

Where Is the Money Going? Ad Spend Check

Who it's for: Owners spending on ads and not sure what is real

What you'll get: A basic sanity check before you scale spend

1) The Goal

Know what you paid, what you got, and what it returned.

2) The Checklist

- ↳ Total spend last 30 days
- ↳ Leads generated
- ↳ Booked appointments
- ↳ Sales closed
- ↳ Average sale value
- ↳ Estimated gross profit
- ↳ What you will change next month

3) Quick Wins

- ↳ Separate leads from booked
- ↳ Ask one question: did this produce profit?
- ↳ Raise anything you cannot explain

4) Common Mistakes

- ↳ Chasing clicks
- ↳ Believing impressions are results
- ↳ Scaling spend without fixing conversion

5) Next Move

Real results. No mystery math. We will show you what is working and what is getting trampled.
