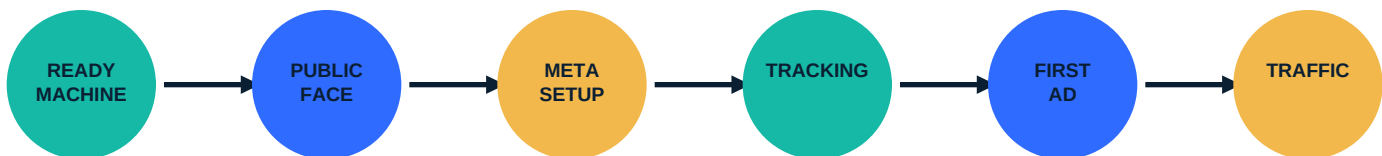


CONTINUATION

YOU BUILT THE MACHINE. NOW MAKE IT VISIBLE.

This starts where your Launch Machine left off: the buyer road works, and now you are preparing a real public business presence, tracking and your first traffic test.

**THE BIG SHIFT**

Until now you were building the operation. From this point forward, every public click must land on something that looks real, tracks correctly and can actually deliver what you sold.

Your launch does not need to look huge. It needs to look intentional and work end-to-end.

EXPRESS
\$197

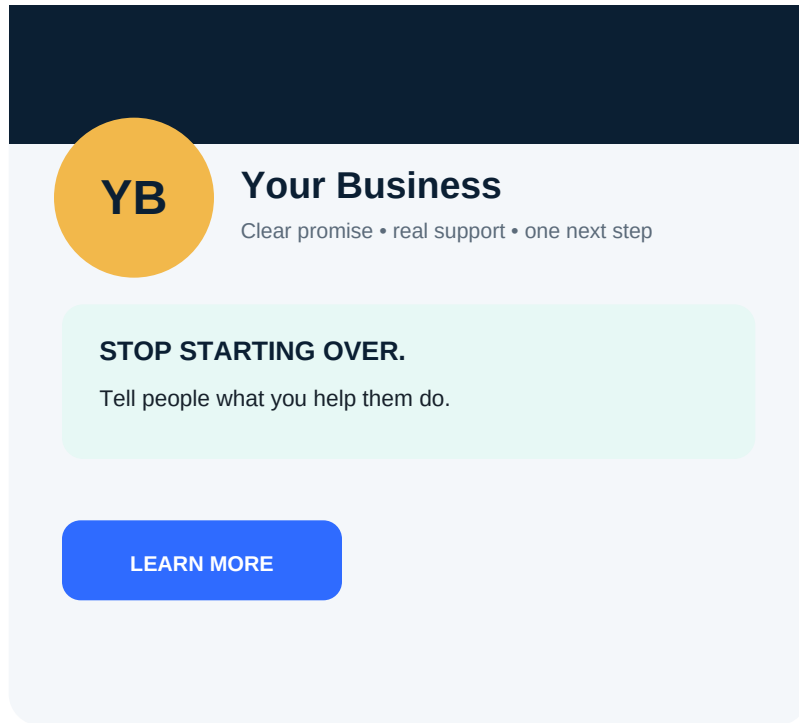
STUCK HERE?

Want the shortcut? Express gives you the faster route, prompts, copy frameworks and setup checklists so you spend less time deciding what to enter.

STEP 16

CREATE YOUR PUBLIC BUSINESS FACE

Before you pay for attention, give the click a business identity it can trust.



YOUR PAGE NEEDS:

- Business name
- Simple category
- One-sentence bio
- Profile image/logo
- Cover with clear promise
- Support email
- Website / Learn More button

WHY THIS MATTERS

The Page is not there to impress people with followers. It gives the ad a real identity. If a prospect checks who is behind the ad, the promise, name, image and website should feel like the same business.

FULL SYSTEM
\$497

STUCK HERE?

Prefer to watch the setup? Full System is the SHOW ME version: screen-by-screen demonstrations, platform walkthroughs and troubleshooting.

STEP 17

SEPARATE YOUR LOGIN FROM YOUR BUSINESS ASSETS

Meta can show old Pages, old ad accounts and personal assets in the same area. Build a clean map.

**YOUR FACEBOOK LOGIN**

The person who signs in

**YOUR BUSINESS PORTFOLIO**

The container for this business

1 PAGE

Public identity

2 AD ACCOUNT

Campaign + billing

3 PIXEL / DATASET

Website tracking

VERIFY THESE BEFORE MOVING ON

- Correct business owns/contains the Page
- Dedicated ad account
- Correct country/currency/time zone

FIELD NOTE

Do not trust a familiar name alone. Verify the exact asset and ID. A clean structure prevents you from installing the wrong Pixel or advertising from an old account.

EXPRESS
\$197

STUCK HERE?

Express turns confusing platform setup into a shorter decision route: what to create, what to ignore and what to verify before the next checkpoint.

STEPS 18-20

CONNECT YOUR WEBSITE TO META - TWO ROADS

Use browser tracking and server tracking together. Then verify the live site, not just the Save button.

BROWSER ROAD

BASE PIXEL



PAGEVIEW



META

SERVER ROAD

SYSTEME.IO



CAPI EVENT



META

THE RULE: SAVE → OPEN THE REAL PAGE → VERIFY

Check the public page source for your Pixel ID. If needed, use browser developer tools to confirm Meta's script and tracking requests actually load. Reporting screens can lag.

TOOL USED IN THIS BUILD: SYSTEME.IO

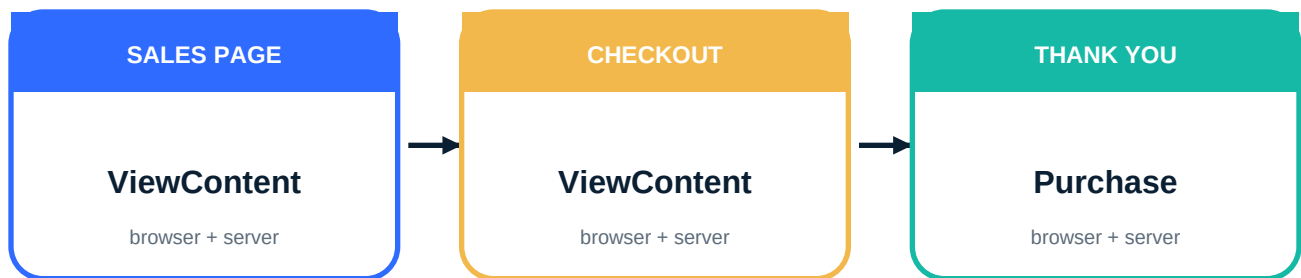
A free-plan funnel builder can be enough to build and test this machine before paying for a larger software stack.

Affiliate disclosure: If you later buy a paid plan through the recommended link, I may earn a commission at no additional cost to you.

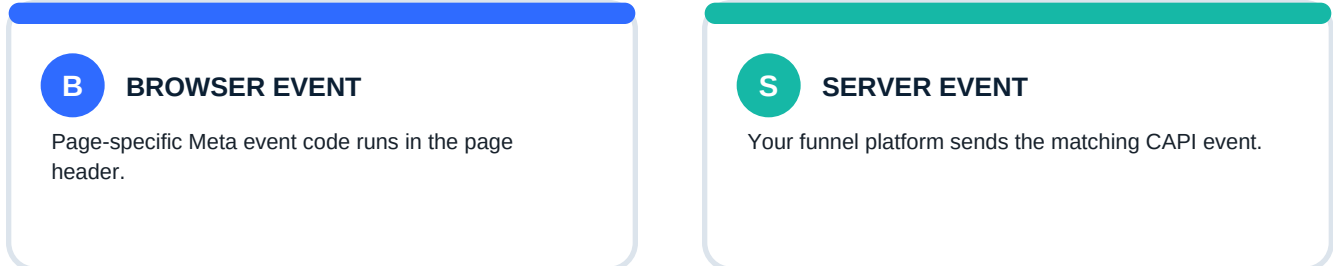
STEPS 21-22

TEACH META WHAT EACH PAGE MEANS

A PageView says a page loaded. A standard event tells Meta what happened in the buyer journey.



TWO LAYERS ON A PAGE



If both report the same action, matching event IDs help Meta deduplicate the browser/server copies.

FIELD TEST

If your funnel dropdown says ViewContent but the live source contains no ViewContent browser event, you have found a gap. Verify the live page before assuming the dropdown did everything.

FULL SYSTEM
\$497

STUCK HERE?

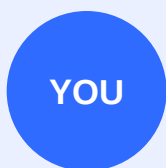
This is exactly where video helps: watch the page settings, header code, live-source check and Events Manager verification instead of translating screenshots alone.

STEPS 23-25

BUILD ONE CONTROLLED FIRST TRAFFIC TEST

Your first ad is not a final verdict. It is a clean experiment designed to show you where the machine leaks.

STOP STARTING OVER.
START FINISHING.



ONE OFFER
ONE ROAD
ONE TEST

LEARN MORE

FIRST TEST RULES

- Sales objective
- Website destination
- One clear market test
- One main creative
- Small controlled budget
- Readable crops
- Correct sales-page URL
- Tracking selected

DO NOT OPTIMIZE FOR META'S SCORE.

Optimize for a clean test you can understand.

CROP CHECK

SQUARE ✓

VERTICAL ✓

HORIZONTAL ✓

Automatic crops can cut your headline or product. Review each shape one by one before publishing.

EXPRESS
\$197

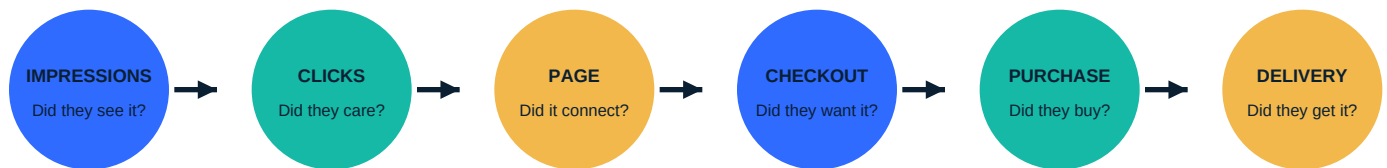
STUCK HERE?

Need speed instead of more theory? Use Express for the ad-copy framework, creative checklist, launch prompts and the exact checkpoints to review before Publish.

AFTER TRAFFIC

READ THE FUNNEL LIKE A DOCTOR

Do not stare only at sales. Follow the person through the machine and find the first weak step.

**SEE IT, DON'T CLICK**

Inspect hook, creative, audience and message.

CLICK, DON'T CONTINUE

Inspect sales-page promise, clarity and trust.

REACH CHECKOUT, DON'T BUY

Inspect price, objections, trust and payment friction.

BUY, DON'T RECEIVE

Operations failure. Fix delivery immediately.

DOCUMENT WHAT HAPPENS.

Your first traffic is evidence for the next improvement - not permission to abandon the destination after one small test.

FINAL GATE

BEFORE YOU TURN ON PAID TRAFFIC

The ad can be ready while the business is still not ready. This gate protects the customer.

- ✓

PRODUCT

Real customer V1 ZIP - no demo files.
- ✓

OFFER

Price and promise match sales page + checkout.
- ✓

PAYMENT

Intended payment methods work on current domain.
- ✓

DELIVERY

New Sale automation sends the real ZIP.
- ✓

EMAIL

Sender/authentication/support path checked.
- ✓

DOMAIN

Exact ad URL is secure on desktop + mobile.
- ✓

TRACKING

Correct Pixel + page events present.
- ✓

PURCHASE

Thank You path reports Purchase as intended.
- ✓

AD

Destination, copy and crops match the product.
- ✓

CUSTOMER TEST

You walked the exact buyer journey yourself.

THE RULE

PREPARE → VERIFY → THEN AMPLIFY.

IF YOU GET STUCK, CHOOSE THE LEVEL OF HELP YOU NEED

DIY
\$97
 Roadmap

EXPRESS
\$197
 Speed

FULL SYSTEM
\$497
 Show me

ACCELERATOR
\$697
 Everything

CHECKPOINT

YOU ARE READY WHEN A STRANGER CAN SAY YES

A real launch is not 'the ad is published.' It is the whole road working when a stranger enters it.

THE CUSTOMER ROAD

AD → SALES PAGE → CHECKOUT → PAYMENT → THANK YOU → DELIVERY → SUPPORT

If one link is fake, stale or broken, the ad only sends people to the problem faster.

WHAT HAPPENS NEXT?

Now you enter THE REPS. Your job becomes repetition: **SELL → CREATE → IMPROVE**. Track what real people do, fix the biggest leak, and keep moving.

NEED MORE HELP THAN THE DIY ROADMAP?

EXPRESS \$197 Less guessing. Faster execution.

FULL SYSTEM \$497 Watch the exact setup and follow along.

ACCELERATOR \$697 Roadmap + speed + guidance in one bundle.

Remember: the GPS can show you the road. It cannot drive the car.

Your business does not need more random pieces. It needs the next correct piece, completed.