



# FACEBOOK ADVERTISING SPECIALIST

— CHEAT SHEET —



WEALTH  
ACADEMY



# Facebook Ads Specialist Cheat Sheet

This cheat sheet will show you the exact steps you need to take to create, set up, run, and optimize wildly profitable Facebook ads campaigns. This cheat sheet is intended to be used as a guide or framework, which will allow you to more easily follow and implement the materials thought by the Wealth Academy Facebook Ads Specialist Program.

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## Scale Your Profits To 6 or 7 Figures By Creating & Running Facebook Advertising Campaigns The Way True Million-Dollar Campaigns Are Run

By Shaqir Hussyin, founder & CEO of Wealth Academy

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### STEP 1 - ACCOUNT SETUP

- Business Manager Setup
- Create Multiple Ads Accounts
- Create & Optimize A Facebook Page For Your Business
- Simplify Facebook Advertising Campaign Management With The Power Editor

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### STEP 2 - FACEBOOK PIXEL

- Identify The 3 Phases Of Campaigns
- Understand & Implement The Facebook Pixel
- Install The Pixel On Clickfunnels
- Install The Pixel On Leadpages
- Install The Pixel On Wordpress
- Use The Facebook Pixel To Retarget Your Audiences

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### STEP 3 - FUNNELS

- Understand How A Funnel Works
- Capture More Leads On Your Funnels - create a lead magnet & a landing page for it



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- Understand & Comply With Facebook's Rules Regarding Your Landing Page
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### STEP 4 - GAINING AN EDGE

- Research Your Target Audience
  - "Mining" Your List Of Email Subscribers For Gold
  - Leverage Reverse Targeting - have the customers come to you
  - Create An Ads Swipe File - collection of great ads on your topic you can use to get inspiration from
  - Interest Targeting - get your Facebook ads in front of the right audience, based on their interests
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### STEP 5 - AD STRATEGIES

- Strategies For Creating Powerful, Compelling Ad Copy
  - Story Ads - Engage your customers, connect with them on a deeper level, and get them to take the desired action
  - Pique The Prospect's Interest - Use power words, emotional triggers, and convincing sales arguments in your ad copy
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### STEP 6 - LAUNCHING THE CAMPAIGN

- Choose The Appropriate Campaign Strategy And Campaign Objectives
  - Create Multiple Adsets & Compare Their Performance - split test to learn exactly what works best for your audience
  - Select the right image/video for your Facebook Ad
  - Create & Launch The Ad
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## Launch Yourself As A Wealth Academy Certified Facebook Ads Specialist

There you have it. These are the steps you need to follow if you want to create a powerful Facebook advertising campaign that will consistently bring in new customers and predictably generate sales.





## FACEBOOK ADS SPECIALIST CHEAT SHEET

Admittedly, some of these concepts might be difficult to comprehend and successfully implement, especially if you've never run Facebook advertising campaigns before.

That's exactly why we designed the Facebook Ads Specialist Program. This intensive training will guide you through the entire process of creating, setting up, running, and optimizing powerful Facebook ads campaigns, one step at a time.

By the time you finish the program and receive your certification, you'll know exactly how to create Facebook ads campaigns that get results, regardless of the type of business you're running and your marketing objective.

Ready to start creating wildly profitable, repeatable, scalable Facebook advertising campaigns?

Then come by NOW & enroll today and launch yourself as a  
**Wealth Academy Certified  
Facebook Ads Specialist**

Let's work together to grow your business and scale your profits to 6 or 7 figures!

