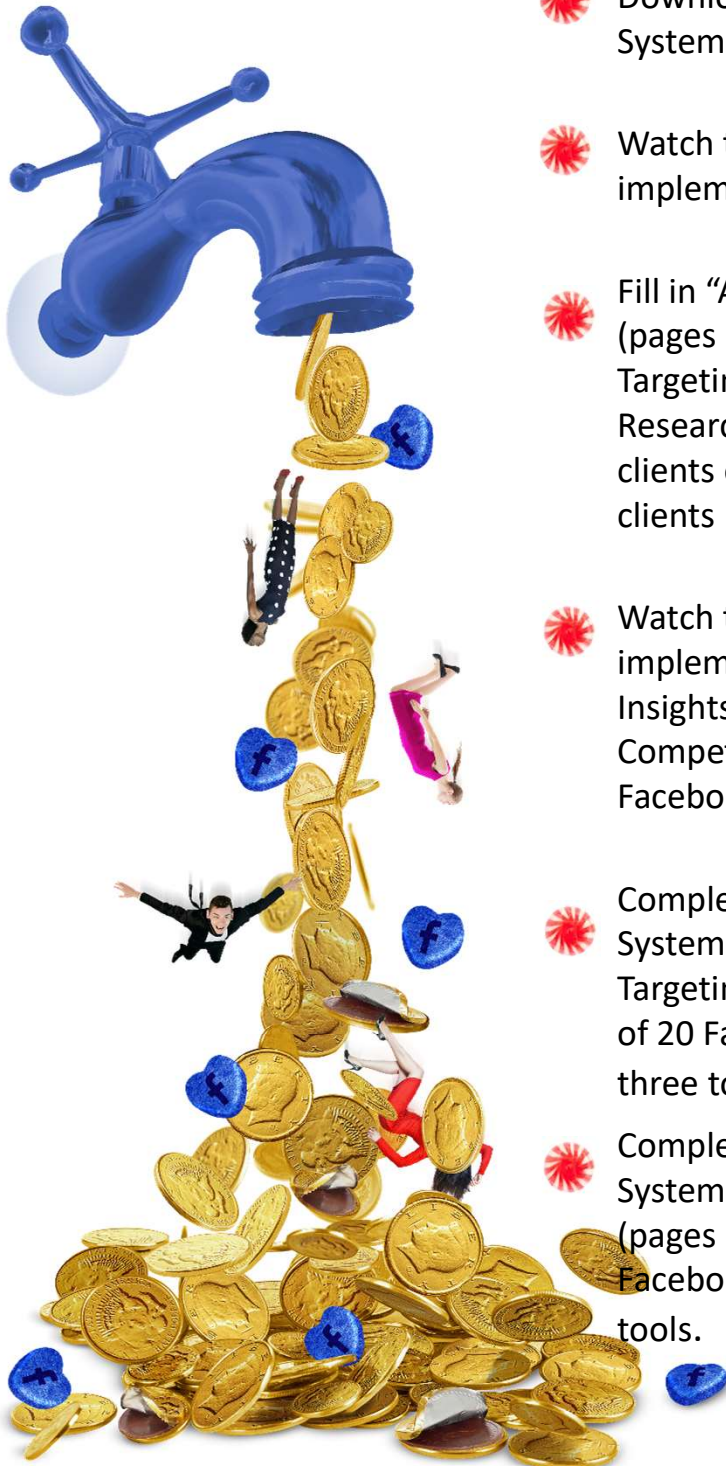# PROFITABLE AD RESEARCH SYSTEM
Sweetspot Action Steps

- 💥 Download the "Profitable Ad Research System" document

- 💥 Watch the "1.0 Profitable Ad Research" implementation video

- 💥 Fill in "A. Your Ideal Client Profile" Section (pages 2 – 4) and the "B. Demographic Targeting" Section (pages 5 – 8) of the Research System doc based on your past clients or do interviews with potential clients

- 💥 Watch the three "Insider Ad Secret" implementation videos. 2.0 Audience Insights Tool, 2.1 How to Spy on Your Competitors, and 2.2 How to Find Facebook Business Pages to Target

- 💥 Complete your Facebook Ad Research System section "C. Transformation Targeting" (pages 9 & 10) with a minimum of 20 Facebook Business pages using the three tools.

- 💥 Complete your Facebook Ad Research System section "D. Personality Targeting" (pages 11 & 12) with a minimum of 20 Facebook Business pages using the three tools.