



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM RUN YOUR OWN META ADS

The One-Page Campaign Planner

Fill one page — job, offer, audience, message, funnel, budget, gates — and you have a campaign.

Part of the free Run Your Own Meta Ads course · by Evolv Strategies ·
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The One-Page Campaign Planner

Fill every box before you open Ads Manager. A completed planner is a campaign; a blank one is a gambling slip. Modules 3–5 will point back to these boxes by name.

01 The job & the conversion action *one campaign, one job*

The single measurable action this campaign exists to produce. One job → one objective setting → one clean success number.

☐ A guide download ☐ A form fill ☐ A booked call ☐ Other: _____

The conversion action Meta will optimize for: _____

02 The offer *nobody clicks a business card*

The offer, in one sentence a stranger would understand: _____

1 Would I stop scrolling for this?	Yes ☐ No ☐
2 Is the value obvious in one sentence?	Yes ☐ No ☐
3 Can a stranger trust it without knowing us?	Yes ☐ No ☐
4 Does wanting this predict needing us?	Yes ☐ No ☐
5 Could we deliver 100 of these without breaking?	Yes ☐ No ☐

Any “no” means fix the offer now — not launch anyway.

03 The audience portrait *a person, not a demographics list*

One person, mid-problem: their situation, what triggered it, what they're worried about, what they've already tried. This paragraph writes your hooks, your guide, and your landing page — the creative does the targeting.

Geographic bounds (radius or national): _____ Age floor, only if one honestly applies: _____

WORKED EXAMPLE — MERIDIAN ESTATE LAW (A FICTIONAL TEACHING FIRM)

Portrait: *a 42-year-old parent of two who watched a friend's family fight through a messy estate last spring, has meant to “get the will done” for three years, and is quietly embarrassed they haven't.* Job: guide download. Offer: “The Family Estate Checklist — the 7 documents every parent should have. Free, 10 minutes.”

04 The message map: hooks → proof → ask *raw material — Module 3 turns this into ads*

HOOKS — 3–5 first lines, each entering the problem by a different door (trigger moment · cost of waiting · myth-buster · plain offer · the question they'd actually ask). Talk about the offer, never diagnose the reader.

1. _____
2. _____
3. _____
4. _____
5. _____

PROOF — only what you can honestly claim (years, matters handled, credentials, a named story with permission). Thin-but-true beats thick-but-fake.

— _____

— _____

THE ASK — one sentence, one action, matched to the job in box 01. Specific beats vague: "Get the free checklist" outpulls "Learn more."

05 The funnel on paper *the click is the midpoint, not the finish*

THE FIRST FIVE MINUTES — a lead answered within five minutes is worth many answered tomorrow. Decide now:

Who gets the instant notification: _____ The instant email delivers: _____

When the phone call happens: _____ Where every lead is recorded: _____

06 Pilot budget & timeline *numbers from your Break-Even Calculator (Module 1)*

Allowable cost per lead	Leads the test must buy (20–30)	Pilot budget (leads × allowable)	Daily budget (÷ 21–28 days)
_____	_____	_____	_____
Launch date	Gate review date (week 4)	Decision owner	Weekly 30-min review slot
_____	_____	_____	_____

07 The gates — pre-committed, in writing, today *the calm version of you outranks the week-three version***KILL / FIX GATE**

If cost per lead is above \$_____ after \$_____ spent, we pause, run the diagnostic tree, and fix that layer before spending more.

CONTINUE GATE

If cost per lead is at or under \$_____ by the review date, we hold budget steady and keep the weekly scorecard running.

SCALE GATE

If cost per booked call holds under \$_____ for two consecutive weeks, budget rises 20% — gently.



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THE NEXT STEP

You've got the playbook. Want it running by next month?

Campaign planned, launch checked, calendar set. A free strategy session pressure-tests the plan before the budget goes live.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

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