LoftyBiz 083 · Your First Paid Ads on a Small Budget · loftybiz.net

First Ad Test Planner

These are examples, not promises. The people and businesses are illustrative. This is general business education, not legal, tax or financial advice. Results vary. Only spend on ads what you can afford to lose. loftybiz.net

How to use this sheet (this week)

Work out what one new customer is worth and the most you will pay to win one. Choose one channel and one offer. Look up three long-running ads in your industry. Make three simple ads, run each through the checklist, and write down your stop rule before you spend a single dollar. Keep the test, the stop rule and the results in Systex at loftybiz.net, so you can find them when you review the numbers.

1. Know what a customer is worth, and your limit

Without a limit, you cannot judge any ad. Write what a first job or visit brings in, what you keep after costs, how often a typical customer comes back, and the most you will pay to win one new regular customer.

Field	Write this here
What a first job or visit brings in	
What you keep after costs	
How often a typical customer comes back	
Your limit: the most you will pay to win one	
The monthly ceiling you can afford to lose	

2. One channel, one area, one offer

Do not spread a little money across three platforms. Pick the one place your buyers already spend time, one area you can serve, and one clear offer.

Field	Write this here
One channel	
One area you can serve	
One offer (what they get, and the next step)	

3. Study long-running ads

Most big ad platforms have a public ad library. Note which ads in your industry have been running for months. Ads that run that long are usually working. Do not copy them. Note the pattern: the photo, the message, the price.

Ad (describe, no brand copy)	How long it has run	Pattern you noticed

4. Three simple ads and a checklist

Before each ad goes live, check: a clear photo, one message, a price, an easy way to book, and nothing that promises more than you deliver.

Ad	Photo / demo	One message	Price	How to book	Checklist passed
1					

2					
3					

5. Stop rule

Each ad can spend up to twice your limit before you judge it. If it has not brought a booked customer by then, pause it. No hoping, no extra week. Check the numbers every few days, not every hour.

Field	Write this here
Your limit (from section 1)	
Stop rule (usually 2 × your limit) per ad	
How often you will check (for example every 3 days)	
Date you will first review	

6. Log results (keep the source in Systex)

A test only works if you know which ad each customer came from. Open Systex, log each new enquiry, and record which ad it came from, so you can see your cost per customer for each ad without guessing. Systex is our own product: loftybiz.net

Ad	Spend so far	Booked customers	Cost per customer	Decision (run / pause / grow)
1				
2				
3				

7. When something works

Fix the page after the click. Raise the budget slowly (about a fifth each week) only while cost per job stays under your limit. Turn your best posts into ads. Refresh them every two weeks. Let customer value set your ceiling, and keep a higher-value budget apart.

Step	Done?	Notes
Fix the page after the click (one offer, one next step)		
Raise the budget slowly, hold it if cost creeps above the limit		
Turn your best posts into ads, with a clear call to action		
Refresh every two weeks		
A separate small budget for higher-value customers, if needed		

Worked examples (illustrative only)

Wen, a pet grooming salon in Kaohsiung: limit about $30 per customer. Two ads hit the stop rule and were paused. The before-and-after ad won customers at about $22 each. Over six weeks she spent about $600 and gained 26 new customers, most of whom booked again.

Rodrigo, a furniture upholstery workshop in Rosario: after he fixed the page, enquiries rose from about 1 to about 4 per 100 clicks. Over about four months, cost per job fell from about $95 to about $40. Monthly ad spend grew from $400 to about $900, while the average job was worth about $350.

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Find Systex and this planner at loftybiz.net. Click the link in the description of the video.