

Stop Wasting Money on Ads:

Are You Actually Ready?

Before you spend money on ads, take a minute and be honest with yourself. Most small businesses are not struggling because ads do not work. They are struggling because they are running ads before they are ready. This quick check will show you exactly where you stand.

How to use this:

Go through each statement and check the ones that are true for your business right now. At the end, you will know if you are ready to run ads... or if something needs to be fixed first.

YOUR FOUNDATION

Do you actually have something worth promoting?

- I clearly understand who my ideal customer is
- My messaging is clear and easy to understand
- I can explain what I do in one sentence
- My content is getting some engagement without ads

If you struggle to check these, ads will not fix it.

YOUR OFFER

Do people actually want what you are selling?

- I have a clear offer (not just “services”)
- People understand what they are getting
- My offer solves a specific problem
- I have proof that people are interested (engagement, inquiries, or sales)

Ads amplify demand. They do not create it.

YOUR STRATEGY

Do you know what your ads are supposed to do?

- I have ONE clear goal (traffic, leads, or sales)
- I am not trying to do everything in one ad
- I know what success looks like for this campaign
- I have a plan beyond just “running ads”

If there is no goal, there is no way to measure success.

YOUR AUDIENCE

Are you targeting the right people?

- I am not targeting “everyone”
- I know where my audience spends time online
- I understand their problems and pain points
- I have a warm audience (followers, visitors, or engagement)

Cold audiences are harder and more expensive to convert.



YOUR SETUP

Are you set up to actually convert?

- My website is clear and easy to navigate
- My landing page matches what my ad is promising
- It is easy for someone to take the next step
- I am not sending people to a confusing page

Your ad gets the click. Your website gets the sale.

YOUR APPROACH

Are you treating ads like a strategy or a gamble?

- I am testing more than one version of my ad
- I am not putting all my budget into one ad
- I am willing to adjust based on results
- I am not expecting instant results

Ads require testing, not guessing.

So... Where Do You Stand?

Mostly checked:

You are in a strong position to start testing ads.

Half checked:

You can run ads, but expect mixed results. There are gaps to fix.

Barely checked:

Running ads right now will likely cost you more than it returns.

What If You Realized You're Not Ready?

If you went through this and thought, “Yeah... I’m missing a lot of this...” You are not alone. This is exactly where most small businesses get stuck. And it is exactly what I help fix.

My [Blue Plate Special audit](#) walks through your:

- content
- website
- messaging
- overall strategy

So you know what is working, what is not, and what to fix first. If you want clarity before you spend another dollar on ads, start there.

