

# 5 Reasons Your FB/IG Ads Aren't Working... (yet)

Because it's probably not Facebook's fault

**1 Clear Offer/Service**  
People instantly understand what you do and why they need it

**2 Call to Action**  
Clearly tell them what to do next

**3 Budget That Makes Sense**  
You're giving your ads enough budget to actually learn  
(not \$5/day and crossing your fingers)

**4 How to Read the Data**  
You're not just looking at numbers - you know what they're telling you

**5 Realistic Expectations**  
Ads aren't magic - they amplify what's there

