

COPY, PASTE, PAID

TURN 1 PDF INTO DAILY INCOME

THE \$37 STARTER GUIDE

BY COPY, PASTE, PAID

BEFORE YOU START

WELCOME

If you bought this guide, it's because you're officially done doing things the hard way. You're done trading hours for dollars, you're done watching other people clear five-figure months on your feed, and you're done overcomplicating what is essentially a very simple math problem.

Your feed is full of it. "Just sell a PDF." Someone posting her sales notifications. Someone else saying she made it in one weekend with Canva.

And every time, you think: I could do that. I just have no idea how.

What do you even make? Where do you sell it? How does a stranger find it and actually pay you?

So you save the post. Then the next one. Maybe you buy a course that's all theory, and you still haven't sold a thing.

That's the old way: scrolling, saving and waiting until you've "figured it out."

This is the shortcut. One digital product, ready in an evening. One store. One simple ad that finds your buyers while you live your life. No following, no tech skills, no inventory, and you never have to show your face.

This guide isn't a textbook. It's an operational playbook.

By the time you reach the end of these pages, you won't just understand the framework—you will have a product built, a storefront ready, and a traffic system deployed.

The internet is full of people overthinking themselves out of wealth. **Don't be one of them.** Read the steps, copy the process, paste the system, and let's get you paid.

Turn the page. Let's begin.  

[CLICK HERE FOR THE EDITABLE VERSION](#)

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Use the Prompt Pack to build your own digital product from scratch — or rebrand this exact guide to sell today.

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Set up an online store for customers to buy your version of this document.

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Create an Instagram account dedicated to your product.

04

Create a reel to promote your digital product.

05

Set up your autoDM to send your sales page link to interested people 24/7.

06

Create an ad to drive traffic to your online store.

07

Learn about the foundations of a successful ad campaign, plus my Lazy Ads method.

YOU ALREADY HAVE SOMETHING TO SELL

Stop overthinking this, and do not talk yourself out of it before you even begin. You have a system, a routine, or a piece of knowledge that someone else is actively looking for right now. And they are willing to pay for the shortcut.

You don't need a massive following, and you absolutely do not need to be an "industry expert." Modern buyers aren't looking for professionals. They buy from real people who are simply a few steps ahead of them—the ones who have already figured out a solution to a problem they are currently facing.

Look at these highly profitable, everyday digital assets. None of these creators thought they had anything to sell until they packaged their routine:

- **The Low-Waste Guide:** Someone who has lived sustainably for years, packaging a simple grocery list and household swap guide.
- **The Smart Medicine Cabinet:** A pharmacist mapping out which over-the-counter meds she trusts, and exactly when she switches to holistic alternatives.
- **The Beginner's Craft Blueprint:** A creator who just learned to crochet, teaching other absolute beginners how to make their very first bag. (Beginners actually teach beginners best).
- **The Real-Life Homeschool Schedule:** A mom of five documenting her messy, functional daily routine. People don't want hyper-curated perfection; they want systems that work in real life.
- **The Sourdough Formula:** A standard kitchen hobby turned into a foolproof, step-by-step recipe that guarantees results on the first try.
- **The Backyard Garden Blueprint:** A casual gardener turning their beautiful flower beds into a simple, seasonal planting calendar.

The list goes on forever.

YOU ALREADY HAVE SOMETHING TO SELL

Think about the things you do without a second thought. Do you handle the family budget? Know how to navigate tax season? Do you know how to buy stocks, prep healthy meals for the week, or raise stable teenagers? Have you successfully navigated the logistics of getting a kid into college or managing a student-athlete? Whether it is your personal style, curated reading lists, home organization, or real estate knowledge—if you are executing it smoothly in your own life, there is an audience waiting to buy it.

You are sitting on valuable data. Let's stop leaving it as an unmonetized draft in your head, pick your direction, and let's build it.

Ask yourself:

- What do friends constantly text me for advice about?
- What routine or system do I do effortlessly that others find difficult?
- What did I figure out recently that I wish someone had mapped out for me?
- What specific part of my life workflow would help someone a few steps behind me?

Write down three answers. You'll take these straight into the Prompt Pack in Phase 01, where Claude will help you pick the most profitable direction.

Let's be completely real about what is actually holding you back right here: The fear that you have nothing unique to offer, and the deep embarrassment of putting your knowledge out there.

It is incredibly easy to talk yourself out of this by thinking, "Who am I to sell a guide on this?" It feels safer to keep overcomplicating your income just to avoid the vulnerability of showing people what you're good at.

But hiding behind that overthinking is exactly what keeps people stuck.

You don't need to expose your entire life to build an income engine, and you don't need the validation of people who aren't paying your bills. This is a clean, strategic framework designed to turn what you already know into a premium asset.

Drop the hesitation. The system is ready. Let's get you paid.

PHASE 01

BUILD WITH CLAUDE

By the end of this phase you will have gone through all 6 sections of the Prompt Pack to take your product from idea to built, listed, and ready to sell.

HOW TO USE THIS

Prompt Pack

1. Open Claude.ai — Free account works. You do not need Claude Pro.
2. Copy the prompt — Grab the prompt from each section and paste it exactly as written.
3. Fill in the brackets — Anything in [brackets] = replace with YOUR info. Leave everything else.
4. Hit send — Read the output. Use what fits. You don't have to use every word.
5. Do the action step — Each section ends with one clear thing to do. Do it before moving on.
6. Go in order — Sections build on each other. Section 03 uses your answer from Section 01.

You don't need a following. You don't need tech experience. You need 60 minutes and Claude.

SECTION 01

Find Your Idea

Most people get stuck here for months. You're going to spend 3 minutes on it. Paste this into Claude and answer honestly — you already know something worth selling, you just haven't framed it yet.

PASTE THIS INTO CLAUDE:

I want to create a low-ticket digital product to sell for \$17-\$37. Answer these questions with me and generate 10 product ideas based on my answers. Here's what you need to know about me: – My job or main skill: [e.g. teacher, nurse, stay-at-home mom, VA, social media manager] – A struggle I've personally solved: [e.g. paid off \$30K in debt, got organized after kids, lost 40 lbs] – Something people ask me for help with: [e.g. resumes, meal planning, side hustles] – Topics I could talk about for an hour without notes: [list 2-3] Give me 10 low-ticket product ideas. For each: product name, format (PDF, prompt pack, checklist, template, mini course), who buys it, and one sentence on why they'd pay tonight.

- ☐ Pick the ONE idea that feels most specific and most like something you'd actually buy
- ☐ Write it down — you'll use it in every section after this

YOUR NEXT STEP: Choose your one idea before going to Section 02.

TIP: *The best low-ticket products solve one specific problem for one specific person. 'How to meal prep for picky kids in 30 minutes' beats 'meal planning guide' every time.*

SECTION 02

Validate & Price It

Before you build a single thing, let's make sure someone would actually buy it — and nail the price. Two minutes. Saves you from building something nobody wants.

PASTE THIS INTO CLAUDE (use your idea from Section 01):

I want to create a digital product called: [YOUR PRODUCT IDEA] Help me validate and price it: 1. Who is this exactly for? (specific — age, situation, struggle they're in right now) 2. List 5 reasons someone buys this TODAY, not someday 3. List 3 objections they might have and how to handle each 4. Should I charge \$17, \$27, or \$37? Why? 5. One sentence: what their life looks like AFTER they use this. Be direct. If the idea needs tweaking to sell better, tell me.

- ☐ Save the 'transformation sentence' — it becomes your headline
- ☐ If Claude says tweak it, tweak it now before you build
- ☐ Lock in the price it recommends

YOUR NEXT STEP: Write down your price and transformation sentence before moving on.

TIP: *If you can't clearly say who it's for and why they'd buy today, the idea isn't specific enough yet. Narrow it.*

SECTION 03

Build The Product

This is the part everyone thinks will take weeks. One sitting. Paste this prompt and walk away with a complete outline and all the written content. Yes, really.

PASTE THIS INTO CLAUDE:

I'm creating a digital product. Here's everything: Product name: [YOUR PRODUCT NAME] Format: [PDF guide / prompt pack / checklist / template / mini course scripts] Who it's for: [paste from Section 02] Transformation: [paste transformation sentence from Section 02] Price: [\$17 / \$27 / \$37] Step 1: Give me a complete outline — section titles + 1-2 sentence description of each. Step 2: Write the full content for every section. Casual and clear, like talking to a friend. Include examples, steps, or templates wherever helpful. Make it feel like it over-delivers for the price. Make it something people screenshot and share.

- ☐ Highlight anything that doesn't sound like you and ask Claude to rewrite it
- ☐ Copy everything into a Google Doc or Canva
- ☐ Export as PDF when done

YOUR NEXT STEP: Save your product as a PDF before moving to Section 04.

TIP: A clean Google Doc exported as PDF is totally fine. People are buying the information, not the layout. Upgrade the design after your first sale.

Write The Sales Page

Your sales page doesn't need to be long. It needs to be clear. This prompt writes the whole thing — headline, pain points, what's inside, call to action. Copy it straight into Stan Store.

PASTE THIS INTO CLAUDE:

Write a sales page for my digital product: Product name: [YOUR PRODUCT NAME] Price: [\$17 / \$27 / \$37] Who it's for: [paste from Section 02] What's inside: [paste your outline from Section 03] Transformation: [paste transformation sentence] Why I made this: [1-2 real sentences about you — honest, not fancy] Write in this order: 1. Headline that hits the pain point immediately 2. 3-4 'if this is you...' sentences that make them feel seen 3. Introduce the product and what it does 4. Bullet list of exactly what's inside 5. What life looks like after using it 6. Price and a clear call to action 7. One FAQ handling the biggest objection. Casual and direct. No hype. No fake urgency. Just honest.

- ☐ Copy the headline into the top of your Stan Store listing
- ☐ Use the bullet list as your product description
- ☐ The CTA line goes on your checkout button

YOUR NEXT STEP: Open Stan Store and paste in your sales page copy.

TIP: *Read it out loud. If it sounds like a robot wrote it, ask Claude to rewrite it — like you're texting a friend who asked what you made.*

Host It Tonight

No tech experience needed. Stan Store has a 14-day free trial, then a monthly plan. Set it up in about 15 minutes. Follow these steps — no AI prompt needed here, just do the thing.

STEP-BY-STEP: Stan Store Setup

1. Go to stan.store — create a free account (2 minutes) 2. Click ‘Add Product’ → choose ‘Digital Download’ 3. Upload your PDF from Section 03 4. Paste your product name and description from Section 04 5. Set your price (\$17, \$27, or \$37) 6. Add a product image — Canva, pick any template, done in 5 minutes 7. Hit Publish 8. Copy your product link. That’s it. Your product is live. Someone can buy it right now.

- Start with the Stan Store 14-day free trial.
- Your product link is what you share in bio, stories, and ManyChat
- You can re-upload an updated PDF anytime — buyers get it automatically

YOUR NEXT STEP: Publish and copy your product link before moving to Section 06.

TIP: *Don’t wait until it’s perfect to go live. Done beats perfect. Get it up, then improve it after your first sale.*

Market It Tomorrow

Your product is live. Now you need content that sells without being salesy. One prompt gives you a TikTok hook, a caption, and a ManyChat CTA — everything you need to make your first sale this week.

PASTE THIS INTO CLAUDE:

I just launched a digital product and need organic social content to sell it. Product: [YOUR PRODUCT NAME] Price: [\$17 / \$27 / \$37] Who it's for: [paste from Section 02] Transformation: [paste transformation sentence] Product link: [YOUR STAN STORE LINK] Create 3 pieces of content: 1. TikTok hook (first 3 seconds on camera) — stop-the-scroll, speak directly to the pain, don't mention the product yet. Give me 5 options. 2. Caption for a photo or reel — casual, reads like a text to a friend. End with: 'Comment READY and I'll send you the link' 3. ManyChat DM reply — auto-sent when someone comments READY. Short, warm, includes the product link. Tone: real, direct, conversational. No 'financial freedom.' No 'game changer.' Just honest.

- ☐ Post the hook as a talking-head video — camera, say it, post it
- ☐ Set up ManyChat keyword 'READY' to auto-send the DM reply
- ☐ Post the caption 24-48 hours after your hook video goes up

YOUR NEXT STEP: Set up your ManyChat keyword and schedule your first post.

TIP: *The fastest path to your first sale is a talking-head video using one of those hooks. Film it in your car, your kitchen, wherever. Real beats fancy every time.*



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 centre [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" and says "Locate lost or deleted designs". The second card is titled "Get help with a failed payment" and says "Learn why the payment failed and what to do next". Below the "Common Issues" section is a section titled "Still Need Help?". It 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 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 and choose the option that best suits you.

If you want to use Stan Store, scroll down.

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

You do not need both

STAN

STORE

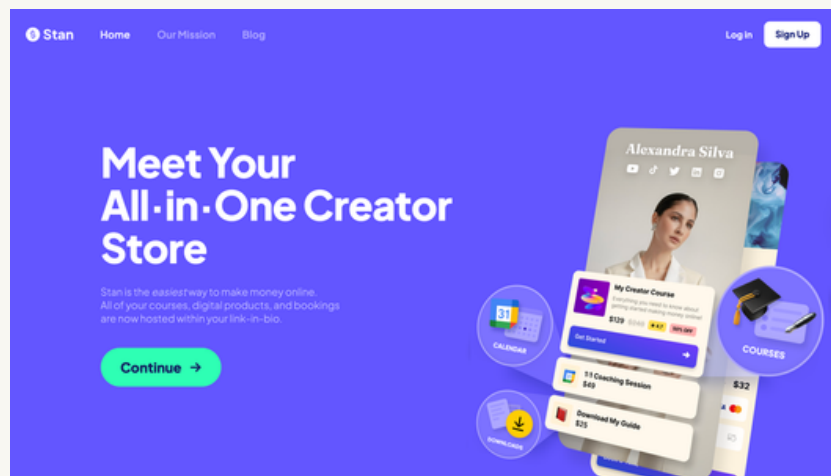
Step One

You can now create a Stan Store for customers to buy your digital product (if you'd rather use Beacons.ai, skip to the Beacons section).

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

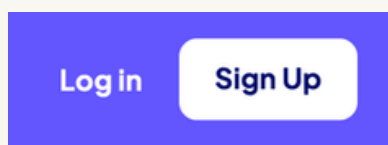
Click the link below to sign up for Stan Store and get 14 days free.

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



Step Two

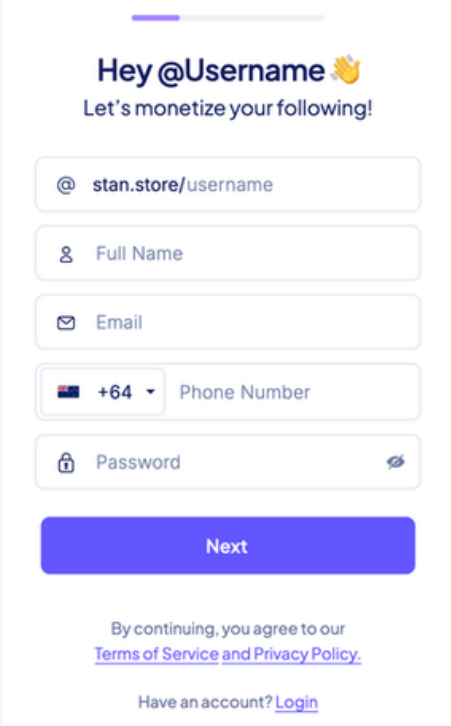
Click the '**Sign Up**' button in the top right-hand corner.



Step Three

Stan will now prompt you to set up your account.

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



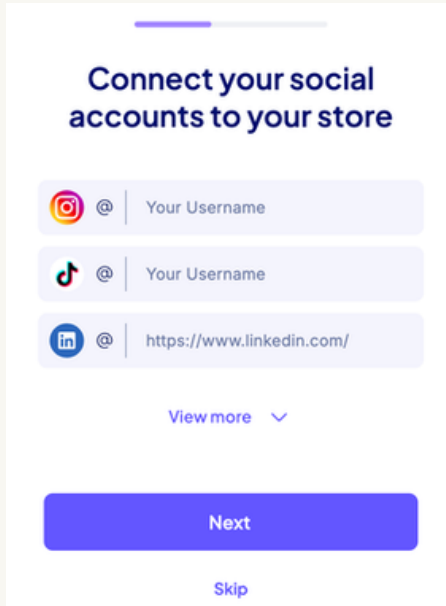
A screenshot of the Stan account setup form. At the top, it says "Hey @Username 🙌" and "Let's monetize your following!". Below this are five input fields: a URL field with "@ stan.store/username", a "Full Name" field, an "Email" field, a "Phone Number" field with a "+64" country code dropdown, and a "Password" field with a toggle for visibility. A large blue "Next" button is below the fields. At the bottom, there is a link to the "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.

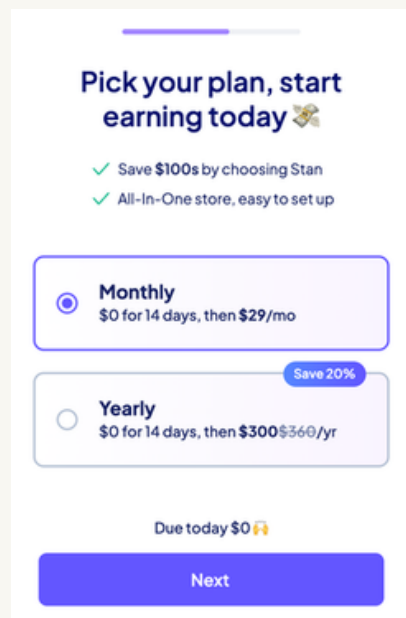
If you will be setting up a new Instagram account, click '**Skip**' (you will come back and add this after creating your Instagram account in the next section).



A screenshot of the Stan social media connection screen. The title is "Connect your social accounts to your store". There are three input fields for social media accounts: Instagram (with a camera icon), TikTok (with a musical note icon), and LinkedIn (with a "in" icon). Each field has a placeholder "Your Username" or "https://www.linkedin.com/". Below these fields is a "View more" link with a downward arrow. At the bottom, there is a large blue "Next" button and a "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**
\$0 for 14 days, then \$300/\$360/yr Save 20%

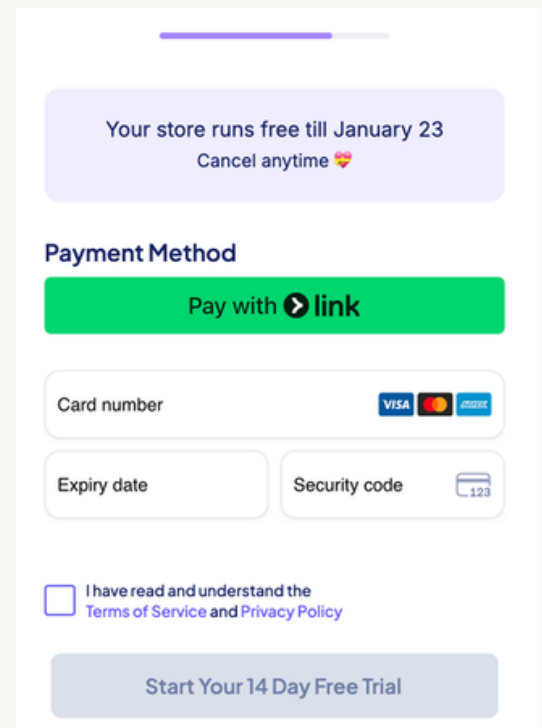
Due today \$0 📦

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’**.



Your store runs free till January 23
Cancel anytime 💖

Payment Method

Pay with ▶ link

Card number VISA MASTERCARD AMERICAN EXPRESS

Expiry date Security code 123

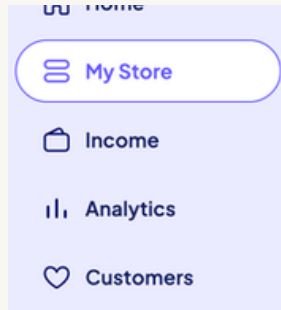
☐ I have read and understand the [Terms of Service and Privacy Policy](#)

Start Your 14 Day Free Trial

Step Seven

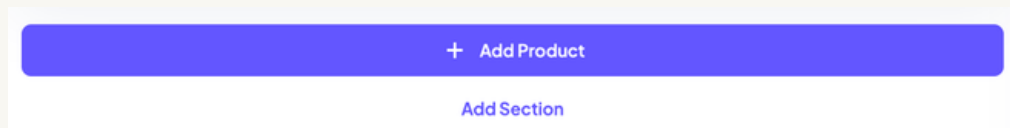
First, we will set up your product within your online store.

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



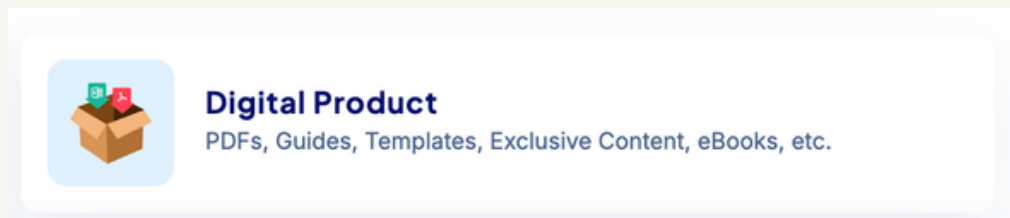
Step Eight

Click ‘**Add Product**’.



Step Nine

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

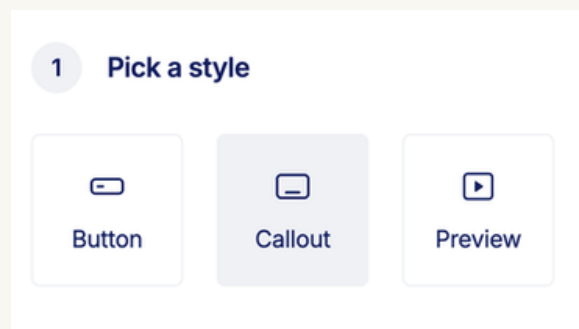


Step Ten

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.

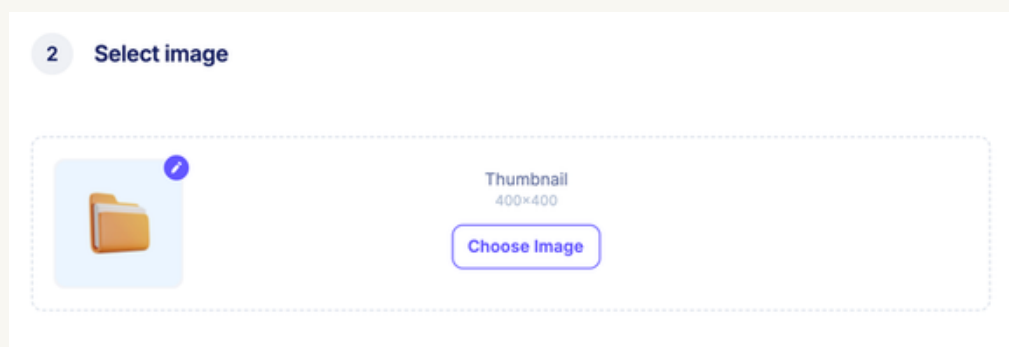


Step Eleven

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 square image.

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



Step Twelve

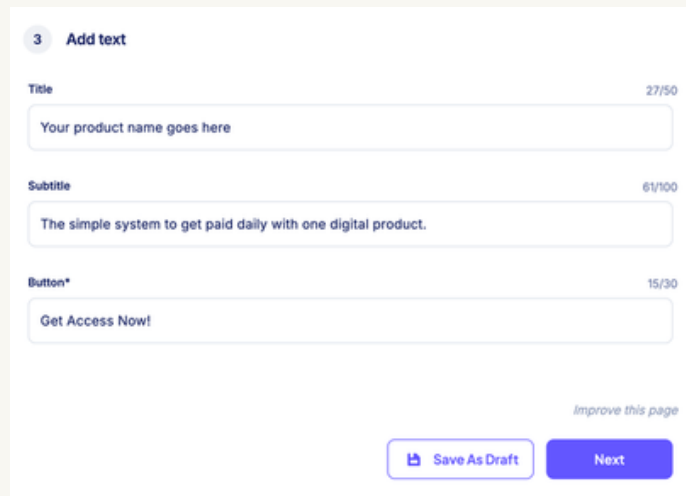
Under Add Text customise this text to suit your brand and messaging.

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**'.

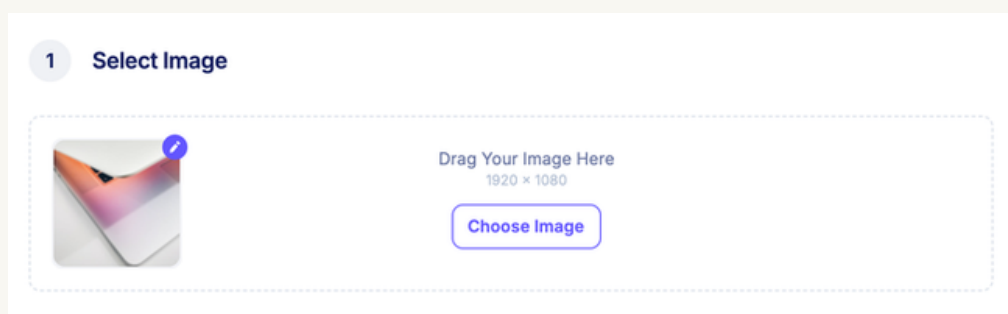


The screenshot shows a form titled '3 Add text'. It contains three input fields: 'Title' with a character count of 27/50, 'Subtitle' with 61/100, and 'Button*' with 15/30. The text entered in the fields is 'Your product name goes here', 'The simple system to get paid daily with one digital product.', and 'Get Access Now!' respectively. 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 box for image upload. On the left is a thumbnail of a laptop with a colorful screen. To the right of the box, the text reads 'Drag Your Image Here' and '1920 x 1080'. Below this text is a button labeled 'Choose Image'.

Step Fourteen

Next, you will enter the details about your product into the **Description Body**.

On the next two pages, you will find an example description that you can use as a STARTING POINT.

To stand out online, it is important that you customise this copy to suit your own story, messaging and brand.

**BEACONS/STAN STORE
SALES PAGE
TEMPLATES**

We've got the method.
You've got lots of views.
But your income is still stuck at \$0.

You don't have a product problem -
You've got a SALES PAGE problem.
But these OFF templates are about to
change all that.

**PUT MORE OF YOU IN
YOUR SALES PAGE**

WHAT'S INCLUDED

- 20 fully customisable, gorgeous sales page templates
- Compatible with Stan Store or Beacons - all work for either one
- A good mixture of different styles so you can pick one that fits your brand
- MULTIPLE read rights so you can offer them to your customers and keep 100%

FROM THIS → TO THIS

HOW IT WORKS

- Choose which template you like the best (there are 20 to choose from)
- Add in the text for your product (you made need to move things around)
- Download it as a PNG or JPG with a transparent background
- Upload it into your sales page editor as an image and voila! You have a beautiful, high-converting sales page ready to go!

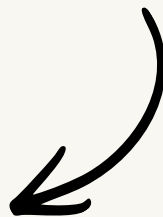
NEXT STEPS

Once you grab these Stan Store/Beacons Sales Pages, you are free to rebrand and read them however you like!

Offer them as a bonus, sell them separately in your store, or use them for a valuable order bump with your main product!

[Want your sales page done in an afternoon? Here are 20 done-for-you templates to use for your stan or beacons store!](#)

[Get the templates for \\$17 →](#)



PRODUCT DESCRIPTION:

Turn what you already know into a product that sells, even if you've never sold anything online.

You're great at something. Parenting. Home design. Fitness. Cooking. Organising. Your career. People ask you for advice all the time.

What if they paid you for it?

- ✗ No inventory
- ✗ No followers required
- ✗ No tech skills
- ✗ No "posting every day" hustle

Just one digital product, one ad, and a simple system that sells it for you.

✓ **Here's what's inside:**

- The Claude Prompt Pack: find your idea, validate it, price it, and write your whole product and sales page in one sitting
- Store setup: step-by-step Stan Store or Beacons setup for instant checkout and delivery
- Instagram + reels: set up your page and create reels that sell (no dancing, no showing your face unless you want to)
- Auto-DM setup: send your link automatically when people comment
- Meta Ads walkthrough: budget, targeting and setup, screenshot by screenshot, plus how to read your numbers
- Bonus: faceless content + Pinterest training
- Bonus: free thumbnail + header templates
- Bonus: resell rights to this guide. Rebrand it and sell it today while you build your own, and keep 100% of every sale.

💡 **How It Works:**

Step 1: Use the prompt pack to build your product, or rebrand this guide to start today

Step 2: Set up your Stan Store

Step 3: Create a 7-second reel about your product

Step 4: Post it on Instagram

Step 5: Set up your auto-DM

Step 6: Run a \$20/day ad to your reel

Step 7: Wake up to sales

Imagine you sold just 1 a day... that's an extra \$1,110 a month.

What about 3 a day... that's \$3,330 a month!

And 5 a day? A whopping \$5,550 a month!!!

All from one ad while you go about living your life.

📌 **This Is For You If:**

- People are always asking you for advice
- You've thought "I should sell this" but didn't know where to start
- You want income without inventory, shipping or a big following
- You're ready to start this week, not someday

[Add one line about you here: why you made this, and why they should trust you.]

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?

Start with \$20/day. I've run Meta ads for my own brands for years, and it's easier than you think. Start small, then let the numbers tell you when to scale.

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. This guide walks you through every step with pictures.

Q: How soon can I make a sale?

Most people make their first sale within 24 hours of launching. Set it up today, and with the right ad, your first sale could come as soon as tomorrow.

Q: What makes this different from other digital product courses?

Most courses teach you theory. This walks you through building your own product with Claude, setting up your store and running your first ad, step by step with screenshots. And if you want to start today, you get resell rights to this guide, so you can sell it while you build yours.

Instant access. No monthly fees.

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

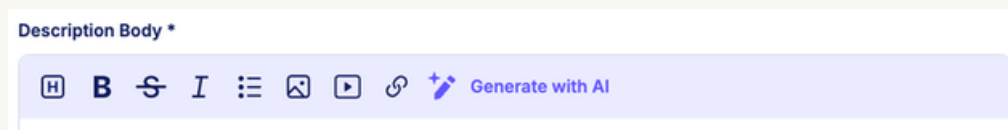
Step Fifteen

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.

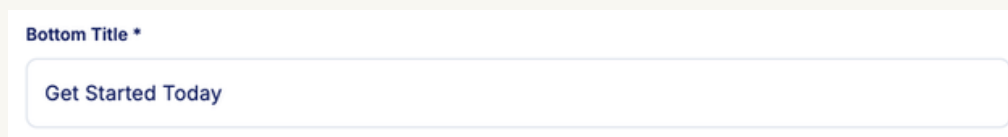
You can format your text and upload images from the toolbar.



Thirdly, read through your sales page. Is it visually clear and easy to read? Does it clearly convey what your product is and it’s 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”.



Call-to-Action Button * 8/30

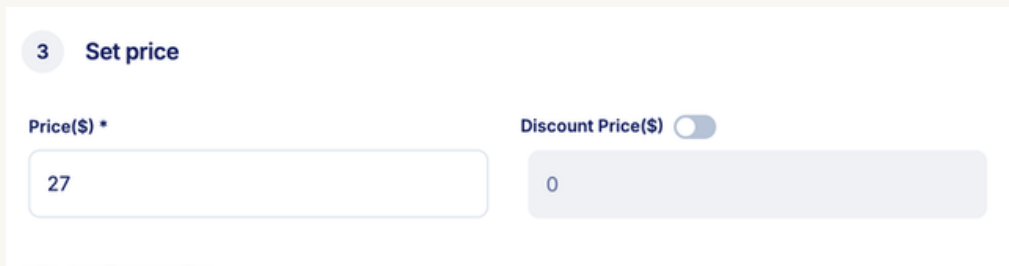
PURCHASE

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.



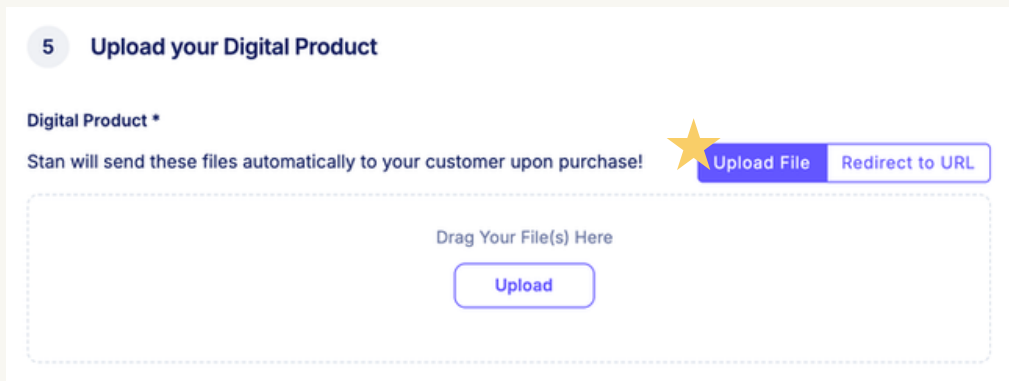
3 Set price

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.



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**'.



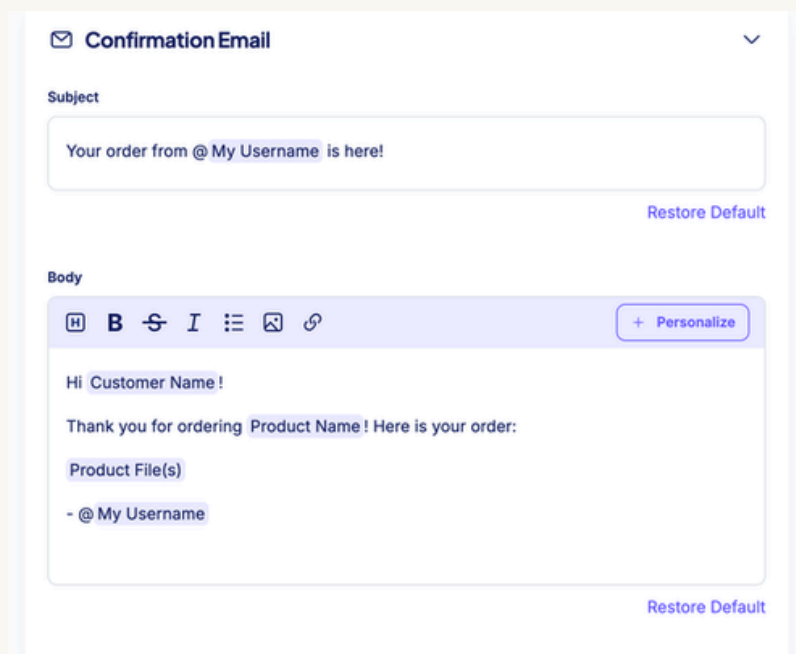
Step Twenty-One

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

Hi Customer Name!

Thank you for ordering Product Name! Here is your order:

Product File(s)

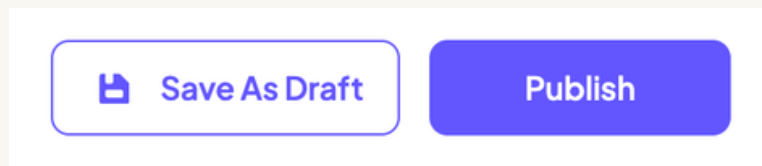
- @ My Username

Restore Default

Step Twenty-Two

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

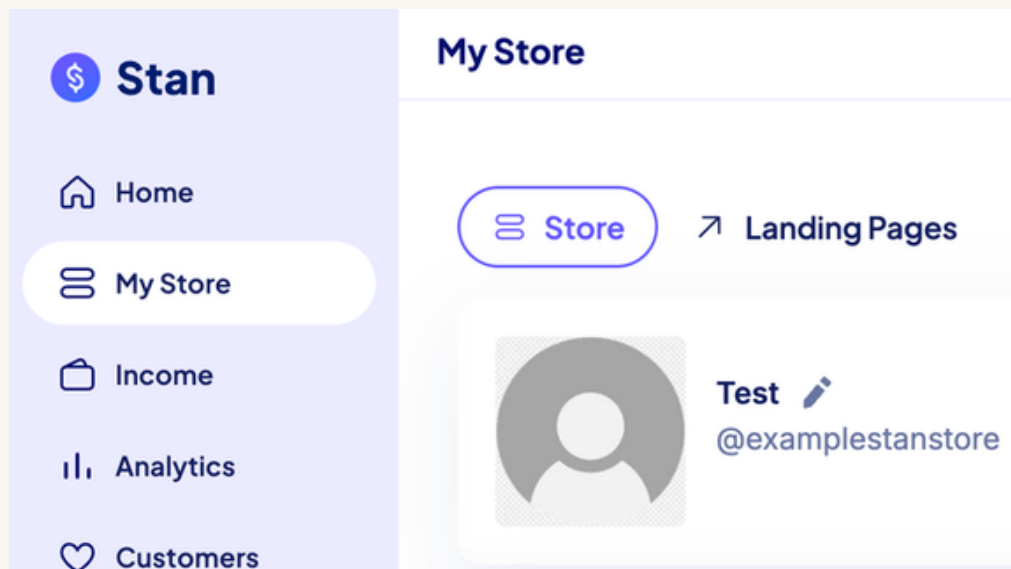
After you have finished editing your version of this guide and have downloaded it from Canva following the steps in Phase One, you will upload it, and then you can publish it. Your product will then be live.



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

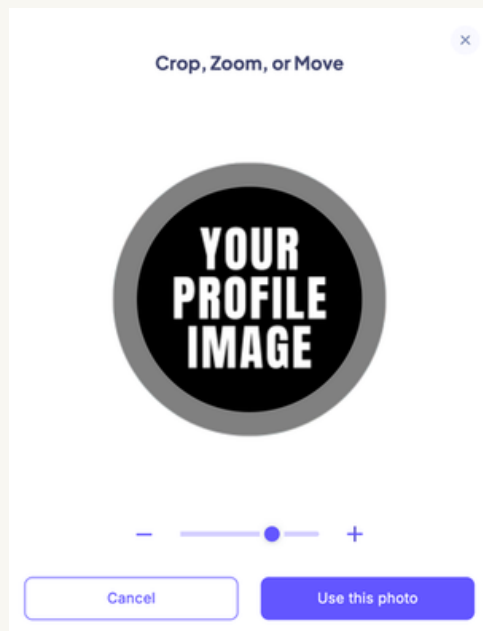
Again, click on the pencil icon and upload a profile image of your choice.

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’**.

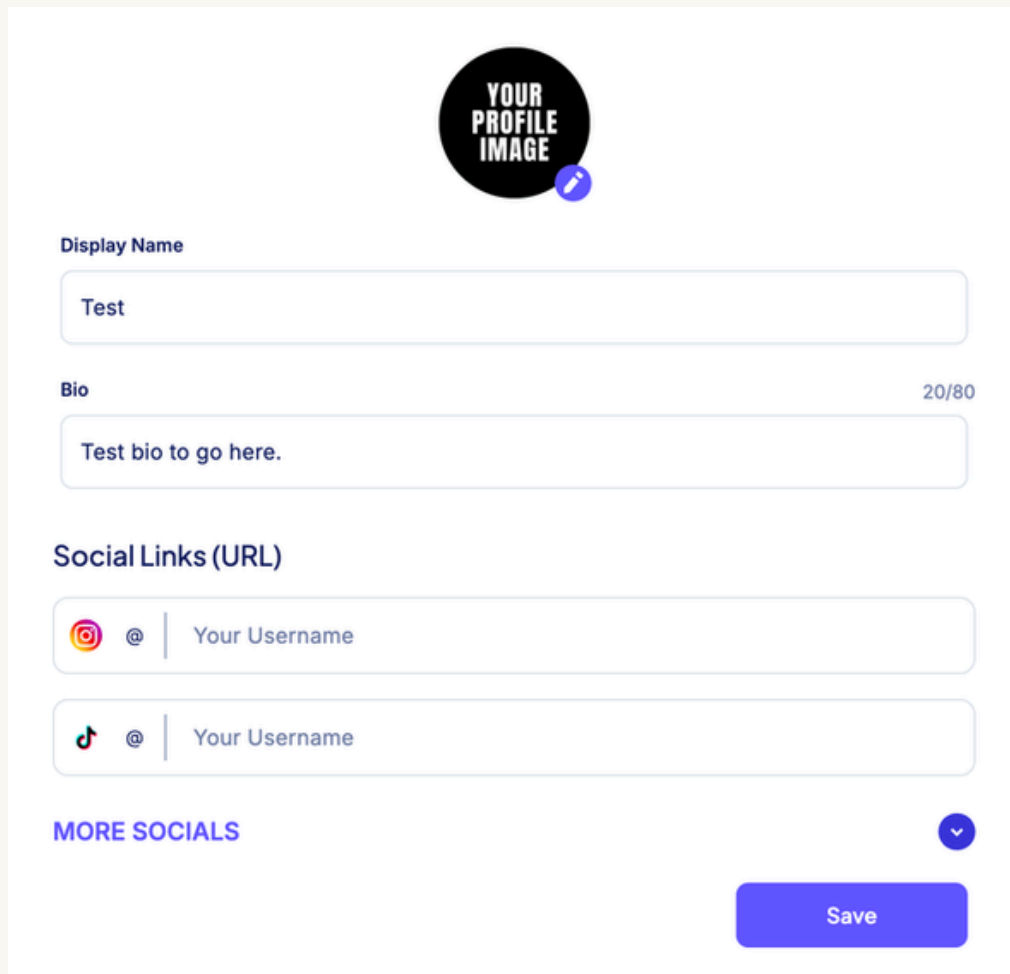


Step Twenty-Six

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.



A profile setup form with a black circular profile picture placeholder at the top center containing the text "YOUR PROFILE IMAGE" and a small blue edit icon. Below it are three input fields: "Display Name" with the text "Test", "Bio" with the text "Test bio to go here." and a character count "20/80", and "Social Links (URL)" which contains two rows for Instagram and TikTok, each with a platform icon, an "@" symbol, and the text "Your Username". At the bottom left is a link "MORE SOCIALS" with a blue downward arrow icon, and at the bottom right is a blue "Save" button.

YOUR PROFILE IMAGE

Display Name

Test

Bio 20/80

Test bio to go here.

Social Links (URL)

 @ Your Username

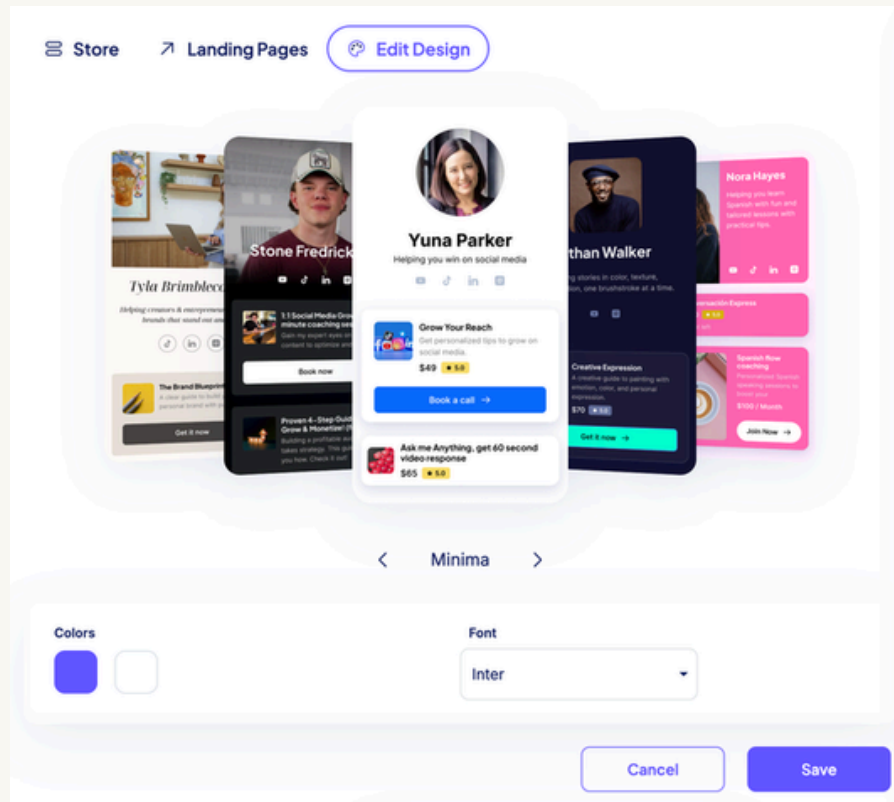
 @ Your Username

[MORE SOCIALS](#)

Save

Step Twenty-Seven

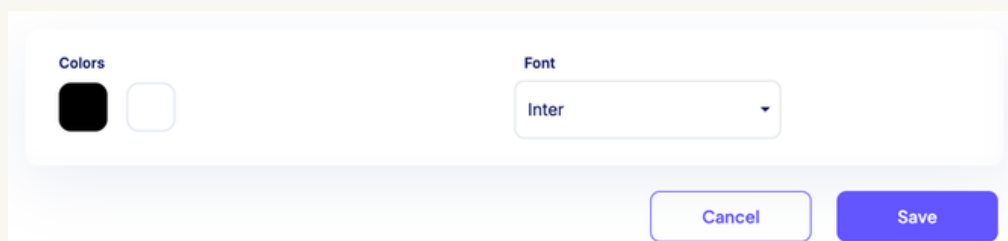
Now, click on the ‘**Edit Design**’ tab, scroll through the different styles until you find one that you like.



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).

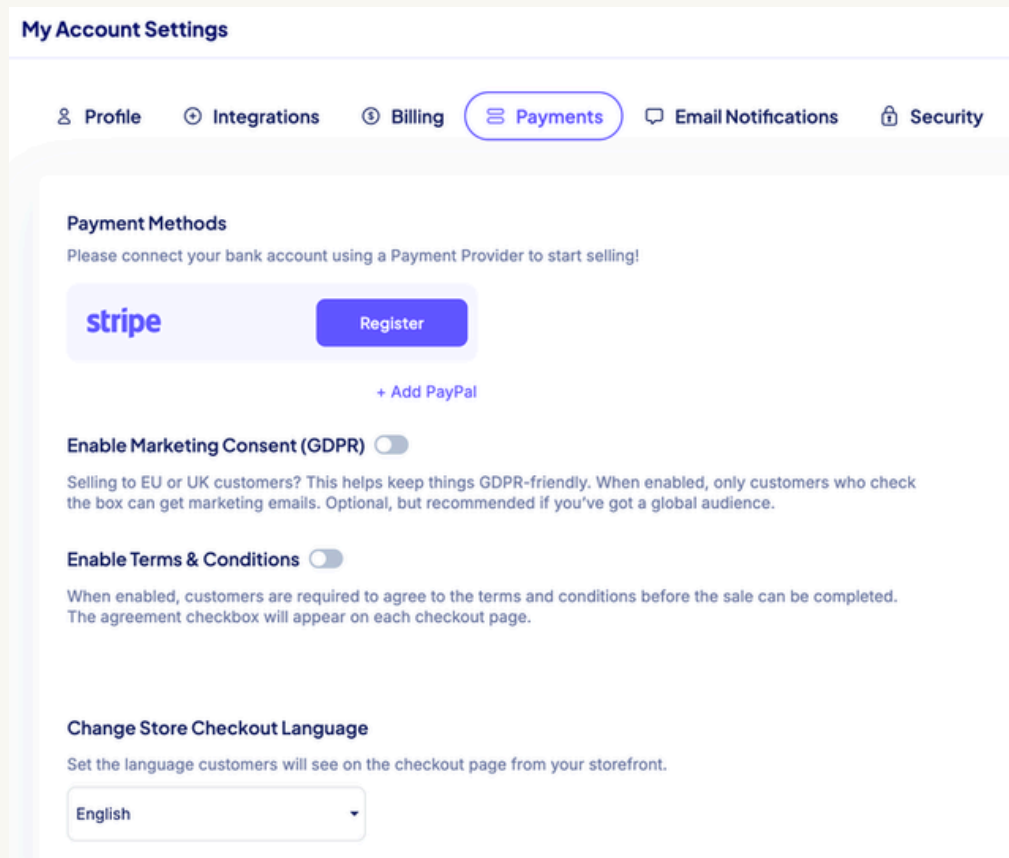
When you are happy with it, click ‘**Save**’.



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..



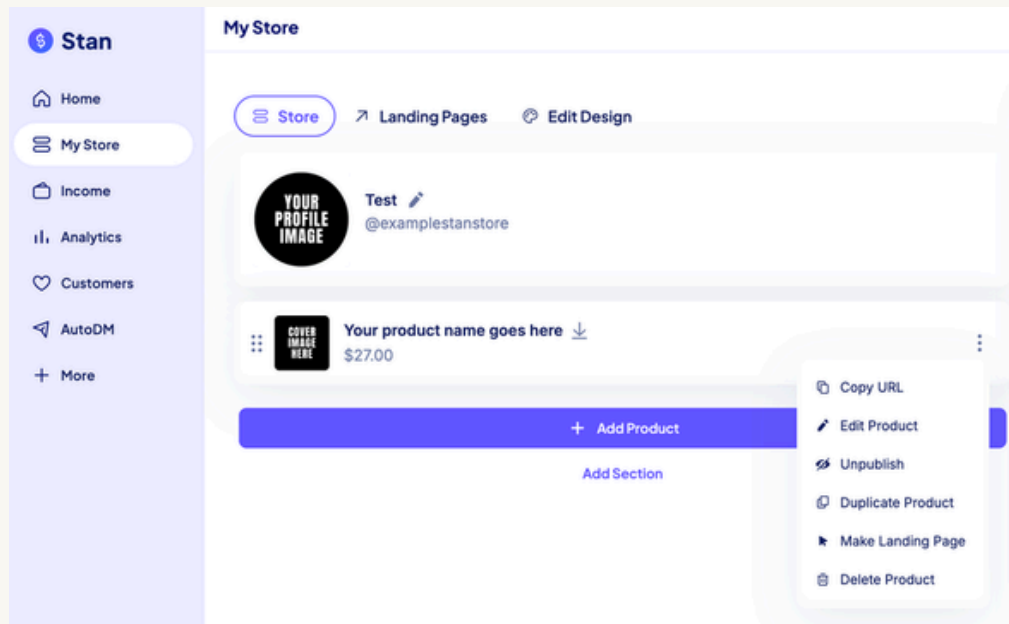
Here is a link for [more information](#) on connecting Stripe (and PayPal) to your store.

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 and on your social media.



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](#).

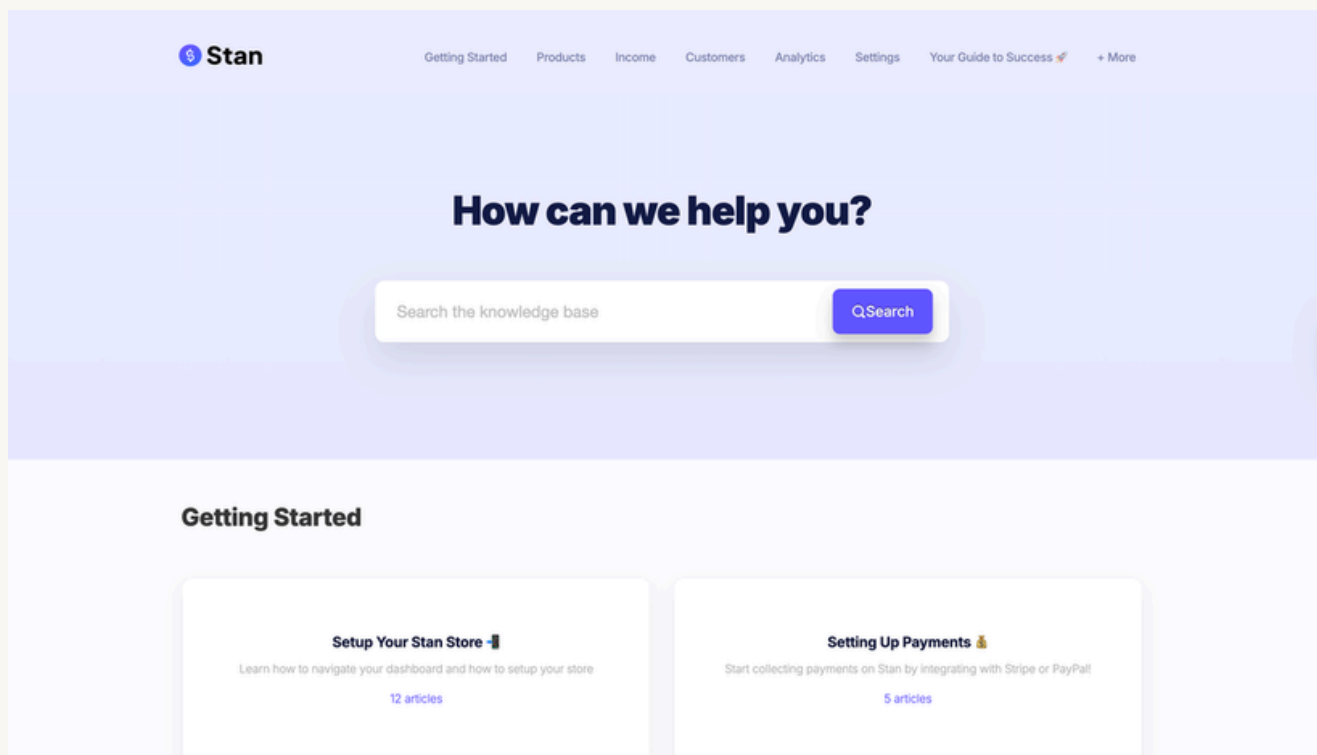
If you choose to do this, ensure that you update the Stan Store sign-up link at the start of this section to your personal referral link.



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



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.

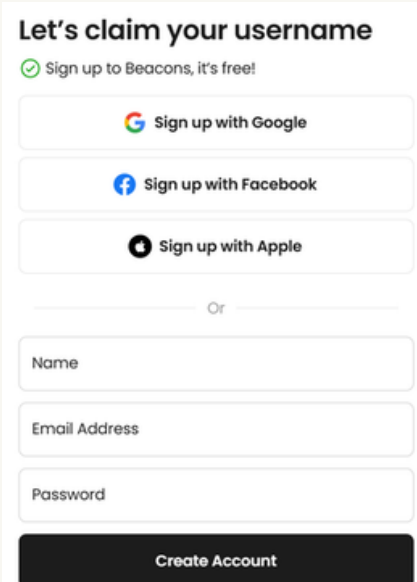
Click the link below to sign up for Beacons.

[CLICK HERE TO SIGN UP FOR BEACONS](#)

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.

A screenshot of the Beacons.ai sign-up form. At the top, it says "Let's claim your username" in bold. Below that is a green checkmark icon and the text "Sign up to Beacons, it's free!". There are three social media sign-up options: "Sign up with Google" (with a Google logo), "Sign up with Facebook" (with a Facebook logo), and "Sign up with Apple" (with an Apple logo). Below these is a line with "Or" in the center. Then there are three input fields: "Name", "Email Address", and "Password". At the bottom is a dark grey button with the text "Create Account" in white.

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

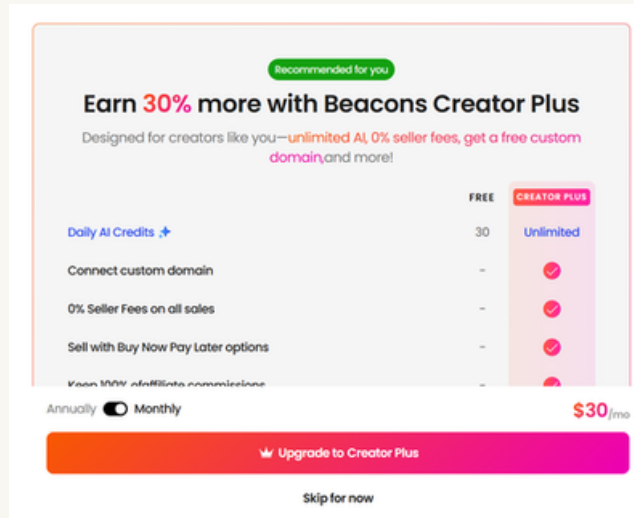
Email Address

Password

Create Account

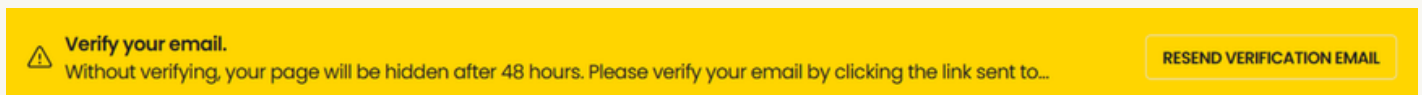
Step Three

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**'.



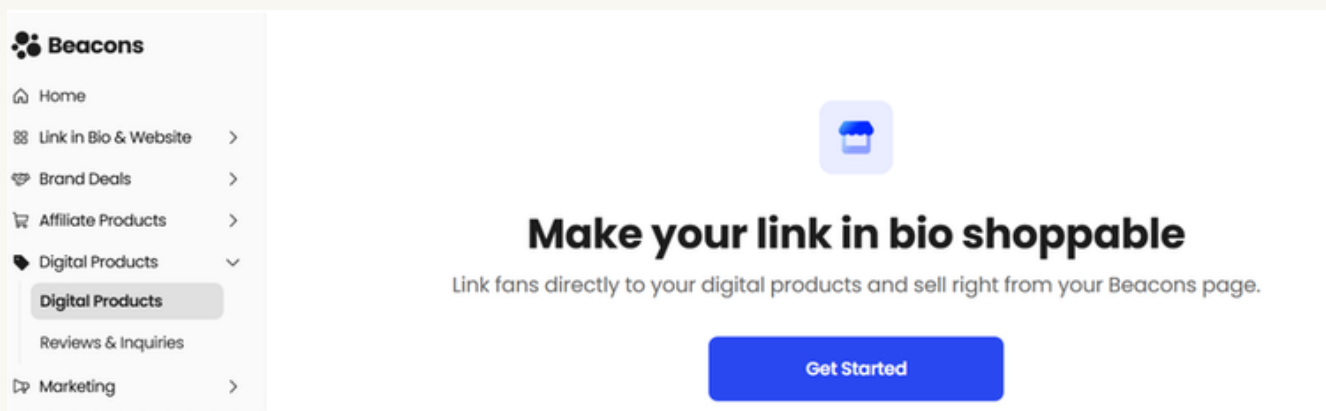
Step Four

Once your account is created, you need to verify your email.



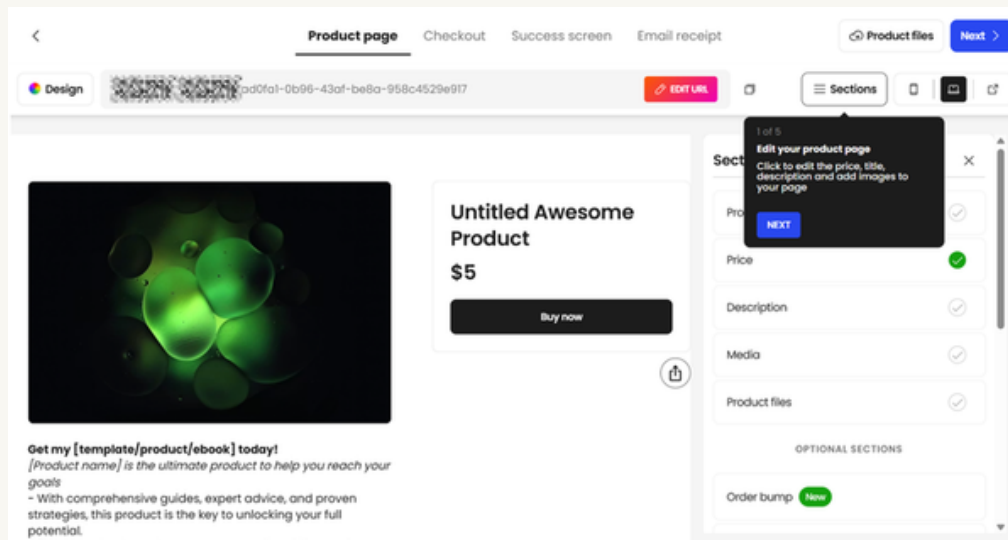
Step Five

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 Six

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 you need all of the features it points out.



Step Seven

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

Product Title: Copy my [PRODUCT NAME] (Earn 100%)

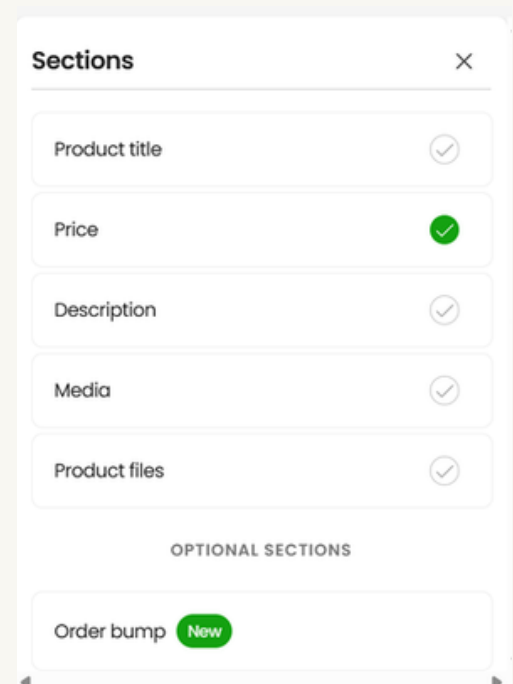
Price: Enter the price you want to charge. You can choose any price, but the recommended range is either \$27 or \$37. *You might think pricing it lower will make it easier to sell, but it won't leave enough margin to run ads and stay profitable.*

Description: [Copy the script from the next page]

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

Product Files: Upload your 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 EIGHT

Next, you will enter the details about your product into the **Description Body**.

On the next two pages, you will find an example description that you can use as a STARTING POINT.

To stand out online, it is important that you customise this copy to suit your own story, messaging and brand.

WANT TO WRITE A HIGH-CONVERTING SALES PAGE THAT STANDS OUT FROM THE CROWD?

Want the exact templates I use for stan store and beacons to stand out?

[BUY FOR ONLY \\$17](#)

**Reselling this guide?
Keep this link to point your buyers to the Sales Page Templates, or delete this section.**

Next, you will enter the details about your product into the **Description Body**.

On the next two pages, you will find an example description that you can use as a STARTING POINT.

To stand out online, it is important that you customise this copy to suit your own story, messaging and brand.

**BEACONS/STAN STORE
SALES PAGE
TEMPLATES**

We've got the method.
You've got lots of views.
But your income is still stuck at \$0.

You don't have a product problem -
You've got a SALES PAGE problem.
But these OFF templates are about to
change all that.

**PUT MORE OF YOU IN
YOUR SALES PAGE**

WHAT'S INCLUDED

- 20 fully customisable, gorgeous sales page templates
- Compatible with Stan Store or Beacons - all work for either one
- A good mixture of different styles so you can pick one that fits your brand
- MULTIPLE read rights so you can offer them to your customers and keep 100%

FROM THIS → TO THIS

HOW IT WORKS

- Choose which template you like the best (there are 20 to choose from)
- Add in the text for your product (you made need to move things around)
- Download it as a PNG or JPG with a transparent background
- Upload it into your sales page editor as an image and voila! You have a beautiful, high-converting sales page ready to go!

NEXT STEPS

Once you grab these Stan Store/Beacons Sales Pages, you are free to rebrand and read them however you like!

Offer them as a bonus, sell them separately in your store, or use them for a valuable order bump with your main product!

[Want your sales page done in an afternoon? Here are 20 done-for-you templates to use for your stan or beacons store!](#)

[Get the templates for \\$17 →](#)

PRODUCT DESCRIPTION:

Turn what you already know into a product that sells, even if you've never sold anything online.

You're great at something. Parenting. Home design. Fitness. Cooking. Organising. Your career. People ask you for advice all the time.

What if they paid you for it?

- ✗ No inventory
- ✗ No followers required
- ✗ No tech skills
- ✗ No "posting every day" hustle

Just one digital product, one ad, and a simple system that sells it for you.

✓ **Here's what's inside:**

- The Claude Prompt Pack: find your idea, validate it, price it, and write your whole product and sales page in one sitting
- Store setup: step-by-step Stan Store or Beacons setup for instant checkout and delivery
- Instagram + reels: set up your page and create reels that sell (no dancing, no showing your face unless you want to)
- Auto-DM setup: send your link automatically when people comment
- Meta Ads walkthrough: budget, targeting and setup, screenshot by screenshot, plus how to read your numbers
- Bonus: faceless content + Pinterest training
- Bonus: free thumbnail + header templates
- Bonus: resell rights to this guide. Rebrand it and sell it today while you build your own, and keep 100% of every sale.

💡 **How It Works:**

- Step 1: Use the prompt pack to build your product, or rebrand this guide to start today
- Step 2: Set up your Beacons store
- Step 3: Create a 7-second reel about your product
- Step 4: Post it on Instagram
- Step 5: Set up your auto-DM
- Step 6: Run a \$20/day ad to your reel
- Step 7: Wake up to sales

Imagine you sold just 1 a day... that's an extra \$1,110 a month.

What about 3 a day... that's \$3,330 a month!

And 5 a day? A whopping \$5,550 a month!!!

All from one ad while you go about living your life.

📌 **This Is For You If:**

- People are always asking you for advice
- You've thought "I should sell this" but didn't know where to start
- You want income without inventory, shipping or a big following
- You're ready to start this week, not someday

[Add one line about you here: why you made this, and why they should trust you.]

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?

Start with \$20/day. I've run Meta ads for my own brands for years, and it's so much easier than you think. Start small, then let the numbers tell you when to scale.

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. This guide walks you through every step with pictures.

Q: How soon can I make a sale?

Many people make their first sale within 24 hours of launching. Set it up today, and with the right ad, your first sale could come as soon as tomorrow.

Q: What makes this different from other digital product courses?

Most courses teach you theory. This walks you through building your own product with Claude, setting up your store and running your first ad, step by step with screenshots. And if you want to start today, you get resell rights to this guide, so you can sell it while you build yours.

Instant access. No monthly fees.

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

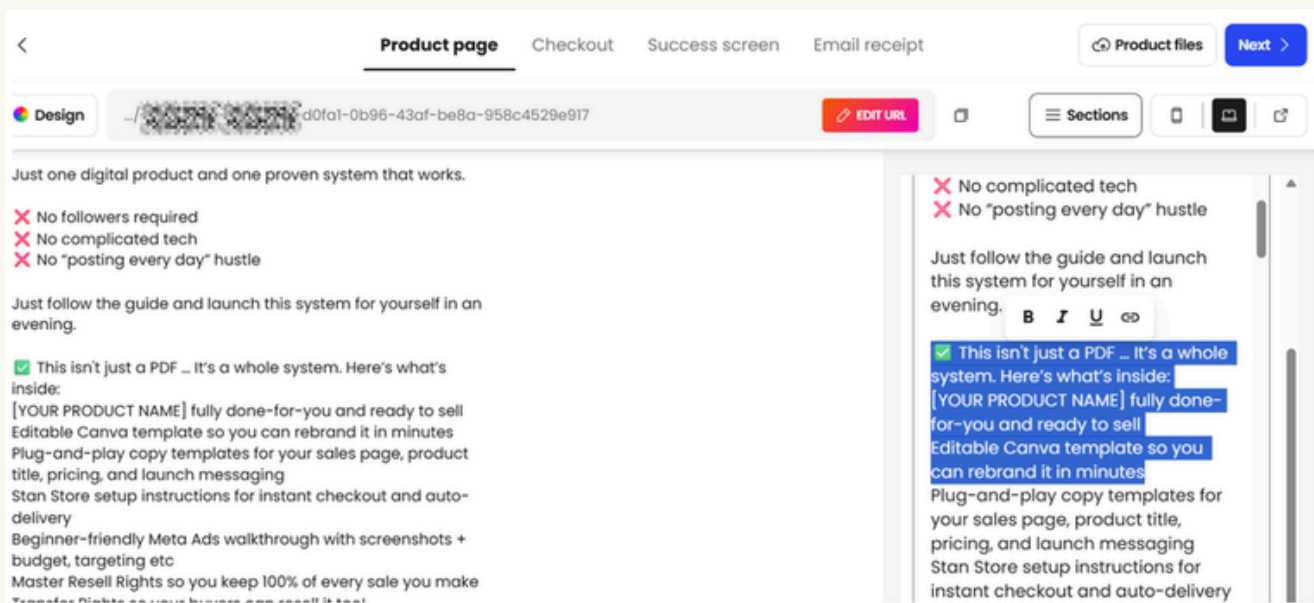
Step Nine

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.

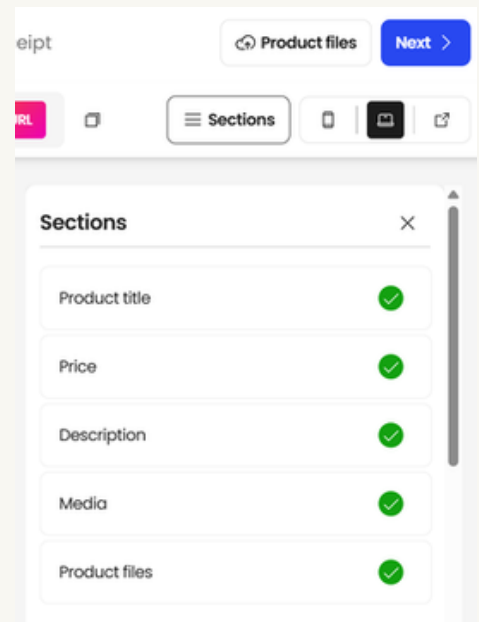
Thirdly, read through your sales page. Is it visually clear and easy to read? Does it clearly convey what your product is and its benefits? Would it make you “stop the scroll” and pay attention to it? Is it unique to your brand and message?



Step Ten

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 Eleven

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



YOUR PRODUCT NAME GOES HERE

US\$27

BUY NOW

LINK IN BIO
home

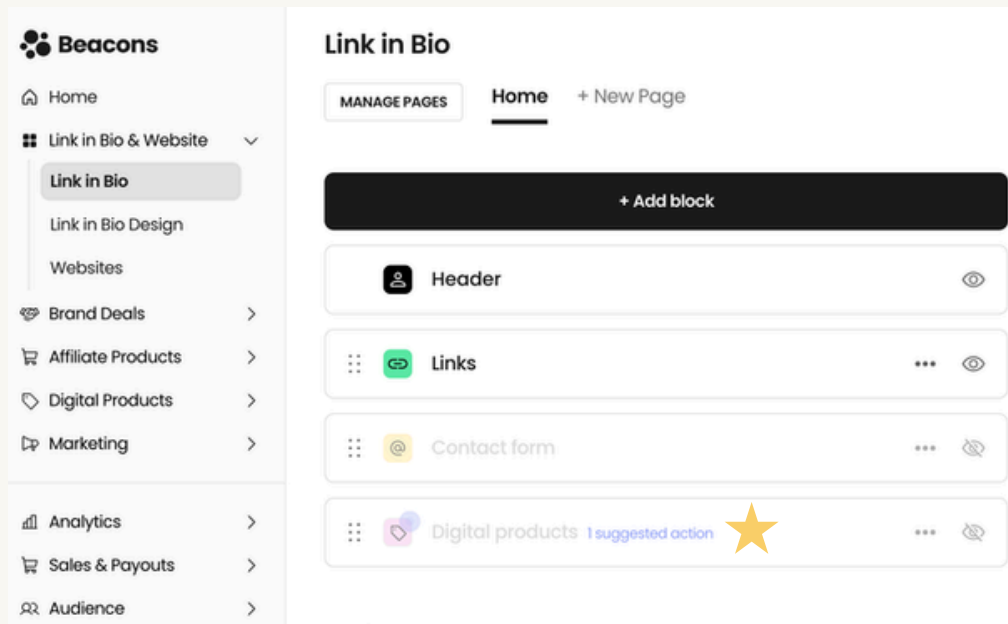
★ ☒ Digital products  

List product

Skip for now

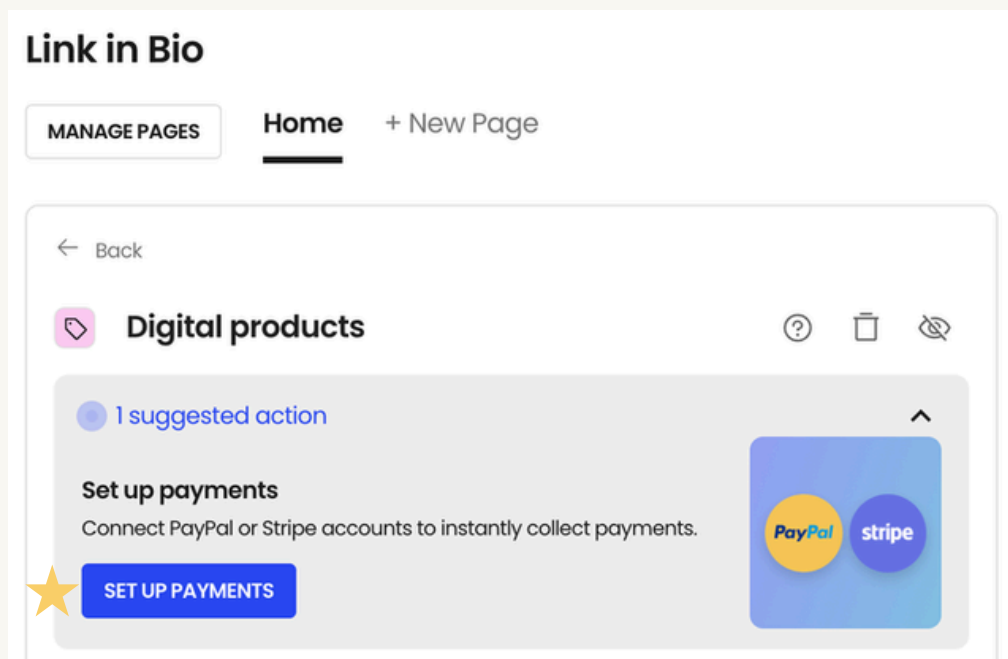
Step Twelve

Go back to your **Link in Bio**, and you will see that there is 1 suggested action next to your Digital Products section. **Click** on this.



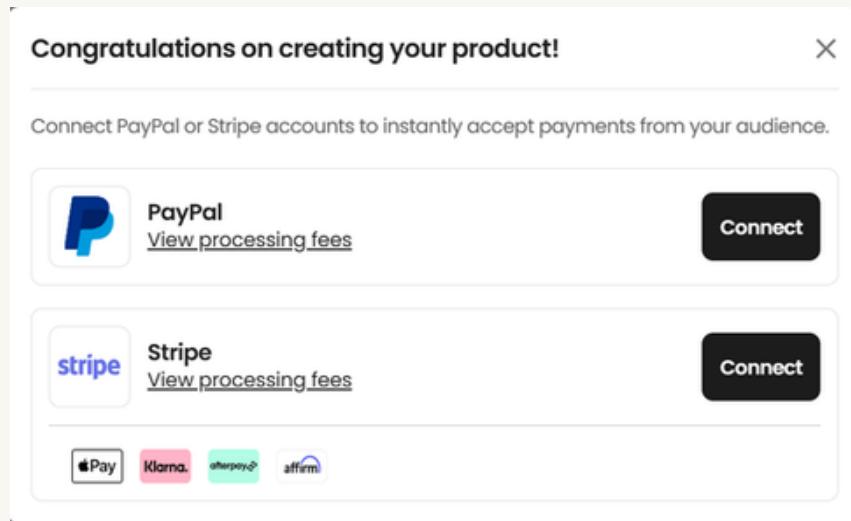
Step Thirteen

Click on the blue **'Set Up Payments'** button.



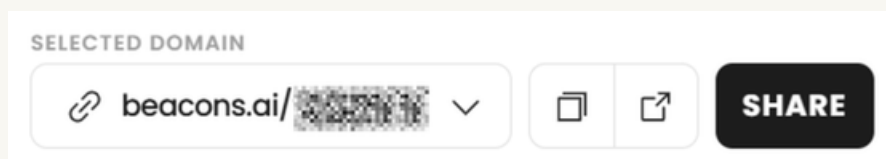
Step Fourteen

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



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](#).

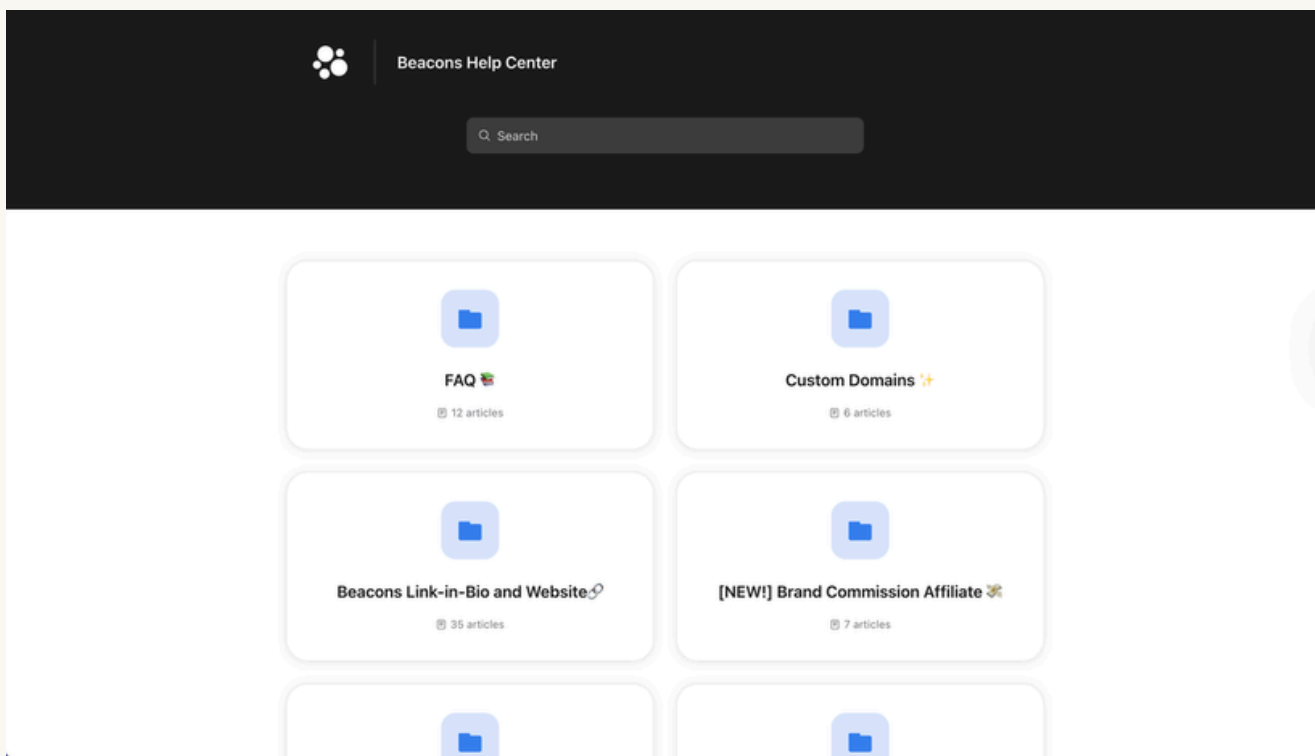
If you choose to do this, ensure that you update the Beacons sign-up link at the start of this section to your personal referral link.



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.

Step Two

Write a Bio that explains clearly what you do, but keep it short and concise.

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

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

💻 Turn ONE PDF + ONE ad → Daily Income

Learn how 🙋

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

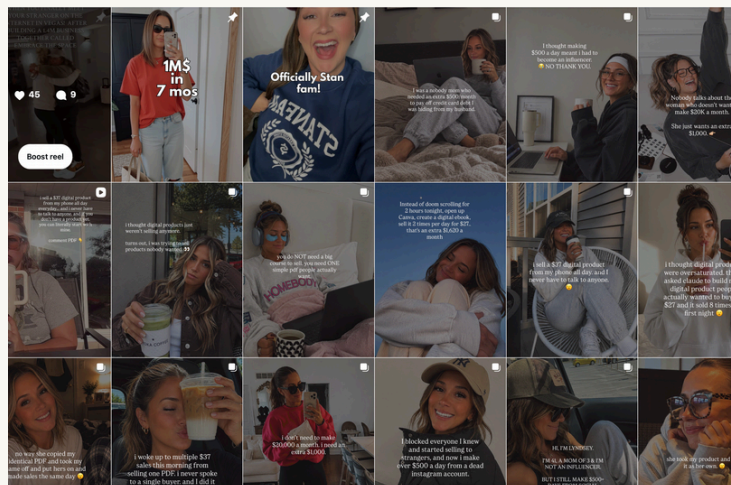
Before you start running ads, make sure your Instagram profile is fully set up.

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. Not sure what to post? [Grab Story Seller: 25 done-for-you story templates →](#)

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.

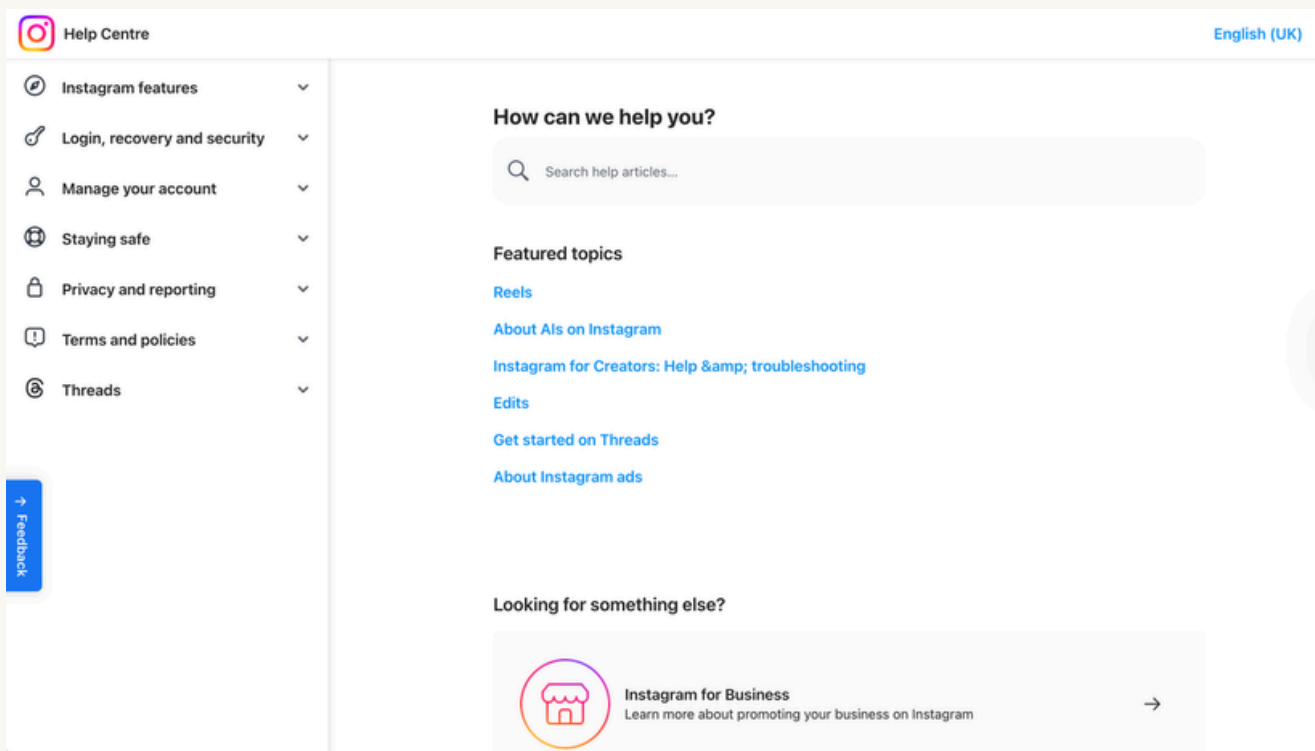
The more your profile reflects that you're actively working on and backing your digital product, the easier it becomes for people to trust you and feel confident buying from you.





NEED SUPPORT WITH INSTAGRAM?

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



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 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. Want your opening line done for you? [Grab The Hook Vault: 300 ready-to-use hooks →](#)

Step One

Choose what you're going to post

You do NOT need fancy videos, professional photos or hours of content creation to sell your digital product.

Keep it simple. Choose one:

1. A short 5–7 second clip from your everyday life

Coffee, working on your laptop, sitting in the car, running errands — it does not have to be exciting.

2. A photo of yourself

Turn it into a reel by adding a hook and trending audio, or use it as the first slide of a carousel.

3. A simple carousel

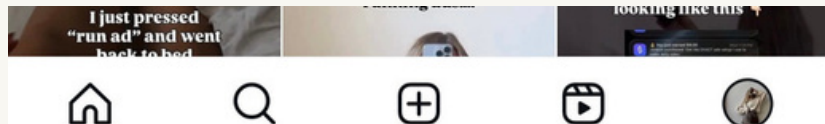
Teach something useful, solve one small problem or share a relatable story that leads naturally to your product.

The visual isn't what makes the sale.

Your hook, message and offer are what give someone a reason to stop, read and eventually BUY.

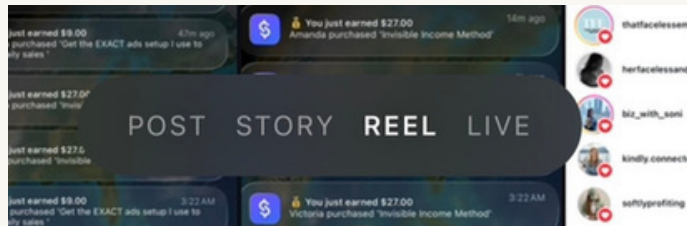
Step Two

Depending on your version of Instagram, you can access the Reels feature by clicking the little + sign on the menu across the bottom of your screen OR clicking the + in the top left hand corner.



Step Three

Make sure **REEL** is selected, then select the video you chose for your reel. Click the blue Next at the bottom of the screen.

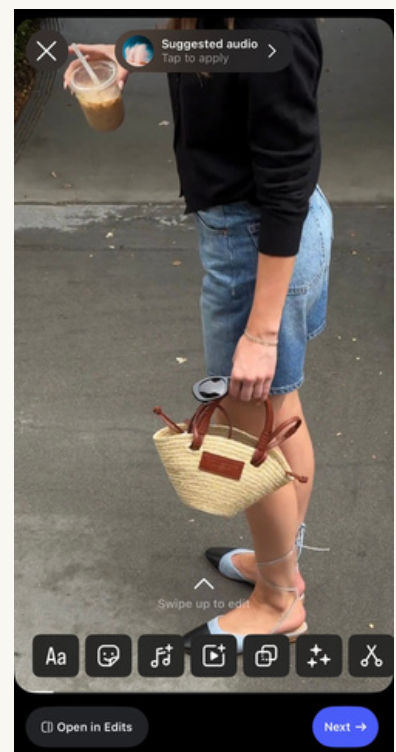


Step Four

On the next page, you can edit your video - add a filter, adjust the brightness, etc.

But don't go too crazy! Basic is better.

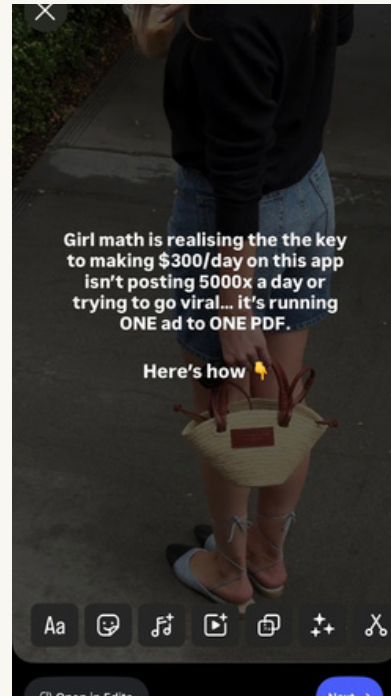
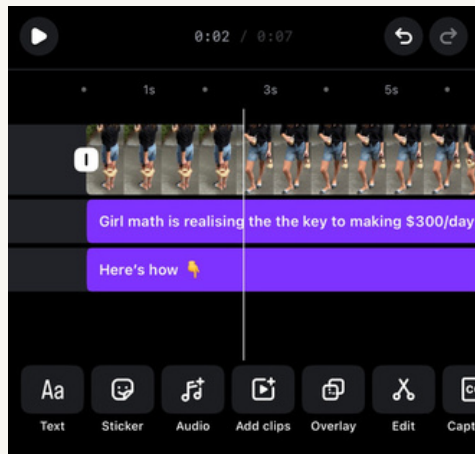
Once you're done, click '**Edit Video**' in the bottom left to add audio and text.



Step Five

Add the text you want for your reel, making sure it's clear and easy to read.

You can use the copy in the image below for your first reel.



Add a hook that makes the right person stop

Add a hook that makes the right person stop

Your reel does NOT need a paragraph of text on the screen.

Start with one strong hook that speaks directly to the person who would want your product.

Instead of:

✗ *“Check out my new digital product!”*

Try:

“If I needed an extra \$500/month, this is what I’d sell online.”

Or:

“You don't need a huge audience to start selling a simple digital product.”

Or:

“POV: you finally stopped trying to go viral and started creating content for buyers.”

Then use your caption to bridge the problem → your solution → your product.

Your goal isn't just views.

Your goal is getting the RIGHT person to stop and think: “Wait... I need this.”

[Grab the Hook Vault for \\$17!](#)

STUCK ON WHAT TO SAY IN THE FIRST 3 SECONDS?

Your reel lives or dies on one line: the hook.

It's the reason someone stops scrolling, reads your caption and comments your keyword. Get it wrong and nobody sees the rest, no matter how good your product is.

That's why I made The Hook Vault.

- ✓ 300 ready-to-use hooks for Reels, TikToks and yap videos
- ✓ Sorted into 3 packs: digital products, services and creators
- ✓ Every hook comes with a real example, so you're never guessing

Pick one, make it yours and hit record. Your opening line is done.

[GET THE HOOK VAULT - \\$17](#)

Reselling this guide?

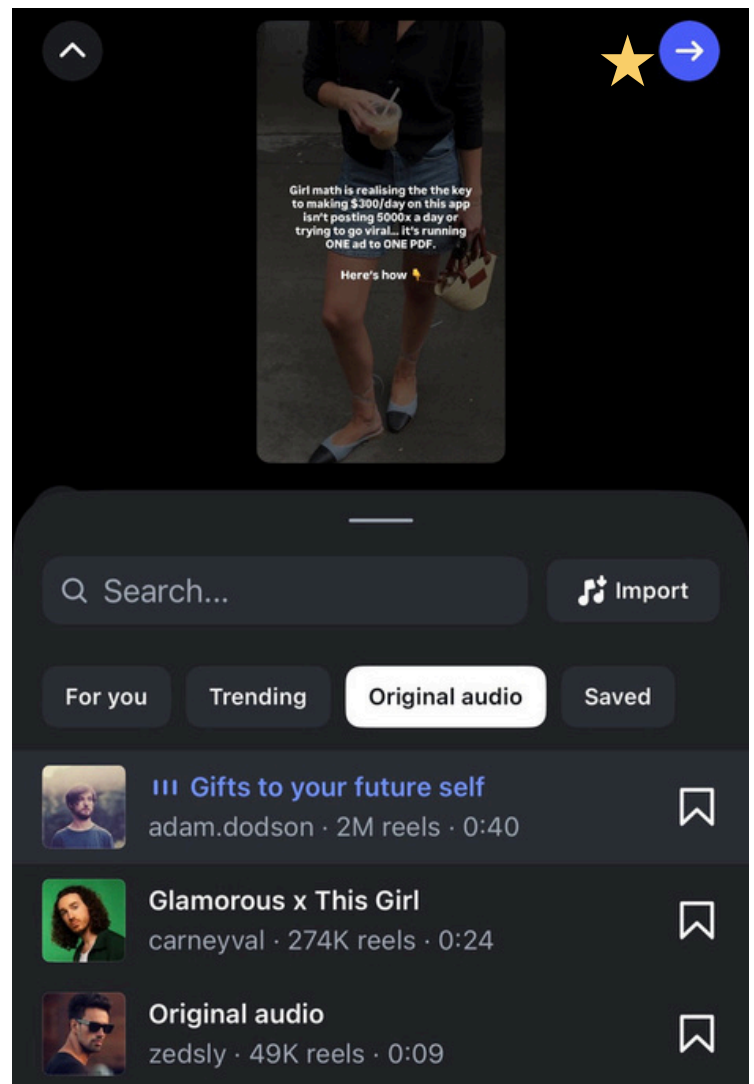
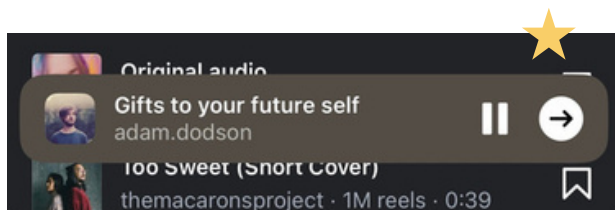
Keep this link to point your buyers to The Hook Vault, or delete this section.

Step Six

Add audio to your reel. **NOTE:** Some stock video's 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.

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.

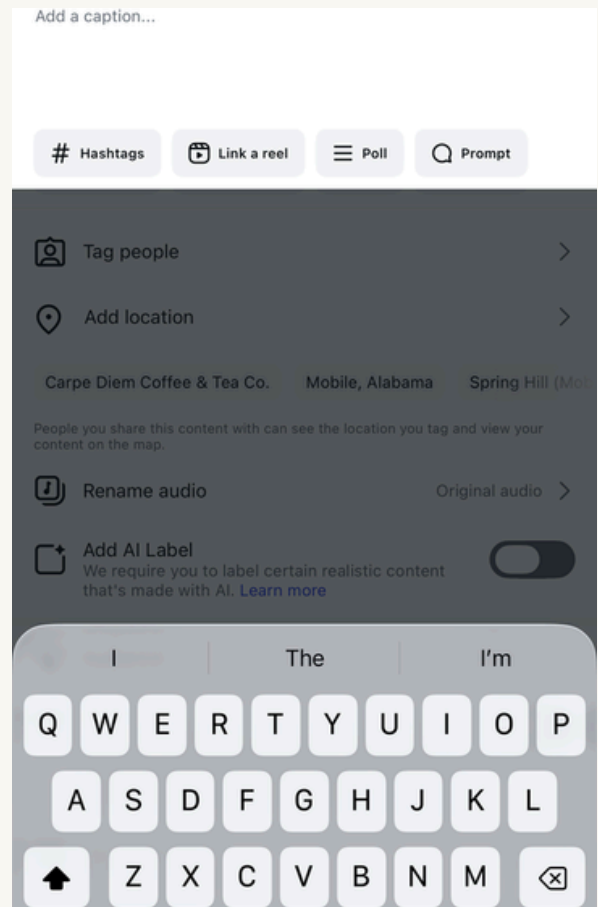
What I actually needed was a simple system:

- 📦 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).

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!

New reel

Preview

Girl math is realising the the key to making \$300/day on this app isn't posting 5000x a day or trying to go viral... It's running ONE ad to ONE PDF.

Here's how 📈

Edit cover

Add a caption...

Hashtags

📺 Link a reel

🗳️ Poll

👤

Tag people

📍

Add location

📄

Add AI label

We require you to label certain realistic content that's made with AI.
[Learn more](#)

Save draft

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 has a search bar at the top right with the text 'Search help articles...' and a language selector for 'English (UK)'. Below the search bar is a large banner for 'Reels' with the Instagram logo and a 'Copy link' button. The text below the banner reads: 'With Reels, you can create and edit short videos that can be shared with your followers. Learn how to:' followed by a bulleted list: '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.', and 'Share your Instagram reels to Facebook.' Below this, it says: 'If you are a business or creator interested in Reels, you can also learn about professional accounts on Instagram.' At the bottom, there is a section titled 'Popular articles'.

Instagram 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

Feedback

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

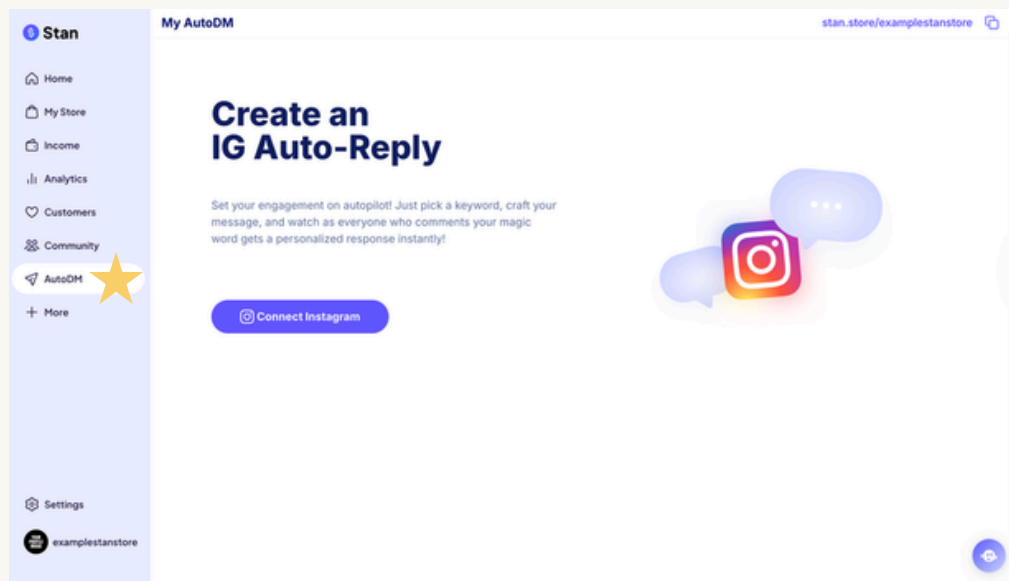
If you use Beacons, skip to the Beacons steps below

You do not need both

STAN STORE

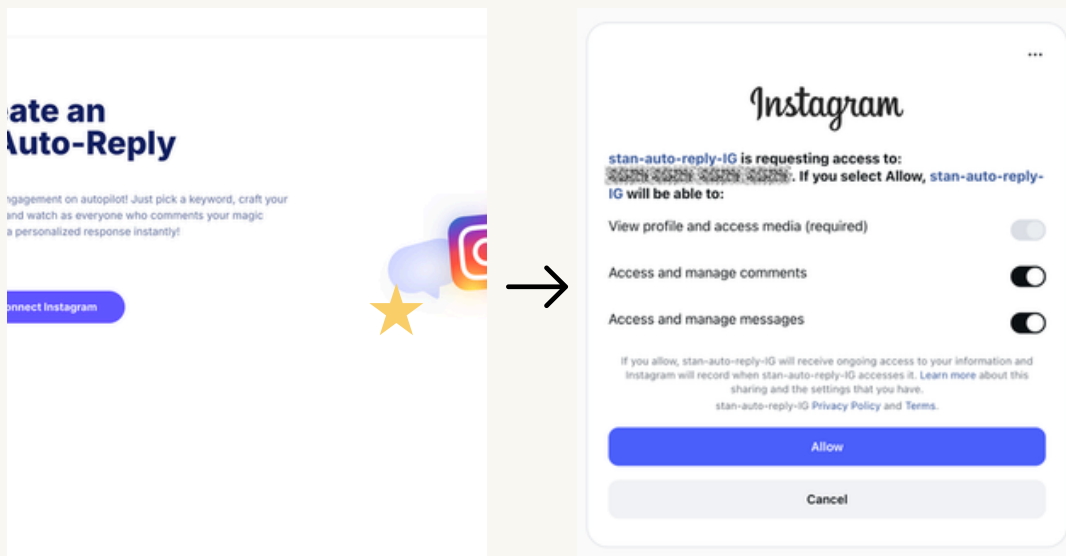
Step One

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.



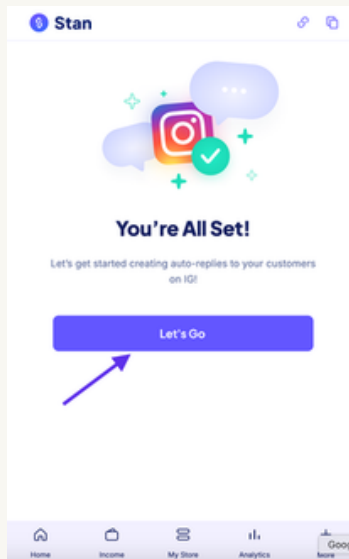
Step Two

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.



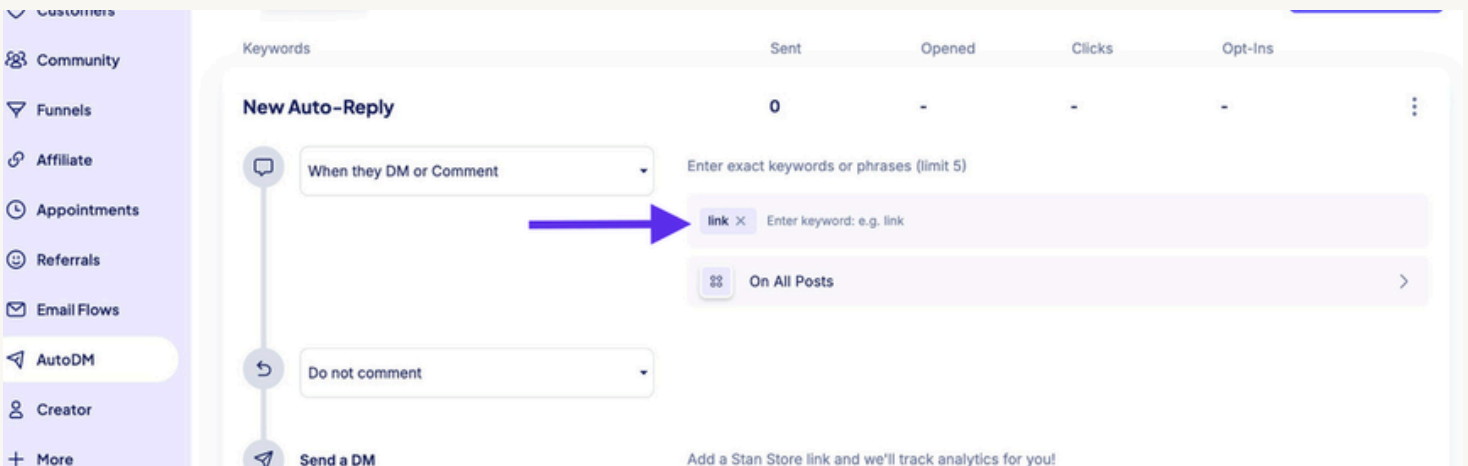
Step Three

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



Step Four

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

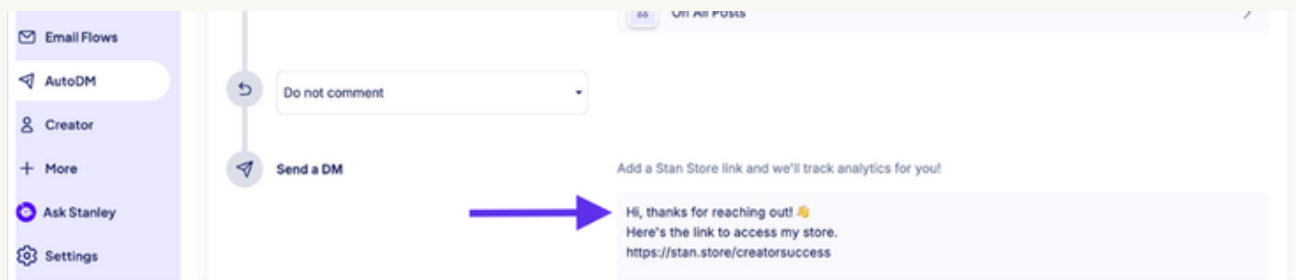


Step Five

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 \$37 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**’.

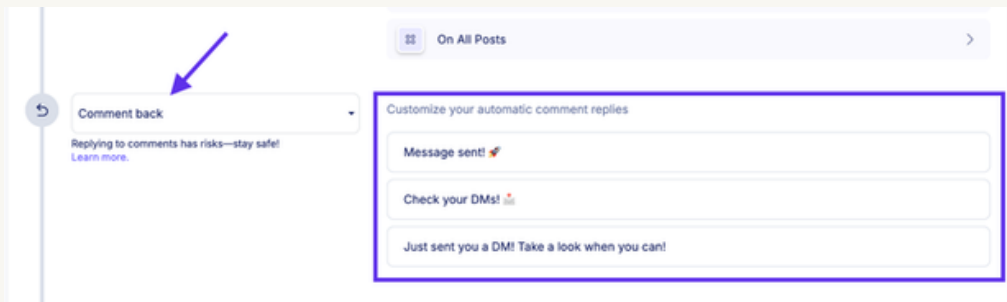


Step Seven

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

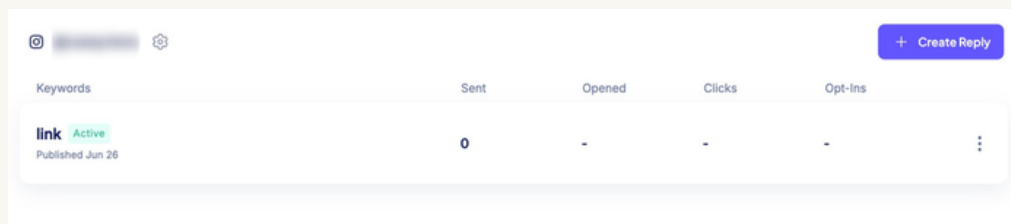
If you do choose to turn Comment Replies on, you may be at a higher risk of being flagged as a bot by Meta. You can help to mitigate this risk by including different reply options.



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](#).

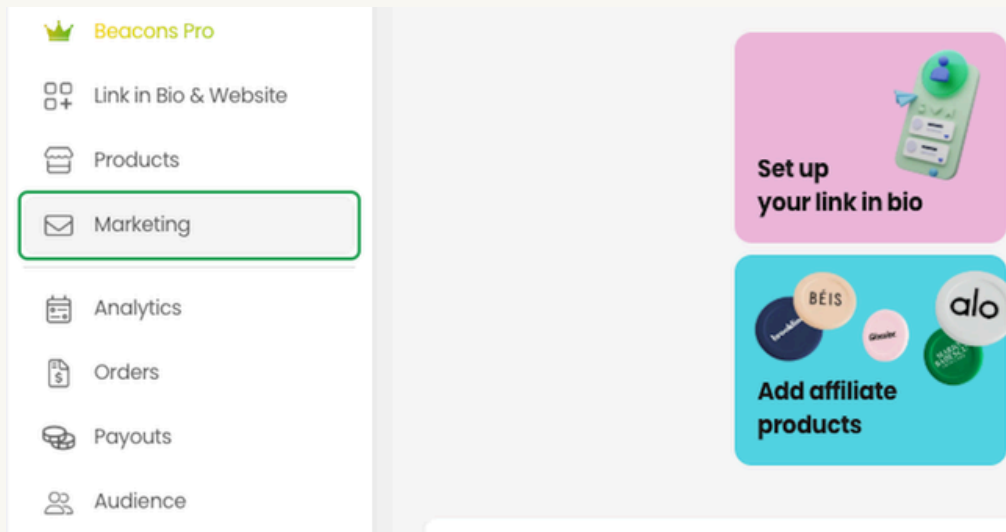
The screenshot displays the Stan website's interface. At the top, a navigation bar includes the Stan logo and links for Getting Started, Products, Income, Customers, Analytics, Settings, Your Guide to Success, and a + More option. On the left, a sidebar features a search bar and a list of categories: 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 shows 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 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 Instagram 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, with the text "stan-auto-reply-IG is requesting access to:" visible at the bottom.

BEACONS

Step One

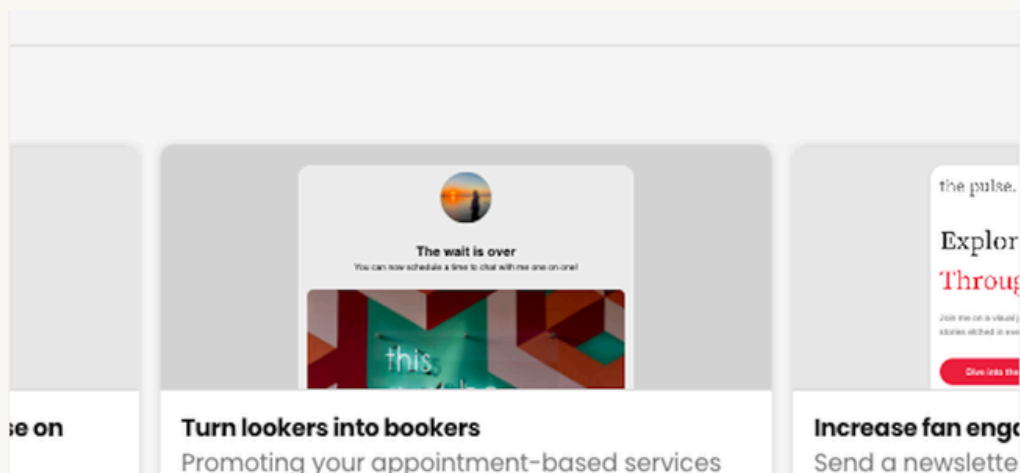
In Beacons, autoDM's are called Smart Replies. The first thing that you need to do is connect your Instagram account to Beacons.

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



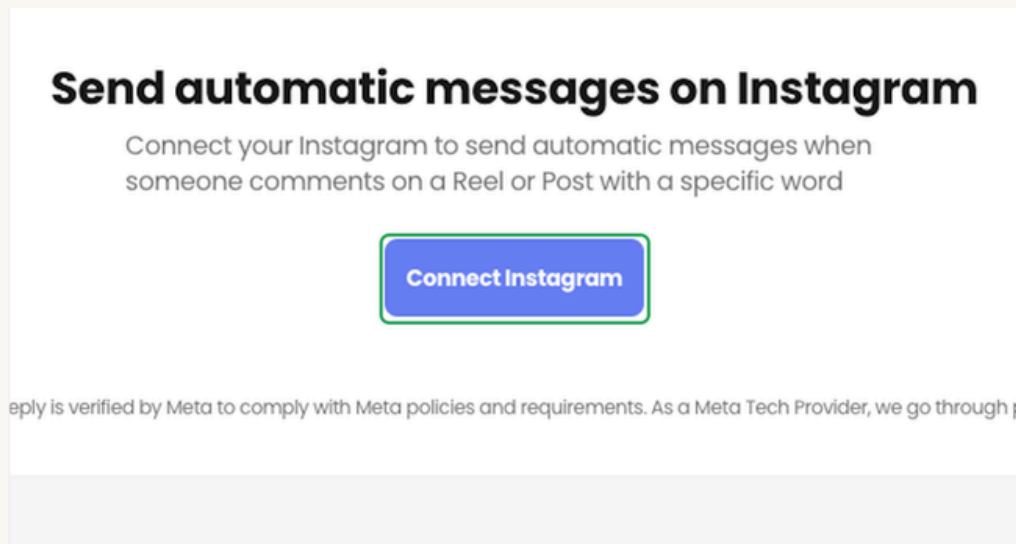
Step Two

Next, click on 'Smart Reply'.



Step Three

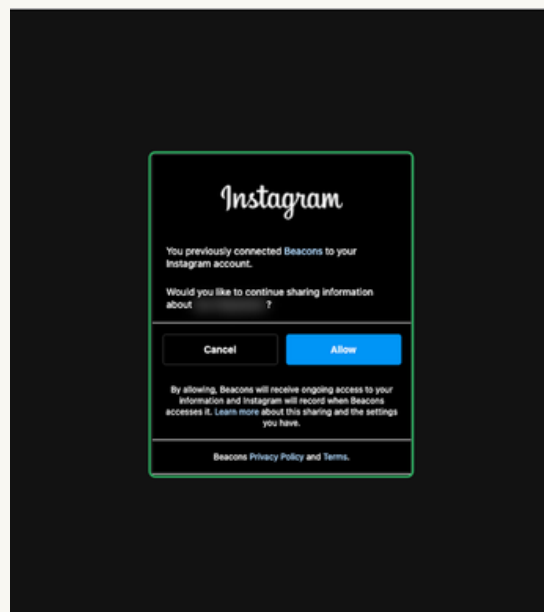
Click on ‘**Connect Instagram**’.



Step Four

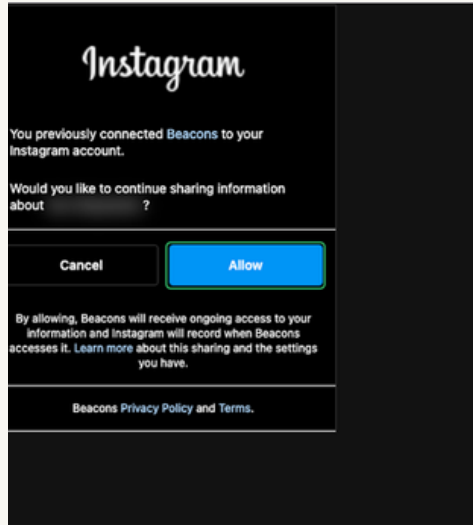
Login with your Instagram credentials.

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**'.

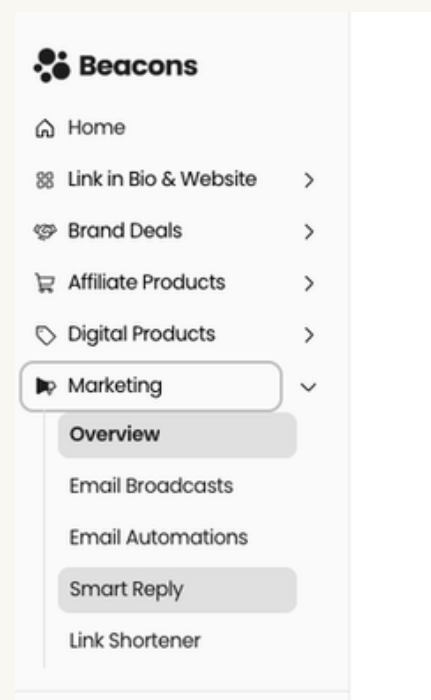


Step Six

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'.



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

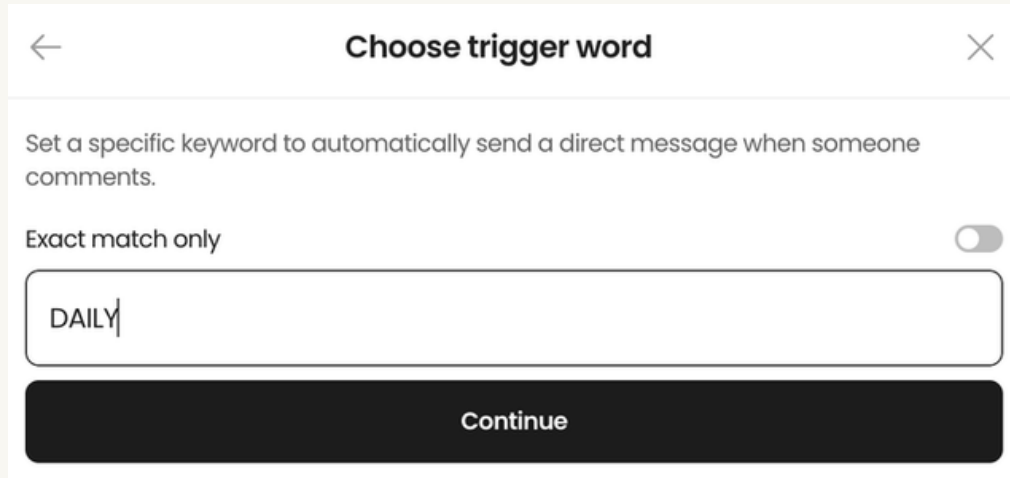
 Send an automated DM when someone comments a trigger word on any of your posts or reels.

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, there is a back arrow on the left and a close "X" icon on the right. Below the title, a subtitle reads: "Set a specific keyword to automatically send a direct message when someone comments." Underneath, there is a toggle switch labeled "Exact match only" which is currently turned off. A text input field contains the word "DAILY". At the bottom, there is a large black button with the word "Continue" in white text.

Step Eleven

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:

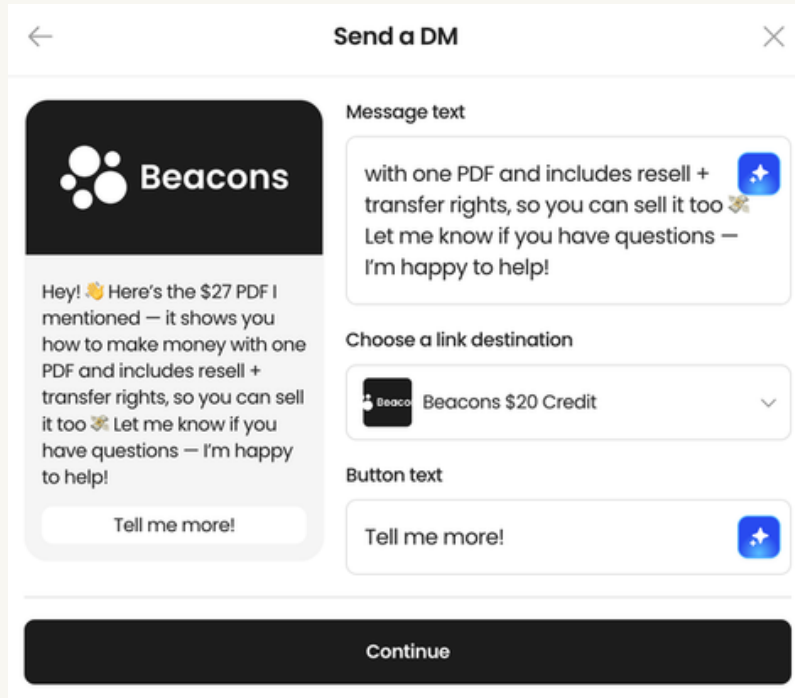
Hi, here's the link to the \$37 PDF I mentioned. It shows you how to make money with one PDF and includes resell + transfer rights, so you can sell it too 📄 Let me know if you have questions, I'm happy to help!

Step Twelve

Choose your product from the link destination dropdown.

Step Thirteen

Update the Button Text to “Tell me more!”



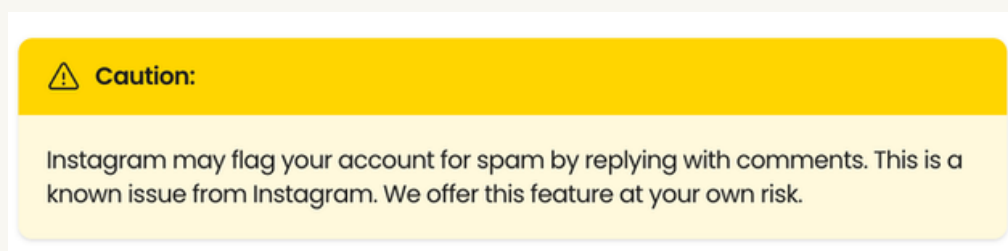
The screenshot shows the 'Send a DM' configuration interface. On the left is a preview of the DM message, which includes the Beacons logo, a text message about a \$27 PDF, and a 'Tell me more!' button. On the right, the configuration fields are: 'Message text' (containing promotional text about a PDF and resell rights), 'Choose a link destination' (a dropdown menu set to 'Beacons \$20 Credit'), and 'Button text' (set to 'Tell me more!'). A 'Continue' button is at the bottom.

Step Fourteen

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.



Step Fifteen

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](#).

The screenshot shows the Beacons Help Center interface. At the top, there's a dark header with the Beacons logo and the text "Beacons Help Center". Below the header is a search bar with a magnifying glass icon and the word "Search". The main content area has a white background. It starts with a breadcrumb "Home >" followed by the "Smart Reply" section header with a small robot icon. Below this, there's a list of five FAQ articles, each in a light gray box. The first article is "Smart Reply FAQ" with a subtext "Answer : Smart Replies can NOT be triggered by the same Instagram account that created it. Therefore, if you want to L...". The other articles are "How to Create a Smart Reply for DM's and Stories on Instagram", "How to use External links for Smart Reply", "How to connect Instagram account to Smart Reply", and "How to Create a Smart Reply for posts". Each article has a timestamp indicating when it was last edited.

Beacons Help Center

Search

Home >

Smart Reply

- Smart Reply FAQ** Edited 11 months ago
Answer : Smart Replies can NOT be triggered by the same Instagram account that created it. Therefore, if you want to L...
- 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** Edited 11 months ago
You can choose any Smart Reply Trigger type. This is for illustrative purposes only. You're all set and ready to start sen...
- How to connect Instagram account to Smart Reply** Edited 8 months ago
If you don't see the correct Instagram account, you must use an incognito or private browser window to log in. You are ...
- How to Create a Smart Reply for posts** Edited 11 months ago

YOUR AUTO-DM IS READY. NOW GIVE THEM A REASON TO REPLY.

Your auto-DM only works when someone comments or replies with your keyword. And the easiest place to get those replies? Your stories.

The people watching your stories already know you. They're your warmest buyers. But most people post a few random stories, mention their product once, and wonder why nobody bought.

Story Seller fixes that.

- ✓ 25 done-for-you Canva story templates. Post in 5 minutes.
- ✓ Why each one works, box by box
- ✓ A copy-and-paste AI prompt for every story, so it sounds like you
- ✓ A 7-Day Story Plan, so you know exactly what to post

Your auto-DM sends the link. Story Seller gets them to ask for it.

[GET STORY SELLER FOR \\$27](#)

*Reselling this guide?
Keep this link to point your buyers to Story Seller, or delete this section.*

PHASE 06

CREATE YOUR INSTAGRAM AD

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

STEP 01

SET UP META ADS MANAGER

Step One

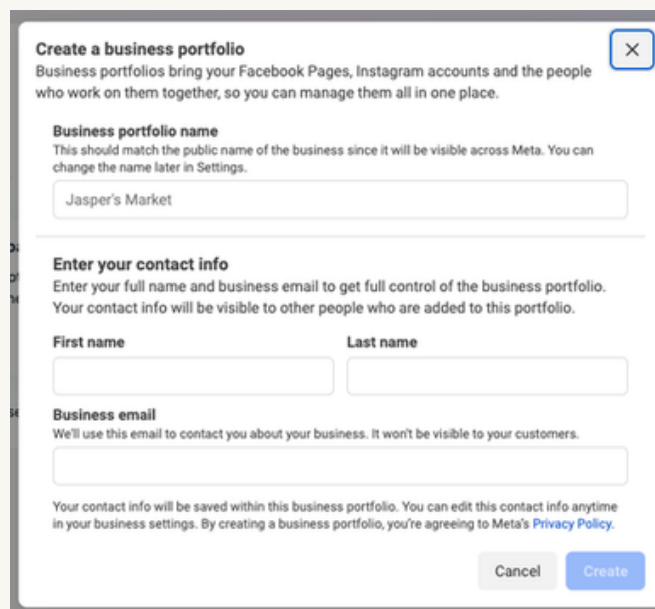
Click on the link below and login or create an ads manager account.

[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.



The screenshot shows a 'Create a business portfolio' modal window. At the top, it says 'Create a business portfolio' with a close button (X). Below this, a description states: '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.' The first section is 'Business portfolio name', with a note: 'This should match the public name of the business since it will be visible across Meta. You can change the name later in Settings.' The input field contains 'Jasper's Market'. The second section is 'Enter your contact info', with a note: '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.' It has two input fields for 'First name' and 'Last name'. The third section is 'Business email', with a note: 'We'll use this email to contact you about your business. It won't be visible to your customers.' It has one input field. At the bottom, a disclaimer states: '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](#).' There are 'Cancel' and 'Create' buttons at the bottom right.

Step Three

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

Step Four

Click **Skip** 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 **Complete**.

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 **3 line hamburger menu** in the top left and checking that the name is the name of your business that you just set up.

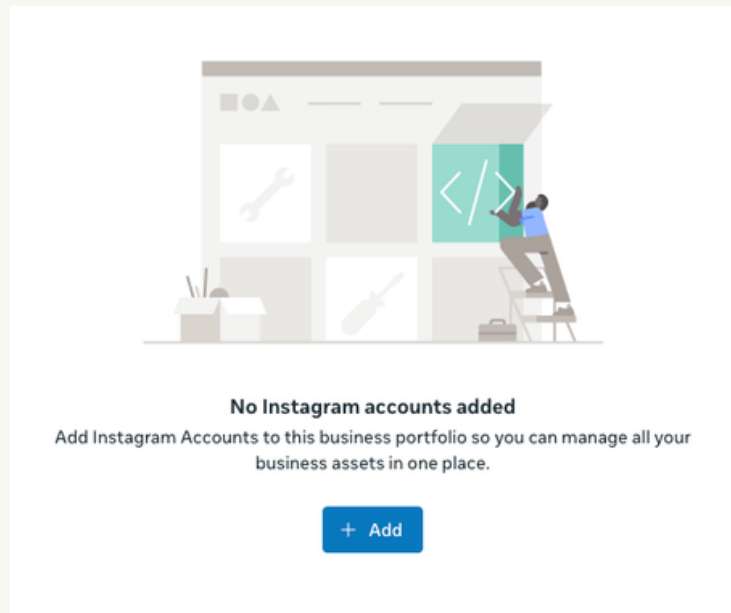
Step Seven

Under 'People' you should see yourself listed with the contact details that you filled in previously. Under Business Account Access, check that you have Full Control - Everything.

If not, click the 3 dot menu, select **Edit Business Portfolio Permissions** and update it.

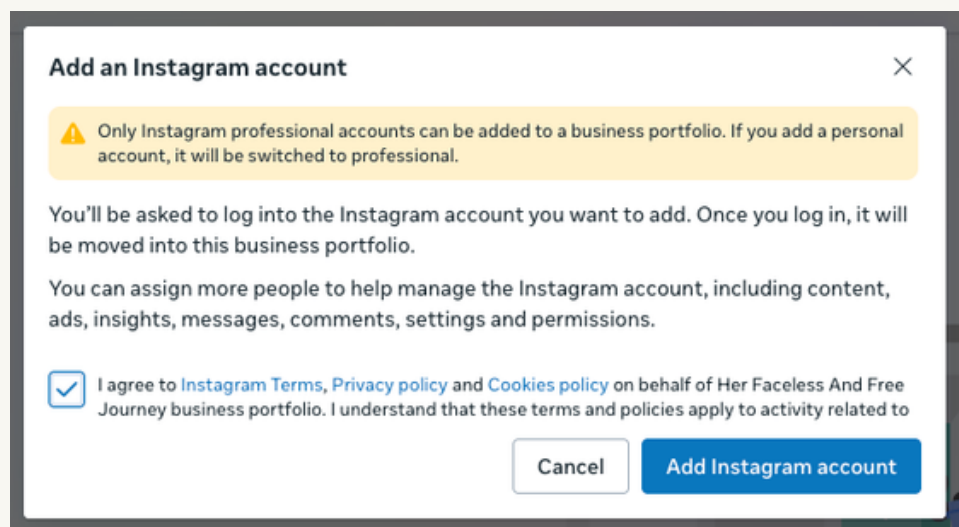
Step Eight

Under Accounts, select Instagram Accounts and click **+Add**.



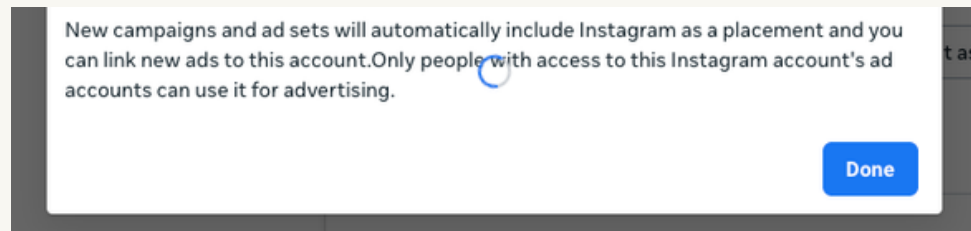
Step Nine

Read and **agree** to the Terms and Conditions then click **Add Instagram Account**.



Step Ten

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

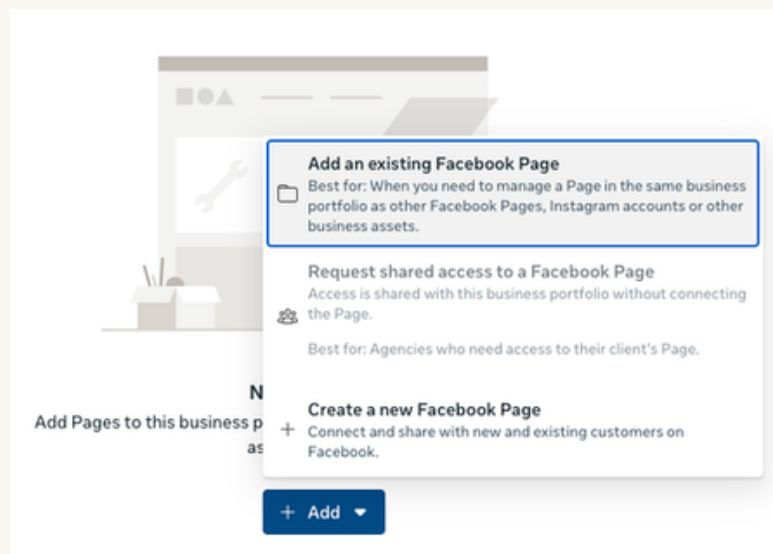


Step Eleven

Under People, ensure that you are listed as being assigned to the account. If not, click on **Assign People** and select your name and select **Full Control** then **Assign**.

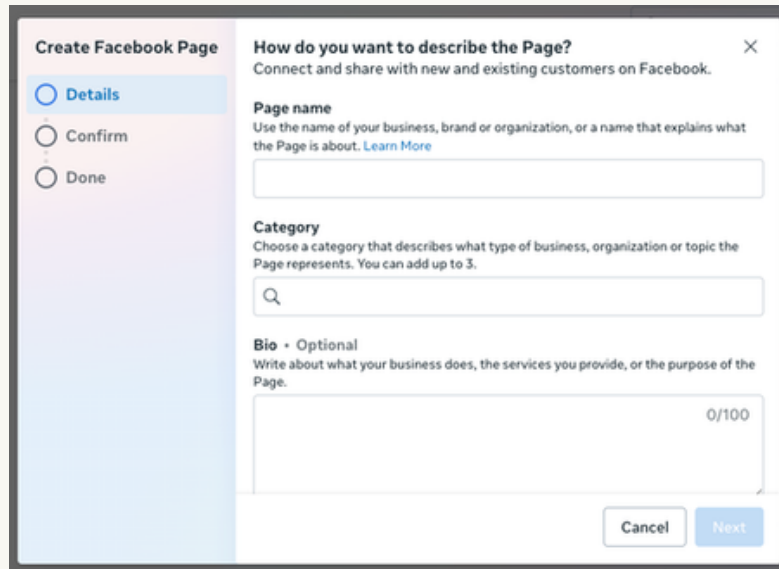
Step Twelve

Now, go back to Accounts and select Pages. Click **+Add** and select **Create a new Facebook Page** (or Add an existing Facebook Page if you already have one for your business).



Step Thirteen

Enter the name for your Facebook Page, enter Digital Creator for the category and paste your Instagram Bio in the bio section. Then click **Next**.

The image shows a screenshot of the 'Create Facebook Page' dialog box. On the left, there is a sidebar with three tabs: 'Details' (selected with a blue circle), 'Confirm', and 'Done'. The main area is titled 'How do you want to describe the Page?' with a subtitle 'Connect and share with new and existing customers on Facebook.' Below this, there are three sections: 'Page name' with a text input field and a 'Learn More' link; 'Category' with a search input field and a magnifying glass icon; and 'Bio • Optional' with a text area and a '0/100' character count. At the bottom right, there are 'Cancel' and 'Next' buttons.

Step Fourteen

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

Step Fifteen

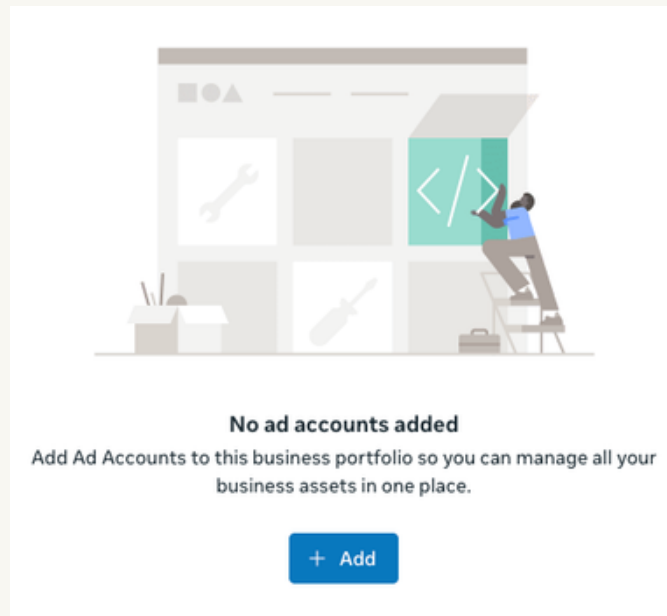
Your Facebook Page has now been created.

Step Sixteen

Under People, ensure that you are listed as being assigned to the account. If not, click on **Assign People** and select your name and select **Full Control** then **Assign**.

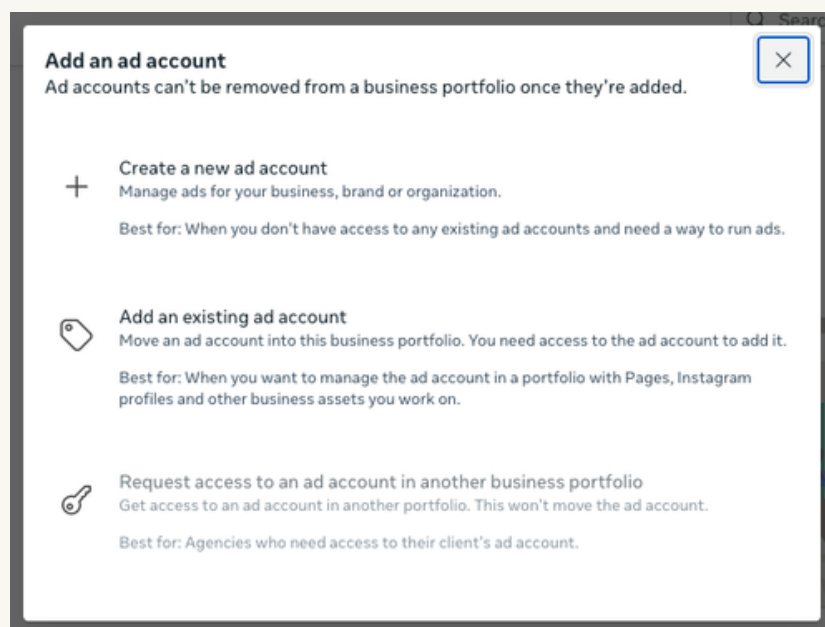
Step Seventeen

Under Accounts, select Add Accounts and click **+Add**.



Step Eighteen

Select **Create a new ad account**.



Step Nineteen

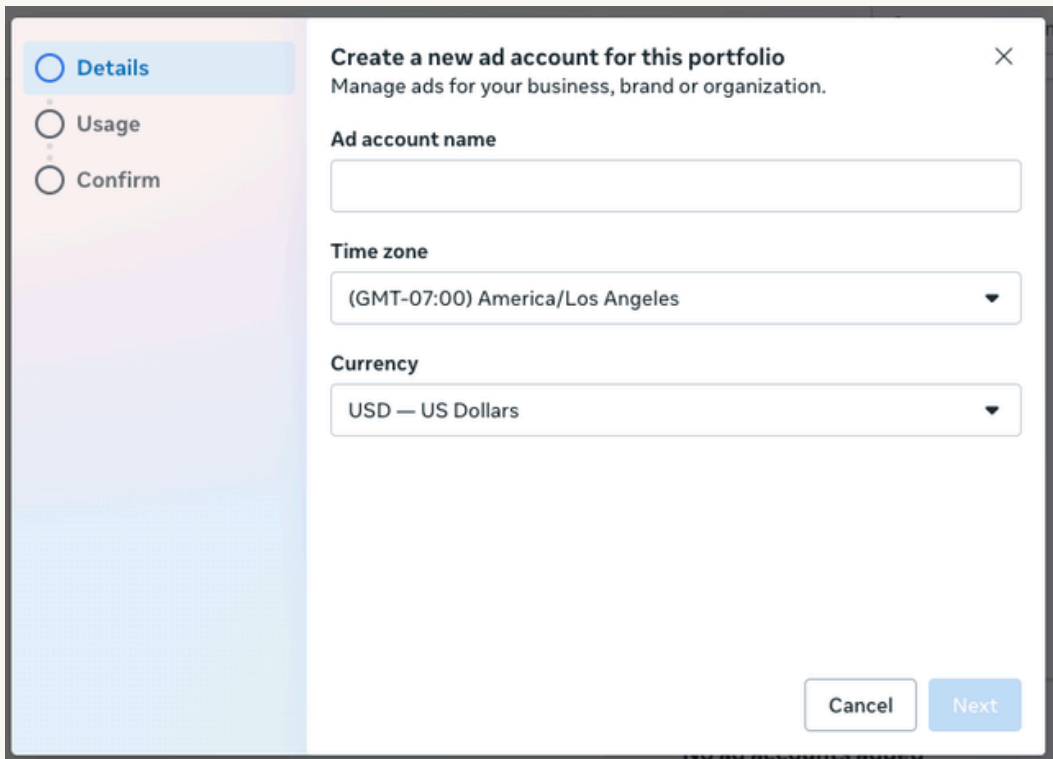
Enter the below information then click **Next**.

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.

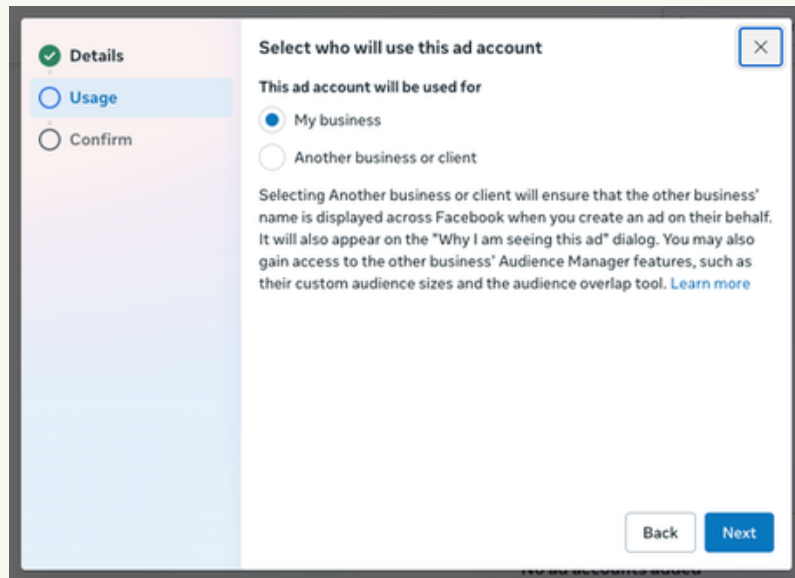
NOTE: It is very important that you enter the correct Time Zone and Currency as you cannot change these in the future. If you do, Ads Manager will close your ad account and create a new one, losing any ads that you have created and any data that you have gathered!!!



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, there 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, there 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](#)

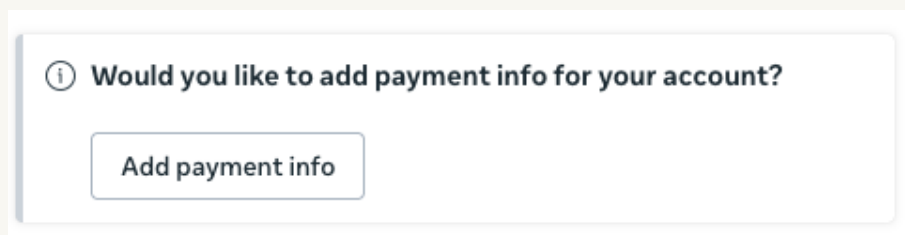
Back Next

Step Twenty-One

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

Step Twenty-Two

Add your payment information.



Would you like to add payment info for your account?

Add payment info

Step Twenty-Three

Under People, ensure that you are listed as being assigned to the account. If not, click on **Assign People** 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
Confirm the details below and you'll be ready to publish your first ad.

Continue >

✓	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

SET UP YOUR PIXEL

A pixel 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.

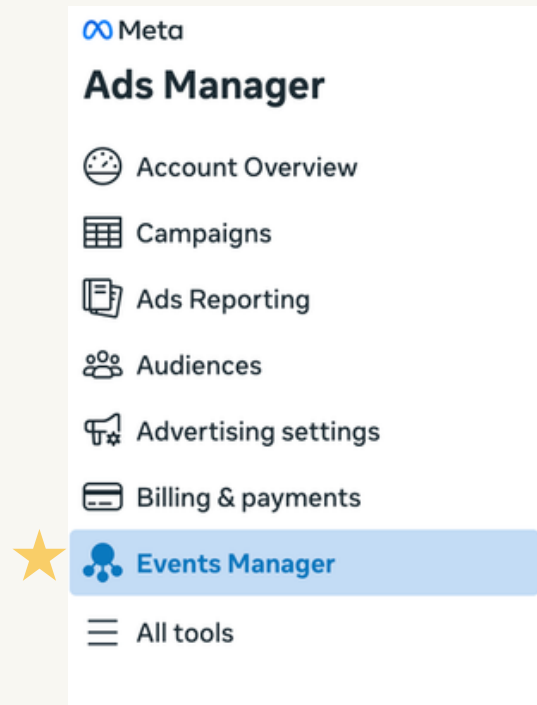
This data helps Meta optimise your ads over time by learning which types of users are more likely to complete those actions. For this reason, setting up a pixel is strongly recommended.

To install your Meta Pixel, you will need either a Stan Store Pro account or a Beacons Creator Plus account, as these plans allow pixel integration.

If this is not within your budget right now, skip to Create an Engagement Ad to learn how to run an engagement ad without a pixel.

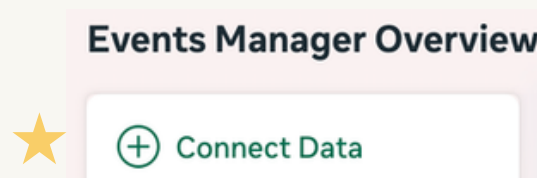
Step One

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



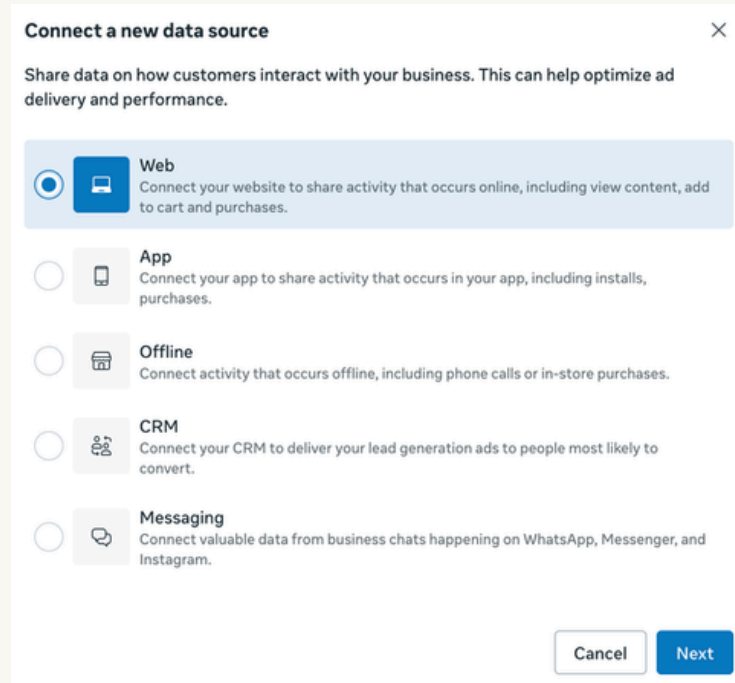
Step Two

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



Step Three

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



The screenshot shows a dialog box titled "Connect a new data source" with a close button (X) in the top right corner. Below the title is a descriptive sentence: "Share data on how customers interact with your business. This can help optimize ad delivery and performance." There are five radio button options listed: "Web" (selected), "App", "Offline", "CRM", and "Messaging". Each option has a corresponding icon and a brief description. At the bottom right, there are two buttons: "Cancel" and "Next".

Connect a new data source X

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

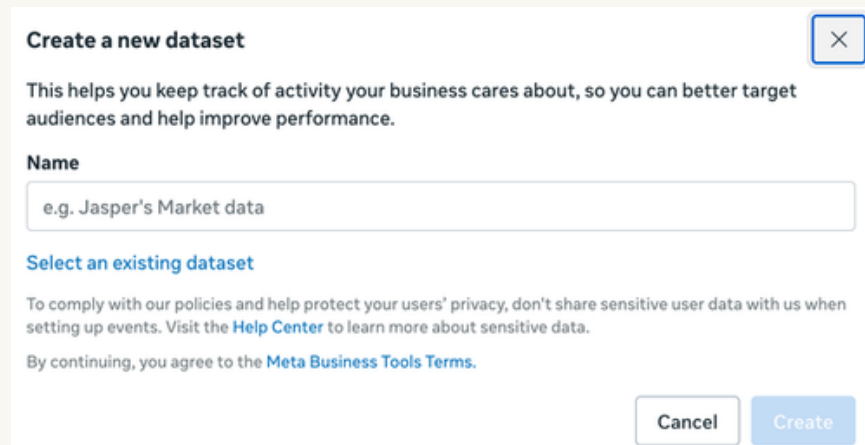
- ☒ **Web**
Connect your website to share activity that occurs online, including view content, add to cart and purchases.
- ☐ **App**
Connect your app to share activity that occurs in your app, including installs, purchases.
- ☐ **Offline**
Connect activity that occurs offline, including phone calls 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**.



The screenshot shows a dialog box titled "Create a new dataset" with a close button (X) in the top right corner. Below the title is a descriptive sentence: "This helps you keep track of activity your business cares about, so you can better target audiences and help improve performance." There is a text input field labeled "Name" with the placeholder text "e.g. Jasper's Market data". Below the input field is a link "Select an existing dataset". At the bottom, there is a paragraph of text about privacy and a link to the "Meta Business Tools Terms". At the bottom right, there are two buttons: "Cancel" and "Create".

Create a new dataset X

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

Name

e.g. Jasper's Market data

[Select an existing dataset](#)

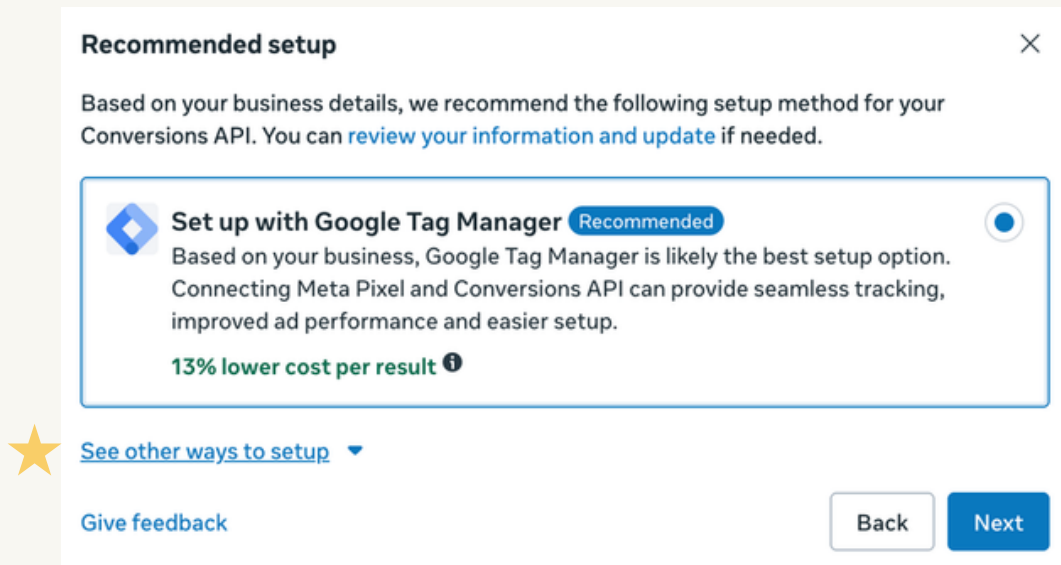
To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Center](#) to learn more about sensitive data.

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 ⓘ

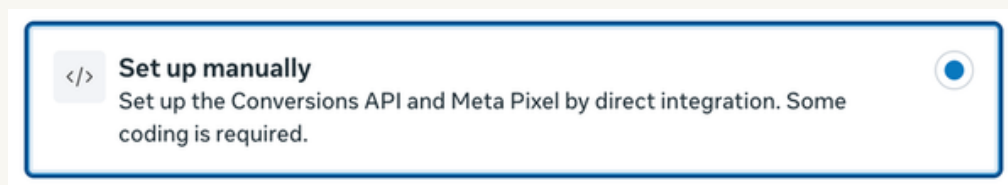
 [See other ways to setup](#) ▼

[Give feedback](#) Back Next

Step Six

Select **Set up manually**.

Then click **Next**.



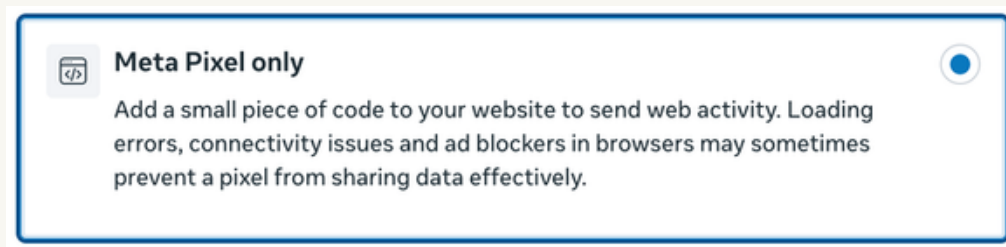
 **Set up manually** ☒

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

Step Seven

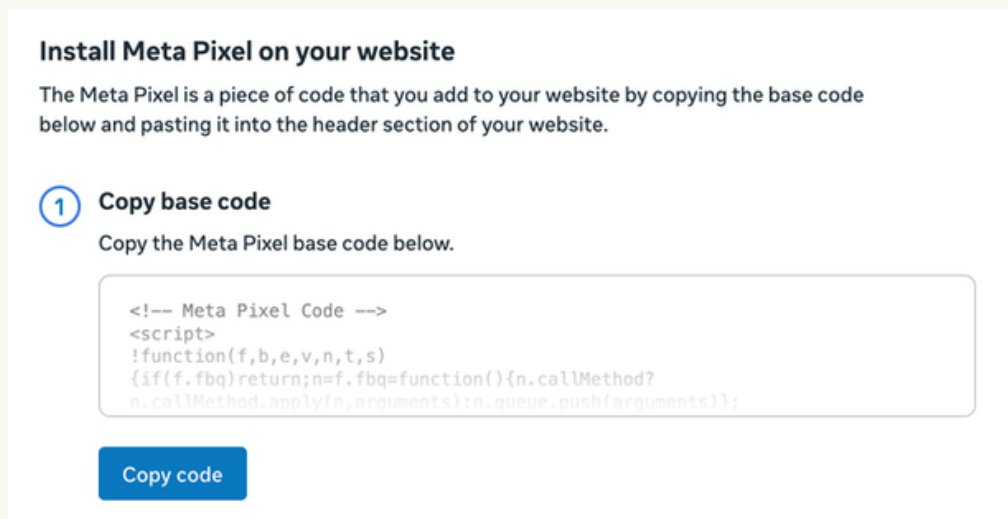
Select **Meta Pixel only**.

Then click **Next**.



Step Eight

Click **Copy code**.



Step Nine

Paste your code into a Text or Word document.

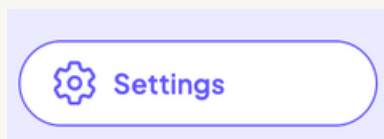
Then **locate your unique 15-16 digital Pixel Code** (the highlighted text below).

```
<!-- Meta Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '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.



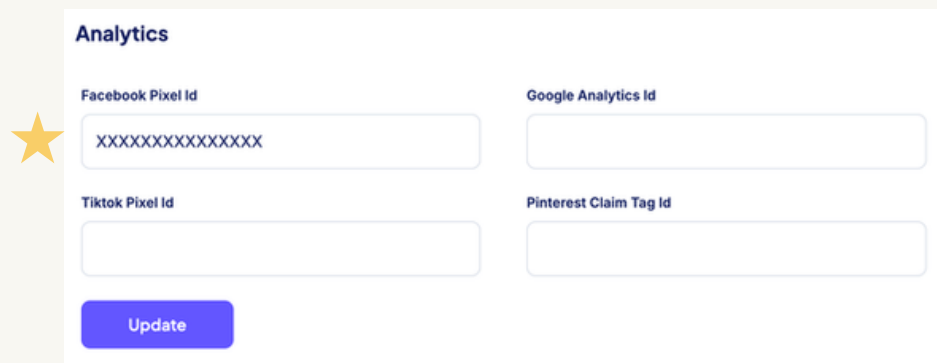
Step Eleven

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.

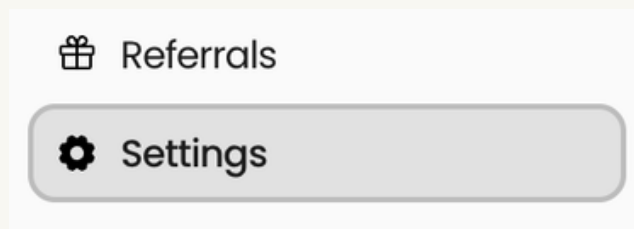


The screenshot shows the 'Analytics' settings page. It has four input fields arranged in a 2x2 grid: 'Facebook Pixel Id' (containing 'XXXXXXXXXXXXXXXX'), 'Google Analytics Id', 'Tiktok Pixel Id', and 'Pinterest Claim Tag Id'. A yellow star is placed to the left of the 'Facebook Pixel Id' field. At the bottom left 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.

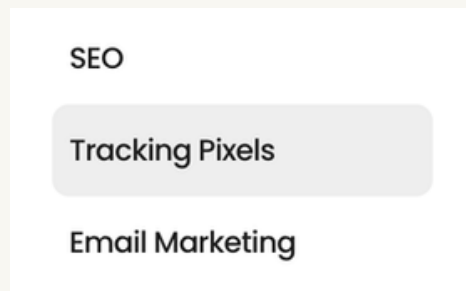


Step Thirteen

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.



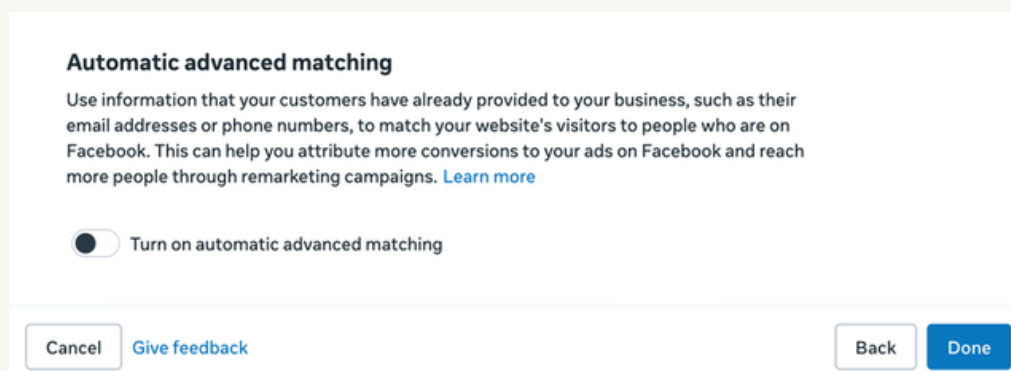
Step Fourteen

The following steps are for both Stan Store and Beacons.

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

Step Fifteen

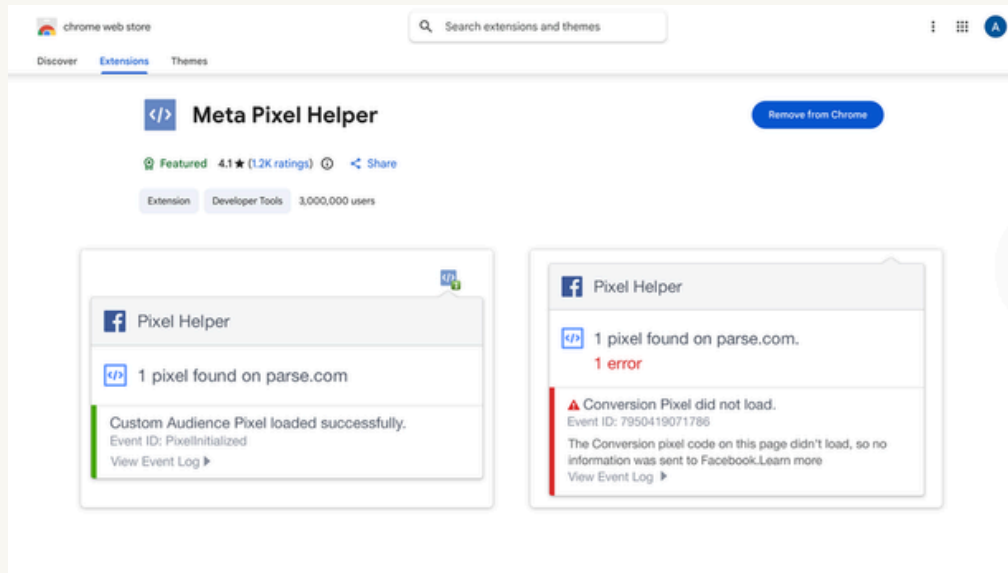
Under **Automatic advanced matching**, keep it toggled off, then click **Done**.



Step Sixteen

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

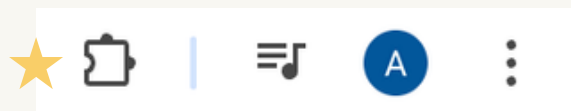
Download the [Meta Pixel Helper](#) (free Chrome extension)



Step Seventeen

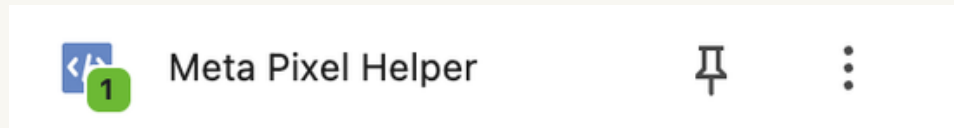
Open your **sales page in Chrome**.

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

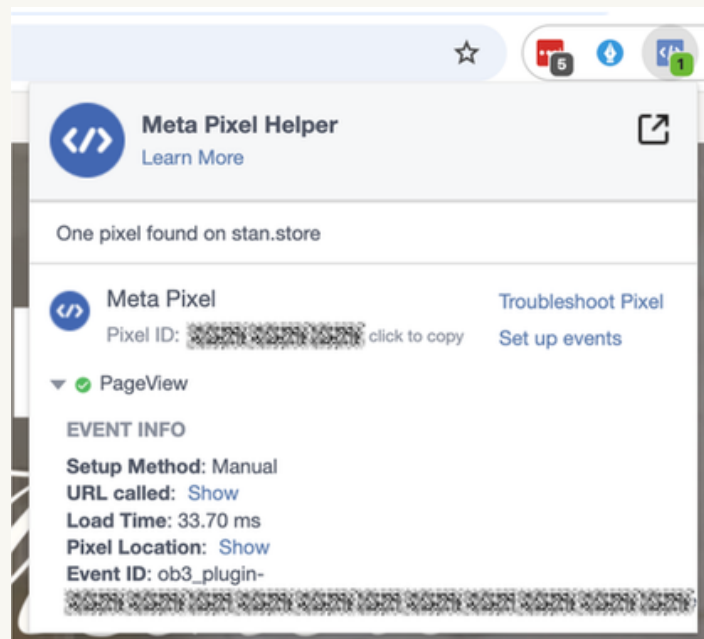


Step Eighteen

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

SET UP YOUR AD

OPTION 01

CREATE AN ENGAGEMENT AD

Choose this option if you're not ready to set up your Meta pixel yet.

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

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.

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.

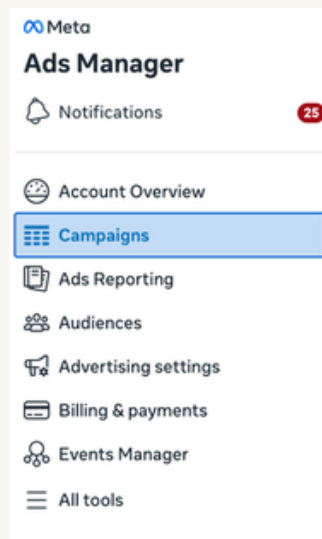
Step One

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](#)

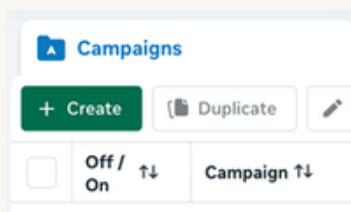
Step Two

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



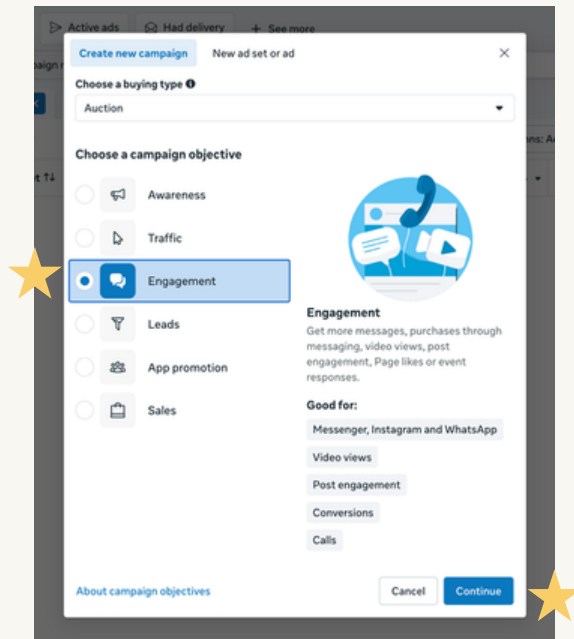
Step Three

Click on the green **Create** button.



Step Four

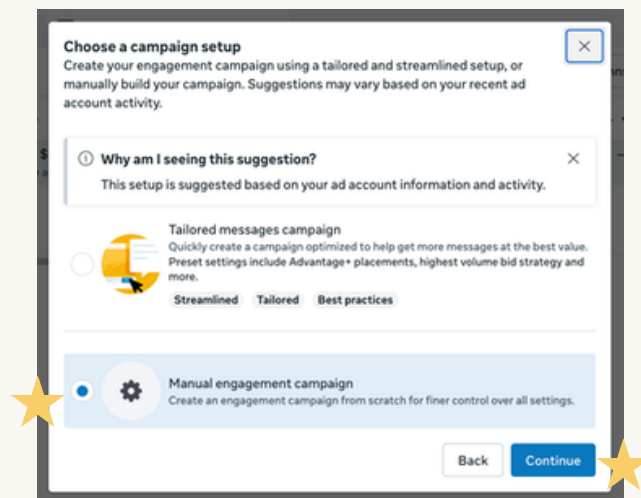
Click the **Engagement** button and then click the **Continue** button.



Step 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

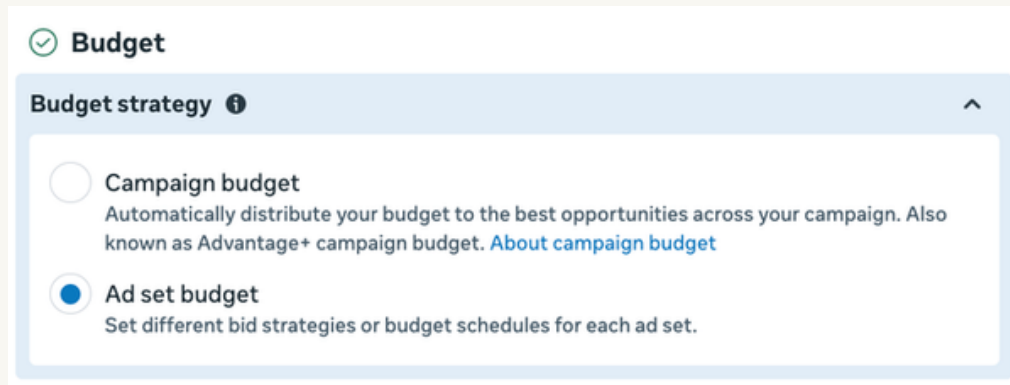
Name your campaign with your product name and include that it's an engagement campaign to help you to identify it.



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

Step Seven

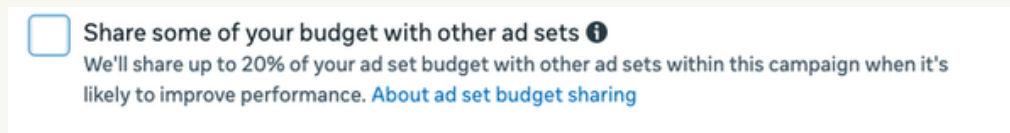
Under **Budget**, select **Ad Set Budget**.



A screenshot of the 'Budget' step in a Facebook Ads setup. It features a green checkmark icon and the text 'Budget'. Below this is a 'Budget strategy' section with two options: 'Campaign budget' (unselected) and 'Ad set budget' (selected). The 'Ad set budget' option is highlighted with a blue circle and includes a description: 'Set different bid strategies or budget schedules for each ad set.' There are also links for 'About campaign budget' and 'About ad set budget sharing'.

Step Eight

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

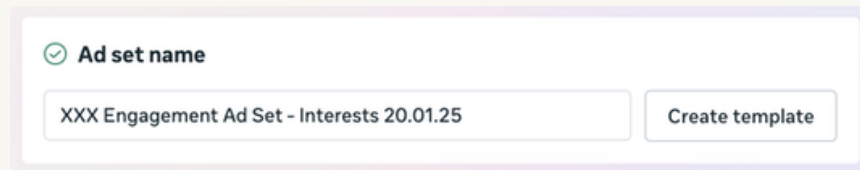


A screenshot of the 'Share some of your budget with other ad sets' option. It features an unchecked checkbox and the text 'Share some of your budget with other ad sets'. Below this is a description: 'We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance.' There is also a link for 'About ad set budget sharing'.

Step Nine

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

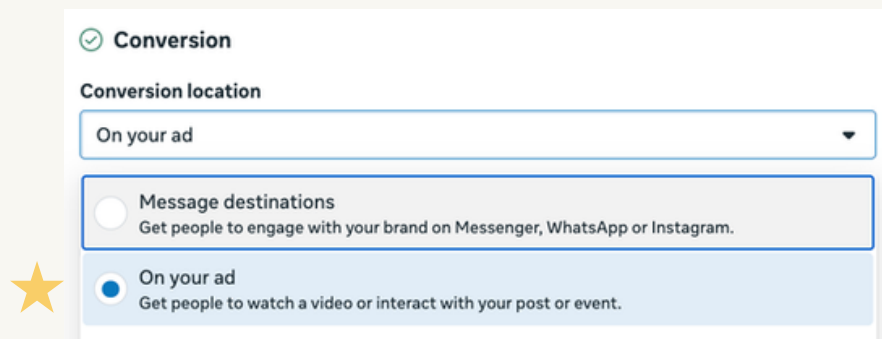
(You may want to come back to edit the audience details later, after completing the next few steps).



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

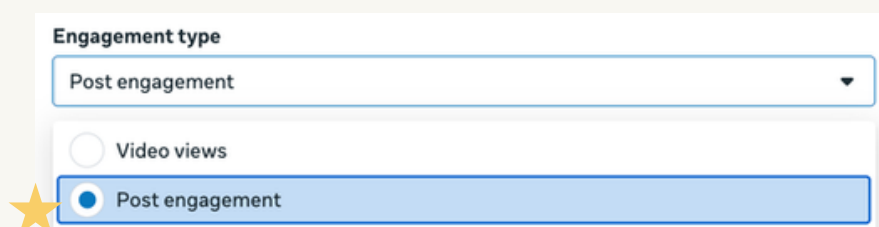
Under Conversion location, select **On your ad**.



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. To the left of the dropdown is a yellow star icon. Below the dropdown are two radio button options: 'Message destinations' (unselected) and 'On your ad' (selected). The 'On your ad' option is highlighted with a blue background.

Step Eleven

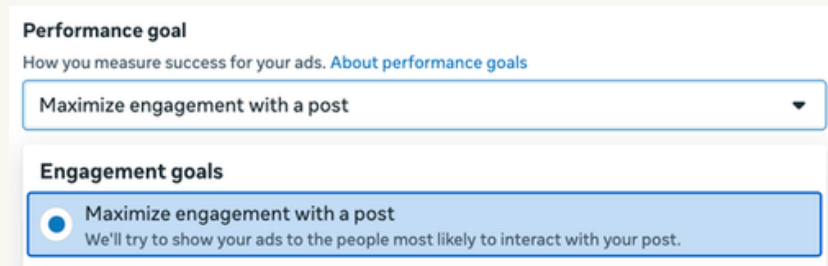
Under Engagement type, select **Post engagement**.



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

Step Twelve

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

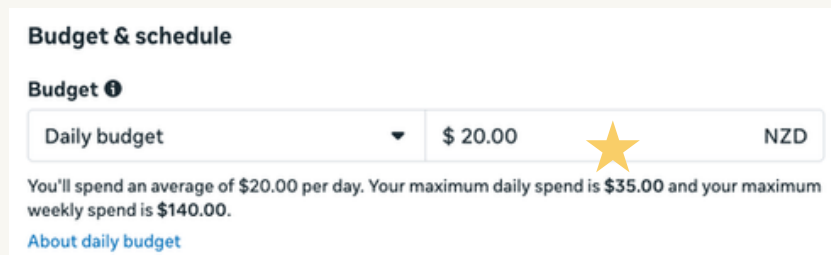


The screenshot shows the 'Performance goal' section with a dropdown menu set to 'Maximize engagement with a post'. Below it, the 'Engagement goals' section has a radio button selected for 'Maximize engagement with a post', with a subtext: 'We'll try to show your ads to the people most likely to interact 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.

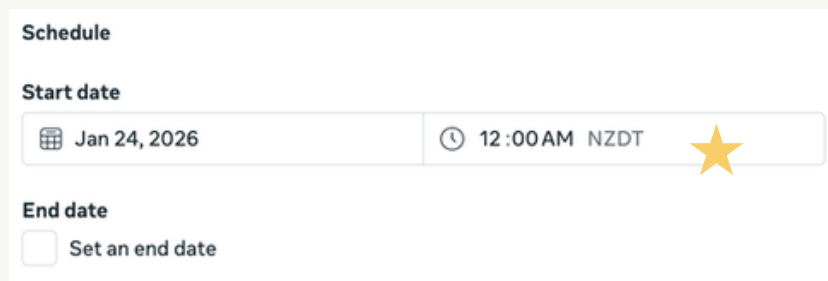


The screenshot shows the 'Budget & schedule' section. Under 'Budget', there is a dropdown for 'Daily budget' and a text input field containing '\$ 20.00' with a yellow star icon next to it. The currency is set to 'NZD'. Below this, a note states: 'You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00.' There is also a link for '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.



The screenshot shows the 'Schedule' section. Under 'Start date', there is a date picker set to 'Jan 24, 2026' and a time picker set to '12:00 AM NZDT' with a yellow star icon next to it. Under 'End date', there is a checkbox labeled 'Set an end date' which is currently unchecked.

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**



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.

For Detailed Targeting I suggest only selecting 1-5 different audiences 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 ⚙️
Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.
[Edit](#) ★

[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).

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**

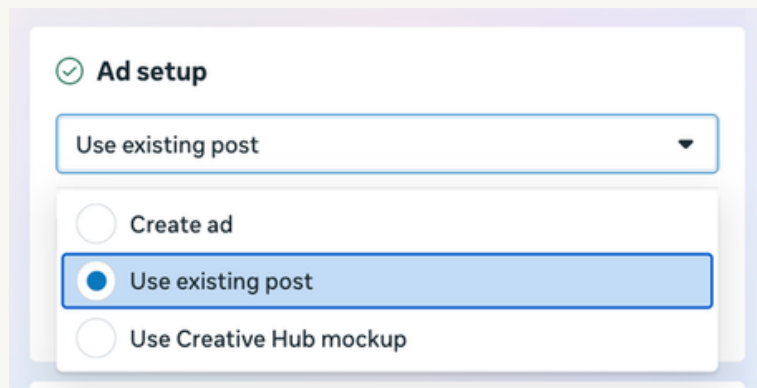
Step Twenty-One

Under Identity, you should see your Business Facebook Page.

Check that the correct Instagram account has been selected.

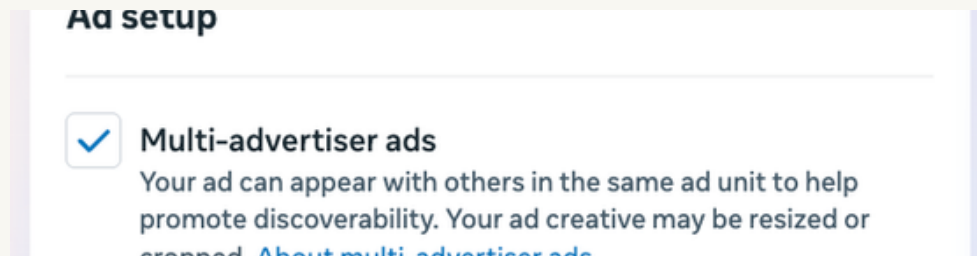
Step Twenty-Two

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



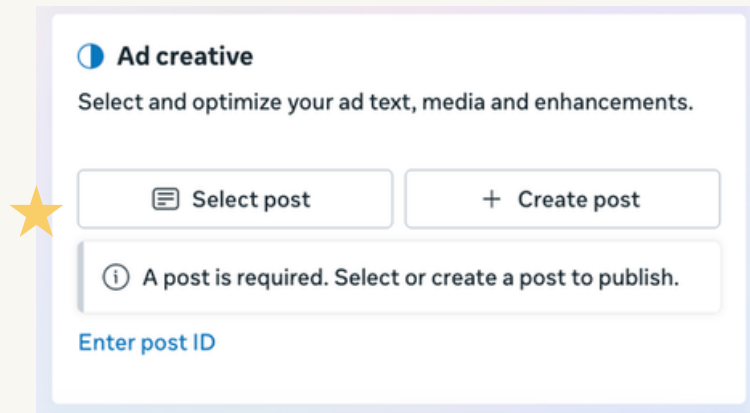
Step Twenty-Three

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



Step Twenty-Four

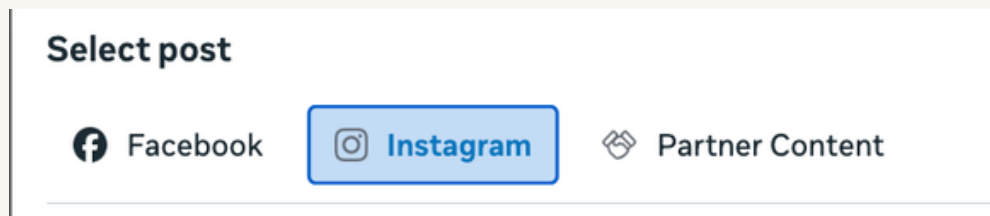
Under Ad creative, click **Select Post**.



Step Twenty-Five

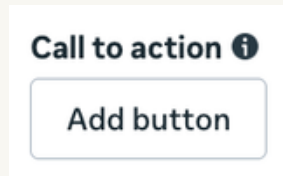
Under Select Post, select **Instagram**.

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



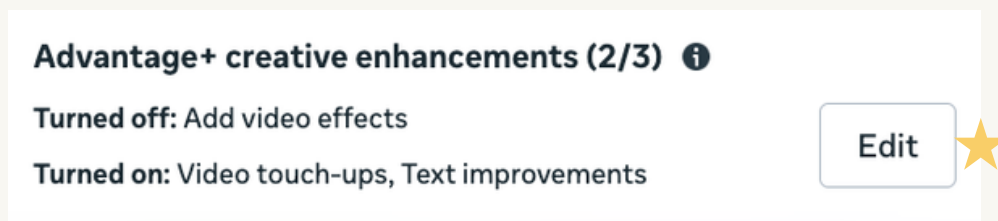
Step Twenty-Six

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



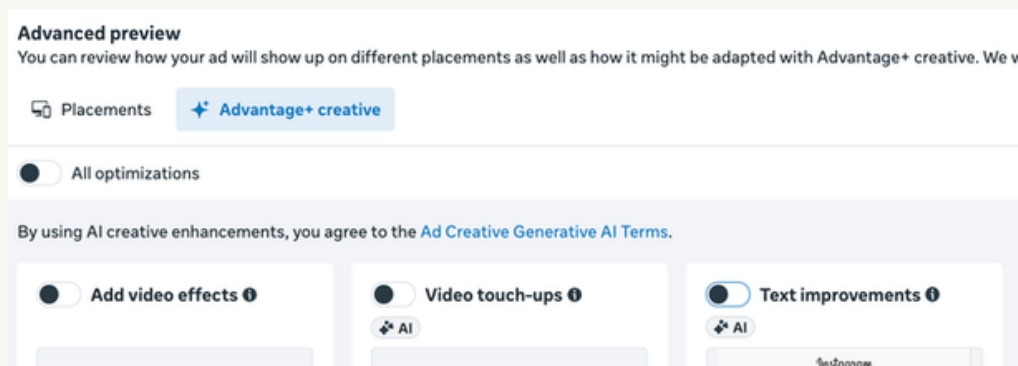
Step Twenty-Seven

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



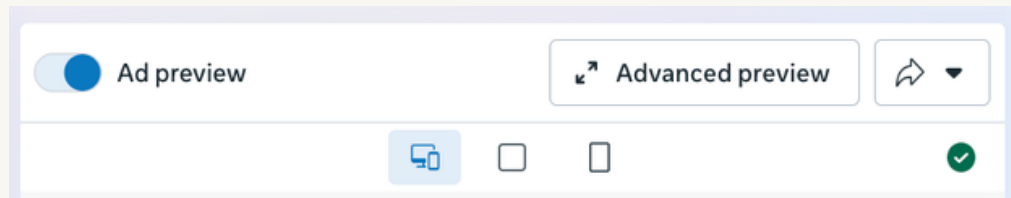
Step Twenty-Eight

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



Step Twenty-Nine

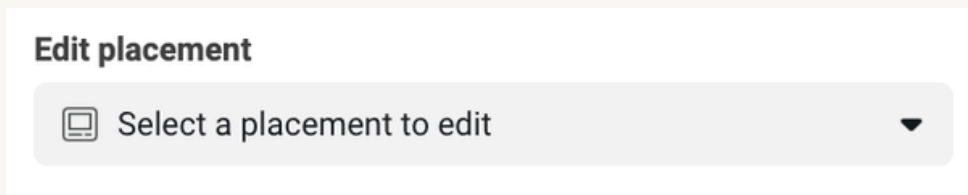
Preview how your ad will appear by clicking on **Advanced Preview**.



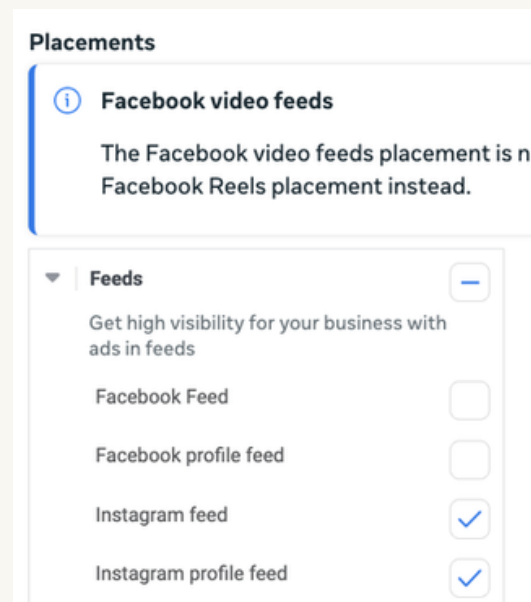
Step Thirty

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

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



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



Step Thirty-One

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



Step Thirty-Two

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

OPTION 02

CREATE A SALES AD

Choose this option if you're ready to run ads focused on sales.

Sales ads are built to optimise for purchases, not likes or comments. This means Meta actively looks for people who are more likely to buy your product.

You'll be setting up an ad that sends traffic straight to your sales page, allowing Meta to learn from real purchase data and improve performance over time.

To run a sales ad, your Meta pixel must be set up first. If you haven't done this yet, return to the pixel section before continuing.

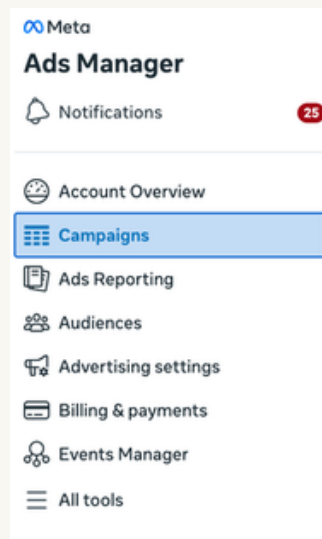
Step One

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](#)

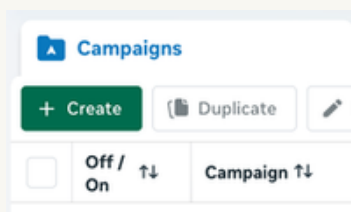
Step Two

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



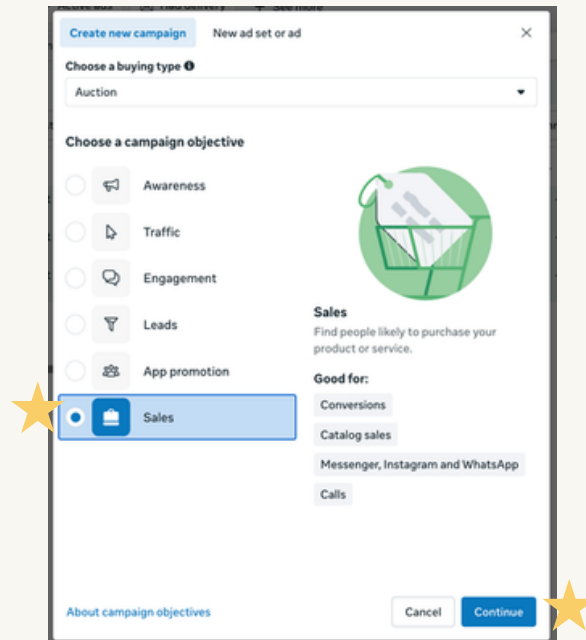
Step Three

Click on the green **Create** button.



Step Four

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



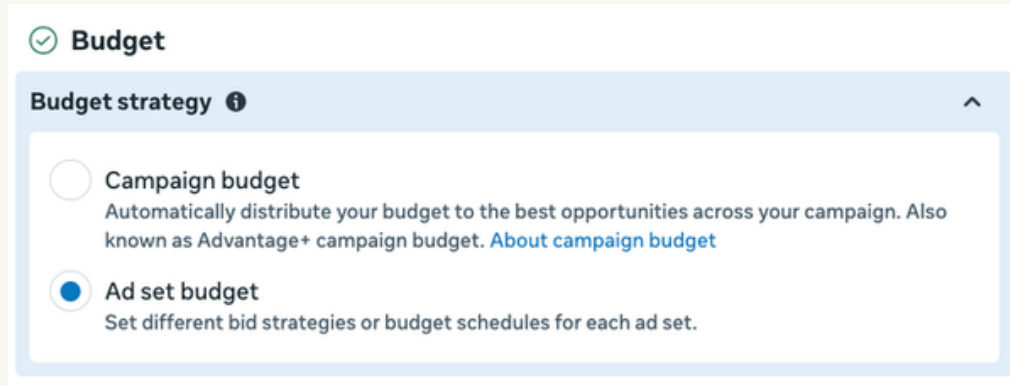
Step Five

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

A screenshot of the Facebook Ads 'Campaign name' input field. The field is labeled 'Campaign name' with a green checkmark icon. The text 'XXX Sales Campaign' is entered into the field. To the right of the input field is a 'Create template' button.

Step Six

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



The screenshot shows a 'Budget' section with a green checkmark icon. Below it is a 'Budget strategy' header with an information icon. Two options are listed: 'Campaign budget' (unselected) and 'Ad set budget' (selected with a blue radio button). 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

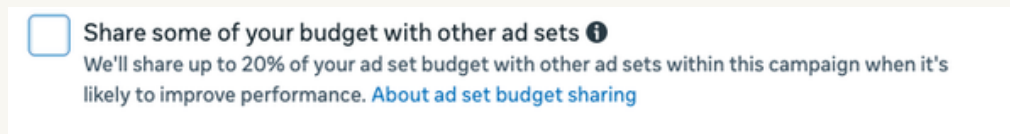
Budget strategy ⓘ

☐ 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**.



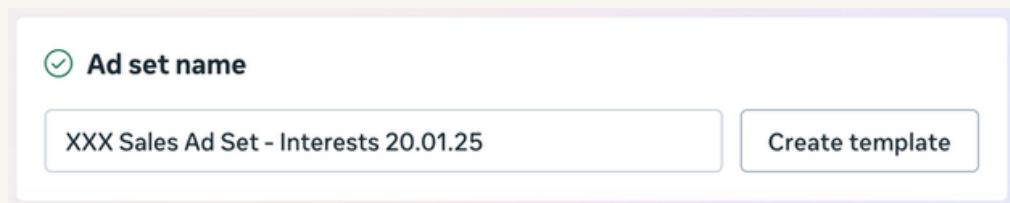
The screenshot shows a checkbox option labeled 'Share some of your budget with other ad sets' with an information icon. Below the checkbox is a description: 'We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance.' and a link to 'About 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).



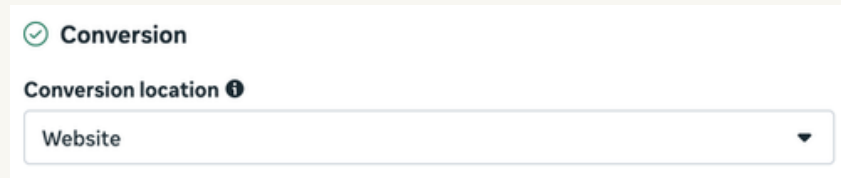
The screenshot shows the 'Ad set name' section with a green checkmark icon. Below the header is a text input field containing 'XXX Sales Ad Set - Interests 20.01.25' and a 'Create template' button.

✓ Ad set name

XXX Sales Ad Set - Interests 20.01.25 Create template

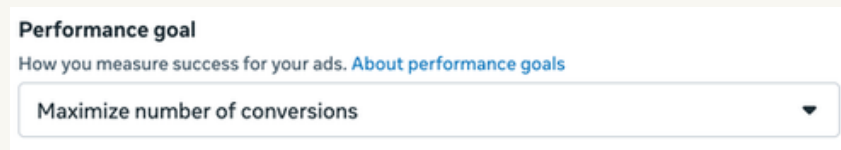
Step Nine

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**.

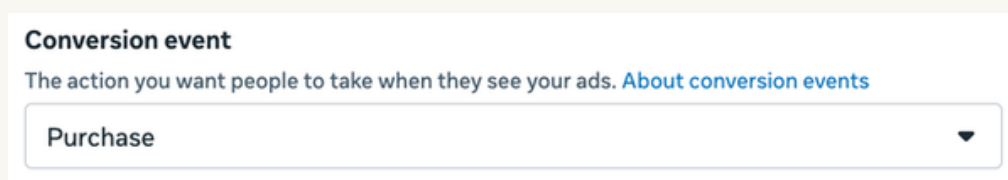
A screenshot of a web interface showing a dropdown menu for 'Performance goal'. The menu is open, displaying 'Maximize number of conversions' as the selected option. Above the dropdown, there is a green checkmark icon and the word 'Performance goal'. Below the dropdown, there is a small information icon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

Step Eleven

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

Step Twelve

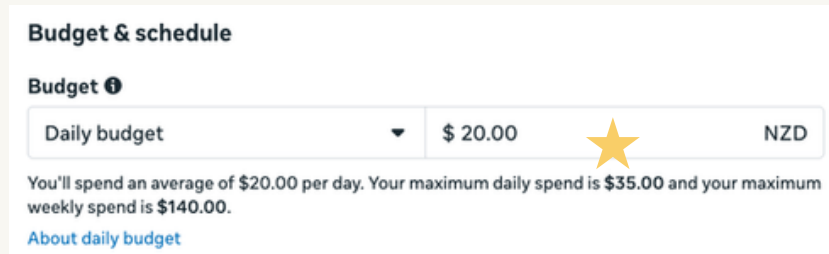
Under Conversion Event, select **Purchase**.

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 a green checkmark icon and the word 'Conversion event'. Below the dropdown, there is a small information icon and the text 'Conversion event'. Below the dropdown, there is a link that says 'The action you want people to take when they see your ads. About conversion events'.

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

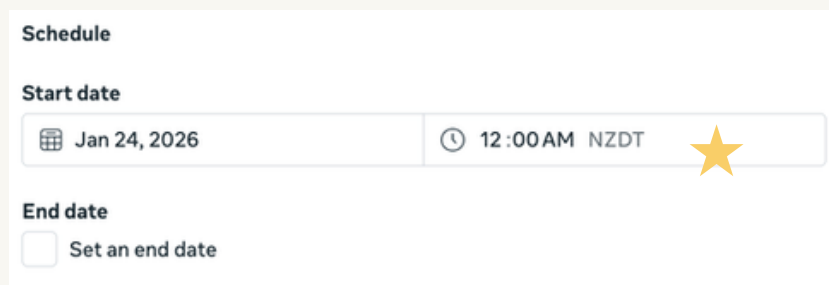
You'll spend an average of \$20.00 per day. Your maximum daily spend is \$35.00 and your maximum weekly spend is \$140.00.

[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 12:00 AM 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**



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

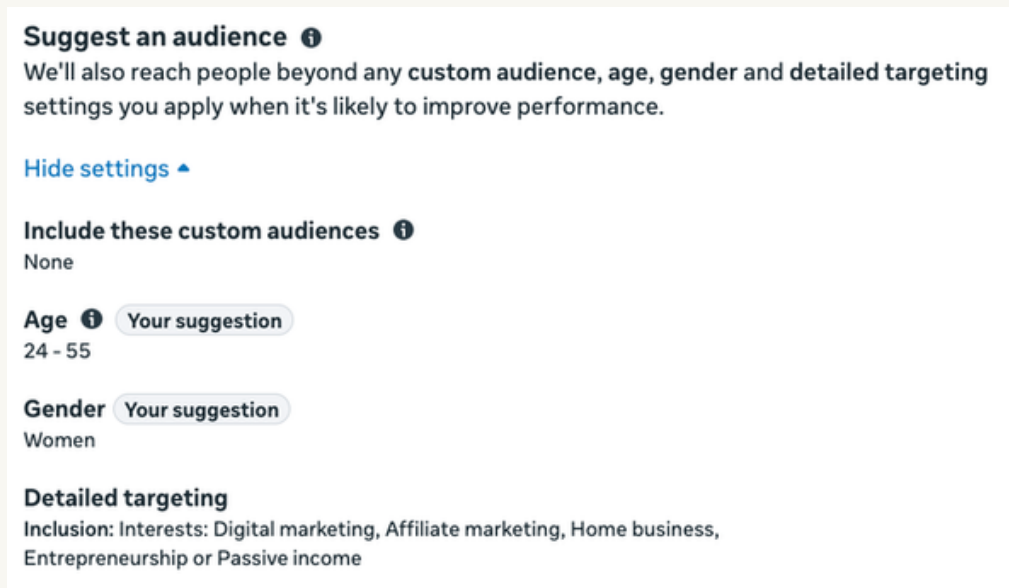


Step Sixteen

Under **Suggest an audience** you can make further recommendations to Meta about who you would like to target.

For Detailed Targeting I suggest only selecting 1-5 different audiences at a time.

Then click **Next**.



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

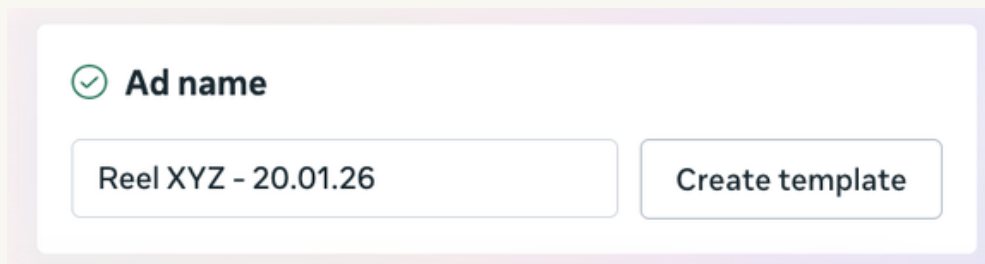
Age ⓘ [Your suggestion](#)
24 - 55

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

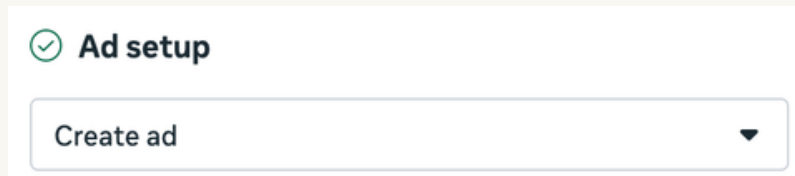
Create template

Step Eighteen

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

Step Nineteen

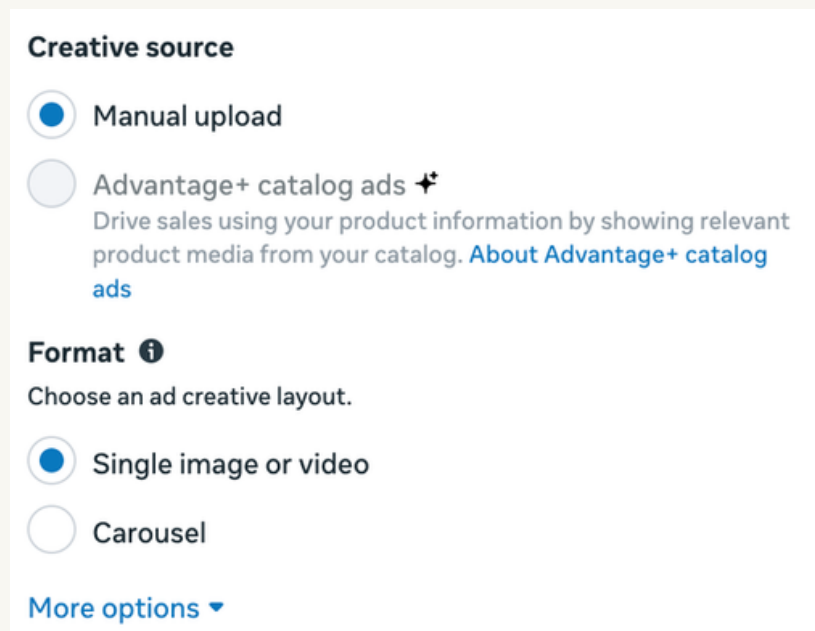
Under Ad Setup, select **Create Ad**.



Step Twenty

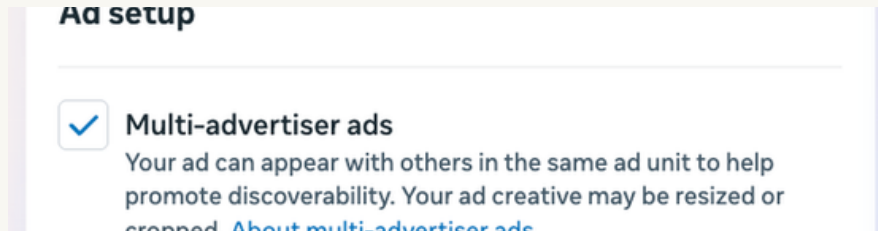
Under Creative Source, make sure **Manual Upload** is selected.

Then choose **Single image or video**.



Step Twenty-One

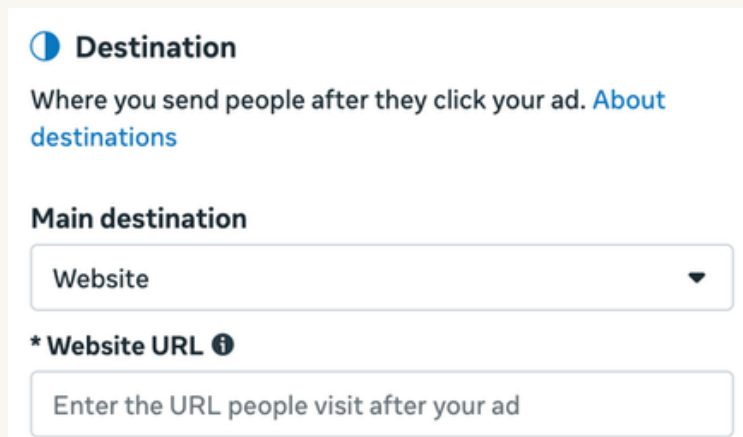
If you have the option for **Multi-advertiser ads**, choose whether you would like your ad to be shown with other advertisers' ads or not (click the About multi-advertiser ads link to find out more about this).



Step Twenty-Two

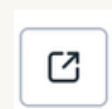
Under Destination, ensure that **Website** is selected.

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



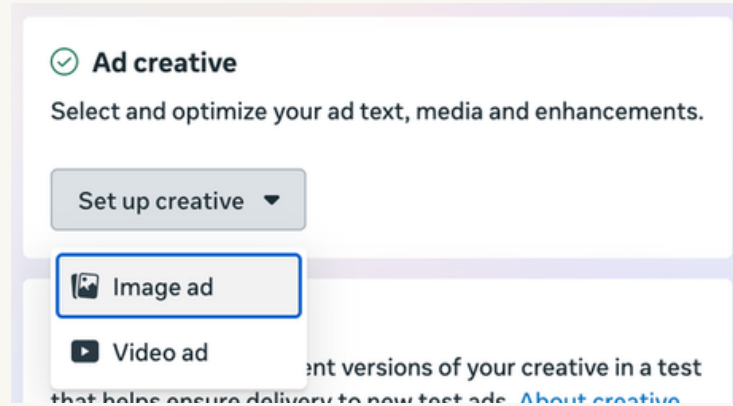
Step Twenty-Three

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



Step Twenty-Four

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



Step Twenty-Five

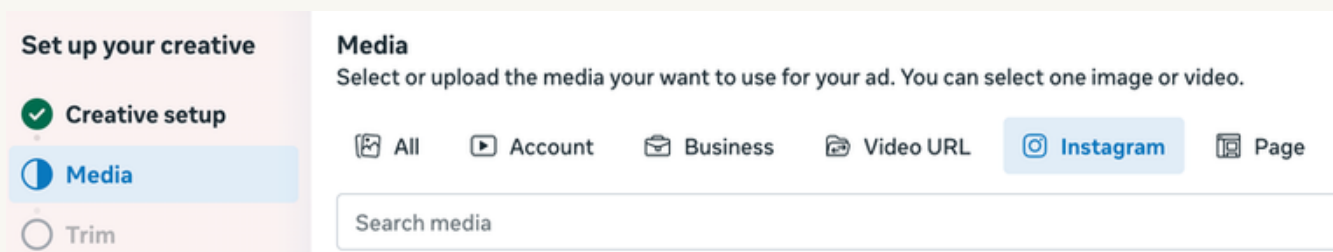
Read through the contents of the **Creative Setup** page and ensure that **Site Links** are turned off. If you also have **Promotions** and **Website Highlights** options on your version of Ads Manager, you can turn these off too.

Then click **Next**.

Step Twenty-Six

Under Media, select **Instagram**.

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



Step Twenty-Seven

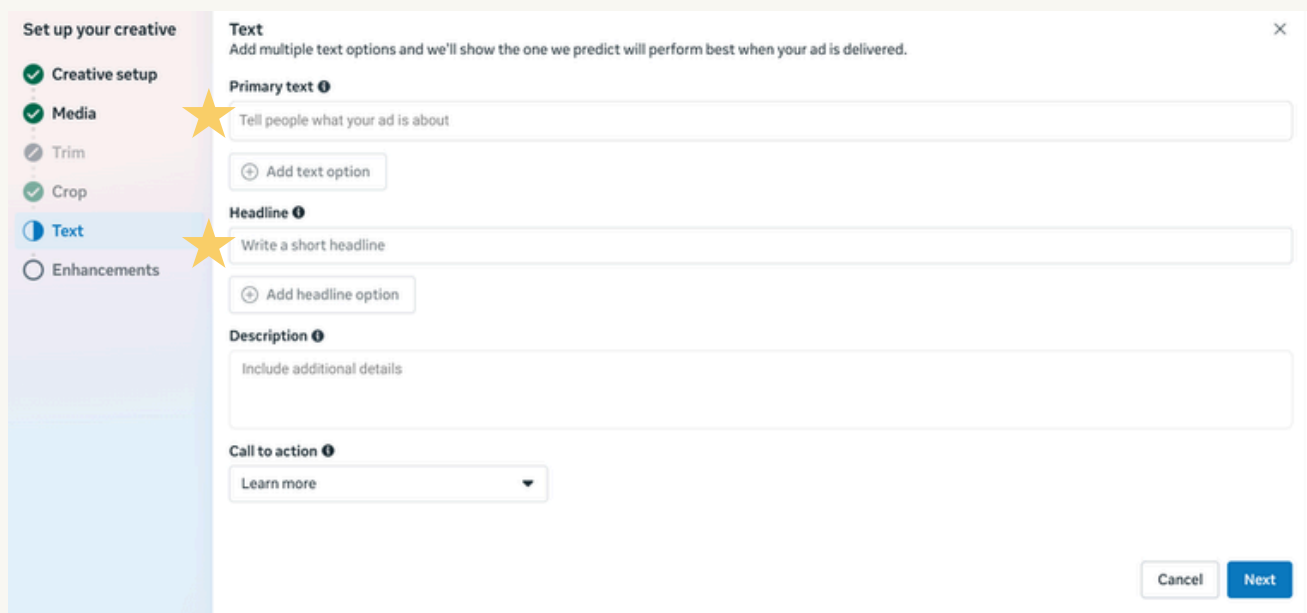
Under **Text**, add your “**caption**” to the Primary Text box. This text will appear above your ad on Facebook and below your ad on Instagram.

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



The screenshot displays the 'Set up your creative' interface for a Facebook ad. On the left, a sidebar lists the setup steps: Creative setup (checked), Media (checked), Trim (unchecked), Crop (checked), Text (selected with a blue circle), and Enhancements (unchecked). The main area is titled 'Text' and contains the following sections:

- Primary text**: A text box with the placeholder 'Tell people what your ad is about'. A yellow star is placed to the left of this field. Below the text box is a button labeled '+ Add text option'.
- Headline**: A text box with the placeholder 'Write a short headline'. A yellow star is placed to the left of this field. Below the text box is a button labeled '+ Add headline option'.
- Description**: A text box with the placeholder 'Include additional details'.
- Call to action**: A dropdown menu currently showing 'Learn more'.

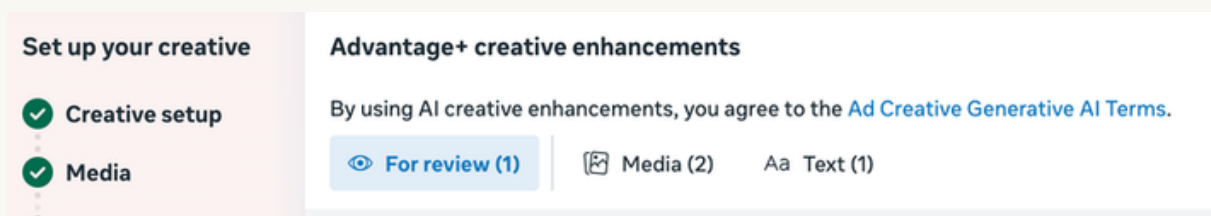
At the bottom right of the interface are two buttons: 'Cancel' and 'Next'.

Step Twenty-Eight

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

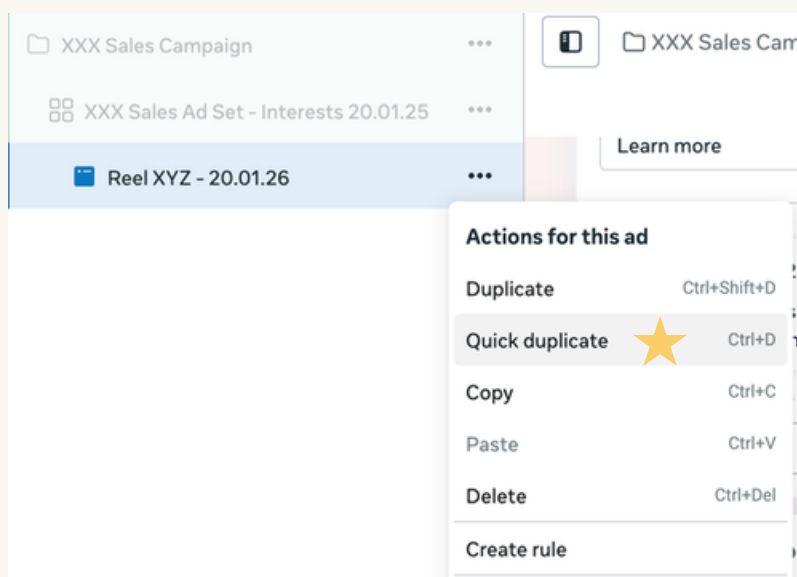
Click on all of the headings in this section and **turn off** any that you don't want (ensure you turn off Text Enhancements if you don't want Meta AI creating its own headlines for you).

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.

PHASE 07

THE FOUNDATIONS OF A SUCCESSFUL AD CAMPAIGN

By the end of this phase, you will have a clear understanding of what makes a successful ad campaign, what to look for once your ad is live, and how to track your results with confidence.

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.

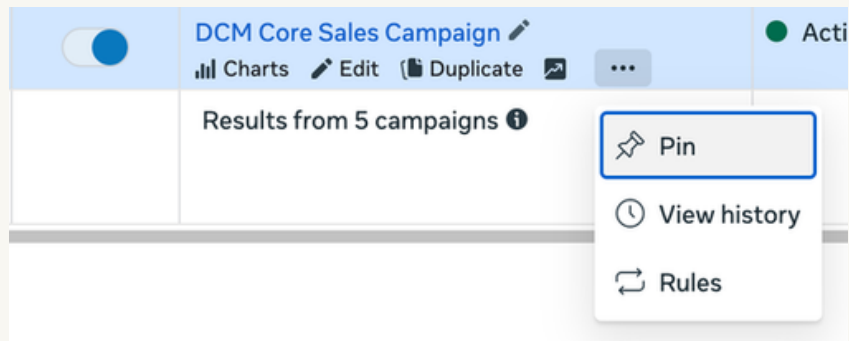
What changes can you make that DO NOT reset learning:

- 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.

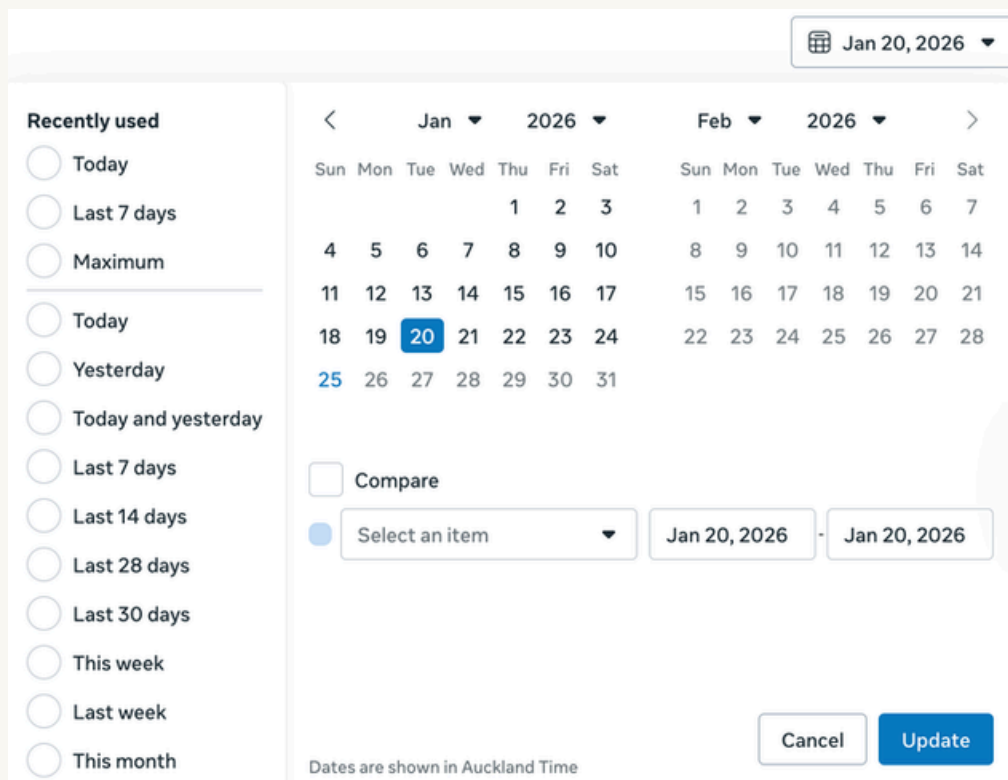
HOW TO VIEW YOUR AD HISTORY

You can view the history of your ad at the campaign, ad set or ad level.

To do so, click the hover over your campaign, ad set or ad name, then click on the 3 dots, then select **View History**.



You can change the date that you're looking at by clicking on the Date section, then selecting the timeframe that you want to look at.



AD METRICS BENCHMARKS

Your ad metrics show you what's really happening behind the scenes of your ads.

When you understand the numbers, you stop guessing, overthinking, and turning ads off too early. Instead, you can clearly see what's working, what needs more time, and what actually needs fixing.

In this section, I'll break down each key metric in simple terms and give you benchmarks to aim for, so you can confidently assess your ads without feeling overwhelmed.

RETURN ON AD SPEND (ROAS) - FOR SALES ADS

ROAS tells you how much money you make back for every dollar you spend on ads.

For example, if you spend \$10 on ads and make \$20 in sales, your ROAS is 2.0. That means for every \$1 spent, you made \$2 back.

ROAS matters because it shows whether your ads are profitable. A higher ROAS means your ads are converting efficiently, while a lower ROAS means your ad spend is starting to eat into your results.

There's no "average" ROAS. Any return above 1.0 means you're making more than you're spending, but ideally you want to increase this number over time. This is the overall goal of a sales campaign.

As you scale your ad budget, it's normal for your ROAS to decrease. However, your total profit can still increase. For example:

- \$100 ad spend at 5.0 ROAS = \$500 revenue → \$400 profit
- \$1,000 ad spend at 2.0 ROAS = \$2,000 revenue → \$1,000 profit

This is why ROAS should always be looked at alongside total profit, not on its own.

POST COMMENTS - FOR ENGAGEMENT ADS

For an engagement ad, the main metric you're tracking is the number of comments, as each genuine keyword comment represents someone showing interest in your offer.

When reviewing this metric, it's important to take the following into account:

- **Ignore your own automatic comment replies**
 - If you have automatic comment replies set up, you need to factor this in when looking at this metric.
- **Not every keyword comment will result in a delivered AutoDM**
 - Some people have privacy settings on their Instagram account that prevent automated messages from being sent. This means they may still comment but never receive the DM.

Because of this, comment numbers should be used as a guideline only, not an exact measure of how many people entered your funnel.

There is no fixed benchmark for comments. Instead, focus on:

- Consistent keyword comments from the right audience
- A reasonable cost per comment
- Overall flow of interest rather than perfect delivery

COST PER RESULT

Cost Per Result shows how much you are paying for the main action your ad is optimised for.

This “result” depends on the type of campaign you are running. For example:

- For engagement ads, the result is a comment
- For sales ads, the result is a purchase

Cost Per Result helps you understand how efficiently your ad is achieving its goal.

There is no universal benchmark for this metric because it depends on your product price, ad budget, and campaign type. Instead of comparing yourself to others, focus on whether the result cost makes sense for your business.

For digital products, this metric is most useful when compared to:

- Your product price
- Your overall profit
- Your performance over time

If your cost per result continues to rise, it usually means one of two things:

- The ad has fatigued
- The message is no longer connecting with your audience

In this case, the best next step is to stop the ad and launch a new one with fresh creative or messaging.

COST PER 1,000 IMPRESSIONS (CPM)

CPM tells you how much it costs to show your ad 1,000 times. For example, if your CPM is \$20, it means Meta charged you \$20 for every 1,000 impressions your ad received.

CPM reflects the base cost of reaching your audience. This number can change depending on demand for advertising space at the time your ad is running.

A lower CPM allows your budget to reach more people, while a higher CPM means fewer impressions for the same spend.

CPM is affected by factors such as your audience size, competition, and how Meta predicts people will respond to your ad.

As a general benchmark, aim for **under USD \$40**, with **under USD \$20** being ideal.

CPM can also be **too low**.

If your CPM is too high, it may indicate:

- Your audience is too narrow
- Your creative is not resonating
- You're advertising during a competitive period

If your CPM is too low, it may indicate:

- Your ad is being shown in very low-cost countries
- The audience may not be a strong match for your offer

CLICK THROUGH RATE (CTR – ALL)

CTR shows the percentage of people who clicked on your ad after seeing it. In simple terms, it tells you whether your ad is stopping the scroll.

For example, if 100 people see your ad and 3 people click, your CTR is 3%.

CTR helps you understand how well your ad creative and message are connecting with your audience. If people aren't clicking, it usually means your ad isn't grabbing attention or speaking to the right problem.

As a general guide, aim for 2–5%, although this can vary depending on your niche. The most important thing is to track your own average over time and work to improve it.

If your CTR is below this range, it's a sign to review:

- Your ad creative or copy
- Your hook and messaging
- Who you are targeting

CTR is one of the clearest indicators of whether people are interested enough to take the next step.

CLICK THROUGH RATE (LINK CLICK THROUGH)

Link Click Through Rate shows the percentage of people who clicked the actual link in your ad.

This metric tells you how many people took action after seeing your message. A good benchmark is for your link click CTR to be around 50% or higher of your CTR (All).

For example, if your CTR (All) is 4%, you ideally want your link click CTR to be around 2% or higher.

This helps you understand whether your message is strong enough to move people from interest to action.

If your link click CTR is below this range, it usually means:

- Your image or hook is stopping the scroll
- But your copy or video content isn't persuasive enough to make people click

In this case, your focus should be on improving your messaging, clarity, and call to action rather than changing your visuals.

Cost Per Link Click (CPC)

Cost Per Link Click tells you how much it costs to get someone to click your ad and visit your sales page.

This shows how expensive it is to move someone from social media to your digital product.

For digital products, under USD \$1 per link click is great. This usually means that your ad creative, messaging, and targeting are working well together.

If your cost per link click is higher than this, it can indicate:

- Your ad creative or copy needs improvement
- Your message isn't clear enough
- Your CPM is too high

CPC is useful because it helps you understand how efficiently your ad is turning attention into traffic.

FREQUENCY

Frequency tells you how many times, on average, the same person has seen your ad.

For example, a frequency of 2 means each person has seen your ad twice. For digital products, a good general guide is to keep your frequency around 2–3 at the campaign level, when looking at the last 30 days.

When frequency climbs too high, people start experiencing creative fatigue. This means they've seen the same ad too many times, which can lead to lower clicks, higher costs, and wasted ad spend. More ad repetitions do not automatically equal more sales.

If your frequency is above this range, it usually means:

- Your audience is too small
- Your budget is too high for that audience
- Your creative has been running for too long

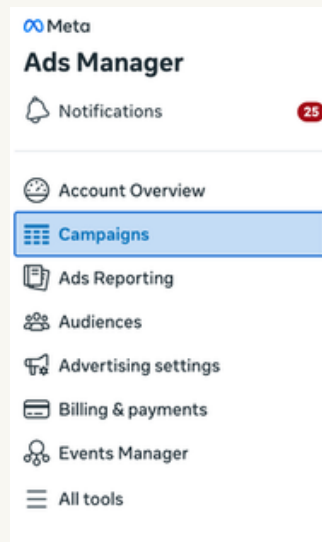
To fix this, you may need to:

- Reduce your budget
- Test a new audience
- Add new creative to the same audience

HOW TO SET UP YOUR CUSTOM REPORT TO TRACK YOUR METRICS

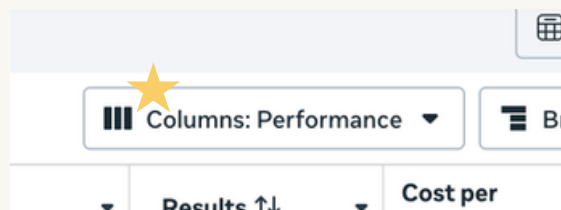
Step One

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



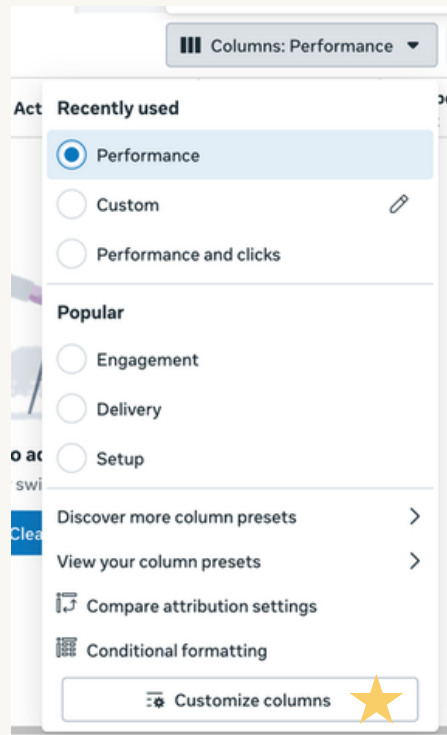
Step Two

Click on the **Columns: Performance** button.



Step Three

Select, **Customize columns**.



Step Four

On the right-hand side, you will see what columns are in your custom report.

Go through and click the X next to any that you don't want in your report.

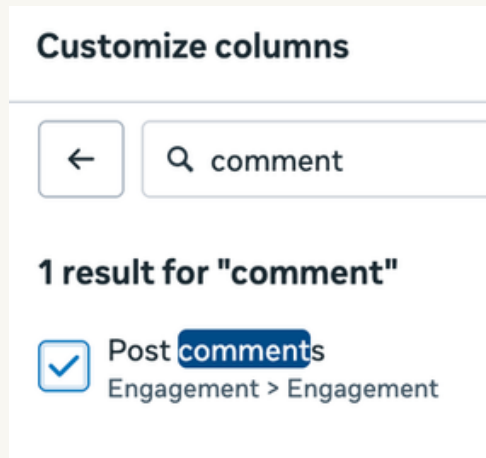
Ensure you leave all of the metrics that we have covered in this guide in your report.

If you aren't sure what any of them are, leave them in then you can come back and remove them later if need be.

Delivery	X
Actions	X
Results	X
Cost per result	X
Budget	X
Amount spent	X
Impressions	X
Reach	X

Step Five

If you want to add any metrics that are missing from your right-hand column, type the name of the metric in the top search bar, then select it by ticking the box next to it.

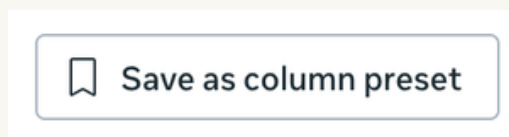


Step Six

To reorder the metrics, click on them in the right-hand column and drag them until they are in the order that you want them to appear on your dashboard.

Step Seven

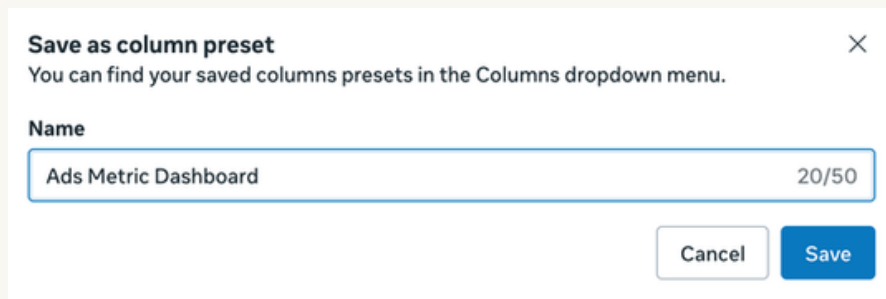
When you are happy with the metrics that you have selected and the order that they are in, click **Save as column preset**.



Step Eight

Give your dashboard a name to help you to identify it, then click **Save**.

I suggest created separate dashboards for each campaign type i.e. Engagement and Sales, as you will want to track different metrics for these.

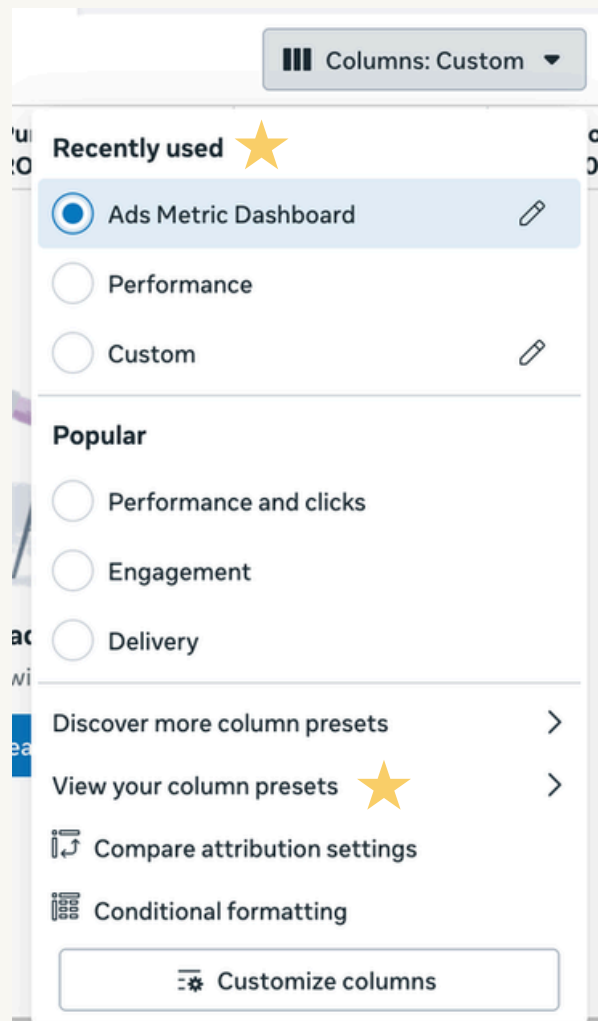


The screenshot shows a dialog box titled "Save as column preset" with a close button (X) in the top right corner. Below the title is a subtitle: "You can find your saved columns presets in the Columns dropdown menu." There is a text input field labeled "Name" containing the text "Ads Metric Dashboard" and a character count "20/50" on the right. At the bottom right of the dialog are two buttons: "Cancel" and "Save".

Step Nine

To access your custom dashboard, click on the **Columns: Custom** button.

Your custom dashboard will either be located under **Recently Used** or by clicking on **View your column presets**.





MY LAZY ADS METHOD

My favorite way to run ads. It's simple, and it works.

If you only take one thing from this guide, make it this.

Most people build an ad from scratch, guess what will work, and pay Meta to find out they guessed wrong. Lazy Ads flips that. Your regular posts audition first, and the winner becomes your ad.

It's not boosting a post. (Boosting is still a money drain.) It's a real Ads Manager campaign built on a post that's already proven, so it launches with likes, comments and social proof on day one.

Here's the idea:

1. Post content that sells, like you normally would
2. Watch which post Meta is already pushing: the one getting views and traction
3. Ask friends and family to comment on that one
4. Then, in Ads Manager, run it as an ad using "Use existing post"

Why it works:

- Meta has already told you what works. Instead of guessing which ad will perform, you pick the post that's already getting traction.
- It comes with social proof. When you use an existing post, all the likes, comments and shares come with it. Strangers don't see a cold ad with zero engagement. They see a post people are already talking about.
- It cuts your work in half. Your content and your ads become the same thing. No separate ad creative, no extra filming.



LAZY ADS: STEPS 1 + 2

STEP ONE: Post content that sells

Keep posting as normal, but make every post something that could be an ad.

Each post needs:

- ❑ A scroll-stopping hook: the first line or the text on screen
- ❑ A hard sell: say exactly what your product is and who it's for
- ❑ A simple next step: "Link in bio" for people who see it naturally. Once it's an ad, the button does the work.

Example caption:

“Just make a PDF and sell 5 a day.” 🙄

We’ve all seen the videos. But the gap between making a Canva template and actually getting paid is exactly what nobody explains.

How do you find buyers? What do you post? How do you make it run without you?

So we packed the whole system into one guide:

- ✅ The prompts to find and build your product
- ✅ The reels, stories and auto-DMs that make buying a no-brainer
- ✅ The one simple ad that brings in buyers

Grab it at the link in my bio 🙌”

- ❑ Make sure your Stan Store link is in your bio
- ❑ Get each caption right before you post. You can't edit it once it's running as an ad.

STEP TWO: Find your winner

Give your posts a couple of days, then check your insights. Look for the post that's pulling ahead:

- More views than your usual posts
- People watching, saving or sharing it
- Comments or DMs coming in on their own

That's the post Meta likes, and it's your next ad.

TIP: Don't overthink it. If one post is clearly beating the others, go with it.



LAZY ADS: STEP 3

STEP THREE: Get the comments going

Now that you've found your winner, it's time for the "lazy" part. Send a quick message to friends, family and anyone who supports you:

"Hey! Would you mind leaving a comment on my latest post? A question, what you think, anything genuine helps me so much 🙏"

Good comments look like:

- Questions: "Does this work if I've never sold anything online?"
- Real excitement: "Okay I need this!"
- Tagging a friend who'd love it

☐ Reply to every comment. Replies count as engagement too, and they show new viewers you're real and responsive.

IMPORTANT: Keep it genuine. Ask people to comment honestly, and don't script fake reviews or results someone didn't actually get. Real comments from real people are what make this work, and they keep your account safe.



LAZY ADS: STEP 4 + PRO TIPS

STEP FOUR: Turn it into an ad

Once the post has a good handful of comments (aim for 10–20), go to the ad level of your campaign in Phase 06:

1. Under Identity, select your Facebook Page and Instagram account
2. Under Ad setup, choose "Use existing post"
3. Click Select post and pick your winning post
4. Add your Stan Store product link as the website URL. This is what people click.
5. Choose your call-to-action button (Shop Now or Learn More)
6. Review and publish

Everything else in your campaign setup stays exactly the same as Phase 06.

TIP: Skip comment keywords and auto-DMs on Lazy Ads. The button sends people straight to your sales page, which is exactly where you want them.

LAZY ADS PRO TIPS

- ☐ Use the same post in every ad set. All the engagement stacks onto one post, so the social proof keeps growing.
- ☐ Keep replying to comments, including the ones from people who found you through the ad.
- ☐ Keep the cycle going. Keep posting, keep watching for your next winner, and turn it into a new Lazy Ad every week or two.
- ☐ Don't edit the post once it's live as an ad, or you'll have to start again.

The bottom line: let Meta show you what's working, let your community add the social proof, and let that post become your ad. Half the work, and better results.

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.

ADS CAN ONLY DO SO MUCH.

Your ad gets you the \$37 sale. Your backend is where the real money is.

Every buyer costs you money to find. Sell one PDF and you pay for every customer and get paid once. The people making real money online sell a ladder: the guide, the add-on, and one big offer at the top.

Most people never build that top offer. So we built it for you.

THE RESELLER LAUNCH KIT, INSIDE THE PAID IN FULL BUNDLE:

- ✓ **Your whole ladder mapped out: guide, bump, big-ticket offer, downsell**
- ✓ **Ready-to-paste sales pages for every product**
- ✓ **9 reel scripts, auto-DM scripts and 5 ads**
- ✓ **Story Seller and The Hook Vault, with master resell rights**

Sell the whole bundle as your own big-ticket offer and keep 100% of every sale.

[YES, GIVE ME THE LAUNCH KIT →](#)

Already grabbed it at checkout? Open your Launch Kit and start there.

*Reselling this guide?
Keep this link to point your buyers to the Paid in Full Bundle, or delete this section.*

Your first sale starts today.

You've got everything you need. Here's what to do in the next 24 hours:

- ☐ Pick the product you're going to sell
- ☐ Set up your store and add your product
- ☐ Choose your keyword and set up your AutoDM
- ☐ Film and post your first sales reel
- ☐ Launch your first ad (start at \$20 a day)
- ☐ Leave it alone for 72 hours, then check your numbers

YOU DID IT.

You now have everything you need to start selling.

My biggest advice, from someone who's launched more than one company: don't wait until it's perfect. My first launch wasn't. Put it up, start talking about it, run the ad, and learn from the numbers.

The women who make this work aren't the ones with the biggest following. They're the ones who start.

I can't wait to see what you do with it.

xo, Copy, Paste, Paid



You can do this!

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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.

BONUS: FACELESS PINTEREST

You do NOT have to show your face every day to get eyes on your digital product.

Pinterest works more like a visual search engine than a social feed. People go there already searching for ideas, solutions, tutorials and products.

That means one simple pin can lead someone to your freebie, product page or automated funnel without you filming a Reel, talking on Stories or building a huge following first.

THE GOAL

Pinterest is not the business. It is another **TRAFFIC SOURCE** for the Same Day Sales system.

Your simple flow:

PINTEREST PIN → CLICK → FREEBIE OR PRODUCT → FUNNEL → SALE

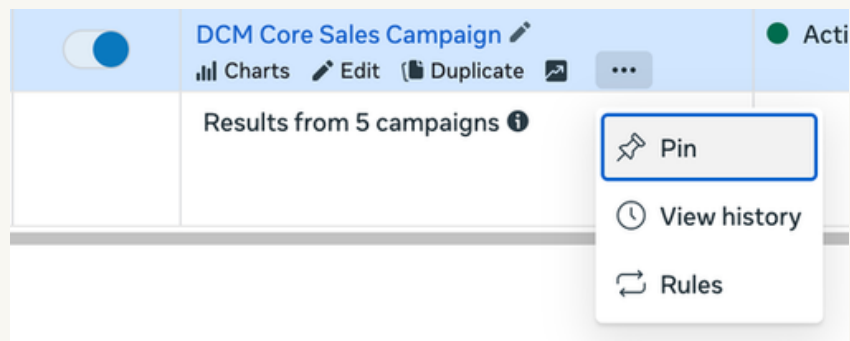
You are creating searchable content that can continue being discovered after you post it.

You do not need hundreds of new designs. Start simple, test what gets clicks, and create more pins around the topics people are already responding to.

STEP 1: SET UP YOUR PINTEREST

Create or switch to a Pinterest business account so you can access analytics and clearly position your page around what you sell.

Keep your profile simple and searchable.



Use a clear profile name + bio that tells people what you help with. Add the link you most want new people to visit, such as your freebie, storefront or main product funnel.

A screenshot of the Pinterest date selection interface. On the left, there's a 'Recently used' section with radio button options: 'Today', 'Last 7 days', 'Maximum', 'Today', 'Yesterday', 'Today and yesterday', 'Last 7 days', 'Last 14 days', 'Last 28 days', 'Last 30 days', 'This week', 'Last week', and 'This month'. The main area shows a calendar for January and February 2026. The date '20' in January is selected and highlighted in blue. Below the calendar, there's a 'Compare' checkbox and a date range selector with a dropdown menu labeled 'Select an item' and two date input fields, both containing 'Jan 20, 2026'. At the bottom right, there are 'Cancel' and 'Update' buttons. A small note at the bottom left says 'Dates are shown in Auckland Time'.

STEP 2: FIND WHAT PEOPLE SEARCH

Pinterest content starts with SEARCH INTENT.

Instead of asking, “What should I post today?” ask, “What would my ideal buyer type into Pinterest when she needs the thing my product helps her with?”

Start typing your main topic into Pinterest search and pay attention to suggested phrases. Those suggestions can give you ideas for pin topics, titles and keywords.

TURN ONE PRODUCT INTO MANY SEARCHES

Example: if you sell a beginner digital-product guide, your buyer might search:

- how to create a digital product
- digital products to sell
- side hustles for moms
- how to sell a PDF online
- passive income ideas for beginners
- Canva digital product ideas

Each search phrase can become a different pin that ultimately leads to the SAME offer.

You are not constantly inventing new products. You are creating multiple doors into the product you already have.

STEP 3: CREATE FACELESS PINS

You do not need your face on Pinterest.

Create simple vertical graphics in Canva using:

- bold text hooks
- product mockups
- screenshots
- lifestyle photos
- checklists
- mini tutorials
- before + after concepts
- “X ideas” or “X steps” graphics

Make the main promise or topic easy to understand immediately. Pretty is great, but CLEAR beats complicated.

One piece of content can also become several pins by changing the headline, photo or layout.

STEP 4: WRITE A SEARCHABLE PIN

Your pin needs to tell Pinterest AND the person scrolling what it is about.

Use your keyword naturally in three places:

1. ON-PIN TEXT

A clear headline that earns the click.

2. PIN TITLE

Say exactly what they will learn or get.

3. DESCRIPTION

Write a short, natural description explaining the benefit and who it is for.

Example:

“How to Create a Digital Product as a Beginner”

Description:

“Want to create your first digital product but have no idea where to start? This beginner-friendly method walks you through turning one simple idea into a product you can sell online.”

Do not keyword-stuff. Write for a real human first.

STEP 5: SEND THEM INTO YOUR FUNNEL

This is where Pinterest connects to Copy, Paste, Paid.

Every pin should have a PURPOSE.

You can send the click to:

- your low-ticket product sales page
- a freebie that grows your email list
- a blog or value page that leads to your offer
- another relevant landing page in your funnel

Do not make someone hunt for the next step.

PIN → LANDING PAGE → OFFER → CHECKOUT

The simpler the path, the easier it is to understand what is actually generating clicks and sales.

IMPORTANT: Pinterest traffic does not guarantee sales. Your offer, messaging, page and follow-up still have to do their jobs.

STEP 6: YOUR SIMPLE PINNING ROUTINE

Do not turn Pinterest into another full-time job.

Start with a routine you can actually maintain.

Try creating a small batch of fresh pins each week around 3–5 searchable topics related to your offer. Test different hooks and designs that lead to the same few high-priority links.

A single content idea can become multiple pins:

- change the headline
- change the image
- turn a list into a checklist
- turn a tip into a mini tutorial
- target a slightly different search phrase

Consistency + testing matters more than trying to flood Pinterest overnight.

STEP 7: TRACK WHAT ACTUALLY WORKS

Do not obsess over vanity numbers.

Watch for the pins and topics that are actually moving people toward your business.

Pay attention to:

- outbound clicks
- saves
- impressions over time
- which search topics repeatedly get attention
- which landing pages receive Pinterest traffic
- leads and sales from that traffic when your tracking allows it

When something starts working, do MORE of that topic instead of constantly starting over.

Pinterest is simply another way to get the right person into the system you already built.

FACELESS CONTENT → SEARCHABLE TRAFFIC → FUNNEL → SALE

BONUS #2

FACELESS CONTENT

HOW TO CREATE CONTENT, BUILD TRUST + SELL YOUR DIGITAL PRODUCT
WITHOUT SHOWING YOUR FACE

By the end of this bonus, you'll know what faceless content can look like, what to post, how to make it recognizable and how to connect it to a simple sales funnel.

CHOOSE A FACELESS STYLE YOU CAN ACTUALLY REPEAT

You do not need to become an influencer—or master every type of content—to market a digital product without showing your face.

1. LIFESTYLE B-ROLL

Coffee, laptop, errands, desk clips, walking or everyday life with text over the footage.

2. SCREEN-LED CONTENT

Canva edits, phone tutorials, screen recordings and simple demonstrations.

3. TEXT-LED REELS

Neutral footage paired with a strong hook and lesson in text.

4. CAROUSELS+ GRAPHICS

Steps, mistakes, checklists, mini tutorials and stories.

5. PRODUCT-LED CONTENT

Mockups, page flip-throughs, screenshots and what's inside.

Pick 2–3 styles and repeat them. Consistency beats trying to look like five different creators.

MAKE YOUR FACELESS BRAND RECOGNIZABLE

Your face is not the only thing people can learn to recognize. Repeat a few visual and messaging cues on purpose.

REPEAT THESE:

- 2–3 brand colors
- 1–2 fonts
- one consistent visual mood
- one main topic or transformation
- a recognizable way of speaking

MY TOPIC: _____

WHO I HELP: _____

THE PROBLEM I TALK ABOUT: _____

MY 3 BRAND WORDS: _____

MY 2–3 CONTENT STYLES: _____

Your goal isn't for them to recognize your face. It's for them to recognize your message.

THE 3 TYPES OF FACELESS CONTENT THAT SELL

A helpful faceless page can still struggle to sell if every post does the same job. Rotate these three types.

ATTRACT

Call out a pain, desire, mistake, myth or problem that makes the right person stop.

BUILD TRUST

Teach something useful, show the process, tell a story, demonstrate the product or give proof.

ACTIVATE

Name the offer, answer an objection and tell them exactly what to do next.

EXAMPLE FOR A \$37 PDF

ATTRACT: “you do not need a \$500 course to start selling digital products.”

TRUST: show yourself editing the PDF and explain the process.

ACTIVATE: “I already did the hard part. Comment PDF and I’ll send it.”

Faceless does not mean invisible. Show the offer.

15 FACELESS CONTENT IDEAS YOU CAN USE THIS WEEK

1. POV text over coffee or laptop B-roll
2. screen-record a quick tutorial
3. 3 mistakes carousel
4. before + after workflow
5. what I'd do if starting over
6. product page flip-through
7. answer one FAQ
8. myth vs. truth
9. simple checklist graphic
10. mini case study or result
11. unpopular opinion
12. screenshot + lesson
13. 3 things I stopped doing
14. story-based carousel
15. direct offer + one CTA

Reuse the idea with new footage, a new hook or another format. You do not need 30 brand-new ideas every month.

TURN THOSE IDEAS INTO ACTUAL FACELESS POSTS

1. POV TEXT + B-ROLL

Film yourself making coffee, typing on your laptop or walking through Target.

Add text like:

“POV: you stopped trying to become an influencer and started selling one simple \$37 digital product instead.”

2. SCREEN-RECORD A TUTORIAL

Record your phone while you edit a Canva template, use an AI prompt or set up a product.

Hook: “here’s how I’d create my first digital product if I had to start over today.”

3. 3 MISTAKES CAROUSEL

Create 4–5 simple text slides.

Slide 1: “3 reasons your digital product isn’t selling”

Then use one mistake per slide + CTA on the last.

4. BEFORE + AFTER WORKFLOW

Show the messy/complicated way first → then your easier solution.

Example: “before: spending 6 weeks building a course → after: creating one simple PDF people can buy today.”

5. PRODUCT FLIP-THROUGH

Screen-record yourself scrolling through your product. Add text explaining what problem each section solves.

End with: “comment PDF and I’ll send you the details.”

6. FAQ / OBJECTION POST

Take one question buyers keep asking and make the entire post about it.

Example: “but what would I even put inside a digital product?”

Then answer it in 3–4 quick points.

7. SCREENSHOT + LESSON

Use a sale notification, comment, DM, analytics screenshot or result. Then teach the lesson behind it.

Example: “this \$37 sale came from a post I’ve already used before. here’s why I keep reposting proven content...”

8. DIRECT OFFER POST

No teaching. No hiding the product. Tell them exactly what you have.

“I created the product for you. Take my name off, put yours on it, sell it for \$37 + keep your sales. Comment PDF.”

THE EASIEST WAY TO DO THIS:

ONE IDEA → MULTIPLE POSTS

One “3 mistakes” idea can become:

REEL → text over B-roll

CAROUSEL → one mistake per slide

STORY → one mistake + poll

FACEBOOK POST → explain all 3

PINTEREST PIN → “3 mistakes beginners make...”

You don’t need more ideas. You need to get more mileage out of the ideas you already have.

FACELESS HOOKS THAT MAKE PEOPLE STOP

The first line has one job: make the right person want the second line. Specific beats clever.

- If I wanted [RESULT] without [THING THEY HATE], I'd do this.
- You do NOT need [COMMON BELIEF] to [DESIRED RESULT].
- I wasted [TIME/MONEY] doing ____ before I realized ____.
- POV: you finally found a way to ____ without ____.
- 3 reasons your ____ isn't ____.
- Nobody tells beginners this about ____.
- If you're a [SPECIFIC PERSON] trying to ____, read this.
- The boring thing that keeps getting me ____.

SPECIFIC PERSON + SPECIFIC PROBLEM + CURIOSITY = STRONGER HOOK

Want 300 more hooks like these, sorted by niche? [Grab The Hook Vault →](#)

YOUR FACELESS CONTENT NEEDS SOMEWHERE TO GO

Views are not the goal. Your content should move the right person toward a next step.

FACELESS POST → CTA → AUTO-DM / LINK → SALES PAGE → CHECKOUT → DELIVERY

ONE CTA PER POST

Do not make people search your profile or guess what to click.

MATCH THE CTA TO THE CONTENT

A post about a simple PDF can use “comment PDF.” Faceless-specific content should have a faceless-specific next step.

TRACK MOVEMENT, NOT JUST VIEWS

Watch comments, profile actions, outbound clicks, leads, checkout activity and sales.

A smaller post that reaches the right buyer can beat a viral post that moves nobody into your funnel.

YOUR 7-DAY FACELESS STARTER PLAN

Start with one week and learn what your audience responds to.

DAY 1

Pain-point text Reel

DAY 2

Tutorial / screen recording

DAY 3

Carousel: 3 mistakes

DAY 4

Story / proof post

DAY 5

Product demonstration

DAY 6

Objection / FAQ post

DAY 7

Direct offer + CTA

BATCH YOUR B-ROLL: Spend 20–30 minutes filming coffee, typing, laptop, notebook, phone, Canva, your product, errands or walking.

Change the hook before you reinvent everything. Proven content can be reused.

YOU NOW KNOW ENOUGH TO START

You know how to choose a repeatable style, make your content recognizable, rotate attract/trust/activate posts, write stronger hooks and send people into a simple funnel.

THAT IS ENOUGH TO START.

BONUS #3

THUMBNAIL + HEADER TEMPLATES

SCROLL-STOPPING COVERS FOR YOUR STORE, PRODUCTS + PINS

20 done-for-you thumbnail and header templates you can edit in Canva. Add your title, swap the colours and you have a polished cover for your Stan Store, product listing or Pinterest pin in minutes.

GET THE THUMBNAIL TEMPLATES →