

Paid Ads Readiness Checklist

Who it's for: Owners thinking ads will fix everything

What you'll get: A fast test to see if ads will help or hurt

1) The Goal

Make sure you can catch leads before you buy traffic.

2) The Checklist

- Offer is clear and specific
- You can answer calls fast
- Booking or contact path works
- You can track leads (basic is fine)
- You have proof (reviews, results, examples)
- You can handle more volume if it works
- You know rough margins
- You can follow up consistently
- Your website does not confuse people

3) Quick Wins

- Improve your response speed today
- Listen to your phone greeting and fix it if needed
- Write your best offer in one sentence

4) Common Mistakes

- Buying traffic to a leaky system
- No follow-up process
- Budgeting ads in a few days, then quitting

5) Next Move

We treat ad spend like it is our own money, and we fix the foundation first.
