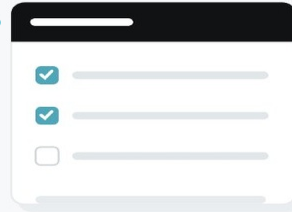


The Paid Ads Readiness Checklist



Five honest checks to run before you spend a dollar on traffic — because ads amplify whatever is already there, including the parts that are not working.

Why this exists

Paid ads do not fix a weak offer, an unclear audience, a vague destination or slow follow-up. They make each of those cost money faster. Almost every “ads did not work for us” story we hear is really one of these five things, found out at full price over ninety days instead of in the ten minutes this checklist takes.

WHAT IT IS

Five yes-or-no checks covering offer, audience, destination, follow-up and budget. Any “no” is not a failure — it is simply the thing to build before spending.

HOW WE USE IT AT BAP

This is the conversation we have before we agree to run ads for anyone. If too many answers are “not yet,” we say so and fix those first. It is a slower start and a much better outcome.

WHY HONESTY MATTERS HERE

Every one of these is easy to answer generously. A generous answer costs you real money about six weeks later, which is a poor trade for a moment of comfort now.

What this checklist gives you

1

A go or not-yet decision

Something clearer than a feeling about whether this is the right month to start spending.

2

A build-this-first list

Every “not yet” becomes a specific, cheap job to do before the expensive one.

3

A shared answer

Something you and your team, or you and your agency, can look at together rather than argue about.

What ads can and cannot do

Worth being blunt about, because the gap between these two lists is where most ad budgets disappear.

ADS AMPLIFY

Reach for an offer people already want. Speed — you find out in weeks what organic takes a year to tell you. And volume, once something is genuinely working.

ADS DO NOT CREATE

Demand for something nobody is asking for. Clarity you have not written down. Or follow-up discipline you do not already have on your quieter enquiries.

ADS EXPOSE

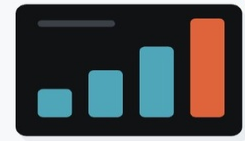
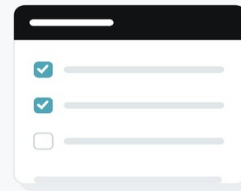
Every weak link, in order of weakness. That is genuinely useful information — it is just the most expensive way there is to buy it.

ON THE NEXT PAGES

Page 2 takes each of the five checks apart — why it is on the list and what a “no” actually looks like. Page 3 is the checklist itself, plus space for your build-first list. Page 4 covers the budget and time reality and how we run ads when the answer is yes.

The five checks, and what a “no” looks like

Read this before you score. Each check has a specific failure mode, and recognising yours is most of the work.



01

Offer

You have at least one offer that already sells without ads.

WHY IT IS ON THE LIST

Ads find more of the people who would have bought anyway. If nobody is buying it at zero spend, paid traffic just shows the same offer to a colder audience, which performs worse, not better.

A “no” looks like: a brand-new service with no customers yet.

02

Audience

You can describe who you want more of: “more [type of person] in [place or industry] who care about [priority].”

WHY IT IS ON THE LIST

Targeting is a sentence before it is a setting. If you cannot write that sentence, no amount of platform configuration will rescue the campaign.

A “no” looks like: “anyone who needs what we do.”

03

Destination

Traffic goes to a page or form built for that offer, not a general homepage.

WHY IT IS ON THE LIST

A homepage is built for everyone, which means it answers nobody’s specific question. Sending paid clicks there is paying for attention and then asking the visitor to go and find the relevant part.

A “no” looks like: every ad pointing at the same front page.

04

Follow-Up

You reply quickly, follow up three to five times, and track conversations somewhere.

WHY IT IS ON THE LIST

Paid leads go cold faster than referrals, because there is no relationship holding them. Most of the value in an ad budget is won or lost in the two days after the form is submitted.

A “no” looks like: one reply, then nothing, and no record of it.

05

Budget and time

You can commit to sixty to ninety days of consistent testing at a realistic budget for your market.

WHY IT IS ON THE LIST

The first few weeks buy information, not customers. Stopping at day twenty-one means paying the full cost of learning and then throwing the lesson away.

A “no” looks like: a one-month trial with a number picked out of the air.

THE ORDER IS NOT ACCIDENTAL

Offer, then audience, then destination, then follow-up, then money. Each one depends on the ones above it — a perfect landing page for an offer nobody wants is a well-built dead end.

ONE “NO” IS SURVIVABLE

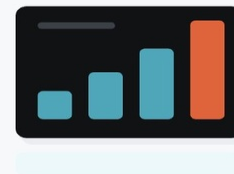
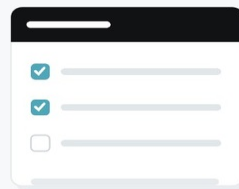
Two or more is not. A single weak link gets exposed and fixed in the first fortnight. Several at once make the results impossible to read, so you cannot tell which thing to fix.

THE CHEAPEST TEST IS STILL THE FREE ONE

Before any of this, there is a question worth asking: has anyone bought this offer from you in the last ninety days without an ad? If yes, ads have something to amplify. If no, the useful experiment is a dozen direct conversations with people who fit the audience, not a budget — and it costs nothing but a week.

Score your readiness

Answer honestly and quickly. A generous answer here is a bill later.



		YES	NOT YET
01	Offer At least one offer already sells without ads.	☐	☐
02	Audience We can describe exactly who we want more of.	☐	☐
03	Destination We have a page or form built for that specific offer.	☐	☐
04	Follow-Up We reply fast, follow up three to five times, and track it.	☐	☐
05	Budget and time We can run sixty to ninety days consistently at a realistic number.	☐	☐

HOW TO READ YOUR ANSWERS

Five yeses means start. Three or four means you can start, but fix the gaps in the first fortnight rather than after the first disappointing report. Two or fewer means the money is better spent on the gaps themselves — they are almost always cheaper to fix than to out-spend.

EVERYTHING WE ANSWERED “NOT YET” TO

THE ONE WE WILL FIX FIRST, AND WHAT THAT ACTUALLY MEANS DOING

WHO OWNS IT, AND BY WHEN

RE-SCORE BEFORE YOU LAUNCH, NOT AFTER

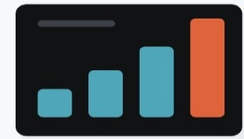
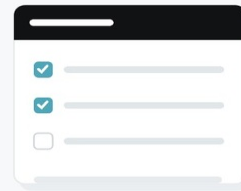
This page is a gate, not a report. Come back to it when the build-first list is done — the day all five are yes is the day to start spending.

SHOW IT TO SOMEONE ELSE

Hand this page to a colleague and ask whether they would answer the same way. Every honest disagreement you find here is one you do not pay to discover later.

If the answer is yes, here is how we run it

Five stages, in order. The point of naming them is that you always know which one you are in, and what the next honest decision is.



The Be Authentic ads process

1

Clarify

Offer, audience, destination and the number that counts as success. Nothing gets built until those four are written down and agreed.

2

Plan

Creative, budget, structure and the testing schedule. What we will test first, and what result would make us change course.

3

Implement

Build the campaigns, the tracking and the destination page together, so that when results come in we can tell what caused them.

Then the part most people skip

4

Activate

Launch, then leave it alone long enough to learn something. Daily fiddling resets the learning and produces noise instead of data.

5

Evaluate

At the checkpoints, decide: scale, adjust or stop. We do not hide results and we do not pretend something is working when it is not.

6

Feed it back

Whatever the ads taught you about language, objections and audience belongs in your content, your homepage and your follow-up, whether or not you keep spending.

The budget and time question, answered plainly

The two most common reasons a campaign is judged a failure have nothing to do with the campaign.

TOO SHORT

Sixty to ninety days is the minimum for a decision worth trusting. Under a month you are reading noise and calling it a verdict.

TOO THIN

A budget spread across four platforms tests nothing anywhere. One channel, properly funded, beats four channels starved.

NO NUMBER

Decide before launch what result means keep going. Without it, every outcome gets argued about afterwards.

YOUR NEXT MOVE

Score the five checks on page 3 and write your build-first list. If you have gaps, fix those before you spend — they are cheaper now than they will be with traffic running over them. If you are ready and you would rather have a team handle the clarify-plan-implement-activate-evaluate loop with you, including the honest evaluation part, that is exactly the work we do. www.bap.digital