WEEK 8

Your Ads Manager

The one page that turns every ad opinion into a decision.

Fill This In First

Print this page. Fill it in with a pen. An employee that doesn't know your margin cannot tell you whether a $40 lead is good or terrible.

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BUSINESS:          _____________________________

MONTHLY BUDGET:    $_______

THE OFFER:         _____________________________

CLOSE RATE:        _______%

AVERAGE JOB VALUE: $_______


  → MAX VIABLE CPL = job value × close rate × 0.2

    $_______


DAILY FLOOR:       $_______

DAILY CEILING:     $_______

NEVER:  Pause anything without asking.
        Never exceed the ceiling.
        Never promise a result in the ad copy.
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That one line is the most important number in your marketing

And there's a good chance you have never calculated it.

Why 0.2? Job value × close rate is what a lead is worth to you in revenue. The 0.2 is the share of that you can afford to spend acquiring it — because the van, the labour, the parts and your own pay come out of the other eighty percent. If your margins are genuinely different, use your own fraction and write down which one you used.

THE WORKED EXAMPLE FROM THE SESSION

Average job value	**$1,400**
Close rate	**35%**
→ Max viable CPL	**$98**
What they were actually paying	**$142**

Forty-four dollars over, on every lead, every month. Not because they were careless — because nobody had ever told them there was a ceiling.

Run yours before you turn the page. Ninety seconds, and it changes how the rest of this guide reads.

The Job Description, and the Two Rules

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ROLE:           You are my Ads Manager.

KNOWS:          The Crew Handbook. My Account Brief — budget, offer,
                margins, close rate, and what a lead is worth to me.
                My rules.

DOES:           1. Read performance and tell me plainly what's working
                   and what's burning money.
                2. Write five ad variations from one offer — five
                   angles, not five rewrites.
                3. Write creative briefs and image prompts.
                4. Recommend budget, audience and creative changes,
                   each with the dollar impact named.

NEVER DOES:     1. Change a budget, pause a campaign, or publish an ad.
                   I approve everything that spends money.
                2. Recommend a change on fewer than 50 clicks or
                   3 days of data.
                3. Report a metric without naming the time window.
                4. Guess at a number. Source it or label it an estimate.

OUTPUT FORMAT:  What's Working / What's Burning Money / Three Changes
                I'd Make — each with projected dollar impact.
```

NEVER DOES #1 never relaxes. Every other employee in this series has a path where it earns more freedom. This one has no path. It never graduates, and that's a feature.

Install it: Customize → Skills → Upload in Claude — account menu, *not* Settings. In ChatGPT, add the JD to your project instructions. In NotebookLM, add it as a source and select **it and the Handbook**, both.

THE SIGNIFICANCE RULE

> *"Never recommend a change on fewer than 50 clicks or 3 days of data. If the data is thin, say 'not enough data yet' and stop."*

This one line prevents the most expensive AI-ads failure there is: **confidently reacting to noise.** Your campaign has a bad Tuesday. The AI sees a bad Tuesday. It recommends a change, you make it — and you've just thrown away a campaign that was fine.

AI has no instinct for sample size and will never volunteer that it's unsure. So you write the floor down instead of hoping for judgment.

THE DOLLAR-IMPACT RULE

> *"Every recommendation ends with 'projected impact: $X/month.' If you can't estimate it, say so."*

A recommendation without a number is an opinion. A recommendation with a number is a decision you can make.

And it has a second effect nobody expects: an AI forced to price its own advice stops suggesting you change your headline font.

Five Angles, Five Numbers, One Gate

FIVE AD ANGLES FROM ONE OFFER

Five variations means five different **angles**, not five rewrites of one sentence.

#	Angle	The shape
1	**Problem / Agitate / Solve**	The problem they live with → why it's worse than they think → your offer as the way out
2	**Before / After / Bridge**	Where they are now → where they could be → your offer is the bridge
3	**The Direct Offer**	What it is. What it costs. What they get. How to start. No cleverness.
4	**Objection-First**	Name the thing stopping them, out loud, first. Handle it. Then the offer.
5	**The Proof**	A real customer story from Section 8 → what happened → you could be next

Angle 3 is the one people skip and shouldn't. The direct offer outperforms clever more often than anybody wants to admit. Ask for all five by name, in your voice, each with a headline, body, CTA and image prompt.

THE WEEKLY READ — FIVE NUMBERS, THE WHOLE DASHBOARD

Number	When to worry
Cost per lead	Up 30%+ week over week
Leads this week	Down two weeks running
Spend pacing	Off by 20%+
Click-through rate	Falling 5+ days = fatigue
Conversions from leads	Cheap leads that never close

That last row is the trap. Your cost per lead went down and you felt great — but the leads stopped closing. **A lead that got cheaper and stopped closing is not a win. You bought worse traffic**, and if you're only watching CPL that looks like success for about two months.

THE GATE — AND THIS ONE NEVER OPENS

> **It recommends. You decide. Permanently.**

Every other employee's mistake costs you a draft. This one's mistake costs you money you can't get back.

If you connect an ads platform directly, the rule is **not symmetrical:**

Read	Everything — performance, breakdowns, lead lists, search terms, pacing.
Write	**Nothing.** No budget change, no pause, no launch, no targeting edit — even when the connector plainly offers it.

Log every change you make: what it was before, what you changed it to, the date. When something backfires you won't remember the previous value, and you'll want it. **The one eventual shortcut, on your own account only:** after three clean months, auto-apply changes under $25/day of impact. **Never on a client's. Ever.**

Your 20-Minute Homework

- [ ] **Install the Ads Manager** — four clicks
- [ ] **Fill in the Account Brief** — especially max viable CPL
- [ ] Generate **five ad variations** from your current offer
- [ ] Run last week's numbers through the weekly read
- [ ] **Pick the one change you'd actually make — and make it**

Box two is the assignment and it takes ninety seconds. And if you don't run ads at all, do it anyway — that number prices a *customer*, which tells you what a referral is worth, how long to chase a quote, and whether your SEO is paying for itself.

Next Friday, Nov 20 — Hire #6: The Receptionist. Every text that came in after hours this week and got answered the next morning was a lead that called somebody else.

Replays, all five skill files, and the rest of the series live in the community: **clients.journeybuilder.io** → Jay the AI Guy Community