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WoDiLab

CREATING YOUR FIRST META AD

Learn the basic structure of a Meta advertisement and create your first advertisement draft.

ACTION CHECKLIST

☐ **Step 1 – Define your advertising goal**
Choose what you want your advertisement to achieve.

☐ **Step 2 – Identify your audience**
Decide who you want your advertisement to reach.

☐ **Step 3 – Plan your advertisement message**
Create a clear message that speaks directly to your audience.

☐ **Step 4 – Choose your advertisement elements**
Plan your visual, headline, and call-to-action.

☐ **Step 5 – Create your first advertisement draft**
Combine everything into a complete advertisement concept.

Step 1 – Define Your Advertising Goal

A clear goal helps you make better decisions throughout the whole advertising process. Before creating your advertisement, decide what you would like people to do after seeing it. Meta performs best when the campaign objective matches the result you want to achieve.

If you are creating your first advertisement, what would you like it to accomplish?

☐ Increase visibility

☐ Drive website traffic

☐ Generate leads

☐ Promote a webinar

☐ Promote a course or service

☐ Increase engagement

☐ Other: _____

Why is this your priority?

_____
_____
_____

Why is this your priority?

_____
_____
_____

Notes

_____

_____
_____

Step 2 – Identify Your Audience

The more clearly you understand your audience, the easier it becomes to create an advertisement that feels relevant and personal.

Who would you like your advertisement to reach?

Age Range

_____

Gender

_____

Location

_____

Interests or Characteristics

_____
_____

What challenge or goal does this audience have?

_____
_____

Why would this audience be interested in your offer?

_____
_____

Notes

_____
_____
_____

Step 3 – Plan Your Advertisement Message

Good advertisements rarely begin by talking about the product. They begin by talking about the audience's problem, goal, or situation.

They often connect to:

- goals
- challenges
- emotions
- real-life situationss

What is the main message you want people to remember?

_____
_____

Create a simple opening hook:

_____
_____

What feeling would you like your audience to have after reading your advertisement?

☐ Curious

☐ Hopeful

☐ Inspired

☐ Understood

☐ Motivated

☐ Confident

☐ Other _____

Notes

_____

_____

Step 4 – Choose Your Advertisement Elements

Your visual, headline and call-to-action should work together to support one clear message.

Advertisements usually include:

- a visual
- a headline
- advertisement text
- a call-to-action

What type of visual would you use?

☐ Image

☐ Carousel

☐ Video

☐ Graphic Design

☐ Other: _____

Draft Your Headline

_____

_____

Draft Your Call-To-Action

☐ Learn More

☐ Register

☐ Download

☐ Book a Call

☐ Join Now

☐ Other: _____

Why did you choose this CTA?

_____

_____

How does your visual support your message?

_____

_____

Notes

_____
_____
_____

Step 5 – Create Your First Advertisement Draft

Now bring everything together. Remember, this is your first draft—it does not need to be perfect. The goal is simply to practise creating a complete advertisement.

Audience

_____

Goal

_____

Opening Hook

_____

Main Message

_____
_____
_____
_____

Call-To-Action

_____

Landing Page / Link

_____

What do you want people to do after seeing this advertisement?

_____
_____
_____

Notes

_____
_____
_____
_____

☐ A different format

☐ A stronger opening hook

☐ A different call-to-action

☐ A video instead of an image

☐ A personal story

☐ Other: _____

What is the next thing you need to do?

_____
_____
_____

Your Next Action

Create your first advertisement draft using the ideas from this worksheet.

Before the next lesson:

☐ Review your advertisement one more time.

☐ Imagine you are your ideal customer.

☐ Ask yourself:

- Would this advertisement catch my attention?
- Is the message clear?
- Would I know what to do next?

Remember:
Your first advertisement does not need to be perfect.
The goal is learning the process and taking action.

For This Session

If you feel comfortable, share your first advertisement draft in the WoDiLab Facebook group.

You can share:
• your target audience
• your headline
• your opening hook
• your call-to-action

Sharing your draft helps you:
• build confidence
• receive supportive feedback
• improve your advertisement before publishing

Your Points

• 1 XP – Watch the lesson
• 2 XP – Complete the worksheet
• 2 XP – Create your first advertisement draft

Total: 5 XP

✨ Every successful advertisement starts with a clear audience, a clear message, and a clear next step. The goal is not perfection. The goal is learning, testing, and improving over time.