



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM RUN YOUR OWN META ADS

The Launch-Day Checklist

Twelve pre-flight checks plus the first-14-days rules — what to watch, and what not to touch.

Part of the free Run Your Own Meta Ads course · by Evolv Strategies ·
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The Launch-Day Checklist

Launch failures are almost never knowledge failures — they're skipped-step failures. Print this page. Check every box in Column A before you publish; run Column B for the fourteen days after.

A Pre-flight — before you publish *all 12, no exceptions*

- 1 ☐ **Test lead sent end to end.** A real form submission, by you, from your phone — not a preview.
- 2 ☐ **Lead event fires.** The test submission shows up in Events Manager's Test Events tab, deduplicated.
- 3 ☐ **Notification arrives instantly.** The lead alert hits your phone or inbox as a push, within a minute.
- 4 ☐ **The promised thing delivers.** The instant email actually attaches or links the guide/booking page.
- 5 ☐ **Thank-you page offers the next step.** A booking link — not a dead "thanks!"
- 6 ☐ **Landing page keeps the ad's promise.** Same offer, same language, same person mid-sentence.
- 7 ☐ **Payment method live.** Card added, valid, and charged successfully at least once if possible.
- 8 ☐ **Account spending limit set.** The beginner's airbag — set it to your pilot budget.
- 9 ☐ **Domain verified** in Business Manager — in *your* Business Manager, on your email.
- 10 ☐ **Every ad passed the compliance list** (Creative & Copy Brief, page 4) — including the special-ad-category check.
- 11 ☐ **Objective and budget match the Planner.** Leads objective, correct conversion event, the daily number from box 06.
- 12 ☐ **Lead response is staffed.** An owner named, a first-call script printed, a place every lead gets recorded.

Twelve boxes checked? Publish. Anything unchecked is a reason to wait a day — not a thing to fix while spending.

B The first 14 days *a procedure, not a vigil*

THE DAILY GLANCE — THREE THINGS, FIVE MINUTES, NOTHING ELSE

- ☐ Is it **spending**? (Delivery on, no payment or limit errors.)
- ☐ Is anything **rejected**? (If yes: protocol below — today.)
- ☐ Are **leads arriving intact**? (Notification, email, recorded.)

LEARNING PHASE — THE DO-NOT-TOUCH RULES

- The first days look erratic and expensive. That's Meta calibrating, not failing.
- Every significant edit — budget, audience, creative — resets learning. Don't.
- Your Planner's gates decide when to intervene. Daily nerves don't.
- Judgment day is the gate review on the calendar — not tonight.

REJECTED-AD PROTOCOL

- Read the cited policy — the actual one, not the summary.
- Edit the ad properly to comply; appeal if you believe it's wrong.
- Never resubmit the identical ad. Repeat offenses damage account health.
- One rejection is normal. Don't panic-delete the campaign.

LEAD-RESPONSE STANDARD

- **Five minutes** is the goal; the same hour is the floor.
- Instant email with the promised thing fires automatically.
- Every lead recorded — name, source, time, what happened next.
- The campaign only makes money after Meta's job is done. This is your half.

ACTIVELY IGNORE THIS WEEK

CPM, likes, reach, impressions, and day-to-day cost-per-lead swings. They're weather, not results. The five numbers that matter start counting at the weekly scorecard (Module 5).



EVOLVV STRATEGIES

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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