COACH PRESH ADS AGENCY PRESENTS

FREE BUSINESS GROWTH CHECKLIST

7 Things to Fix Before Spending Money on Social Media Ads

A practical preparation guide for business owners who want a clearer offer, a better customer journey and a more informed approach to advertising.

READ • REVIEW • TAKE ACTION

CHECKLIST 1 OF 7

Define one clear offer

Before paying for attention, make sure people can quickly understand what you sell, who it is for and why it may be useful to them.

YOUR ACTION CHECKLIST

- [ ] Write your main offer in one plain sentence.
- [ ] Choose one product or service to prioritise in your first campaign.
- [ ] Check that your price, inclusions and next step are easy to understand.
- [ ] Review your offer with someone who does not know your business.

REFLECTION

What would a new visitor understand within ten seconds of seeing your page?

Write one action you will take: _____

CHECKLIST 2 OF 7

Know the audience you want to reach

Advertising works from informed choices, not guesswork. Build a simple picture of the people most likely to value your offer.

YOUR ACTION CHECKLIST

- [ ] Describe your intended customer by needs, interests and buying situation.
- [ ] List the questions or objections customers commonly raise.
- [ ] Note the platforms your audience already uses.
- [ ] Collect real customer language for clearer advertising copy.

REFLECTION

Who is this offer for, and what problem or desire matters to them?

Write one action you will take: _____

CHECKLIST 3 OF 7

Strengthen your online presence

People often check your profile or page before they respond. Make that visit clear, consistent and reassuring without making unproven claims.

YOUR ACTION CHECKLIST

- [ ] Use a recognisable business name, image and description.
- [ ] Show genuine examples of your products, services or work.
- [ ] Make your contact information current and easy to find.
- [ ] Remove broken links, outdated prices and confusing information.

REFLECTION

Does your page give a new visitor enough information to trust the next step?

Write one action you will take: _____

CHECKLIST 4 OF 7

Make the buying process simple

Attention can be lost when customers do not know how to order, book or ask a question. Follow your own customer journey from first click to reply.

YOUR ACTION CHECKLIST

- [ ] Use one clear call to action on each campaign destination.
- [ ] Test your WhatsApp, order, booking and payment instructions.
- [ ] Reduce unnecessary form fields and steps.
- [ ] Prepare prompt, helpful answers to common questions.

REFLECTION

Can a customer complete the next step easily on a mobile phone?

Write one action you will take: _____

CHECKLIST 5 OF 7

Prepare your message and creative

Your creative should help the right person recognise the offer and understand what to do next. It does not need to be complicated.

YOUR ACTION CHECKLIST

- [ ] Use clear, well-lit visuals that accurately represent the offer.
- [ ] Lead with a useful message rather than exaggerated promises.
- [ ] Keep text readable on a small screen.
- [ ] Prepare a few genuine variations so you can compare performance.

REFLECTION

Does your creative match what people will see after they click?

Write one action you will take: _____

CHECKLIST 6 OF 7

Set a budget and measurement plan

Decide what you can responsibly test and what useful information you will review. Advertising budgets are separate from agency service fees.

YOUR ACTION CHECKLIST

- [ ] Set a test budget that suits your business circumstances.
- [ ] Define the action you want: enquiries, bookings, orders or visits.
- [ ] Record your starting numbers before launching.
- [ ] Plan when you will review results and what you may adjust.

REFLECTION

Which meaningful customer action will you use to evaluate this campaign?

Write one action you will take: _____

CHECKLIST 7 OF 7

Plan your follow-up and review

The campaign is only one part of the customer journey. Consistent follow-up and careful review help you learn from the responses you receive.

YOUR ACTION CHECKLIST

- [ ] Decide who will answer enquiries and during which hours.
- [ ] Keep a simple record of genuine enquiries and outcomes.
- [ ] Review comments, messages, clicks and customer feedback together.
- [ ] Use what you learn to refine the offer, audience and creative.

REFLECTION

What happens after someone shows interest in your business?

Write one action you will take: _____

YOUR NEXT STEP

Prepare first.
Advertise with intention.

Use this checklist to prepare your business before you spend money on social media ads. You do not need to perfect everything at once. Start with the most important gap, take one practical action and keep learning from real customer feedback.

MY CLEAREST OFFER

THE AUDIENCE I WANT TO REACH

THE FIRST IMPROVEMENT I WILL MAKE

NEED ONE-ON-ONE GUIDANCE?

Book a free consultation at coachpreshadsagency.lovable.app/contact

Educational resource only. Advertising outcomes depend on your business, offer, audience and execution.