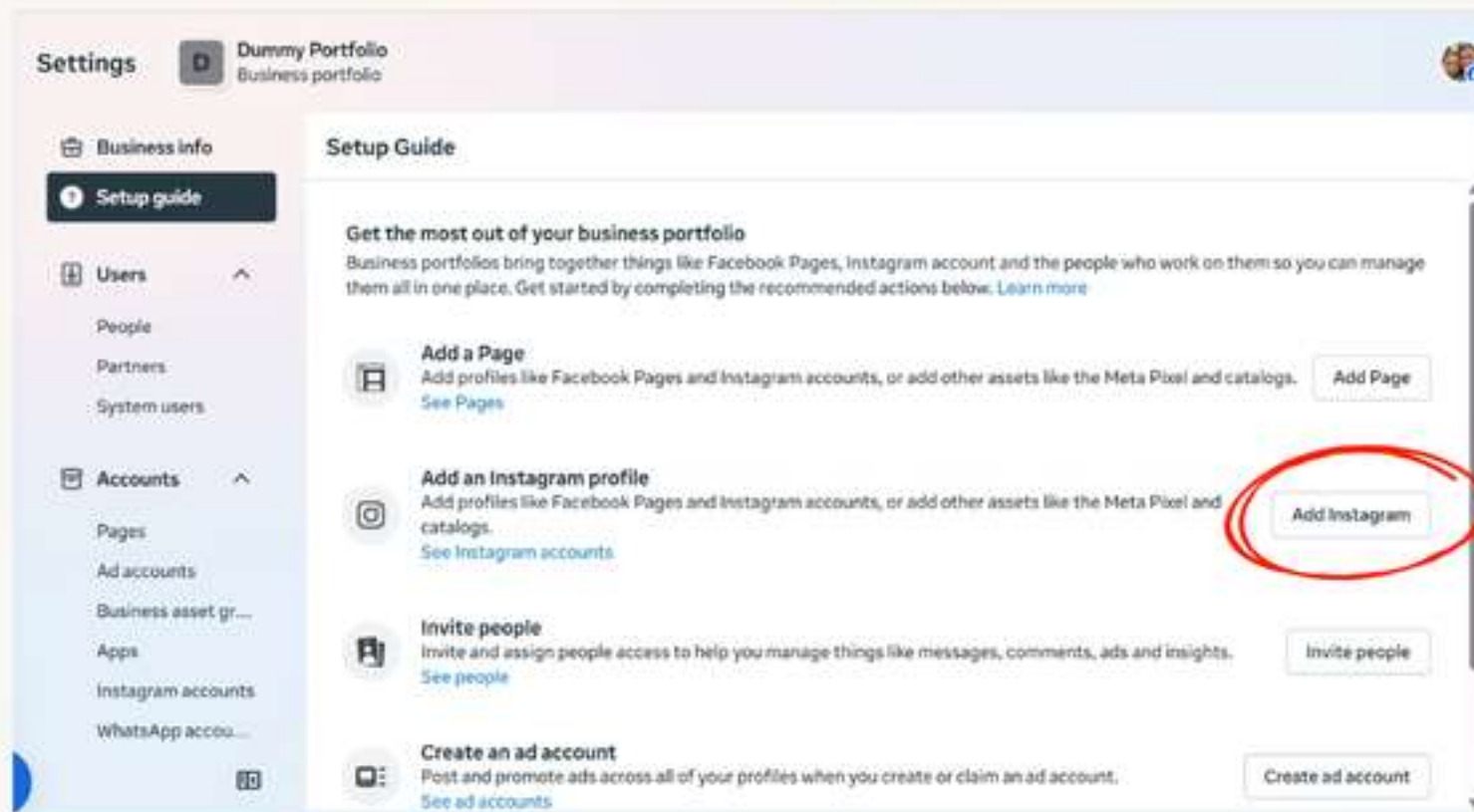
Page created successfully

The Dummyfbpage Page has been created and added to the Dummy Portfolio business portfolio.

Done

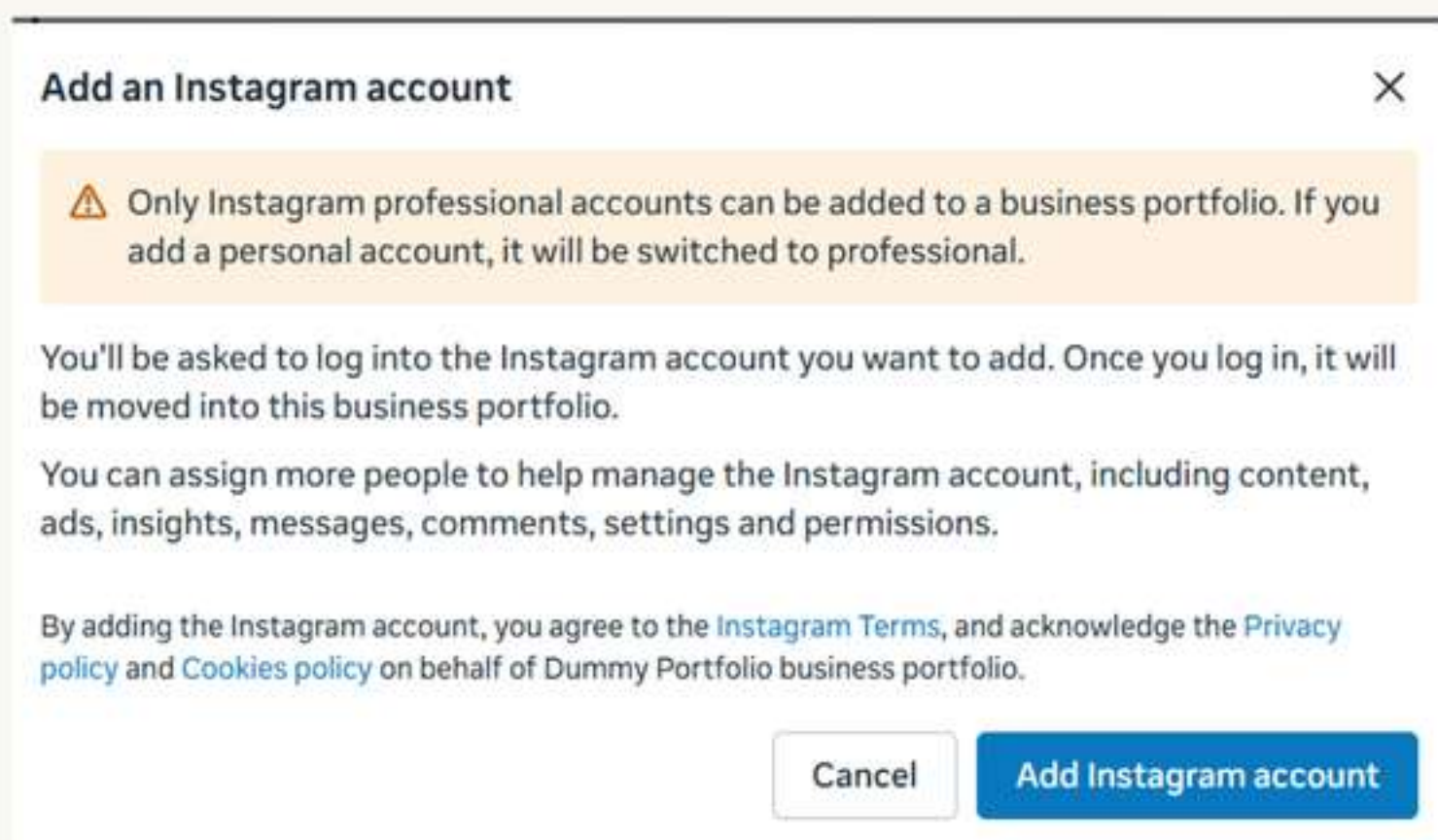
Step Twelve

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



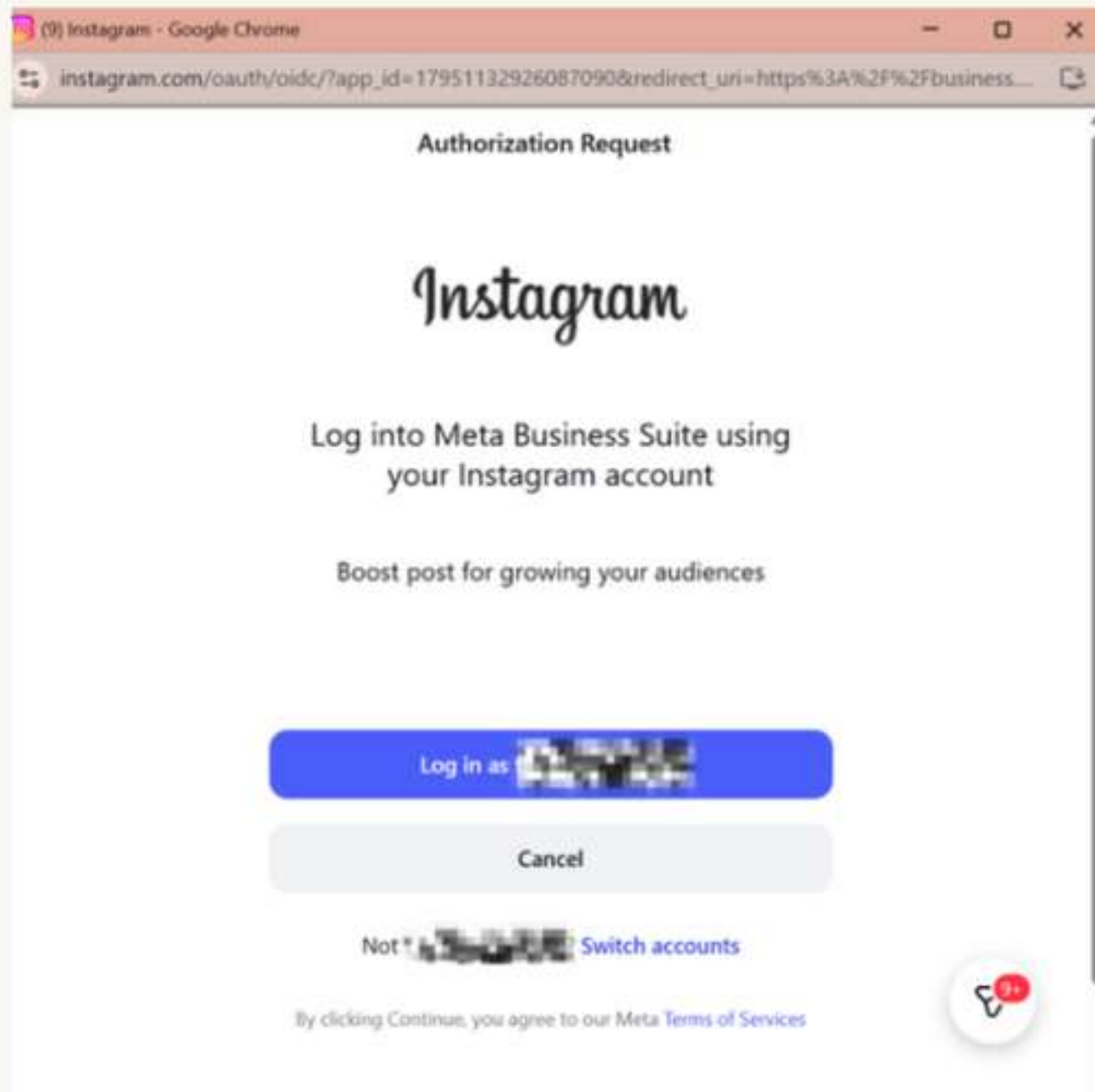
Step Thirteen

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.



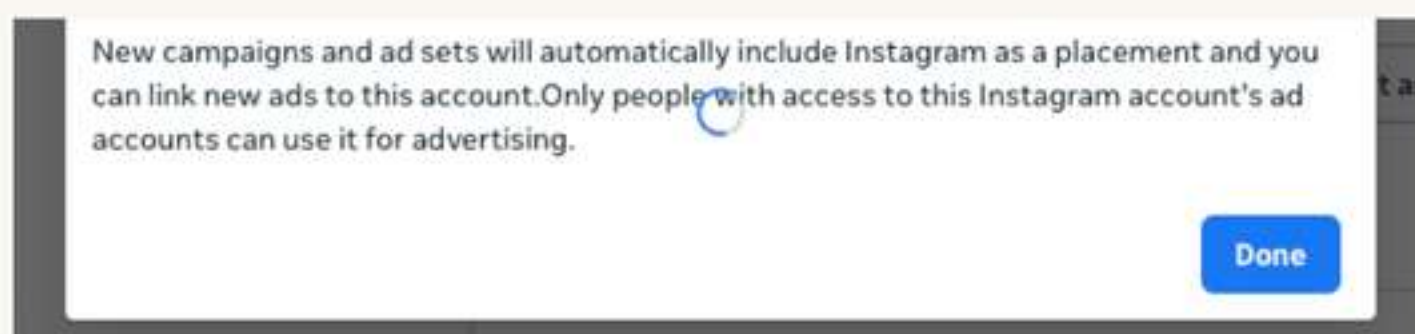
Step Fourteen

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



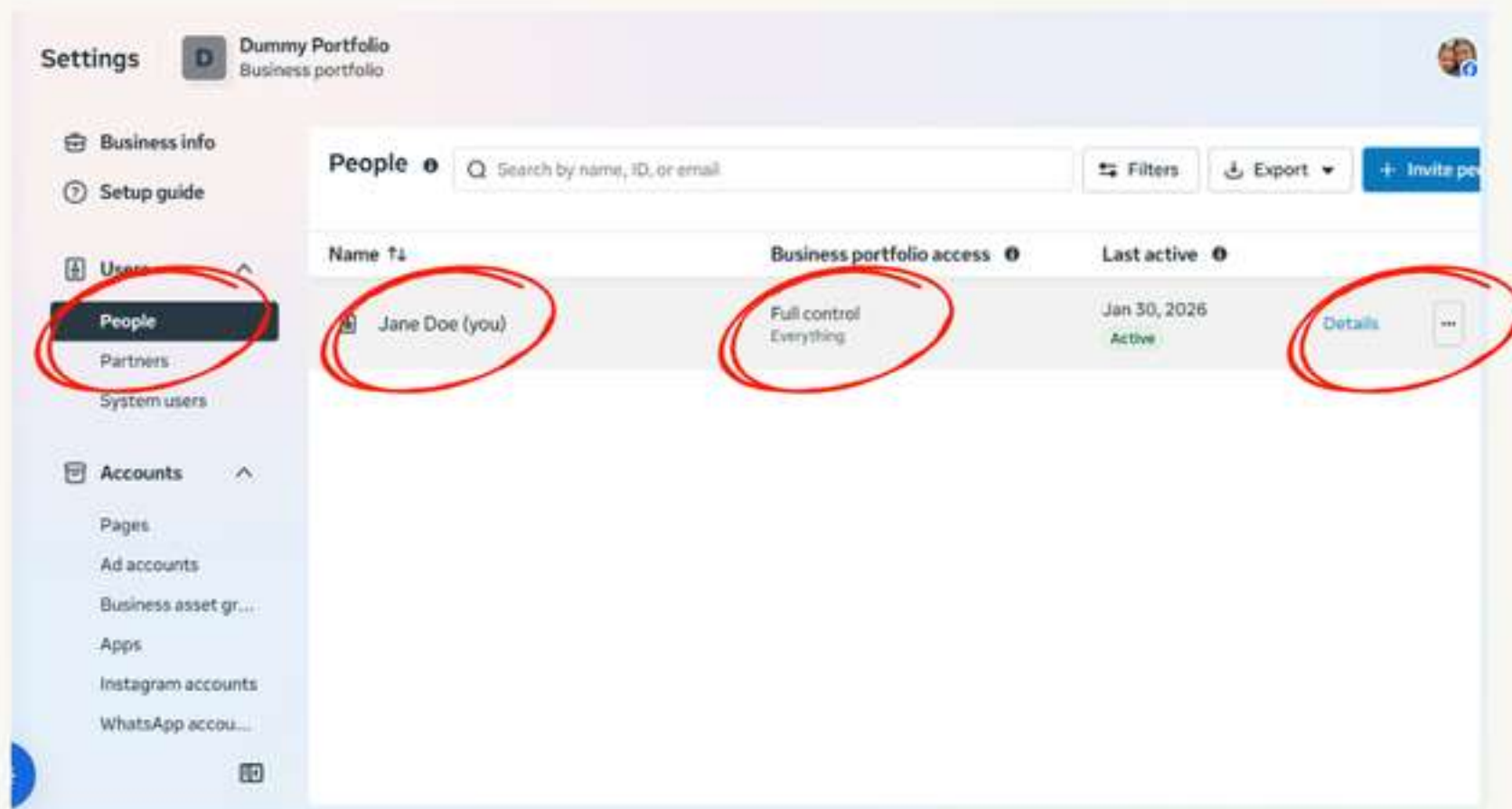
Step Fifteen

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



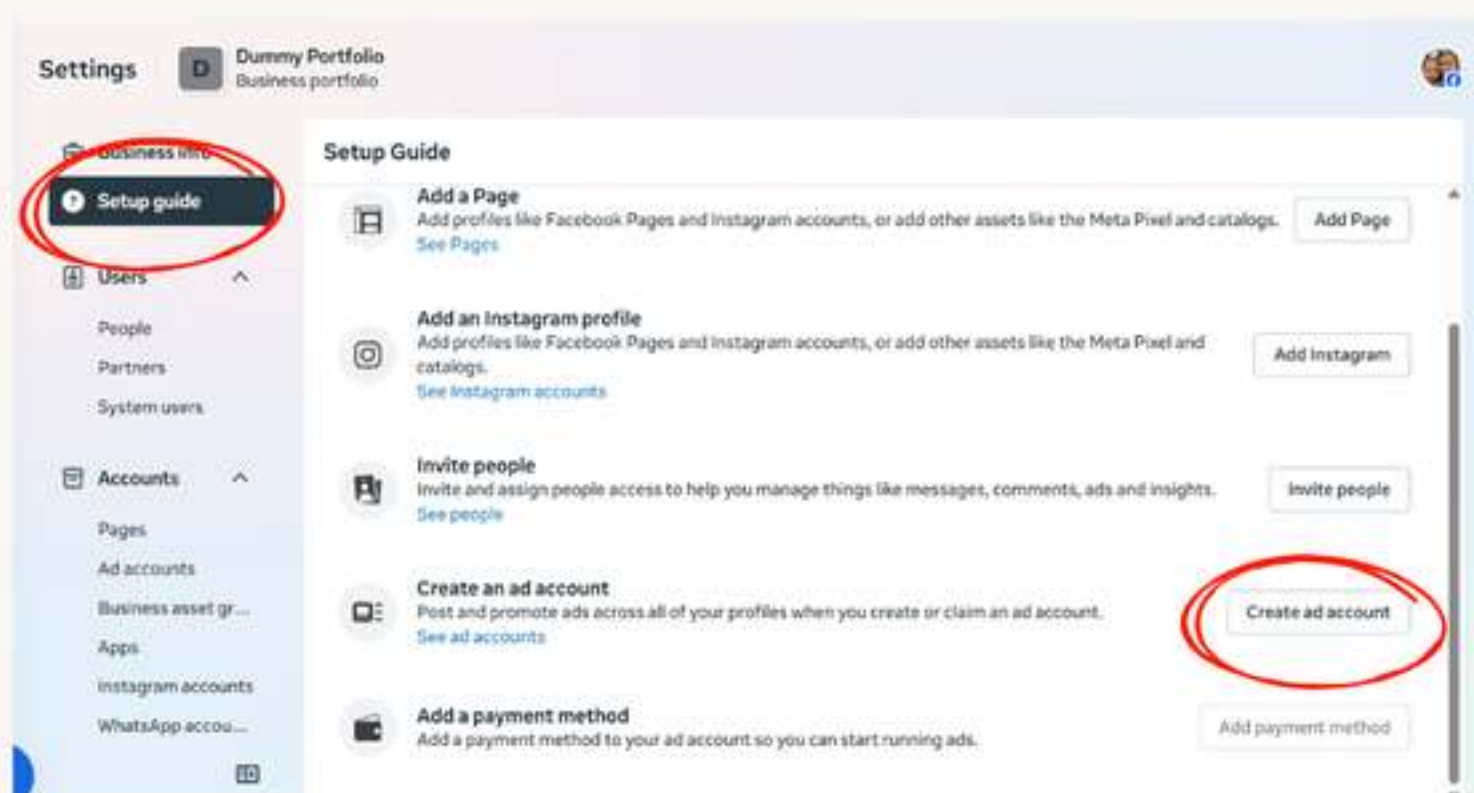
Step Sixteen

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.



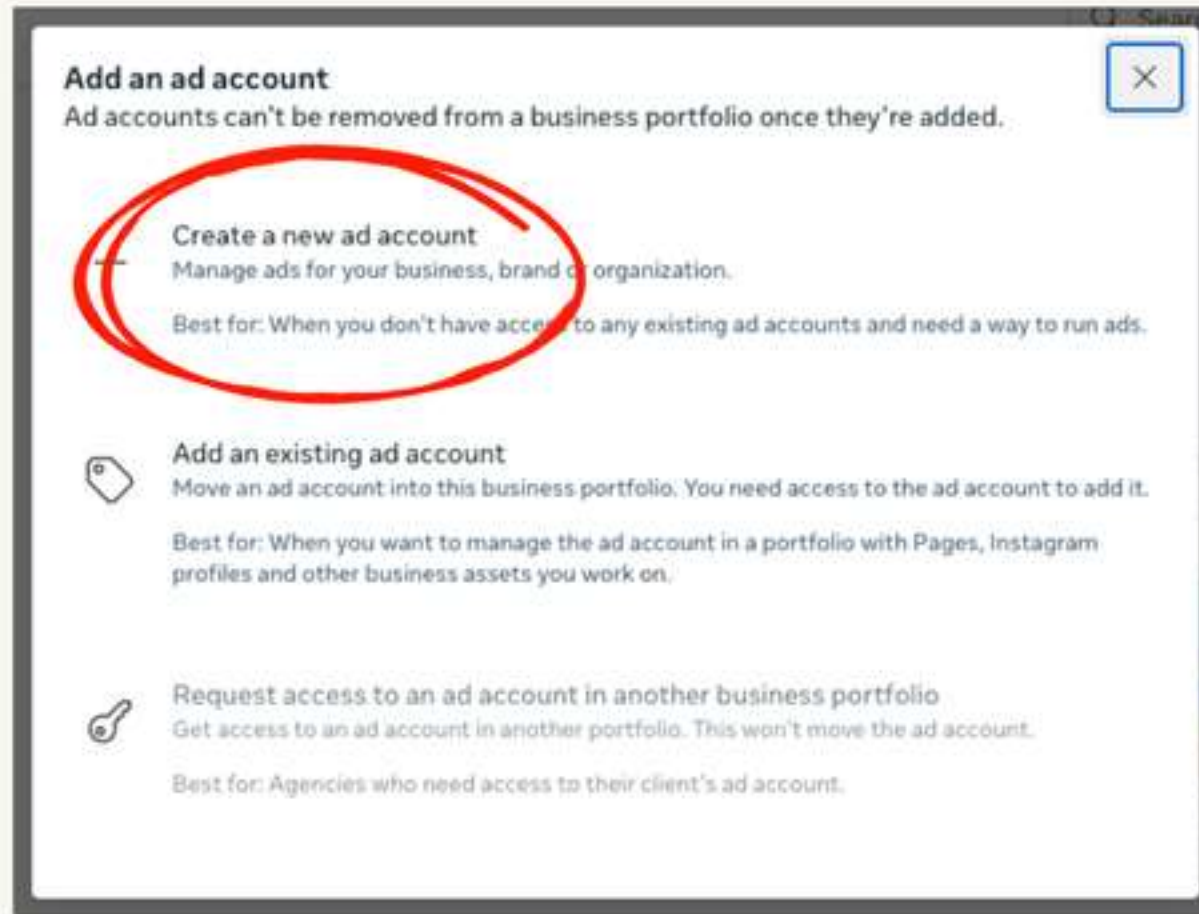
Step Seventeen

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.

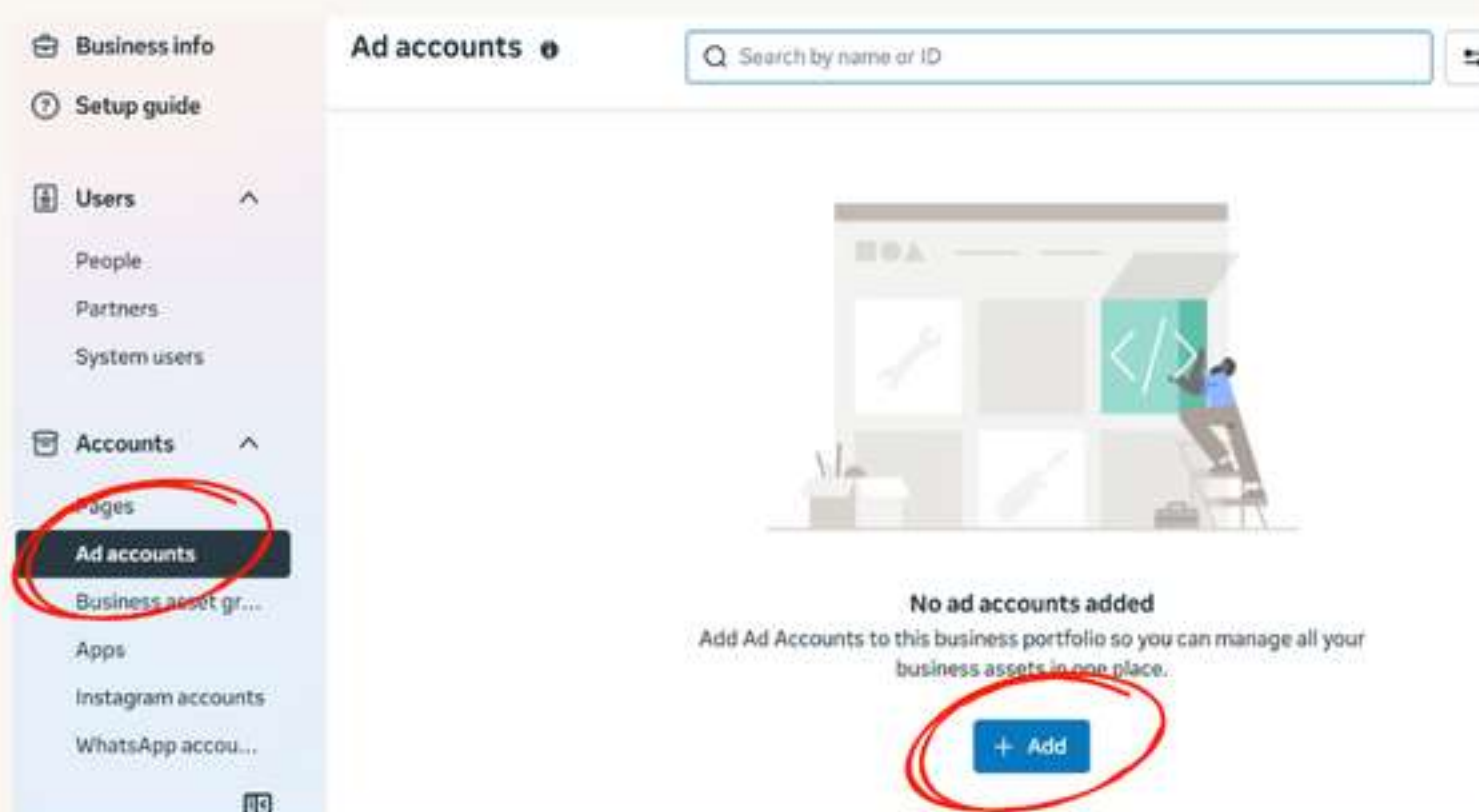


Step Eighteen

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

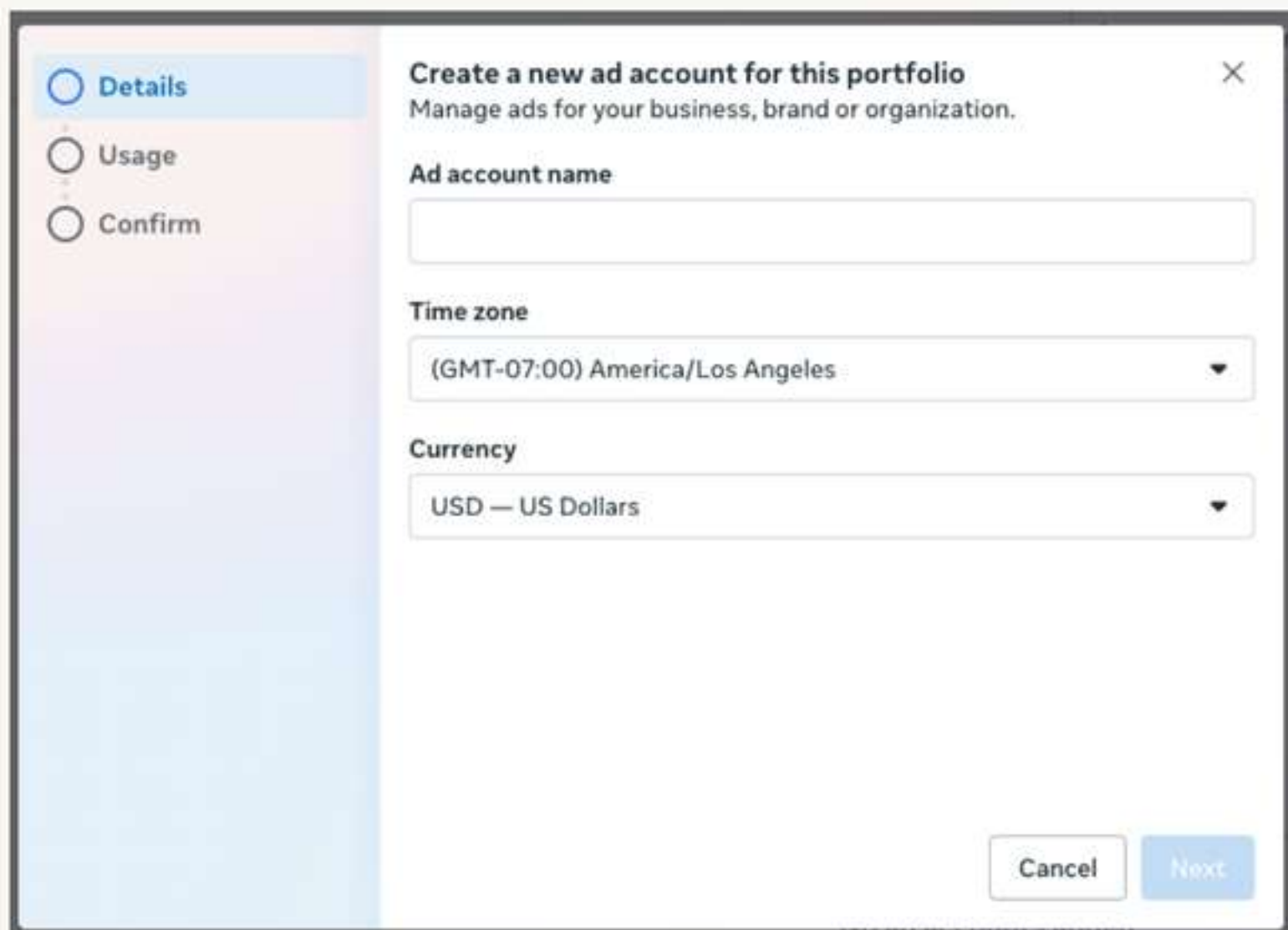
Enter the below information then click **Next**.

Ad Account name - use your Instagram Handle/business name - Ad Account. i.e. "XXXXXXXXX - 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!!!



The screenshot shows a modal window titled "Create a new ad account for this portfolio" with a close button (X) in the top right corner. Below the title is the subtitle "Manage ads for your business, brand or organization." On the left side of the modal is a vertical sidebar with three radio button options: "Details" (which is selected and highlighted in blue), "Usage", and "Confirm". The main content area contains three form fields: "Ad account name" (a text input field), "Time zone" (a dropdown menu showing "(GMT-07:00) America/Los Angeles"), and "Currency" (a dropdown menu showing "USD — US Dollars"). At the bottom right of the modal are two buttons: "Cancel" and "Next".

Step Twenty

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

Details
Usage
Confirm

Select who will use this ad account

This ad account will be used for

☒ My business

☐ Another business or client

Selecting Another business or client will ensure that the other business' name is displayed across Facebook when you create an ad on their behalf. It will also appear on the "Why I am seeing this ad" dialog. You may also gain access to the other business' Audience Manager features, such as their custom audience sizes and the audience overlap tool. [Learn more](#)

Back 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.

ⓘ Would you like to add payment info for your account?

Add payment info

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 **Mange 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**.

Get set up to run ads

Continue >

Confirm the details below and you'll be ready to publish your first ad.

Add payment method
Your payment method has been saved.

Confirm Facebook Page
Your Page access has been confirmed.

Verify email address
Your email has been verified.

Verify phone number
Your phone number has been verified.

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.

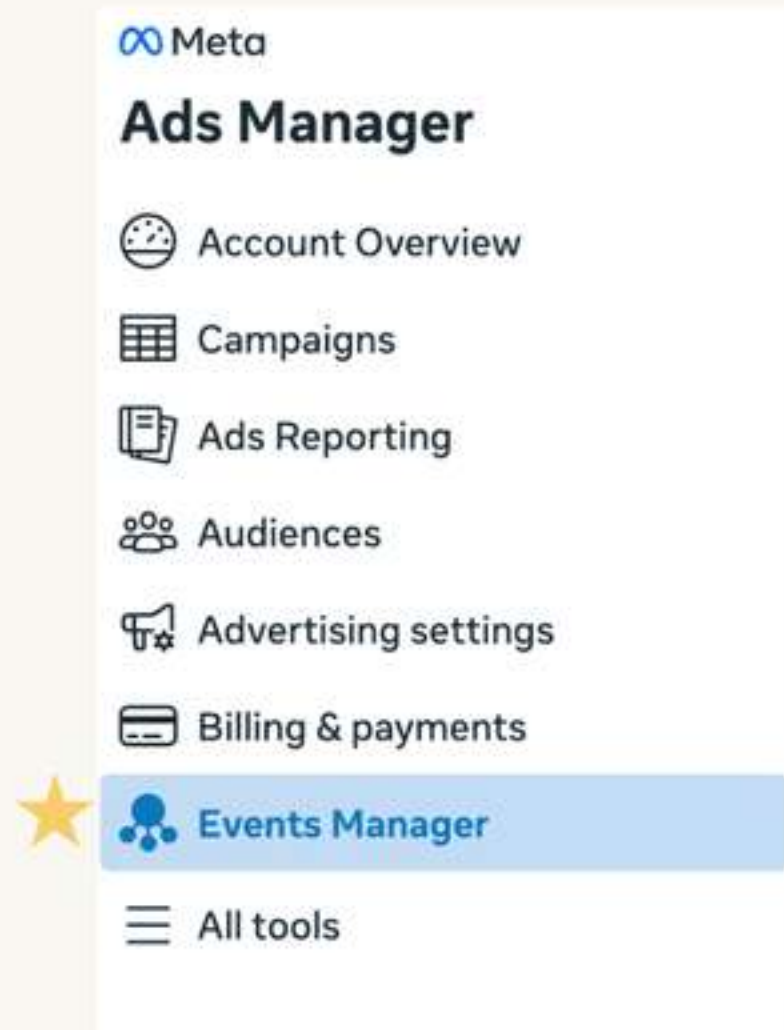
SET UP YOUR PIXEL

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.

Connect a new data source

Share data on how customers interact with your business. This can help optimize ad delivery and performance.

☒  **Web**
Connect your website to share activity that occurs online, including view content, add to cart and purchases.

☐  **App**
Connect your app to share activity that occurs in your app, including installs, purchases.

☐  **Offline**
Connect activity that occurs offline, including phone calls or in-store purchases.

☐  **CRM**
Connect your CRM to deliver your lead generation ads to people most likely to convert.

☐  **Messaging**
Connect valuable data from business chats happening on WhatsApp, Messenger, and Instagram.

Cancel

Next

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**.

Create a new dataset

This helps you keep track of activity your business cares about, so you can better target audiences and help improve performance.

Name

Select an existing dataset
To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Center](#) to learn more about sensitive data.
By continuing, you agree to the [Meta Business Tools Terms](#).

Cancel

Create

Step Five

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

Recommended setup

Based on your business details, we recommend the following setup method for your Conversions API. You can [review your information and update](#) if needed.



Set up with Google Tag Manager

Recommended

Based on your business, Google Tag Manager is likely the best setup option. Connecting Meta Pixel and Conversions API can provide seamless tracking, improved ad performance and easier setup.

13% lower cost per result ⓘ

 [See other ways to setup](#)

[Give feedback](#)

Back

Next

Step Six

Select **Set up manually**.

Then click **Next**.



Set up manually

Set up the Conversions API and Meta Pixel by direct integration. Some coding is required.

☒

Step Seven

Select **Meta Pixel only**.

Then click **Next**.



Meta Pixel only



Add a small piece of code to your website to send web activity. Loading errors, connectivity issues and ad blockers in browsers may sometimes prevent a pixel from sharing data effectively.

Step Eight

Click **Copy code**.

Install Meta Pixel on your website

The Meta Pixel is a piece of code that you add to your website by copying the base code below and pasting it into the header section of your website.

1 Copy base code

Copy the Meta Pixel base code 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)}};
```

Copy code

Step Nine

Paste your code into a Text or Word document.

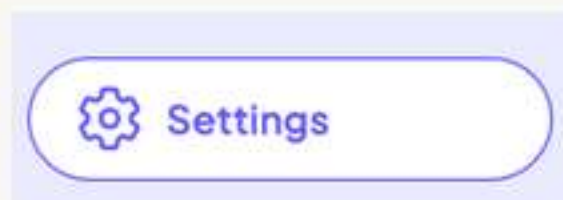
Then **locate your unique 15-16 digital Pixel Code** (the highlighted text below).

```
<!-- 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', 'XXXXXXXXXXXXXXXXXX');
fbq('track', 'PageView');
</script>
<noscript></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.



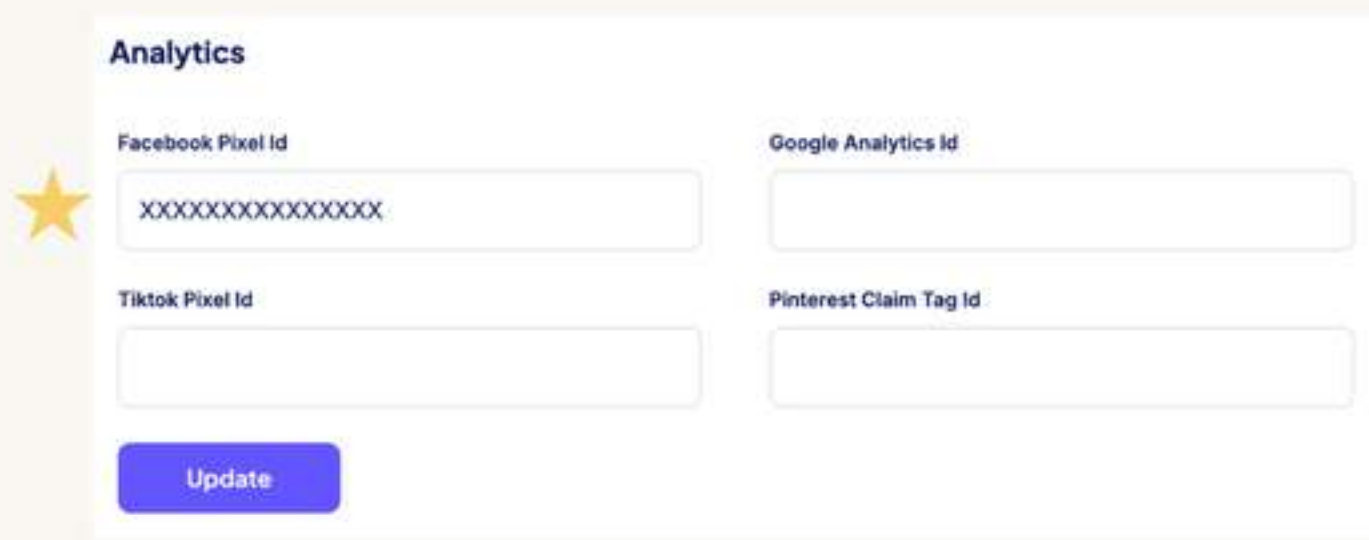
Step Eleven

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

Paste your 15-16 digit 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.



The screenshot shows the 'Analytics' section of a settings page. It contains four input fields arranged in a 2x2 grid: 'Facebook Pixel Id' (containing 'XXXXXXXXXXXXXXXX'), 'Google Analytics Id', 'Tiktok Pixel Id', and 'Pinterest Claim Tag Id'. A yellow star icon is positioned to the left of the 'Facebook Pixel Id' field. Below the fields is a blue 'Update' button.

Step Twelve

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

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



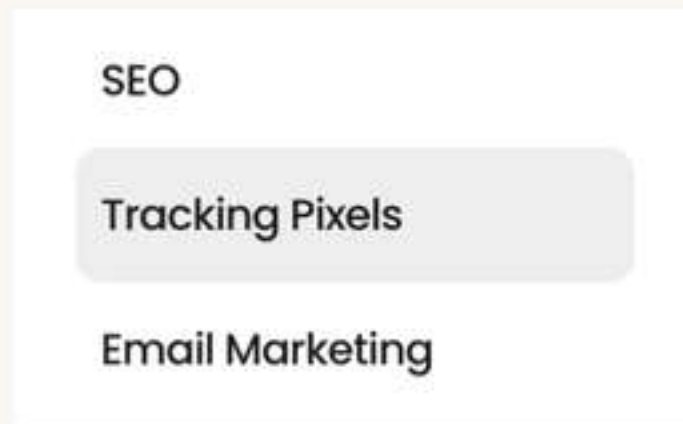
The screenshot shows a menu with two options: 'Referrals' with a gift icon and 'Settings' with a gear icon. The 'Settings' option is highlighted with a grey background.

Step Thirteen

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

Paste your 15-16 digit 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.



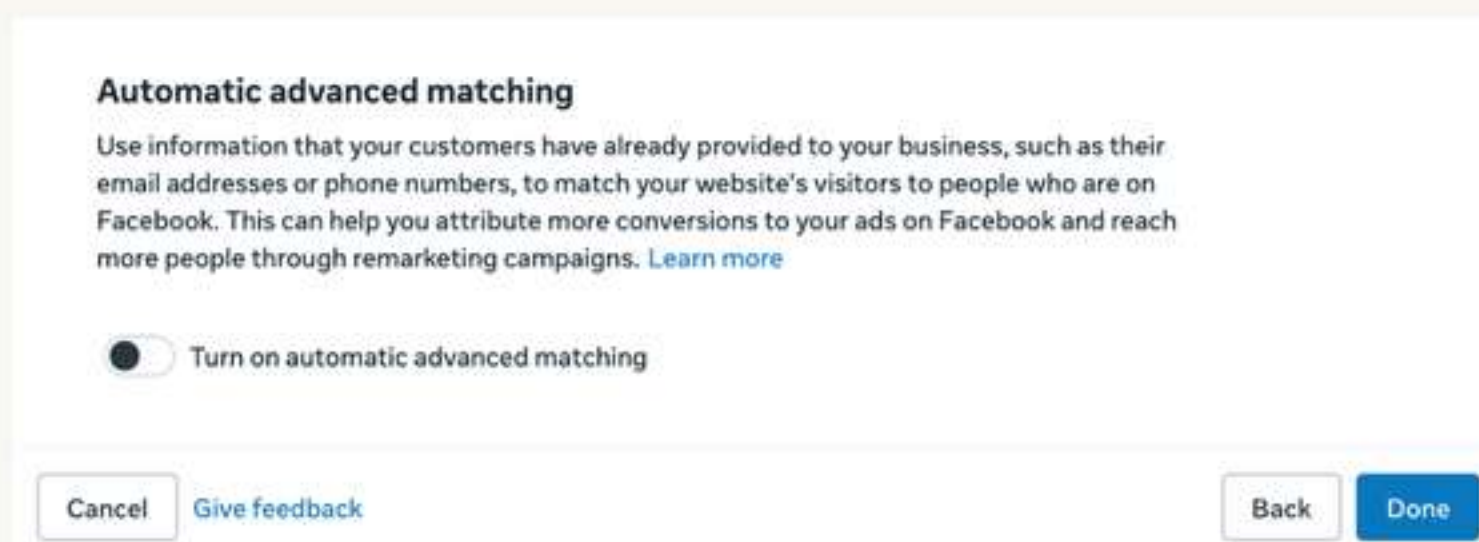
Step Fourteen

The following steps are for both Stan Store and Beacons.

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

Step Fifteen

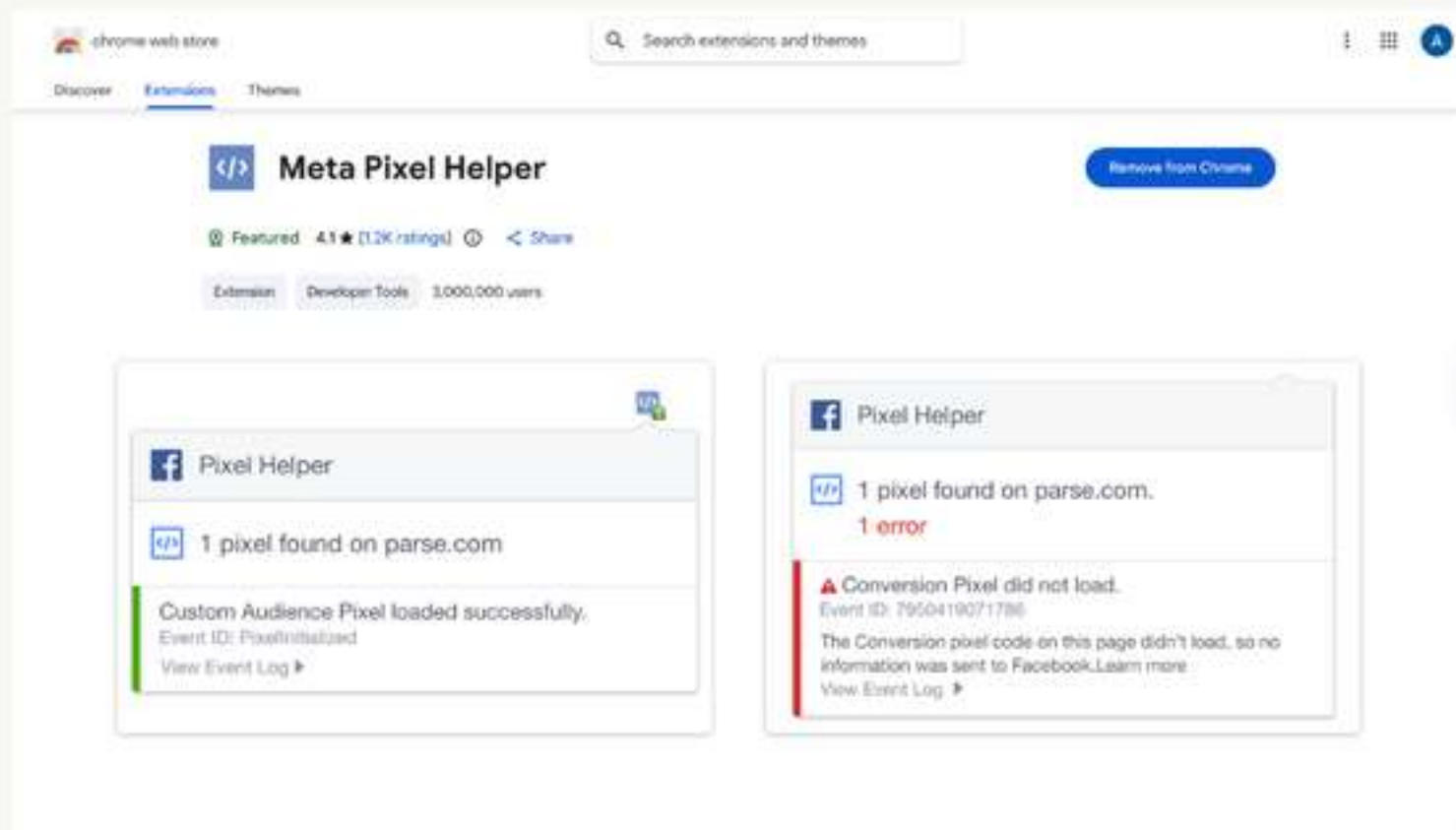
Under **Automatic advanced matching**, keep it toggled **off**, then click **Done**.



Step Sixteen

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

Download the **Meta Pixel Helper** (free Chrome extension)



Step Seventeen

Open your **sales page in Chrome**.

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

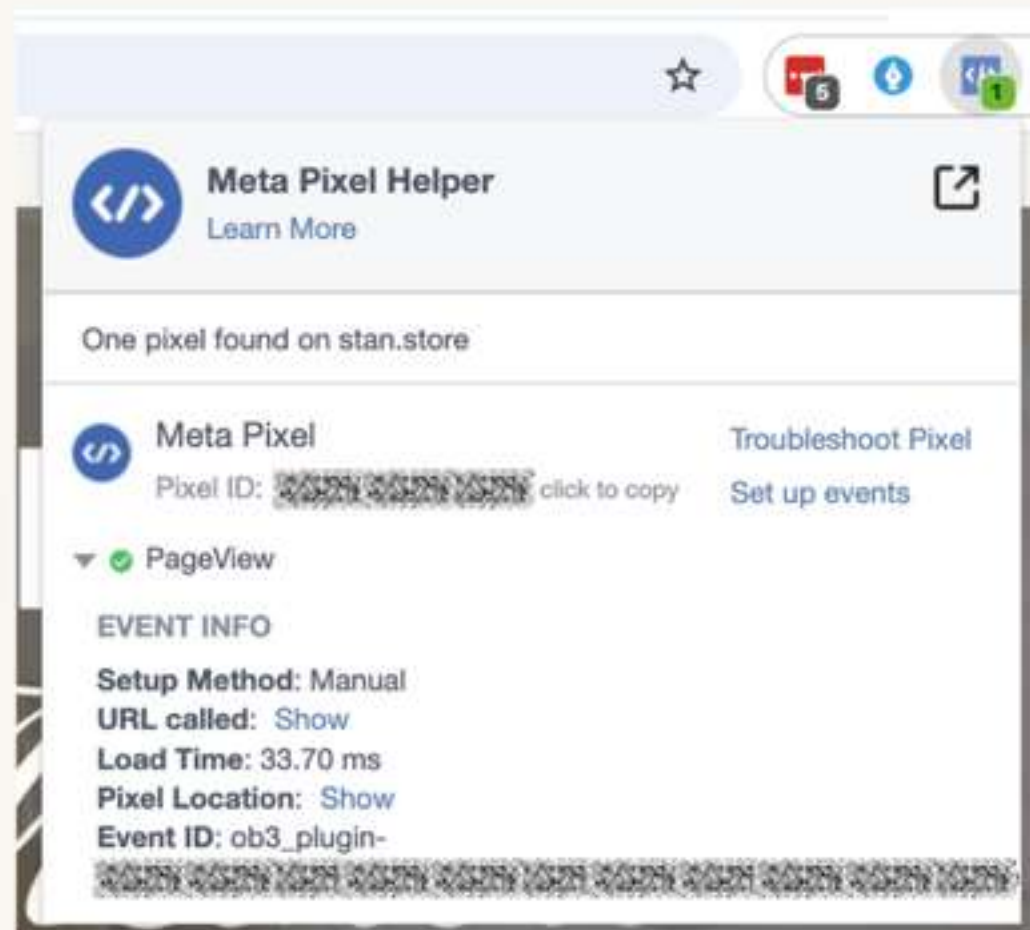


Step Eighteen

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 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**

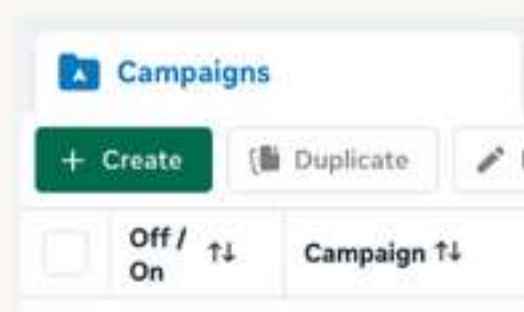
Step Two

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



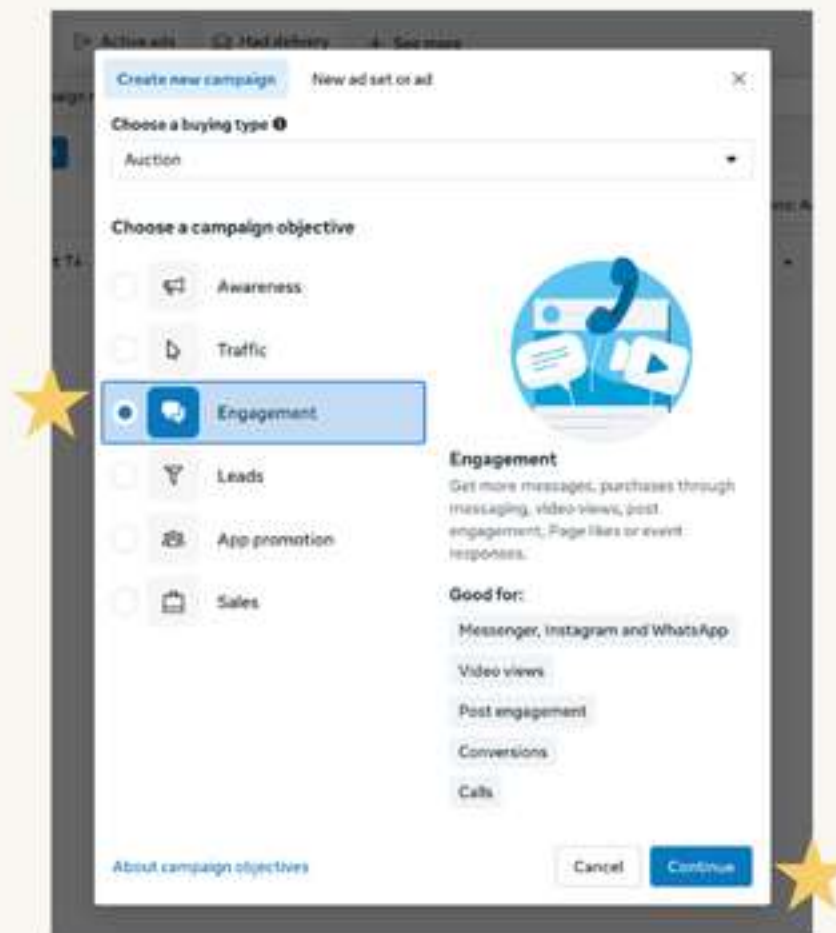
Step Three

Click on the green **Create** button.



Step Four

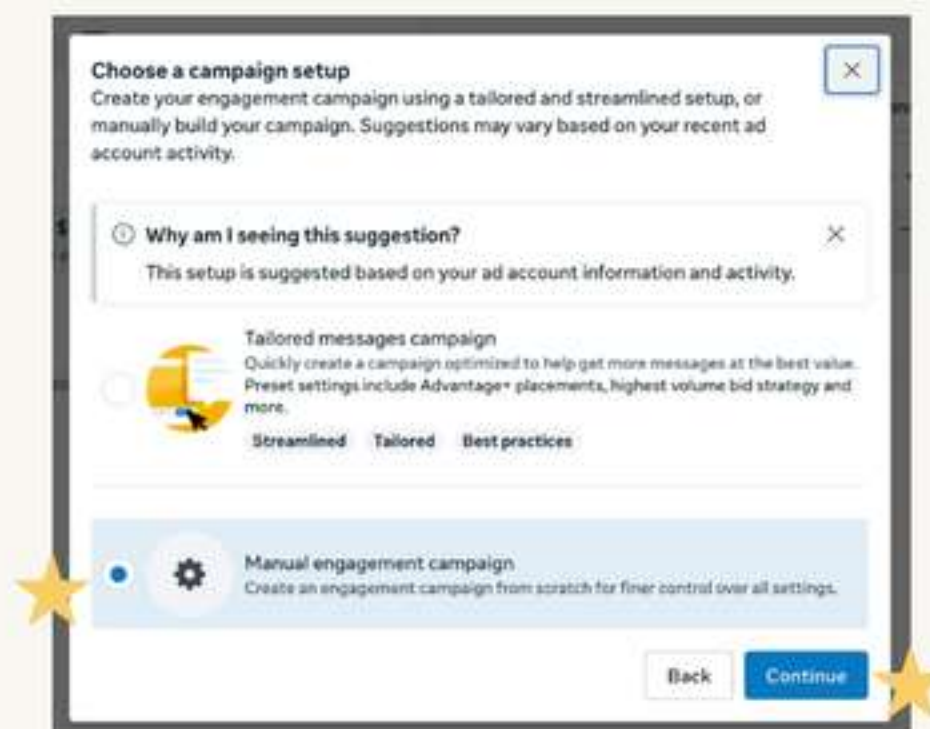
Click the **Engagement** button and then click the **Continue** button.



Five

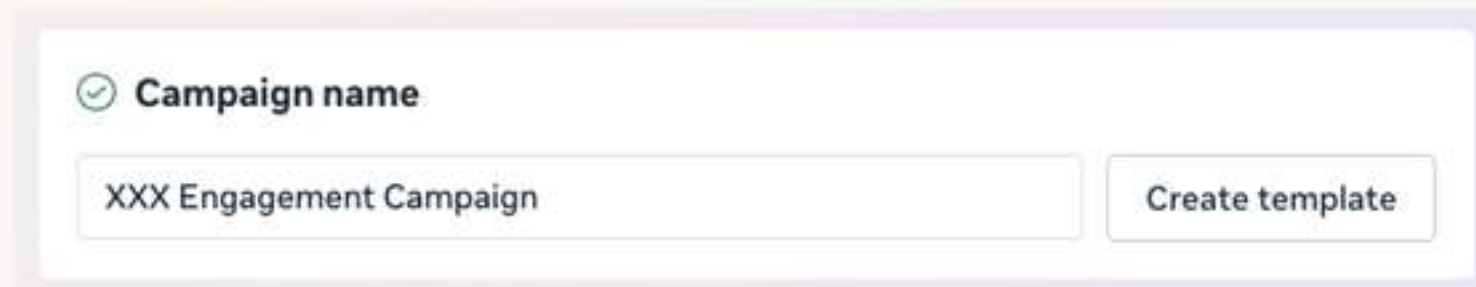
Click the **Manual engagement campaign** button and then click **Continue**.

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



Step Six

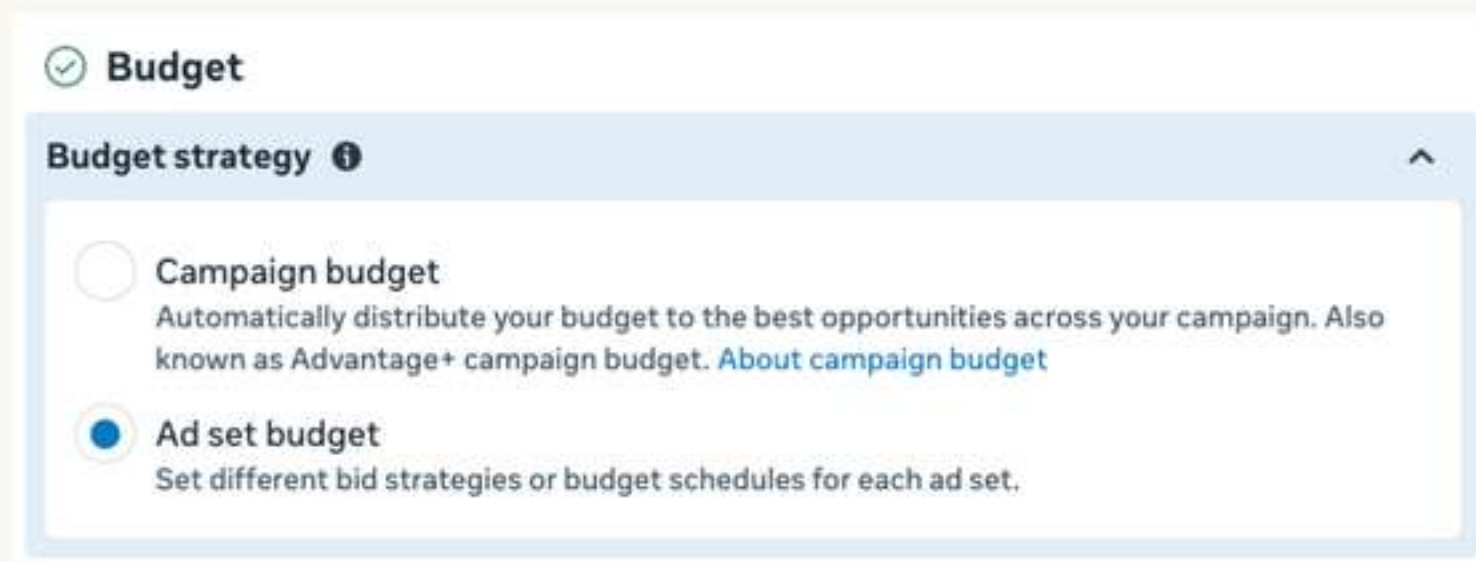
Name your campaign with your product name and include that it's an engagement campaign to help you to identify it.



A screenshot of the 'Campaign name' step in the Facebook Ads setup process. It features a header with a checkmark icon and the text 'Campaign name'. Below this is a text input field containing 'XXX Engagement Campaign' and a 'Create template' button to its right.

Step Seven

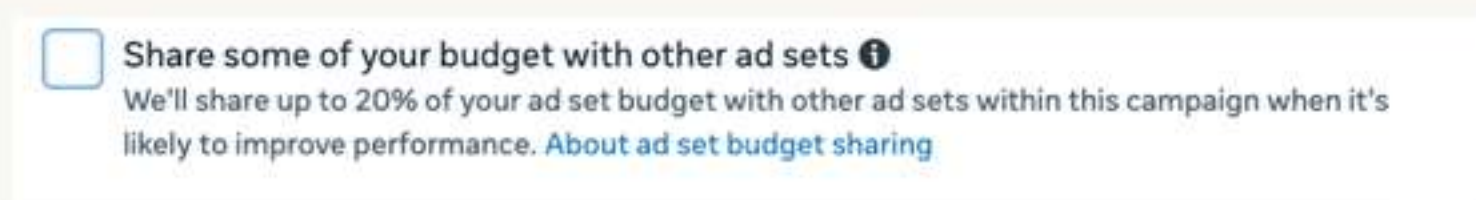
Under **Budget**, select **Ad Set Budget**.



A screenshot of the 'Budget' step in the Facebook Ads setup process. The header shows a checkmark icon and the word 'Budget'. Below is a section titled 'Budget strategy' with an information icon and an upward arrow. Two options are listed: 'Campaign budget' (unselected) and 'Ad set budget' (selected with a blue dot). Each option includes a brief description and a link for more information.

Step Eight

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

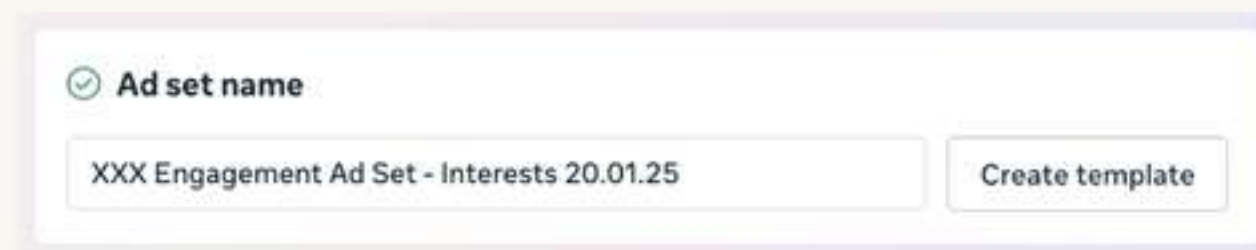


A screenshot of the 'Share some of your budget with other ad sets' option in the Facebook Ads setup process. It features an unchecked checkbox, the text 'Share some of your budget with other ad sets' with an information icon, and a descriptive paragraph explaining the feature and providing a link for more details.

Step Nine

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

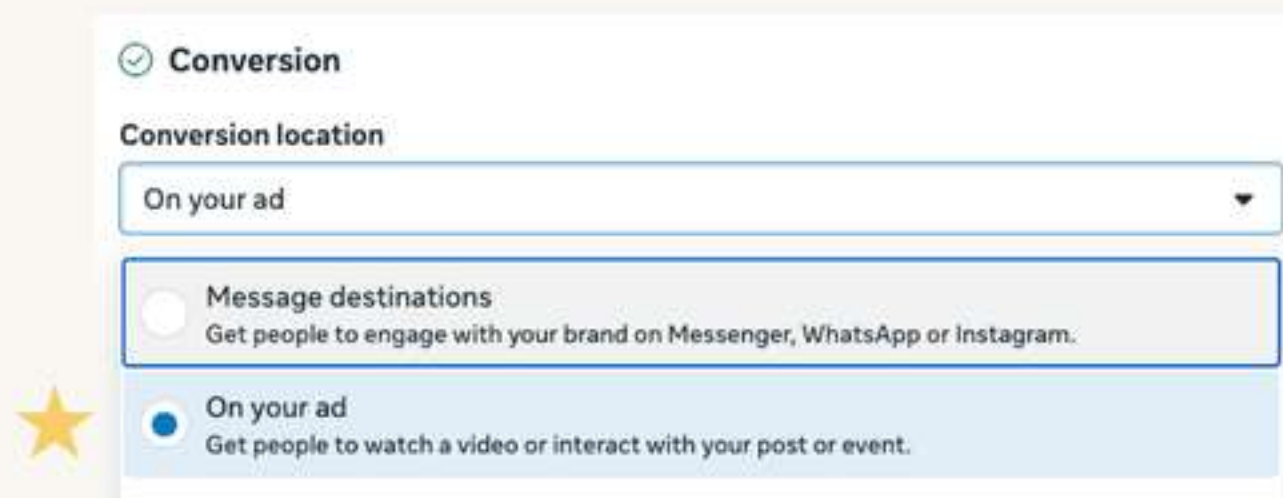
(You may want to come back to edit the audience details later, after completing the next few steps).



A screenshot of the 'Ad set name' step in the Facebook Ads setup process. It features a green checkmark icon and the text 'Ad set name'. Below this is a text input field containing 'XXX Engagement Ad Set - Interests 20.01.25' and a 'Create template' button.

Step Ten

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



A screenshot of the 'Conversion' step in the Facebook Ads setup process. It features a green checkmark icon and the text 'Conversion'. Below this is a 'Conversion location' dropdown menu with 'On your ad' selected. There are two radio button options: 'Message destinations' (unselected) and 'On your ad' (selected). A yellow star icon is placed to the left of the 'On your ad' option.

Step Eleven

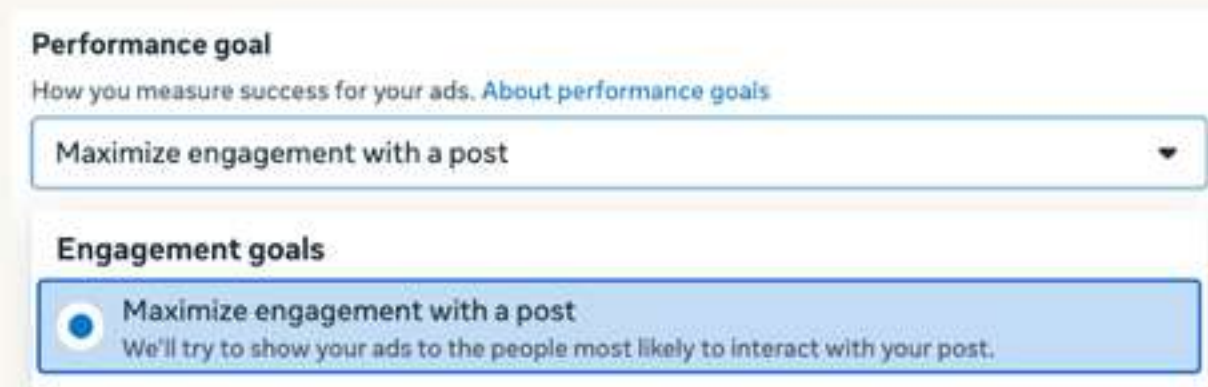
Under Engagement type, select **Post engagement**.



A screenshot of the 'Engagement type' step in the Facebook Ads setup process. It features a dropdown menu with 'Post engagement' selected. Below this are two radio button options: 'Video views' (unselected) and 'Post engagement' (selected). A yellow star icon is placed to the left of the 'Post engagement' option.

Step Twelve

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



Performance goal
How you measure success for your ads. [About performance goals](#)

Maximize engagement with a post ▼

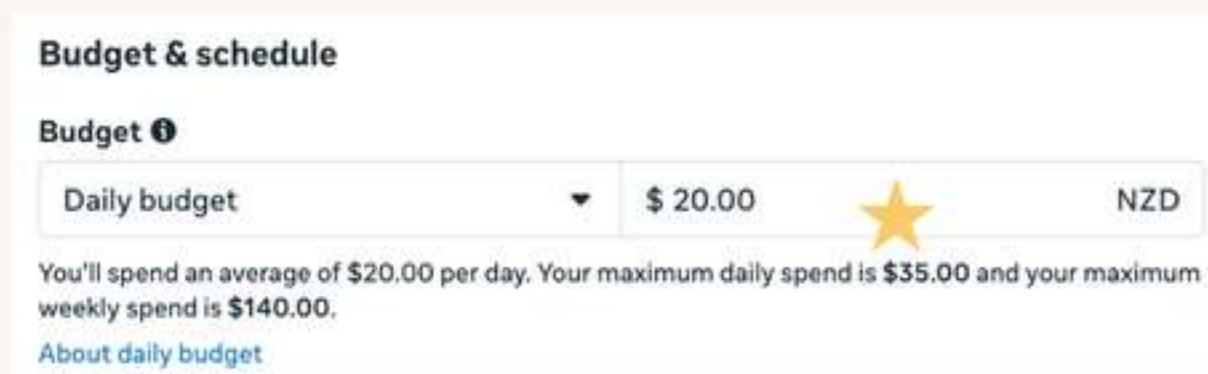
Engagement goals

☒ Maximize engagement with a post
We'll try to show your ads to the people most likely to interact with your 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.



Budget & schedule

Budget ⓘ

Daily budget ▼ \$ 20.00 ★ NZD

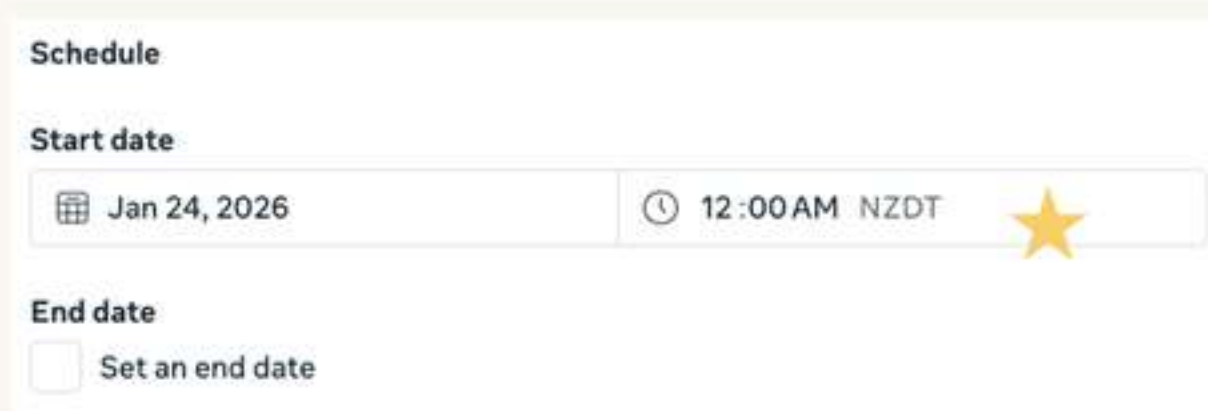
You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00.

[About daily 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.



Schedule

Start date

Jan 24, 2026 12:00AM NZDT ★

End date

☐ Set an end date

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.

✓ Audience ➤ Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▼

Controls ⓘ

We won't reach people beyond these settings, even with Advantage+ on.

No advertising settings set

Locations

Inclusion: Australia, Canada, United Kingdom, New Zealand, United States

ⓘ There is 1 additional task to review.

Review requirements

[Hide controls ▲](#)

Minimum age ⓘ

24

Exclude these custom audiences ⓘ

None

Languages ⓘ

• English (All)

Locations

Included locations:

- Australia
- Canada
- United Kingdom
- New Zealand
- United States



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.

Suggest an audience ⓘ
We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.
[Hide settings](#) ▲

Include these custom audiences ⓘ
None

Age ⓘ [Your suggestion](#)
24 - 55

Gender [Your suggestion](#)
Women

Detailed targeting
Inclusion: Interests: Digital marketing, Affiliate marketing, Home business, Entrepreneurship or Passive income

Step Seventeen

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

 **Placements**
Choose where your ad appears across Meta technologies. [Learn more](#)

Account controls ⓘ
Excluded placements: Facebook right column, Facebook Marketplace

Advantage+ placements ⚡ [Edit](#) ★
Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#) ▼

Step Eighteen

Select **Manual Placements**.

 **Account controls** ⓘ
Excluded placements: Facebook right column, Facebook Marketplace

☐ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

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**.

 **Platforms**

☐ Facebook	☒ Instagram	☐ Audience Network
☐ Messenger	☐ WhatsApp	☐ Threads

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.

✓ **Ad name**

Reel XYZ - 20.01.26

Create template

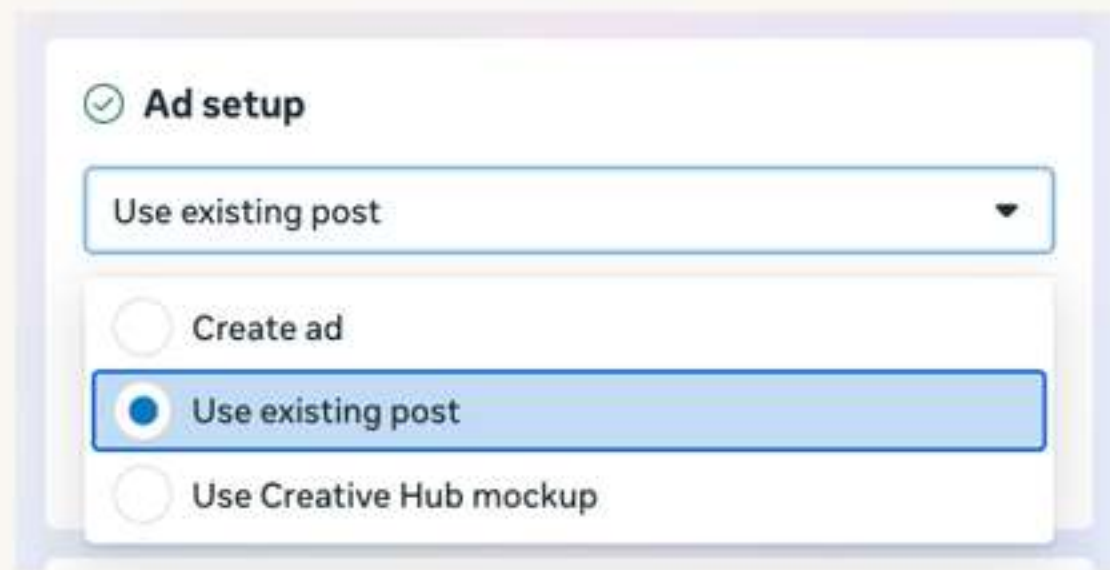
Step Twenty-One

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**.



The screenshot shows the 'Ad setup' section of a Facebook ad creation interface. At the top, there is a section header 'Ad setup' with a checkmark icon. Below it is a dropdown menu currently displaying 'Use existing post'. Underneath the dropdown are three radio button options: 'Create ad', 'Use existing post' (which is selected and highlighted with a blue bar), and 'Use Creative Hub mockup'.

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).

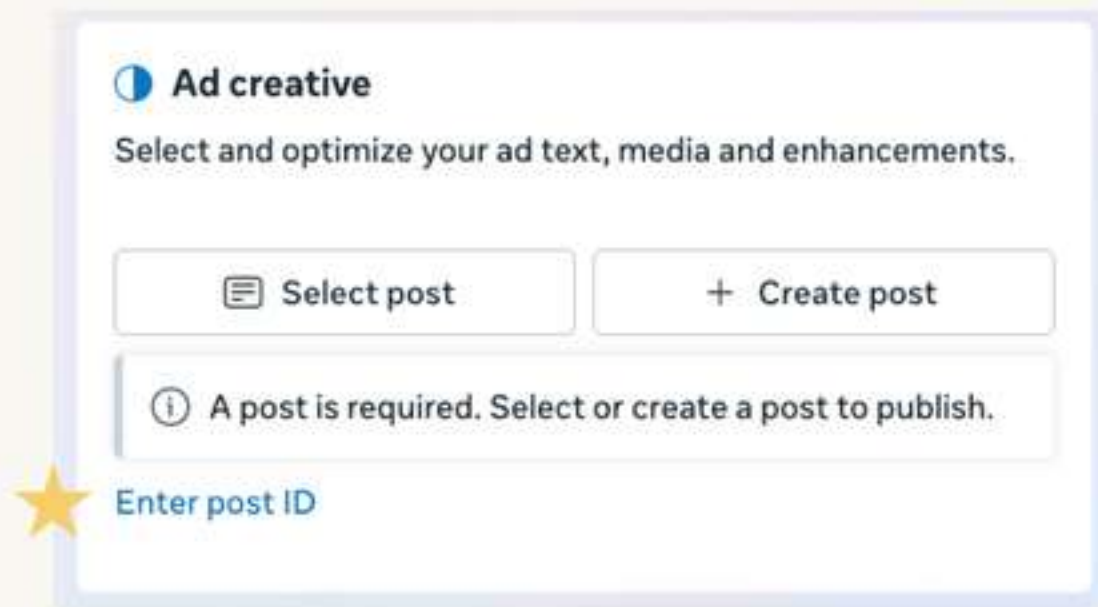


Multi-advertiser ads

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Step Twenty-Four

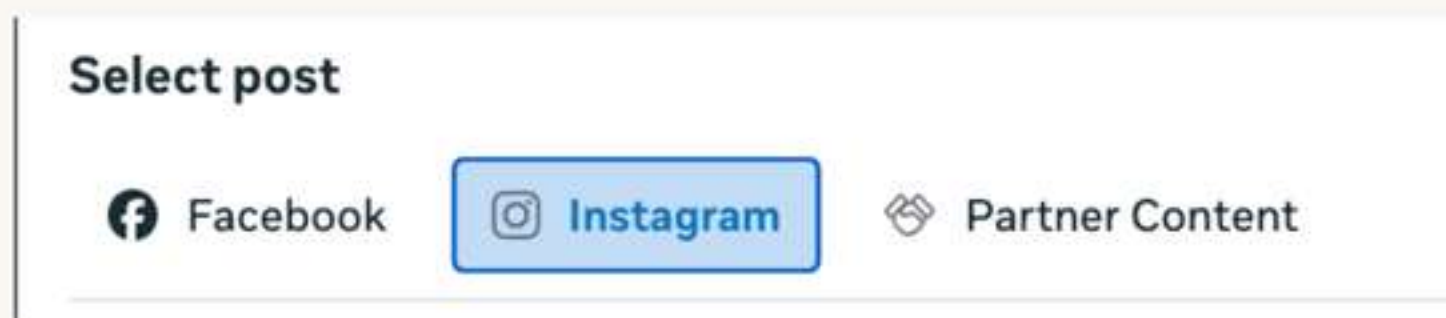
Under Ad creative, click **Select Post**.



Step Twenty-Five

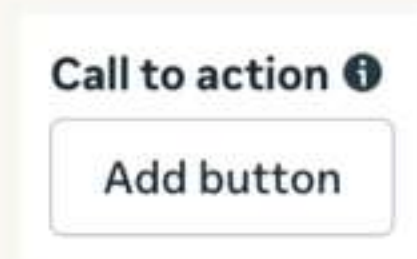
Under Select Post, select **Instagram**.

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



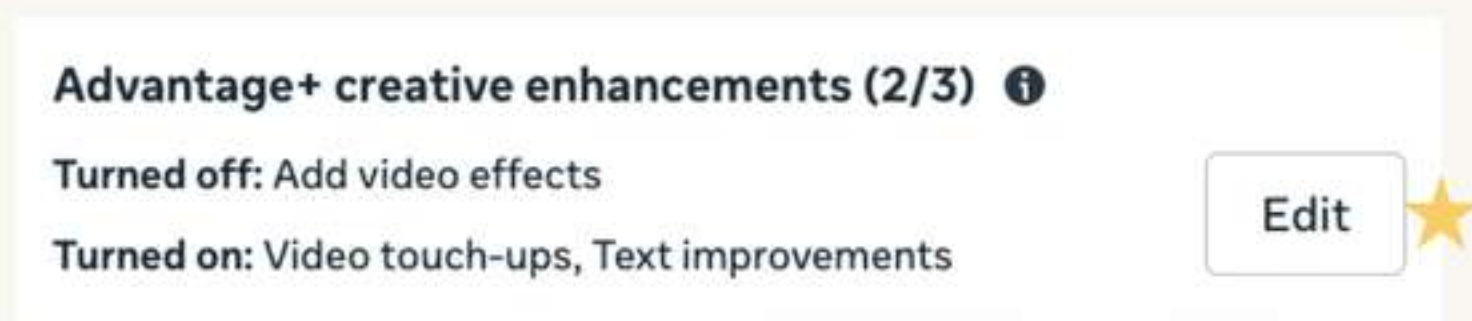
Step Twenty-Six

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



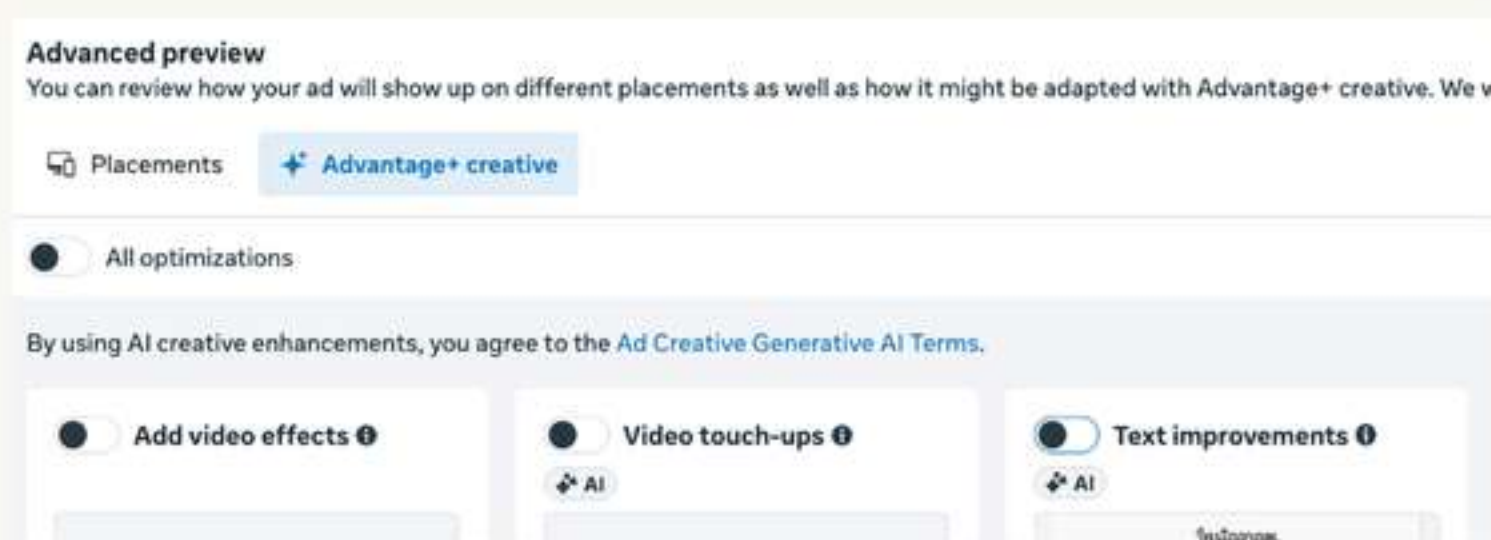
Step Twenty-Seven

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

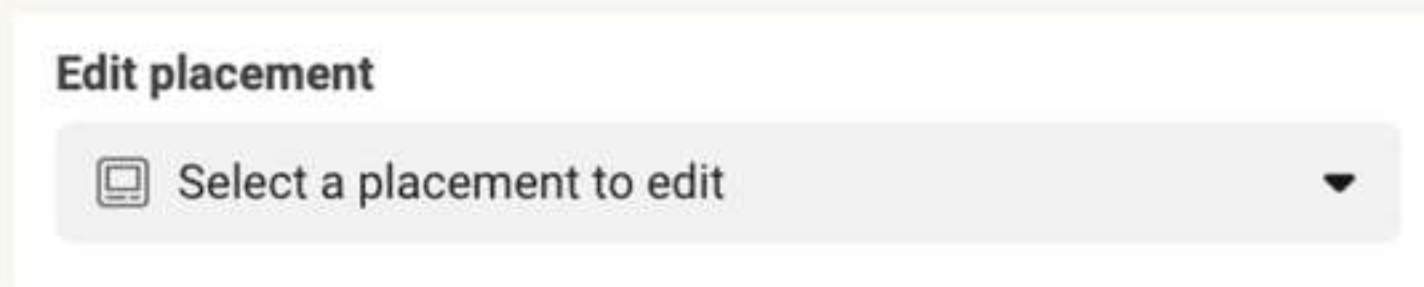
Preview how your ad will appear by clicking on **Advanced Preview**.



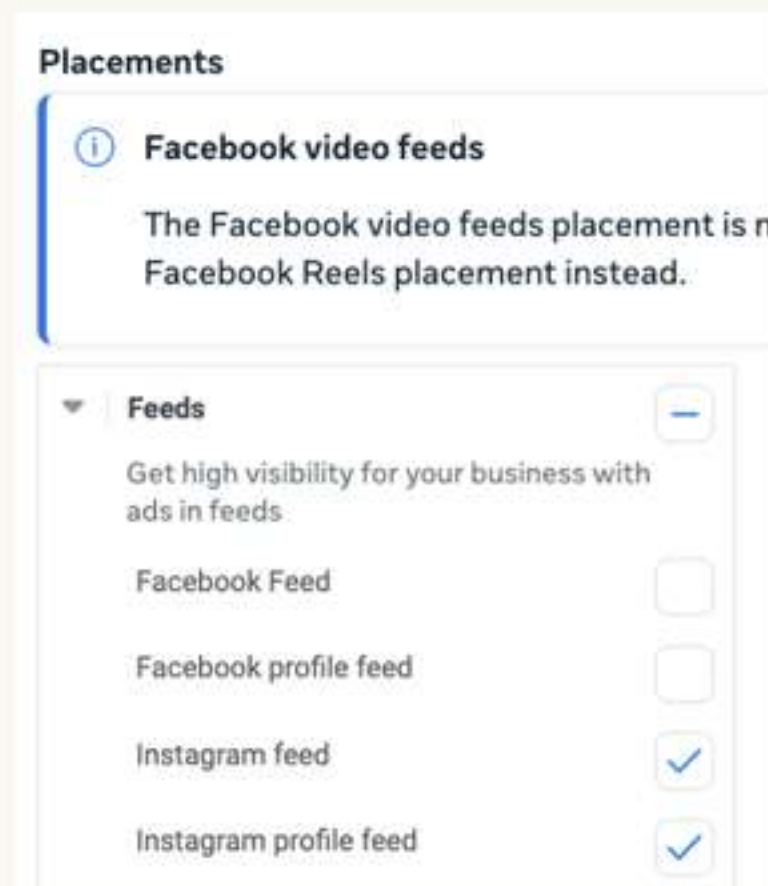
Step Thirty

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.

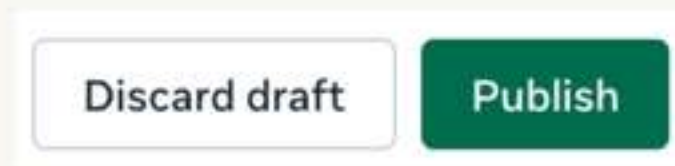


If you would like to delete a particular placement from your campaign, return to the ad set level and under Placements, untick the Placement that you want to remove.



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 has hopefully **brought in some sales**, 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 Page 94** 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**

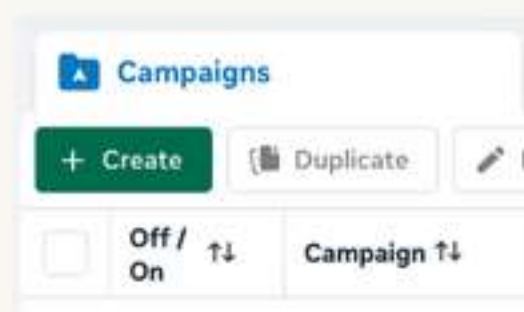
Step Two

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



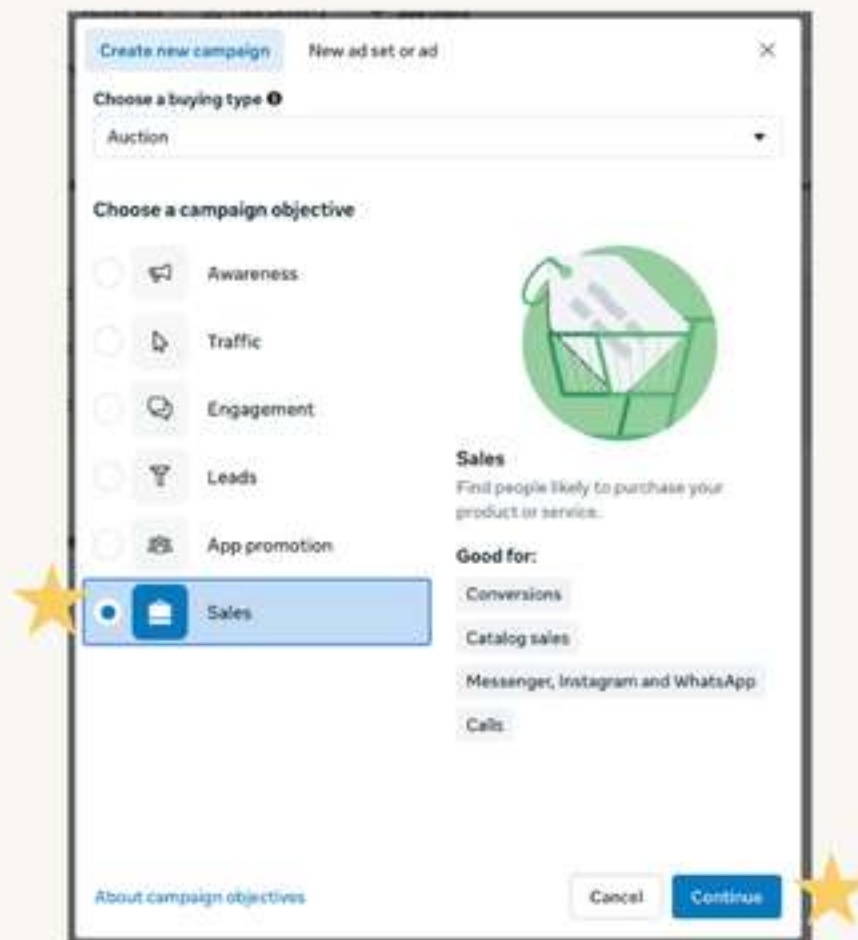
Step Three

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.

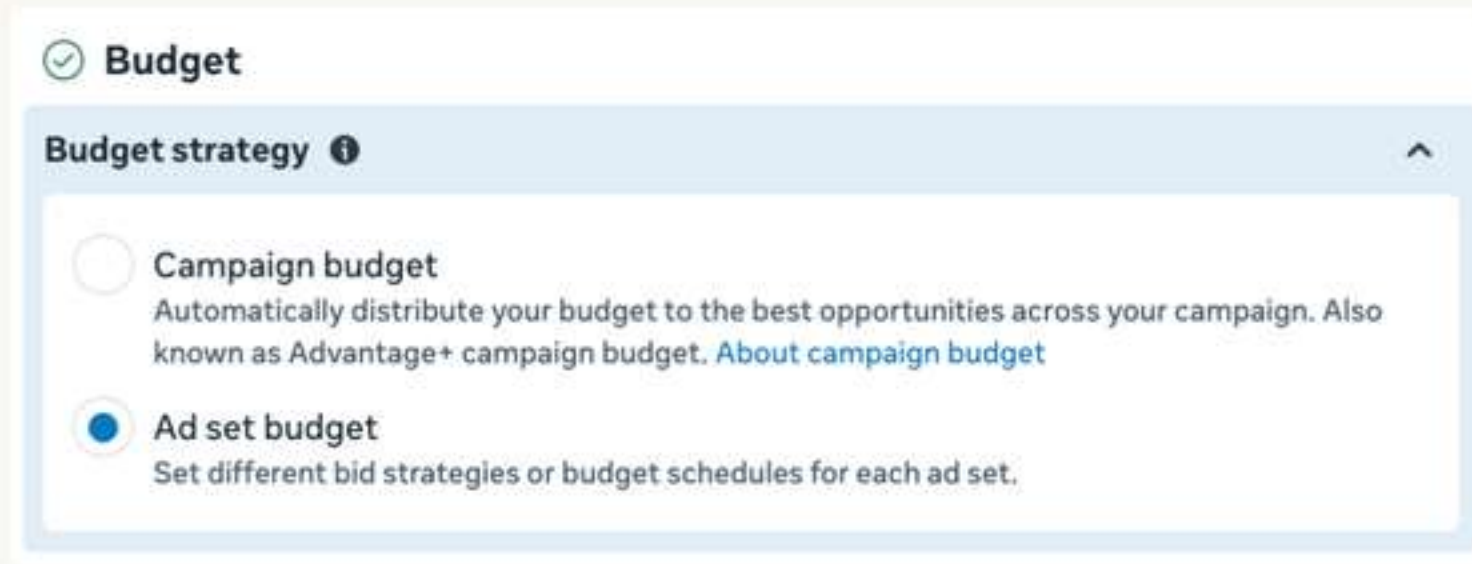
✔ Campaign name

XXX Sales Campaign

Create template

Step Six

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



The screenshot shows a 'Budget' section with a checkmark icon. Below it is a 'Budget strategy' header with an information icon and an upward arrow. Two options are listed: 'Campaign budget' (unselected) and 'Ad set budget' (selected with a blue dot). The 'Ad set budget' option includes a description: 'Set different bid strategies or budget schedules for each ad set.' and a link to 'About campaign budget'.

✓ **Budget**

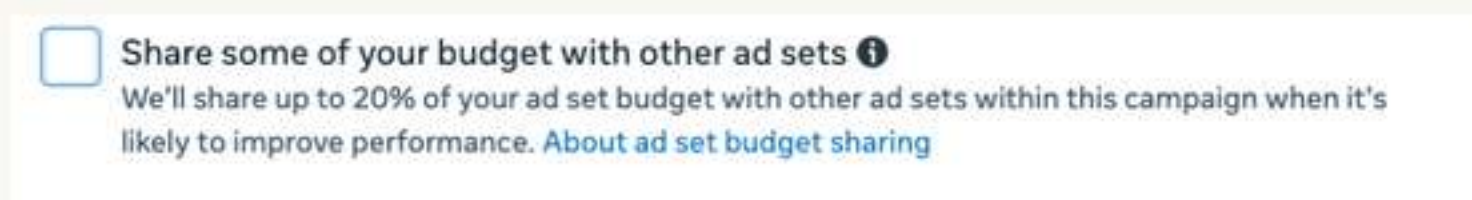
Budget strategy ⓘ ^

☐ **Campaign budget**
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

☒ **Ad set budget**
Set different bid strategies or budget schedules for each ad set.

Step Seven

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



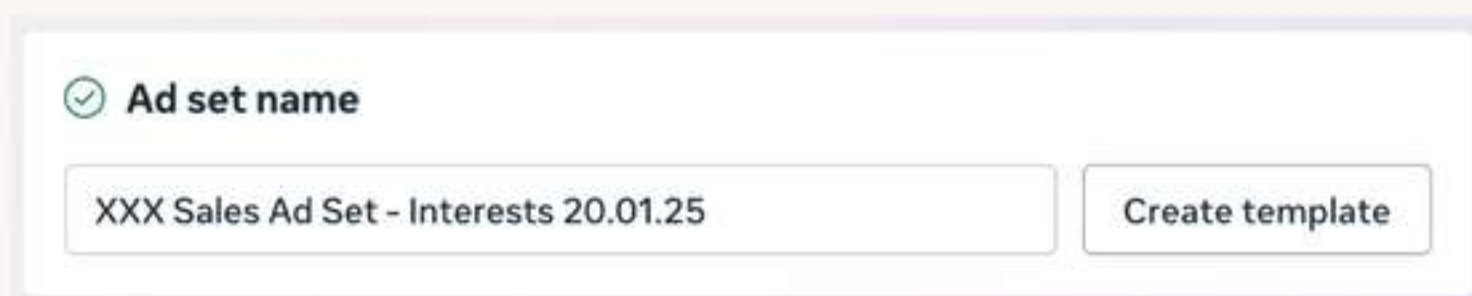
The screenshot shows a checkbox that is not selected, followed by the text 'Share some of your budget with other ad sets' and an information icon. Below this is a description: 'We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance.' and a link to 'About ad set budget sharing'.

☐ **Share some of your budget with other ad sets** ⓘ
We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. [About ad set budget sharing](#)

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).



The screenshot shows a section titled 'Ad set name' with a checkmark icon. Below the title is a text input field containing 'XXX Sales Ad Set - Interests 20.01.25' and a 'Create template' button.

✓ **Ad set name**

XXX Sales Ad Set - Interests 20.01.25

Step Nine

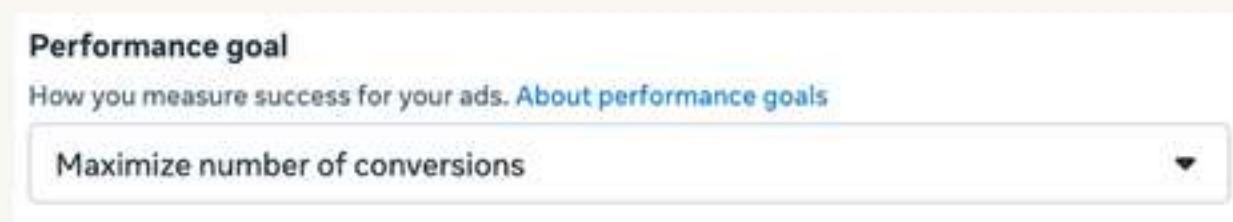
Under Conversion location, select **Website** (located under Single).



A screenshot of a web interface showing a dropdown menu for 'Conversion location'. The menu is open, displaying 'Website' as the selected option. Above the dropdown, there is a green checkmark icon and the word 'Conversion'. Below the dropdown, there is a small information icon and the text 'Conversion location'.

Step Ten

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



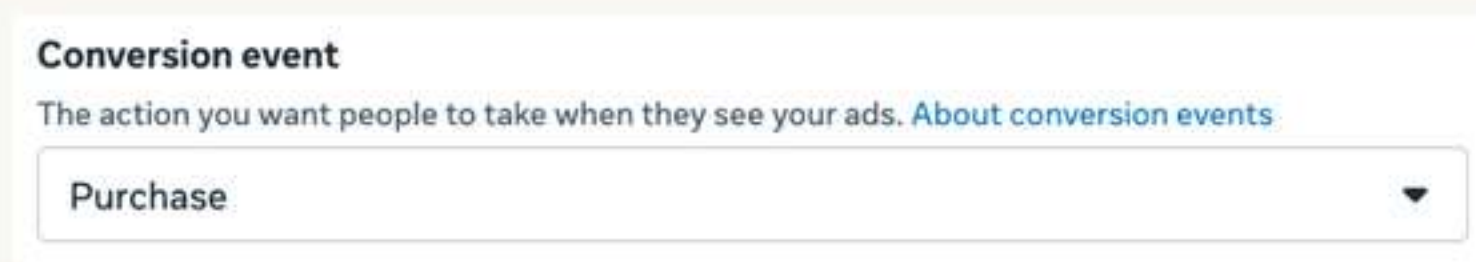
A screenshot of a web interface showing a dropdown menu for 'Performance goal'. The menu is open, displaying 'Maximize number of conversions' as the selected option. Above the dropdown, there is the text 'Performance goal' and a link 'About performance goals'. Below the dropdown, there is a small information icon and the text 'How you measure success for your ads.'.

Step Eleven

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

Step Twelve

Under Conversion Event, select **Purchase**.



A screenshot of a web interface showing a dropdown menu for 'Conversion event'. The menu is open, displaying 'Purchase' as the selected option. Above the dropdown, there is the text 'Conversion event' and a link 'About conversion events'. Below the dropdown, there is a small information icon and the text 'The action you want people to take when they see your ads.'.

Step Thirteen

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

As you begin to make sales, you can choose to increase your budget.

Budget & schedule

Budget ⓘ

Daily budget ▾

\$ 20.00

★

NZD

You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00.

[About daily 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.

Schedule

Start date

📅 Jan 24, 2026

🕒 12:00AM NZDT

★

End date

☐ Set an end date

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.

 **Audience**

[+ Advantage+ on](#)

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▼

Controls ⓘ

We won't reach people beyond these settings, even with Advantage+ on.

No advertising settings set

Locations

Inclusion: Australia, Canada, United Kingdom, New Zealand, United States

 There is 1 additional task to review.

Review requirements

[Hide controls ▲](#)

Minimum age ⓘ

24

Exclude these custom audiences ⓘ

None

Languages ⓘ

- English (All)

Locations

Included locations:

- Australia
- Canada
- United Kingdom
- New Zealand
- United States



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.

Suggest an audience ⓘ
We'll also reach people beyond any custom audience, age, gender and detailed targeting settings you apply when it's likely to improve performance.
[Hide settings](#) ▲
Include these custom audiences ⓘ
None
Age ⓘ Your suggestion
24 - 55
Gender Your suggestion
Women
Detailed targeting
Inclusion: Interests: Digital marketing, Affiliate marketing, Home business, Entrepreneurship or Passive income

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.

✓ **Ad name**

Reel XYZ - 20.01.26

Create template

Step Eighteen

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

Step Nineteen

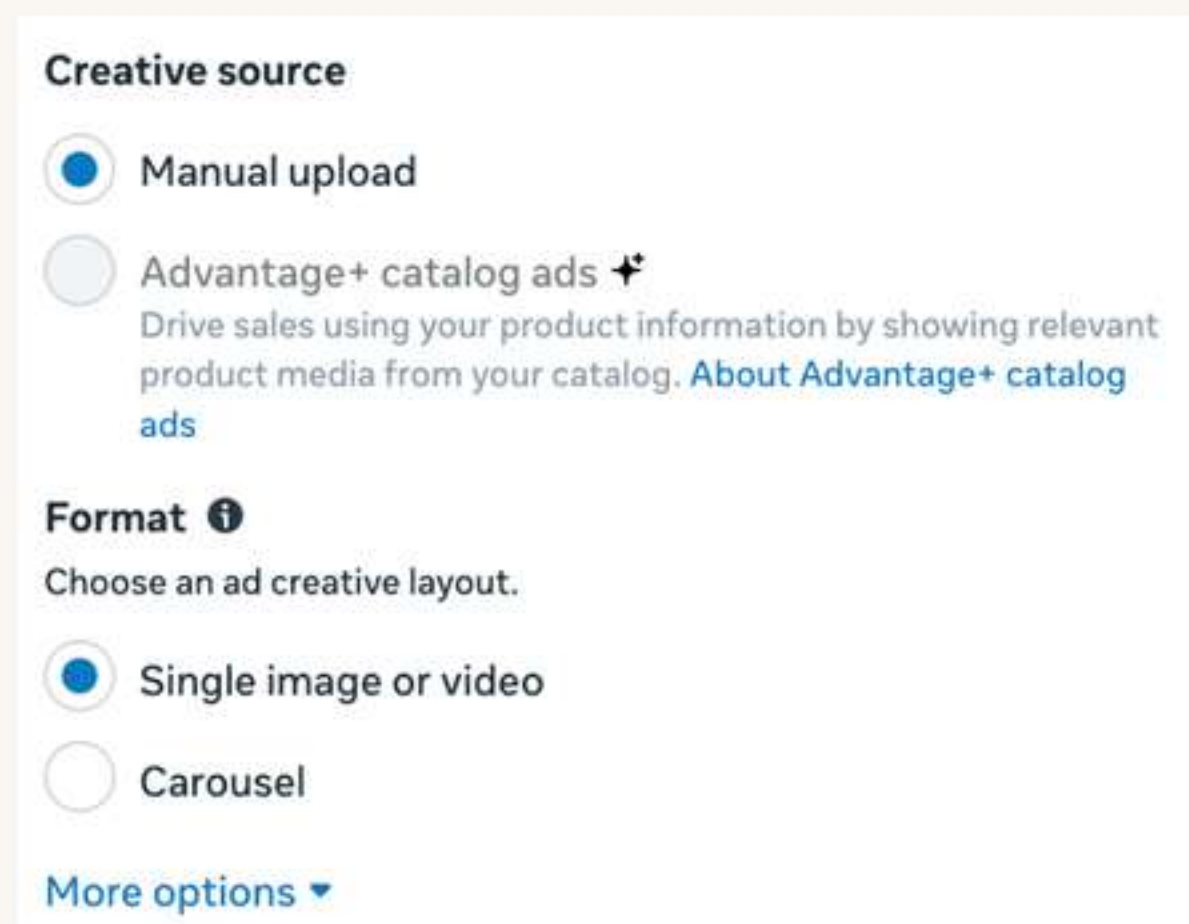
Under Ad Setup, select **Create Ad**.

A screenshot of a user interface element. At the top, there is a green checkmark icon followed by the text "Ad setup". Below this is a white rectangular box with a thin gray border. Inside the box, the text "Create ad" is displayed on the left, and a small black downward-pointing triangle (dropdown arrow) is on the right.

Step Twenty

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

Then choose **Single image or video**.

A screenshot of a user interface showing two sections. The first section is titled "Creative source" and contains two radio button options. The first option, "Manual upload", is selected with a blue dot. The second option, "Advantage+ catalog ads", is unselected and includes a plus icon and a link: "Drive sales using your product information by showing relevant product media from your catalog. [About Advantage+ catalog ads](#)". The second section is titled "Format" with an information icon and the instruction "Choose an ad creative layout." It contains two radio button options. The first option, "Single image or video", is selected with a blue dot. The second option, "Carousel", is unselected. At the bottom of the section is a link: "More options" followed by a downward-pointing triangle.

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).

☒ **Multi-advertiser ads**
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

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)

 **Destination**

Where you send people after they click your ad. [About destinations](#)

Main destination

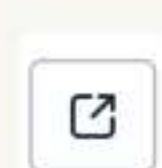
Website

*** Website URL** 

Enter the URL people visit after your ad

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

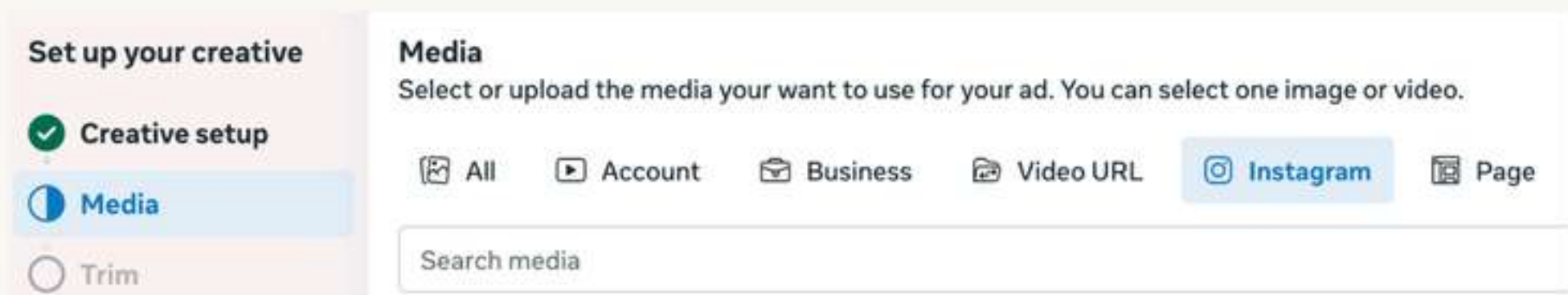
Read through the contents of the **Creative Setup** page and ensure that **Site Links** are turned off. If you also have **Promotions** and **Website Highlights** options on your version of Ads Manager, you can turn these off too.

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

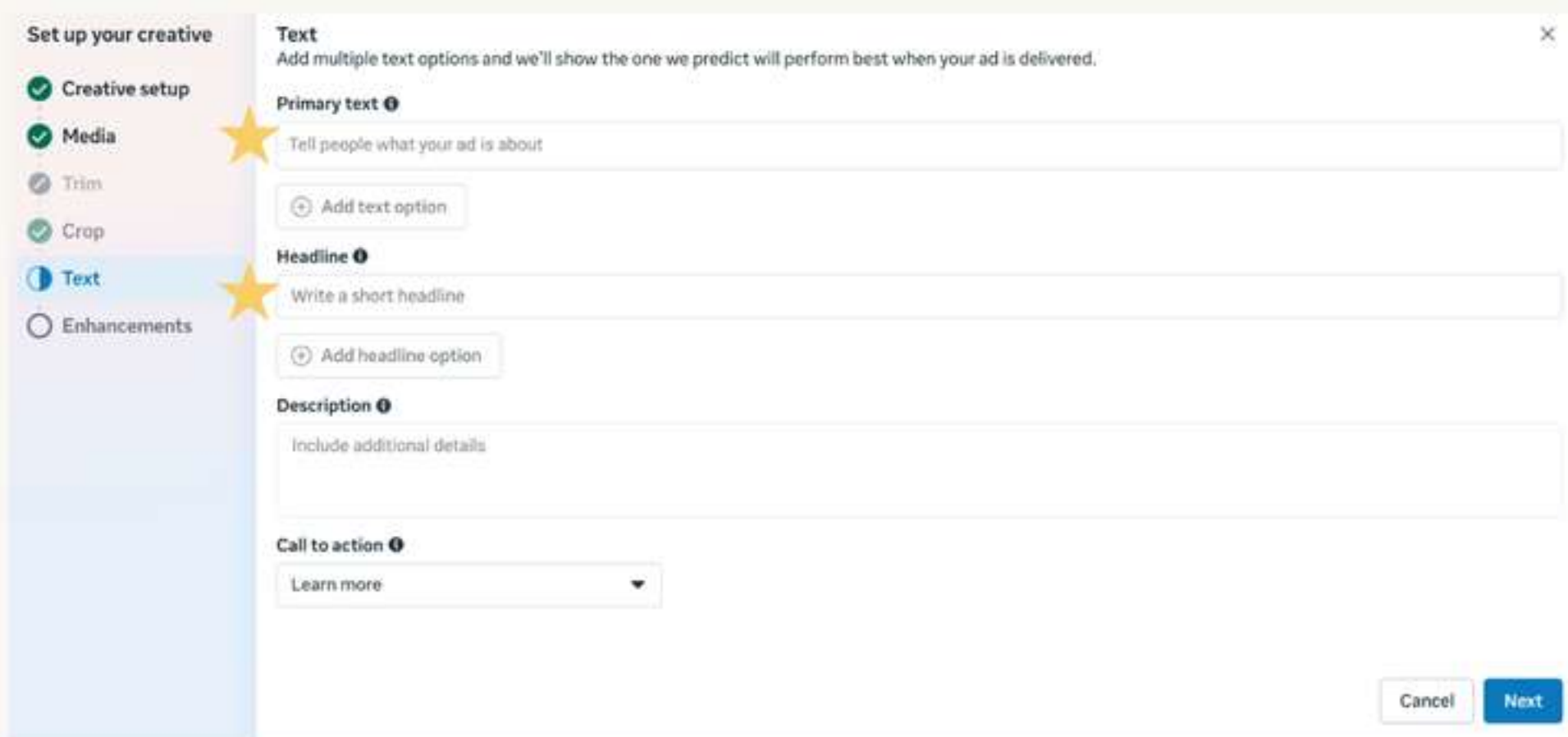
Under **Text**, add your “**caption**” to the Primary Text box. This text will appear above your ad on Facebook and below your ad on Instagram.

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

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.



Set up your creative

- ✓ Creative setup
- ✓ Media
- ✗ Trim
- ✓ Crop
- Text**
- Enhancements

Text
Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

Primary text ⓘ
Tell people what your ad is about

+ Add text option

Headline ⓘ
Write a short headline

+ Add headline option

Description ⓘ
Include additional details

Call to action ⓘ
Learn more ▼

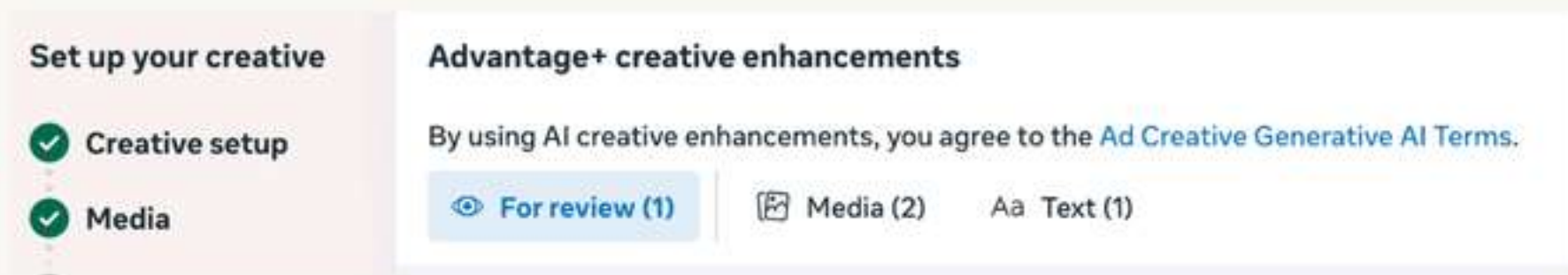
Cancel Next

Step Twenty-Eight

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

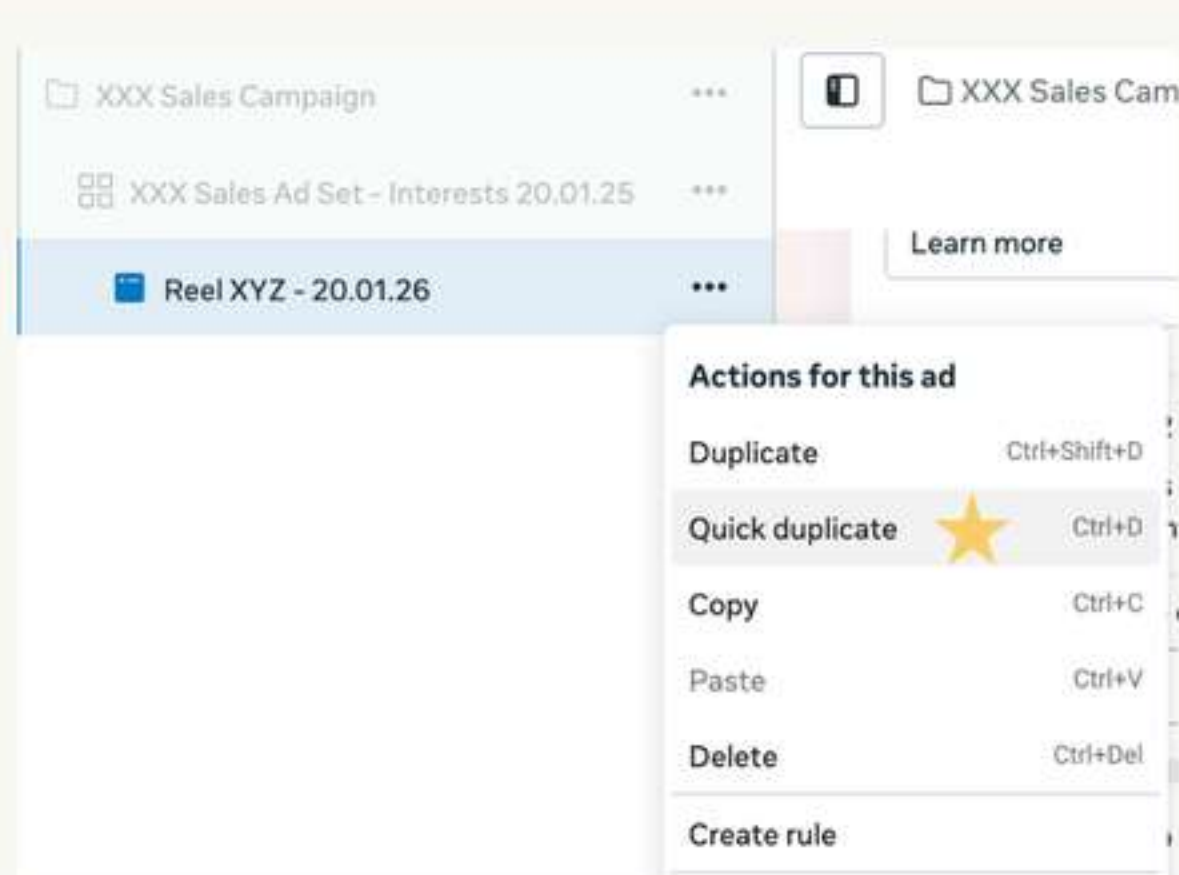
Click on all of the headings in this section and **turn off** any that you don't want (ensure you turn off Text Enhancements if you don't want Meta AI creating its own headlines for you).

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 making sales - 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 make money online 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 profitable ads sit in learning limited and still generate consistent sales.

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/making sales:**
 - 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 amount 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, success 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. And every sale is confirmation that this approach works when you stick with it.

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.

You can do this!

MASTER RESELL RIGHTS AGREEMENT

Please read the following terms and conditions carefully before accessing or using the Master Resell Rights digital product. By accessing or using the product, you agree to be bound by these terms and conditions. If you do not agree with any part of these terms and conditions, you may not access or use the product.

All rights are reserved. You are granted a non-exclusive license to use and resell the product as specified in these terms and conditions.

Reselling

You must delete and change the original cover page to reflect your brand. You may use our product for personal or commercial purposes. You may also sell the product to others as a standalone product or as part of a bundle or package.

The sale of the digital product is for personal and commercial purposes only. You may not distribute or resell the product for free or as part of a membership or subscription service. You may not resell or distribute our product in any form that competes with our business.

Distribution and Delivery

You may distribute the digital product through various channels, including but not limited to websites, online marketplaces, or email.

You are responsible for the delivery and technical support of the digital product to your customers. We are not responsible for providing support to end-users or customers.

Limitation of Liability

Our product is provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability and fitness for a particular purpose. We will not be liable for any damages arising out of the use or inability to use our product, including but not limited to direct, indirect, incidental, special, or consequential damages.

Termination

We reserve the right to terminate your license or suspend your license to use our product at any time if you violate any of these terms and conditions.

Upon termination, you must cease all distribution and reselling activities related to the digital product and remove all instances of the product from your platforms and channels.

Governing Law

These terms and conditions shall be governed by and construed in accordance with the law.

Any disputes arising from the use of the digital product shall be subject to the exclusive jurisdiction of the courts.

By accessing or using the Master Resell Rights digital product, you acknowledge that you have read, understood, and agreed to these terms and conditions.