Test It Free Before You Pay for Ads

THE BIG IDEA

Stop paying to push an ad that might flop. Post it as a normal post first, and spend only on what beats your usual views. A post can't get views unless people find it relevant.

Part 1: The test before you spend

Let free posts show you which ad deserves your money.

01 **Post every ad idea as a regular post first.**
Video, photo or text. Run it organically before you put money behind it.

02 **Compare it to your normal.**
If it gets more views than your usual posts, that's your ad. If it gets fewer, drop it.

03 **Spend only on the winners.**
Many owners waste money on social because the ad itself wasn't good. Free testing cuts that risk.

04 **Watch what Google ads cost you.**
Gary says they are getting more expensive and compares them to the Yellow Pages in 2001. Check your own cost per customer.

05 **Judge the post, not the follower count.**
One of his new accounts with zero followers got 8.2 million views, while the same video on his big account got 300,000.

Part 2: Why your posts fall flat

Free doesn't mean easy. Fix these first.

01 **You gave up too early.**
Most people try a little and stop. It takes more posts than you think to break through.

02 **Every post says “hire me.”**
Mix in free help. Teach people to spot or fix small problems themselves. That value builds trust and leads to the sale.

03 **You post too rarely.**
Once a week, and not a good post, won't work. Aim for more posts, and better ones.

04 **The first three seconds and the words are weak.**
The headline or picture decides if people stop. Spend real time on them.

05 **You skip your past customers.**
Call, text, email or write every former client. Just say hello and don't pitch. You become the person they think of.

> “You should always post every piece of content you make for a sale or an ad organically first.”
>
> Gary Vaynerchuk

DO THIS WEEK

- ☐ Take your next ad idea and post it as a normal post first. Write down the views and your usual average.
- ☐ Post one free tip this week: something a customer can check or fix on their own.
- ☐ Message 5 former customers just to say hello. No pitch.

Ask weekly: Did my last post beat my usual views?