

The \$50 Test Checklist.

Everything you need to run an honest \$50 ad test: the setup, your ads, the one bar that matters, and when to leave it alone.

WHAT THIS TEST IS

A little money, put in front of people who don't know you, pointed at the page you already built. It isn't required, and paid ads aren't right for every brand. But it's the fastest honest read you can get. Tick each box, launch, and walk away.

1 • Before you launch

THE SETUP

- ☐ Your one-page pitch is live and collects emails. Waitlist only, no checkout.
- ☐ You've done the [Meta + Claude Setup Kit](#): your brand's Page, a business portfolio, an ad account with a card, and Meta connected to Claude and verified.
- ☐ **One rule:** never let Claude or any other tool click around Facebook for you. Meta can read that as a script and restrict your whole account. Use the official Meta connection only.
- ☐ You've written your bar on paper: the number of emails and clicks that means "keep going." Set it now, before any money goes out.

2 • Get your ads ready

YOUR ADS

- ☐ Your ads are finished from the Make Your Ads lesson.
- ☐ Each ad is laid out the way the [Ad Format Example](#) shows, so Claude can read it.
- ☐ Every claim is honest. Nothing you can't back up yet.

3 • Launch it with The Ad Launcher

THE LAUNCH

- ☐ Run The Ad Launcher prompt in your brand project. It builds the campaign through the Meta connection.
- ☐ Check what it built and ask for changes until it's right.
- ☐ The budget is a hard \$50 in total, running about 5 days.
- ☐ Say your bar out loud one more time, then give it the green light.

4 • Leave it alone

HANDS OFF

- ☐ Don't touch it for the first day or two. Early numbers are misleading.
- ☐ Let it run the full 5 days before you judge anything.
- ☐ Post in the community that your test is live.

What you're watching for

Ranked from strongest signal to weakest. Likes are nice, but they aren't evidence.

THE NUMBERS THAT MATTER

SIGNAL	WHAT IT TELLS YOU
 Add to cart	The strongest sign someone wants to buy.
 Emails	They raised their hand and want to hear more.
 Link clicks	The ad worked well enough to get the click. Watch the click rate (CTR) and the cost per click (CPC).
 Comments	Real interest, sometimes real questions you can use.
 Likes	Nice to see. Proves almost nothing.

Then

READ THE SIGNAL

Bring your numbers to the next lesson, Read the Signal & Decide, where you turn them into a pass, sharpen or pivot decision with the [Signal Scorecard](#).

Your budget limit is \$50. This is a test for evidence, not a growth campaign.

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