

The Meta + Claude Setup Kit

Everything you need before you run your \$50 ad test... a Facebook account, a Page for your brand, a free business portfolio, an ad account, and the official Meta connection inside Claude. Do this **once**. About **20 minutes**, start to finish.

You need: a **Facebook account**

a **debit or credit card**

your 6 winning ads from Make Your Ads

your live page from Put Your Page Online

about 20 minutes

WHAT'S INSIDE



The one rule ... do not let Claude take over your screen

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Dated **August 19, 2026**. Written against Meta's live interface and policies as of that date.

Do this once, before you open The Ad Launcher.

🚫 READ THIS BEFORE YOU START

Do not let Claude take over your screen for any of this.

Claude can drive a web browser and control your computer. **Do not use that here.** Every button in this guide is a button you click yourself, with your own hands, in your own browser.

Meta actively watches for automated browsing. When software clicks around inside your logged-in Facebook session, Meta does not see a helpful assistant... it sees a script pretending to be you. The usual result is a restriction, and it lands on everything at once: your personal profile, your Page, your business portfolio, and your ad account. Appeals are slow, often answered by an automated no, and a disabled account is deleted for good after about 180 days.

Step 4 of this guide is different, and it is safe. That is Meta's own official connection, built for exactly this. Your permission is on record and Meta knows who is asking. That is the front door. Browser automation is the window.

YES Claude can **read you this guide**, answer questions, and tell you what to click next.

YES Claude can **run your ads through the official connector** once you finish step 4.

NO Claude must **never take over your screen, mouse, or browser** to create your Facebook account, your Page, your business portfolio, your ad account, or your payment method.

NO No third-party "auto setup" tools, bots, browser extensions, or bought accounts. Same outcome, same restriction.

YOU DO NOT NEED A REAL BUSINESS

No LLC. No business bank account. No inventory. Meta's business portfolio is just a free container with your brand's name on it, and anyone can make one. If all you have is an idea and your MVP Accelerator files, you have everything this kit needs.

WANT A HAND WHILE YOU CLICK?

Claude can walk you through this out loud, one step at a time. Scroll to "The Setup Helper Prompt" near the end, paste it into a new Claude chat, and it will guide you screen by screen and wait for you to say "done" before moving on. **You still do every click.** Claude is reading you the map, not driving the car.

0

Make sure you have a Facebook account

~2 MINUTES · FREE

Everything downstream hangs off a personal Facebook account. You are not going to post from it and nobody will see your brand through it... it is just the key that unlocks the rest.

1. **Already have one?** Use it. An older account with real friends and real history is the single best thing you can bring to this. Skip to step 1.
2. **Don't have one?** Go to facebook.com and click **Create new account**. Use your real name and a real email or phone number.
3. Turn on **two-factor authentication** right away, in Settings under Password and security. New advertisers get security checks, and this is the one that saves you.

facebook.com

Log in or sign up

Email address or phone number

Password

Log in

Create new account 1

Illustration, not a photograph ... Meta redesigns these screens often, so match the words, not the pixels.

Do not make a brand-new account just to run ads and then spend money on day one. That pattern looks like fraud to Meta and gets flagged fast. If your account is brand new, use it normally for a couple of weeks first... or borrow the older account you already have.

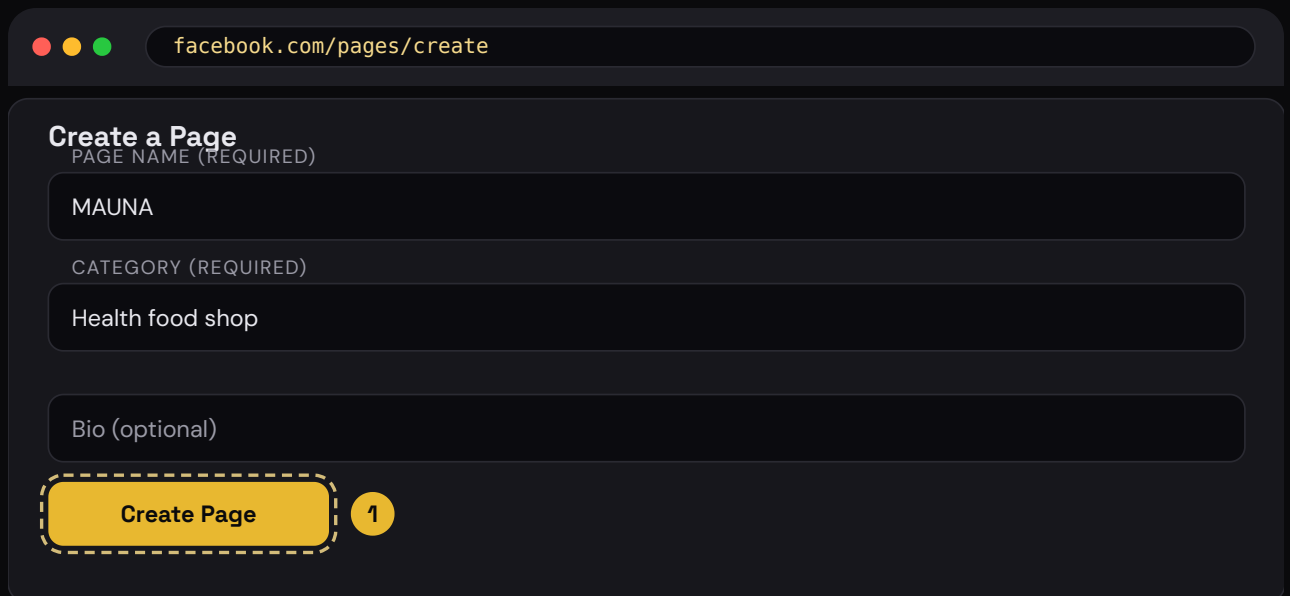
1

Create your brand's Facebook Page

~5 MINUTES • FREE

Ads cannot run from a personal profile. They run from a Page. A Page is free, takes no paperwork, and is allowed to look empty on day one.

1. Logged into your everyday Facebook account, go to facebook.com/pages/create
2. **Page name** = your brand name, spelled exactly the way it is on your website.
3. **Category** = start typing what you sell and pick the closest match from the list. It does not have to be perfect.
4. Click **Create Page**, then add your logo as the profile picture if you have it handy from The Brand Direction Sprint.



facebook.com/pages/create

Create a Page
PAGE NAME (REQUIRED)

MAUNA

CATEGORY (REQUIRED)

Health food shop

Bio (optional)

Create Page 1

*Illustration, not a photograph ... Meta redesigns these screens often, so match the **words**, not the **pixels**.*

Post nothing if you have nothing. One profile picture and a link to your site is a perfectly normal-looking Page for a brand that has not launched.

Create your free Meta business portfolio

~5 MINUTES • FREE

This is the container that holds your Page, your ad account, and your billing... and it is what the Claude connector plugs into. Meta used to call this **Business Manager**, and you will still see that old name in places. It is the same thing.

1. Go to **business.facebook.com** and click **Create a business portfolio**.
2. **Business name** = your brand name. **Your name** and **business email** = your own, the real ones.
3. When it asks for a website, give it your live page from Put Your Page Online.
4. Once you are inside, open **Settings**, find **Accounts → Pages**, and **add the Page you made in step 1**.

business.facebook.com

Create a business portfolio

BUSINESS PORTFOLIO NAME

MAUNA

YOUR NAME

Your real name

BUSINESS EMAIL

you@youremail.com

Create 1

*Illustration, not a photograph ... Meta redesigns these screens often, so match the **words**, not the pixels.*

Settings → Accounts

Pages Add → 2

Ad accounts next step

Instagram accounts optional

Billing & payments next step

*Illustration, not a photograph ... Meta redesigns these screens often, so match the **words**, not the pixels.*

Meta shuffles these menus constantly. If your screen does not match, do not go hunting... the words **Accounts** and **Pages** are almost always there somewhere in Settings. Ask Claude "here is what I see, where do I click?" and describe it.

Create your ad account and add your card

~5 MINUTES

The ad account is the thing that actually spends money. It lives inside the portfolio you just made.

1. In **Settings → Accounts → Ad accounts**, click **Add**, then **Create a new ad account**. Meta may have already made one for you... claiming that one is fine.
2. Set your **country, time zone, and currency** carefully. **These cannot be changed later.**
3. Give yourself **full control** of the account when it asks who manages it.
4. Go to **Billing & payments** and add **one debit or credit card, in your own name.**

Settings → Accounts → Ad accounts

Add 1

Create a new ad account 2

Claim an existing ad account

Request access to an ad account

AD ACCOUNT NAME

MAUNA Ads

TIME ZONE AND CURRENCY

cannot be changed later

*Illustration, not a photograph ... Meta redesigns these screens often, so match the **words**, not the pixels.*

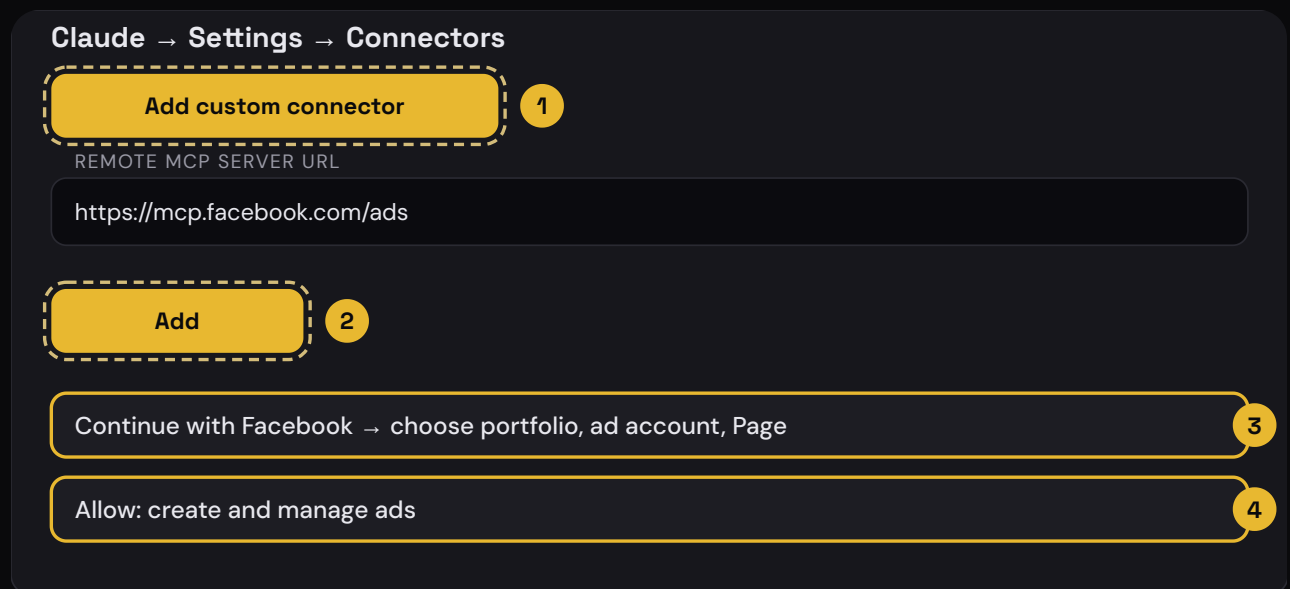
If Meta asks you to confirm your identity, do it the same day. It is routine for new advertisers. Putting it off is the single most common way people end up with a stuck account on launch day.

Connect Meta to Claude

~3 MINUTES · ONE LOGIN

This is the official Meta connector. It is Meta's own doorway for AI tools, it is the safe way to do this, and it is the reason you never have to learn Ads Manager.

1. In Claude, open **Settings → Connectors**. Depending on your version the menu may read **Customize → Connectors**. Click **Add custom connector**.
2. Paste this address exactly, with nothing after it: `https://mcp.facebook.com/ads`
3. A Facebook login window opens. Log in, then pick the **business portfolio** from step 2, your **ad account** from step 3, and your **Page** from step 1.
4. Allow the **create and manage** permissions. Read-only can look but cannot launch, and launching is the whole point.



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This works on Claude's **free plan**. Free accounts get **one** custom connector, so spend it here. Paid plans lift that limit and give you more headroom for long sessions.

If you cannot find the connector, or Meta will not let you add it: Meta is still switching this on account by account, so not everybody has it yet. That is not your fault and nothing is broken. Skip to "If the connector is not available to you yet" near the end of this guide.

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The green-light check

~1 MINUTE

Open a brand-new Claude chat and type exactly this:

Show me my Meta ad account and my Facebook Page.

If Claude lists them by name, you are wired and you are done. This is the same check The Ad Launcher runs first, so if it works here, launch day works too.

Nothing listed? Redo step 4. It is almost always one of two things... you logged into the wrong Facebook profile, or you allowed read-only instead of create and manage.

A NEW CLAUDE CHAT

Show me my Meta ad account and my Facebook Page.

Here is what I can see:

✓ Ad account ... MAUNA Ads (act_1234567890)

✓ Page ... MAUNA

You're connected. Ready when you are.

IF THE CONNECTOR IS NOT AVAILABLE TO YOU YET

Meta is turning the official ads connector on gradually, account by account. If it is not on yours yet, you have three honest options and none of them are failure:

1. Wait a week and try again. Access keeps widening. Nothing you do speeds it up.

2. Run the test by hand. Everything through step 3 still stands. You can build the same \$50 campaign inside Meta Ads Manager yourself: one campaign, goal set to **traffic**, one ad set, a \$50 lifetime budget over 5 days, your 6 ads pointed at your live page. It is more clicking, and the answer you get back is exactly the same.

3. Use the free path below. Slower, weaker signal, zero dollars.

What you must **not** do is hand your login to a third-party tool that promises to set it up for you, or let any AI drive your browser through Ads Manager. That is the fast road to a restricted account.

THE SETUP HELPER PROMPT

Paste this into a new Claude chat and let it talk you through all six steps. You click, it coaches.

COPY · PASTE INTO CLAUDE

You are my setup guide. I'm getting my Facebook and Meta accounts ready so Claude can run a small \$50 ad test for my brand through Meta's official ads connector. I am a beginner... plain words only, one step at a time, and wait for me to say "done" before you give me the next step.

HARD RULES, do not break these:

- Do NOT offer to control my screen, my browser, or my mouse, and do not use any computer-use or browser tools for any part of this. Meta flags automated browsing and restricts accounts for it. I click every button myself.
- Do NOT tell me to use any third-party "auto setup" tool, bot, or extension.
- Do NOT tell me to create a brand-new Facebook account if I already have one.
- If I get an identity check from Meta, tell me to complete it the same day.

Walk me through, in this order:

0. Confirming I have a usable Facebook account, and turning on two-factor login.
1. Creating a Facebook Page for my brand at facebook.com/pages/create.
2. Creating a free Meta business portfolio at business.facebook.com, and adding my Page to it under Settings, Accounts, Pages.
3. Creating my ad account inside the portfolio and adding my payment card. Warn me that country, time zone and currency cannot be changed later.
4. Adding the official Meta connector in Claude: Settings, Connectors, Add custom connector, paste <https://mcp.facebook.com/ads> then log in and allow the create-and-manage permissions for my ad account and Page.
5. The final check: ask you to list my ad account and my Page by name so I know it worked.

If I describe a screen that doesn't match your instructions, Meta has probably moved the button... ask me what I see and steer from there. Start with step 0 now.

NO AD BUDGET? THE FREE PATH

You can still test without spending the \$50. Post your 6 ads to your brand's Page and Instagram as normal posts, put your page link in the bio and in the captions, and watch for two things: profile visits that turn into link clicks, and emails landing on your waitlist.

Straight talk: a new Page has almost no followers, so this is a **slower and weaker signal** than the paid test. Free reach shows your ads to fewer strangers, and mostly to people who already know you. It is a real option. When you can spare the \$50, the paid test answers the question in days instead of weeks.

KEEP YOUR ACCOUNT HEALTHY

Real account	Use the Facebook account you have had for years. Never a fresh one made for ads, and never a bought or borrowed one.
No automation	You click every button in Facebook and Meta yourself. The official connector in step 4 is the only automated thing that touches your ads.
Small budget	\$8 to \$10 a day looks like a normal small advertiser. \$200 on day one looks like a stolen card.
One card	One card, in your own name, added before you launch and then left alone.
Same-day ID	If Meta asks you to verify your identity, do it that day. Every time.
Honest ads	No miracle claims, no before-and-after body shots, no "guaranteed results". Ad review is automated and unforgiving.

IF YOU DO GET RESTRICTED

It happens to legitimate people, and it is usually recoverable if you move fast and do not panic.

1. Stop everything. Do not create a second account to get around it... that turns a restriction into a permanent ban.
2. Open the notification Meta sent you and follow the appeal link inside it. Complete any identity check immediately.
3. Write the appeal in your own plain words: who you are, what you sell, that you run one small ad budget by hand. Do not paste a template.
4. Then wait. Appeals are often answered by an automated system on the first pass. A second, calmer appeal a few days later is normal and does work.
5. While you wait, the free path above still works, and so does everything else in your roadmap.

BRAND FOUNDER ACADEMY · MVP ACCELERATOR · TEST IT WITH A \$50 AD

Dated August 19, 2026. Version 2.0. These instructions were written against Meta's live interface and against Meta's advertising, account integrity, and automation policies as they stood on August 19, 2026, and against Claude's connector settings as of the same date. Meta renames buttons, moves menus, and changes what it calls things several times a year... "Business Manager" became "business portfolio" this way. If a screen does not match this guide, the step still applies. Look for the closest wording, or ask Claude to help you find it. The screen illustrations here are drawings, not photographs, and are meant to show you which words to look for. This guide is educational material from Brand Founder Academy. It is not legal, financial, or advertising advice, and it is not affiliated with, endorsed by, or reviewed by Meta Platforms, Inc.