

WEBINAR STARTING SHORTLY

Get Ready & Grab Something To Take Notes With!

Ryan
Hunter

How to make ads for clients

Make it. Pitch it. Deliver it.

Learn the process for making a sample, putting a service around it, approaching suitable businesses and delivering the agreed work.

BUSINESSES ARE

ALREADY ADVERTISING!

JUST IN 2025!

META
$196.175 BILLION
Advertising revenue

Reported by Meta Platforms, Inc.

GOOGLE ADVERTISING

2025	$294.691 BILLION
2024	$264.590 BILLION

Annual advertising revenue reported by Alphabet Inc.
YouTube ads are included in this total.

MEANWHILE

THE WORK BEHIND THE AD

BUSINESS	CREATIVE SERVICE
Product	Brief
Buyer	Script and shot plan
Offer	Finished creative
Feedback	Review and revisions
Approval	Agreed files and handoff

A PLACE TO RUN THE AD

Isn't the same as the ad itself.

WHO HERE HAS SEEN AN AD ON FACEBOOK, INSTAGRAM OR YOUTUBE TODAY?

ADVERTISING FACTS

- Meta reported $196.175 billion in advertising revenue for 2025
- Up 22% from 2024
- A business changing its product, offer or buyer has another creative decision to make

Meta Platforms, Inc. — full-year 2025 results

HOW BIG IS GOOGLE ADVERTISING?

$294.691 BILLION in advertising revenue for 2025

You are not trying to become Google.

You are trying to make a service one suitable business can understand and use.

Alphabet Inc. — 2025 Form 10-K

HAVE YOU HEARD OF…

Of course you have.

YouTube

YOUTUBE ADVERTISING REVENUE

2025

$40.367 BILLION

Reported by Alphabet Inc.
Included in Google advertising revenue.

LET ME MAKE THIS REAL…

DAYBREAK COFFEE

The buyer: somebody who wants a quiet first cup before the day gets away from them.

The message: Your first cup. Your morning.



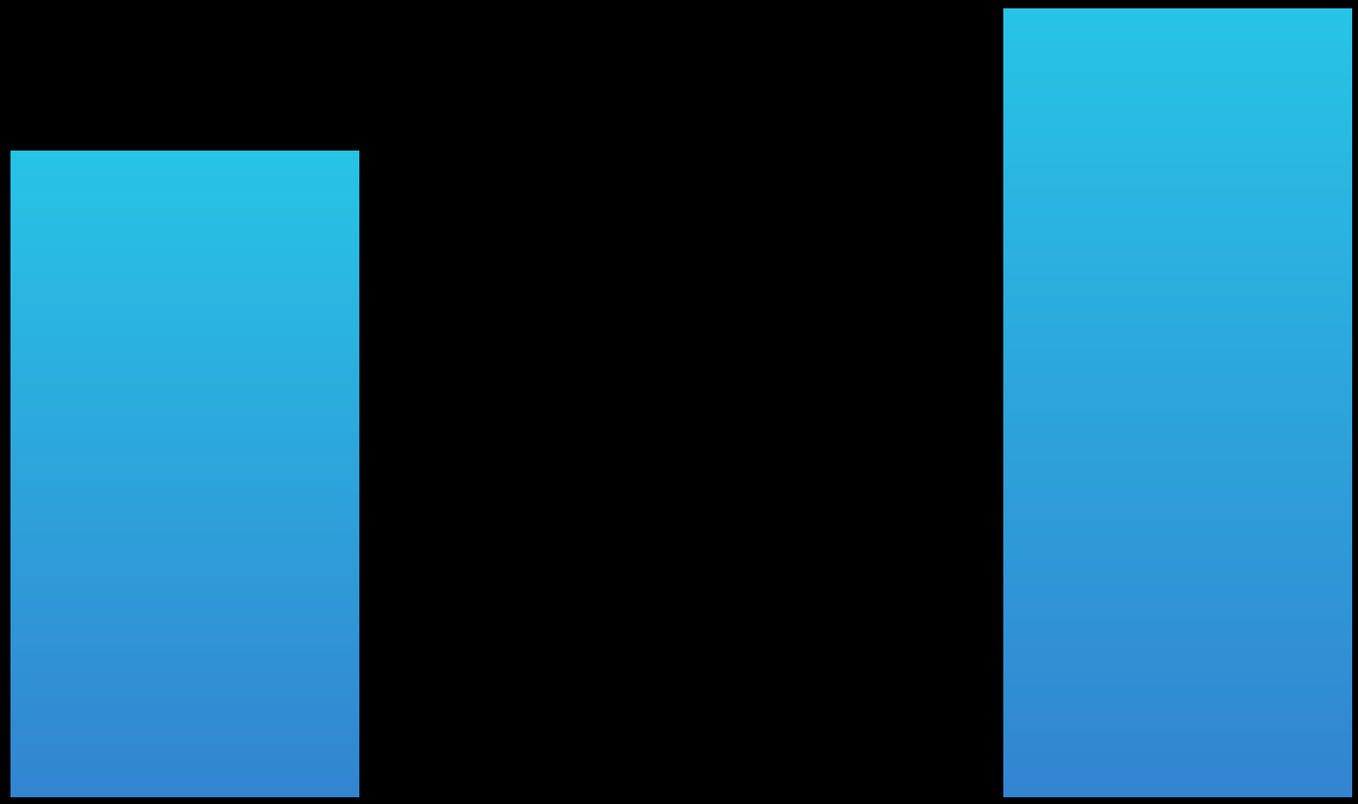
LET ME TELL YOU RIGHT NOW

Trying to start from “I have AI tools”…

- Here is your product
- Here is the ad I made for it
- Here is the service I am offering
- Here is what you receive

THAT IS A DIFFERENT CONVERSATION.

META ADVERTISING REVENUE GREW 22% IN 2025



2024
$160.633 BILLION

2025
$196.175 BILLION

Meta Platforms, Inc. — full-year 2025 results

AND I’M HERE

To show you how to make ads for clients.

OBSTACLES THAT GET IN THE WAY

MONEY



EXAMPLE STARTUP BUDGET

Training (proposed)	$495
Monthly tool allowance	$100
Initial cash plan	$595

Excludes your time, taxes and other costs.

TIME



EXAMPLE WEEK

MON 45 min Product brief
WED 45 min Script
SAT 90 min Sample + review

3 hours scheduled

Plan the next step.
Then make room for it.

OBSTACLES THAT GET IN THE WAY

MONEY

TIME

ABILITY



THE REVIEW

Does it show the product?

Does the message make sense?

Are the claims accurate?

Review before delivery.

OBSTACLES THAT GET IN THE WAY

MONEY

TIME

ABILITY

CONFUSION



FOUR QUESTIONS

What do I make?

Who would buy it?

How do I explain it?

What do I deliver?

OBSTACLES THAT GET IN THE WAY

MONEY

TIME

ABILITY

CONFUSION

FEAR



START WITH PRACTICE WORK

Make a first version.

Review it.

Correct the mistake.

Before you pitch it.

THE PROCESS

is simpler than you think!

THE PROCESS

Select

Make

Pitch

Deliver

WHO?

MY NAME IS RYAN HUNTER & I'LL BE YOUR GUIDE TODAY

THE PERSON DOING THE WORK

Ryan Hunter

Make Ads For Clients

YOU DON'T NEED A MARKETING DEGREE

You need to learn the process.

Then use it to make something a business can actually look at.

START WHERE YOU ARE

Not where you think an agency owner is supposed to be.
With one business. One brief. One piece of work.

FASCINATED WITH MAKING MONEY ONLINE

Then make the next question practical:

What can I make that a business would pay for?

THE FIRST PIECE OF WORK

A product. A buyer. An opening.

A sample you can put in front of somebody.

THEN THE NEXT PIECE

Keep the process.

Improve the work.

Use it for the next project.

THE PROCESS

Select

Make

Pitch

Deliver

THIS PROCESS...

The brief, production, review and delivery can happen remotely.
You make the work. The client reviews it. You deliver the agreed files.

YOU'RE PAID FOR THE AGREED WORK

Scope → Price → Agreement → Payment → Delivery

ONE SERVICE. FOUR BUSINESSES.

CREATIVE OPS | Dashboard | Projects | Payments | Clients | Templates | Settings

PROJECT PAYMENTS

$5,980

4 completed creative projects

CLIENT	PROJECT	PAYMENT	STATUS
Daybreak Coffee	3 video ads + 3 openings	$1,495	Paid
Paper Cup Coffee	3 video ads + 3 openings	$1,495	Paid
After Hours Coffee	3 video ads + 3 openings	$1,495	Paid
Lightpack Fitness	3 video ads + 3 openings	$1,495	Paid

4 businesses. One defined service.

FICTIONAL WORKED EXAMPLE — NOT ACTUAL CLIENT RESULTS

THE PROCESS

Begins with selecting the right businesses

THE IMPORTANCE

The more demand, the easier it is to explain why they would buy

The less competition, the better your starting position

Beyond that, it’s just math!

A DEFINED PROJECT

WORKED EXAMPLE

Project price	$1,495
Listed delivery costs	$695
Left after listed costs	$800

We'll come back to what that can mean in somebody's life in a little bit.

YOUR OFFER

The actual work a business is paying you to deliver

MADE FOR THEIR BRAND



makeadsforclients.com

MADE FOR THEIR CUSTOMER

NO ROOM
FOR A GYM?

Start with a band.

LIGHTPACK

YOUR SUITCASE.
YOUR WORKOUT.

LIGHTPACK

ONE SMALL
START.

Your first workout.

LIGHTPACK

MADE FOR THE WORK YOU OFFER

THE BRIEF

Product
Buyer
Situation
Message

THE CREATIVE

Script
Shot plan
Ad
Variations

THE DELIVERY

Agreed scope
Review
Revisions
Approved files

Define what they receive.

THE RIGHT SERVICE

has to make sense after the work is paid for

THE PRICE IS NOT THE PROFIT

WORKED EXAMPLE

Project price	$1,495
Listed costs	$695
Amount remaining	$800

$800 ÷ $1,495

53.5%

After listed costs

Illustrative calculation. Account for your time, taxes and overhead.

THREE PROJECTS

If a defined project leaves $500 after listed delivery costs…

Three paid projects leave $1,500 after those costs.

3 × $500

$1,500

Worked example, not a customer result. Your time, taxes and overhead still count.

START WITH ONE DEFINED PROJECT

What do they receive?

What does it cost to deliver?

What remains after those costs?

Price – delivery costs

Then account for your time,
taxes and overhead.

Work out the numbers before offering the service.

THE RIGHT SERVICE

Has the right amount of demand for you

MAKE THE TARGET SPECIFIC

WORKED EXAMPLE

Monthly target after listed delivery costs: $1,500
Amount remaining per project: $500

Three paid projects.

A planning example. Account for your time, taxes and overhead.

LOOKING FOR DEMAND

Start with a product category you understand

16 PRODUCT CATEGORIES

- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Camera & Photo
- Cell Phones & Accessories
- Health & Personal Care
- Home & Kitchen
- Home Improvement
- Kitchen & Dining
- Musical Instruments
- Office Products
- Patio, Lawn & Garden
- Pet Supplies
- Sports & Outdoors
- Toys & Games

Places to begin your research.

FOR EACH BUSINESS

Look at the ads it is already running

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Ad Details

Active

Library ID: 2140485374017206

Started running on Jun 22, 2026

Platforms

Musculum
Sponsored
Library ID: 2140485374017206

Can't do a full pull-up yet? Start with support that actually helps.
The Musculum Pull-Up Bands Set makes every rep feel more controlled, so you can train with confidence and see real progress.

💪 Improve pull-up strength
🔥 Work toward your first rep
🏠 Train anywhere, anytime...



Transparency by location

About the advertiser

About ads and data use

THE ACTUAL AD

Meta Ad Library • captured October 8, 2026

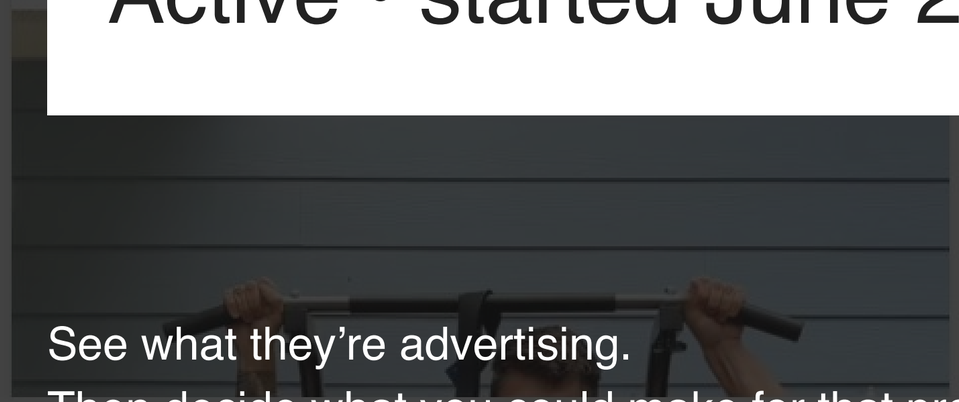
makeadsforclients.com

WHAT YOU CAN SEE

Musculum

Library ID: 2140485374017206

Active • started June 22, 2026



See what they’re advertising.
Then decide what you could make for that product.

LOOK AT THE ACTUAL AD

Musculum

Active ad ID 2140485374017206

Product shown. Offer shown. A specific piece of creative.

Captured from Meta Ad Library; not our client.

WHAT THIS TELLS YOU

A business is running an ad you can inspect.

It does not tell you its sales or whether it wants to hire you.

Now ask: what useful piece of creative could you make for this business?

YOU PICK SERVICES

Based on the type of income stream you want to show up in your life…

makeadsforclients.com

CAR SERVICE SELECTION



$1,486.50 PER MONTH

An example target. Choose your own number.

WORKED SERVICE EXAMPLES

Product / service	Project price	Listed costs	Paid projects	After listed costs
Floor mat · three images	$750	$250	3	$1,500
Silicone skins · image + video	$1,495	$695	2	$1,600
Hula girl · three images	$750	$250	3	$1,500
Leather sheath · image + video	$1,495	$695	2	$1,600
Horse oil · product images	$700	$300	4	$1,600

Illustrative prices, costs and project counts. Before tax and unallocated overhead.

HOME SERVICE SELECTION



$5,000 PER MONTH

An example target. Choose your own number.

WORKED SERVICE EXAMPLES

Product / service	Project price	Listed costs	Paid projects	After listed costs
Mold test kit · image + video	$1,495	$695	7	$5,600
Cutlery · image + video	$1,250	$550	8	$5,600
Pusher shovel · three images	$750	$250	10	$5,000
Circuit analyzer · three images	$1,000	$500	10	$5,000
Xanthine · product images	$700	$300	13	$5,200

Illustrative prices, costs and project counts. Before tax and unallocated overhead.

THE THING TO REMEMBER

Businesses already spend billions on advertising…

FIRST WORKED PROJECT

One product image pack

One business brief

Three customer situations

Three finished concepts to review

Practice example—not a customer result.

SECOND WORKED PROJECT

One short product video

One clear promise supported by product facts

Three different openings

One defined next step

Practice example—not a customer result.

THIRD WORKED PROJECT

One complete creative pack

Images + short video + alternate openings

Production costs counted before choosing the price

Practice example—not a customer result.

AGREE?

Would you agree that showing a business a specific sample makes your offer easier to understand?

And you can start with one specific piece of work?

Then put a clear service around it?

THE PROCESS

Select [✓]

Make

Pitch

Deliver

WHAT IS MAKING THE ADS?

Using production tools to create the images, video and voice that go into an ad for a particular business

TWO MAIN PLACES

FROM THE CLIENT

Product pictures

Existing footage

The offer

CREATED FOR THE CLIENT

Images

Video

Voice

WHAT TO LOOK FOR

Small first-production budget

- For this sample exercise, cap the production spend at $100.
- Important! Make the project fit the budget.

Exercise budget; check the actual tools and work before spending.

SAMPLE PRODUCTION BUDGETS

Hula girl
Short product video
$30 allowance

Dog collar
Image ad
$10 allowance

Leather sheath
Image ad
$10 allowance

Bath mat
Three video openings
$20 allowance

Whitening strips
Three image concepts
$10 allowance

Camping shower
Product demonstration
$20 allowance

Illustrative allowances. Use material you have the right to use.

WHAT TO LOOK FOR

Lead Time

- How long from receiving the brief to the work being ready for the business to use?

SAMPLE PROJECT SCHEDULES

Shower head · three images
2 days after brief + pictures

Keychain torch · existing-footage video
3 days after material

Golf swing aid · demonstration
1 week after material

Salt lamp · three new openings
2 days after existing ad

Glow paint · image + video pack
5 days after brief + material

Wine decanter · launch pack
10 days after brief + material

Lipstick · customer-story ad
Actual story + permission first

Cooler · pack with client review
Agree review dates first

Illustrative schedules; scope, inputs and review determine the actual delivery date.

WHAT TO LOOK FOR

Profit potential

- How much remains after the costs of delivering each project?

Count the work, review, revisions and fees.

SERVICE COST CALCULATOR

Project price	$1,495
Production tools	$100
Editing labor allowance	$300
Review / revision allowance	$200
Material allowance	$50
Payment fees allowance	$45

Listed costs: $695

Amount remaining: $800

$800 ÷ $1,495 = 53.5%

Worked assumptions. Before tax and unallocated overhead.

IS THIS GOOD?

Amount remaining after listed costs	$800
Contribution margin	53.5%

Worked example. Before tax and unallocated overhead.

PROFIT MARGIN VS. PROFIT

Project price	Listed costs	Paid projects	Amount remaining	Margin
$1,495	$695	1	$800	53.5%
$1,250	$550	2	$1,400	56.0%
$1,000	$500	3	$1,500	50.0%
$750	$350	4	$1,600	53.3%
$700	$300	4	$1,600	57.1%

Worked scenarios. Project counts are assumptions, not predicted sales.

WHAT TO LOOK FOR

Quality

- It’s relative to what you’re offering.

- Make work that’s better than what the business is already using, at a price that fits the amount you’re delivering.

MAKING THE ADS

Client material

Production tools

Specialist help

ASK FOR THE MATERIAL

Product pictures

“Can you send the original product photos?”

Existing footage

“Do you have any product demonstrations or existing ads?”

Offer and customer words

“What are you selling, and what do customers ask before they buy?”

FIND THE MATERIAL

Product photos

Existing video

Approved product facts

Brand assets

Permission to use each item

THE PRODUCTION REQUEST

Product and offer

Buyer and use case

What the ad needs to communicate

Approved inputs and rights

Format, deadline and review owner

BRANDING & DESIGN

Client's approved brand assets

Your own production tools

A specialist for the particular job

Choose by the work—not price alone.

THE PROCESS

Select [✓]

Make [✓]

Pitch

Deliver

QUESTION

How does a business decide which offer is worth looking at?

IT STARTS WITH RELEVANCE

TWO MAIN PLACES

The first line

The sample

THE FIRST LINE

HERE'S THE MESSAGE

I put together a fifteen-second vertical ad for your portable Bluetooth speaker, using your product pictures to show it on a camping trip. Want me to send the preview?
Use this after making the sample and confirming permission.

SIX SPECIFIC DETAILS

Product · Length · Format

Material · Situation · Next step

THE SAMPLE

WHAT THE BUSINESS SEES

Product → Opening → Pictures → Message → Format

One relevant piece of work.

One easy-to-open preview.

CHOOSE THE FIRST THING THEY SEE

The strongest sample for this business

The rest is ready if they ask.

Don't make somebody sort through a whole folder before they've agreed to work with you.

RELEVANCE MAKES THE OFFER CLEAR

Choose the business.

Make the relevant work.

Show them what it is.

Even a polished message can miss the obvious thing the buyer cares about.

EVERY DAY

I see an overemphasis on one generic pitch.

FOR EXAMPLE

Same portable speaker.

One ad for a camping trip.

Another ad for a beach day.

Same product. Different customer situation.

WOULD YOU RATHER HAVE…

One service offered to one kind of business…

Or one service with several specific ways to use it?

WHAT WOULD WORK LIKE THIS BE WORTH?

ONE PRODUCT. MORE THAN ONE ANGLE.

Camping trip Beach day

Backyard party Working in the garage

Travel A gift for a music lover

Different situations—not tested ad winners.

DON'T IGNORE ALL THESE

Specific pieces of work a business could use
While you're chasing one big, vague agency deal.

LISTEN…

A business might not need a whole agency.

It might need a product video for one particular offer.

Find the specific thing you can make.

$1,486.50 PER MONTH

Example goal

Project price – production costs = contribution

How much work would that goal require?

JUST COMPARE

Camping → Show the speaker in a tent

Beach → Show it beside the beach bag

Garage → Show it during a project

Backyard → Show it at the party

Travel → Show it packed for the trip

Five possible angles. Choose from actual product facts.

DON'T NEGLECT THE WORK

Businesses are already advertising.

Look at the actual business behind the ad.

What does it need made?

META'S ADVERTISING REVENUE

2025: $196.175 billion

Up 22% from 2024

Reported by Meta Platforms, Inc.

Advertising spend—not outsourced creative fees.

MARK'S WORKED EXAMPLE

One main product

One relevant sample

Another version for another customer situation

A specific project instead of a whole marketing department.

Fictional planning example.

DEAN'S WORKED EXAMPLE

One part-time helper

A business owner doing much of the work

A clear piece of creative with a defined scope

Something he can understand and evaluate.

Fictional planning example.

QUESTION

Are you getting excited about this opportunity?

And we haven't even covered the best part yet!

THE PROCESS

Select [✓]

Make [✓]

Pitch [✓]

Deliver

THIS IS WHERE THE WORK BECOMES A PAID SERVICE

GOOD NEWS

There's more than one way to put the work in front of a business and agree on a first project.

#1: THE SAMPLE!

THE SAMPLE STARTS THE CONVERSATION

Stefano looks at the work for his product.

Then the conversation is about what else he needs made.

Fictional worked example—not an actual client quote.

#2: A SMALL PAID PILOT

What would make the first project easy to say yes to?

One short video. A clear price. A clear delivery date.

The scope gets smaller with the price.

HELEN'S WORKED EXAMPLE

One product

One fifteen-second vertical video

Three openings

One round of revisions

A small project both sides can understand.

Fictional planning example.

THE FIRST PROJECT

Agree → Get inputs → Make → Review

Revise → Approve → Hand over

Then discuss the next specific thing you could make.

JEREMY'S WORKED EXAMPLE

He starts by looking at the sample.

The project is one product video.

Scope and inputs are agreed before production.

Fictional planning example.

GET THE INPUTS

Approved product photos

Product facts

Brand assets

Buyer and offer

Permission to use the material

MAKE THE FIRST VERSION

Follow the brief.

Keep the product accurate.

Give the opening a reason to be there.

Show the work in the agreed format.

REVIEW THE WORK

Does it say what the brief requires?

Are the product facts correct?

Is the message clear?

Does it fit the delivery format?

FINISH THE APPROVED VERSION

Record the requested changes.

Make the changes included in the scope.

Confirm the approved version.

Deliver that version.

THE NEXT PROJECT

Another opening

Another customer situation

Another format

Plan the capacity before agreeing to make more.

A SMALL PILOT ISN'T THE ONLY WAY!

CHRIS'S WORKED EXAMPLE

He already wants the complete pack.
He looks at the sample and the full-price scope.
Offer the complete project when that's what the business needs.
Fictional planning example.

#3: ADVERTISE YOUR SERVICE

SHOW THE WORK. SHOW THE OFFER.

Sample → Defined service → Clear next step

Put advertising spend into the project economics.

A view is not an order.

THREE DIFFERENT THINGS

Who looked?

Who asked about it?

Who bought a project?

Record them separately.

FIVE $300 PILOTS

5 × $300 = $1,500 in sales

Before subtracting production or acquisition costs.

Worked arithmetic—not actual orders.

TWO COMPLETE PACKS

2 × ($1,495 – $300 pilot credit)

= $2,390 in additional sales

Worked arithmetic—not an observed upgrade rate.

$3,890 TOTAL SALES

$1,500 + $2,390 = $3,890

Then subtract the cost of all the work.

Sales are not profit.

Conditional worked example.

#4: WORK WITH A PARTNER

WHO ALREADY WORKS WITH THESE BUSINESSES?

A designer

A web developer

An agency

Someone who has the relationship and needs the creative made.

AGREE ON THE WORK

Who talks to the client?

Who makes the creative?

Who reviews it?

Who gets paid what?

Put the responsibilities in writing.

COMBINATION

The sample. The pilot. Your own advertising. A partner.

You can combine approaches.

Keep the work and the costs clear.

ONE PROJECT → THE NEXT

Make the first piece of work.

Deliver it properly.

Discuss the next specific piece the buyer needs.

Not an automatic repeat order.

DOCUMENT WHAT YOU LEARN

Which offer did you make?

What did the business decide?

How long did the work take?

What would you change next time?

PLUS IT'S YOUR SERVICE

Your work. Your process. Your client relationships.
Something you can document and improve.

BUILD SOMETHING YOU CAN HAND OVER

Briefs

Production instructions

Review standards

Delivery records

Clear responsibilities

BUILD ON THE NEXT PROJECT

The skill. The process. The client relationship.
Keep what makes the next project better.

QUESTION

Isn't it time to stop just watching what AI can do
and learn to make something a business can use?

WHILE YOU'RE SAVING ANOTHER TOOL...

The business still needs an ad made.

A product shown.

An offer explained.

A piece of work delivered.

AND COLLECTING ANOTHER IDEA...

You still need the brief.

The sample.

The offer.

The conversation.

BUSINESSES ARE ALREADY ADVERTISING

Meta advertising revenue

2024: $160.633 billion

2025: $196.175 billion

Reported company revenue—not student results.

THE ACTUAL WORK

Research → Brief → Outline → Production → Review

Then the offer, the pitch and the delivery.

AI & PRODUCTION

Use AI to help make the work.

Keep the product facts and the judgment human.

A generated first version is a starting point.

WITH A CREATIVE SERVICE

You can make digital work for a business without manufacturing the product it sells.

WITH A CREATIVE SERVICE

One production skill can serve more than one product.

Start with the specific work you can make well.

THE PROJECT NUMBERS

Price	Costs	Contribution
$1,495	$695	$800
$1,250	$550	$700
$750	$250	$500

Worked assumptions; before tax and unallocated overhead.

WITH A CREATIVE SERVICE

Make the first project small enough to produce, review and deliver.

WHAT WE'VE WORKED THROUGH

A sample

A scoped first project

A price with the costs counted

A clear handoff

Examples of a process—not customer earnings.

BEST OF ALL

You can look at the work.

The brief, the outline, the sample and the revisions.

Not just somebody telling you it works.

THE BRIEF

Product: portable Bluetooth speaker

Buyer: people taking music on camping trips

Message: take your music along

Proof: approved product facts only

Worked example.

THE OUTLINE

Hook → Situation → Product → Demonstration → Next step

Each part has a job.

Worked example.

THE SCRIPT

Packing for the weekend?

Bring the music, too.

Show the speaker packed beside the camping gear.

See the product details.

Illustrative concept; check against the real product before use.

THE REVIEW

Product stays accurate

No invented specification

No invented customer quote

Opening and next step are clear

Correct format

THE DELIVERY

Approved version

Final files

Usage permissions

Scope completed

A record of the handoff

AND...

Once you've made the first piece,
you can work through another angle, another format, another offer.

ANOTHER OPENING

Your packing list is missing something.

Show the speaker beside the packed bag.

Same product. Different entrance.

Illustrative concept—not a tested winner.

ANOTHER SITUATION

A beach day.
Show the speaker with the approved beach-use material.
Use only situations the product can actually support.
Illustrative concept.

ANOTHER FORMAT

The same message as a static image.

One clear product.

One clear line.

One clear next step.

Illustrative concept.

ANOTHER PIECE OF WORK

Keep the approved product material.

Change the opening for a reason.

Explain what the new version is trying to do.

A REPEATABLE PROCESS

Research → Brief → Make → Review → Deliver

Use what you learned on the next project.

The process repeats; results still have to be earned.

NOW IT'S YOUR TURN BECAUSE...

You can learn the steps.

You can practice the work.

You can look at what you made and improve it.

HOWEVER

There are concerns.

Let's talk about those concerns in the time we have left.

CONCERNS

Can you put these pieces together
without trying to figure out every step from scratch?

CONCERNS

The research, production, offer and delivery have to connect.

That's what the training and resources are built around.

AS YOU CAN IMAGINE

This is an investment in learning a service.

The question is what you'll do with the training and resources.

THE REALITY

If you could see your first finished creative pack in front of you…
The brief. The sample. The service offer.
What would having the process to make it be worth to you?

THE REALITY

You know the steps now.

What would stop you from taking the first one?

THE REALITY

IT CAN BE BOILED DOWN TO A SINGLE WORD

BELIEF

BELIEF

You don't believe the process.

“Does this actually make sense?”

Look at the work you've seen.

Or is it something more?

BELIEF

You don't believe in yourself.

You understand the steps. But can YOU do them?

That's a different question.

BELIEF

I want you to have time to use the process
before making the final decision about the training.

WHY?

To put a skill and a service in your hands.

YOUR OWN SERVICE

YOUR OWN SERVICE

Something you can make, pitch and deliver.

Start with the first piece of work.

THE DEAL

The AI Ad Operator

Make it. Pitch it. Deliver it.

THE AI AD OPERATOR

Research → Outline → Production → Review

Offer → Prospect → Pitch → Delivery

THE AI AD OPERATOR

One connected process.

The work you make and the service you put around it.

THE AI AD OPERATOR

Build the first sample pack.

Define the first offer.

Prepare the first pitch.

Know what happens after somebody says yes.

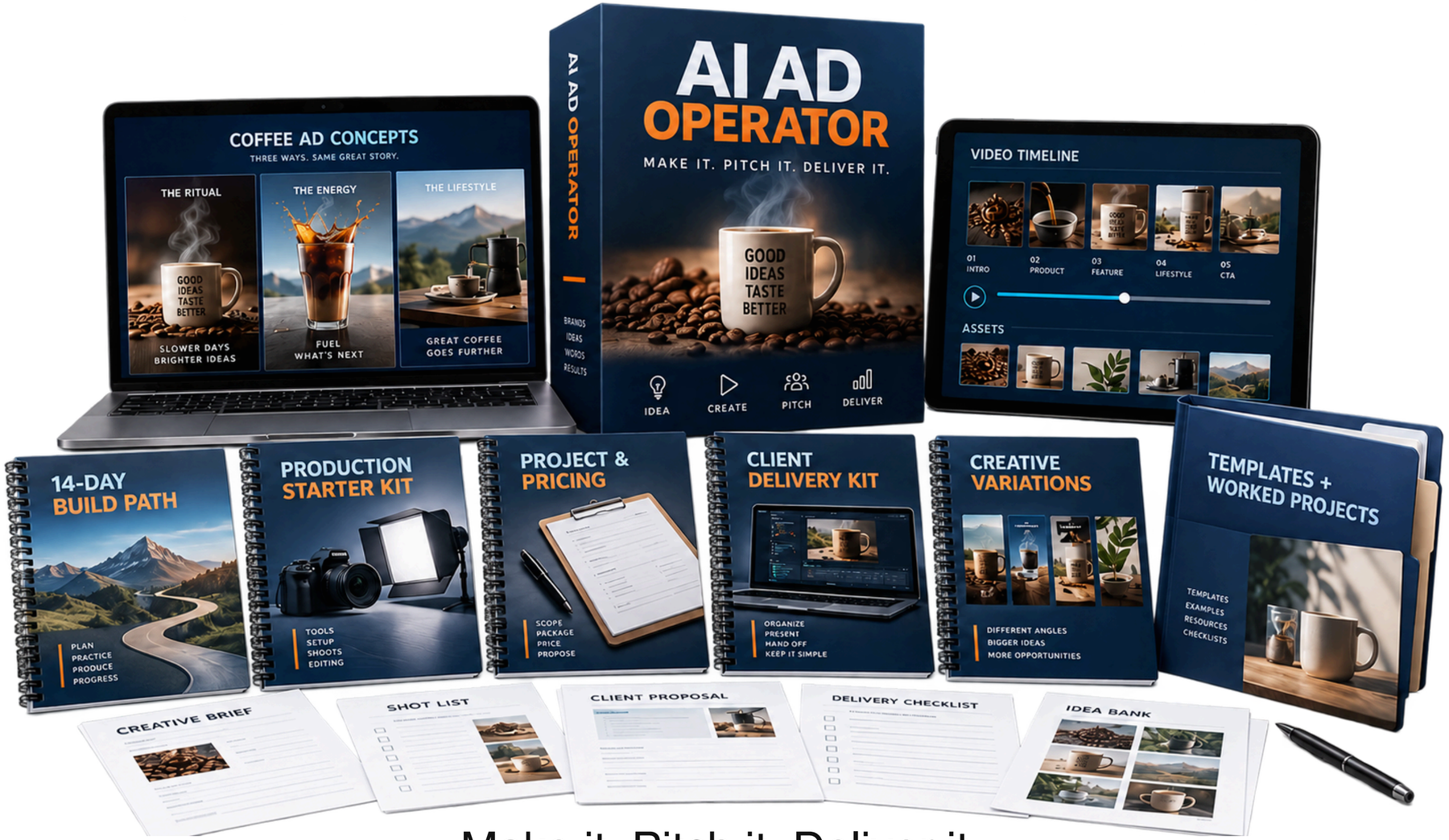
THE AI AD OPERATOR

Not a pile of unrelated tools.

The steps and resources connect to the actual job.

MAKE IT.
PITCH IT.
DELIVER IT.

THE AI AD OPERATOR



Make it. Pitch it. Deliver it.

makeadsforclients.com

THE AI AD OPERATOR

First, let's get the investment out of the way.

$495. One payment.

One complete program.

THE AI AD OPERATOR

Try the training. Put it to work.

Then decide with the 30-day money-back guarantee.

THE DECISION

Keep saving another tool, another video, another idea…

Or put the process together and make the first sample.

SOMETHING YOU CAN SHOW

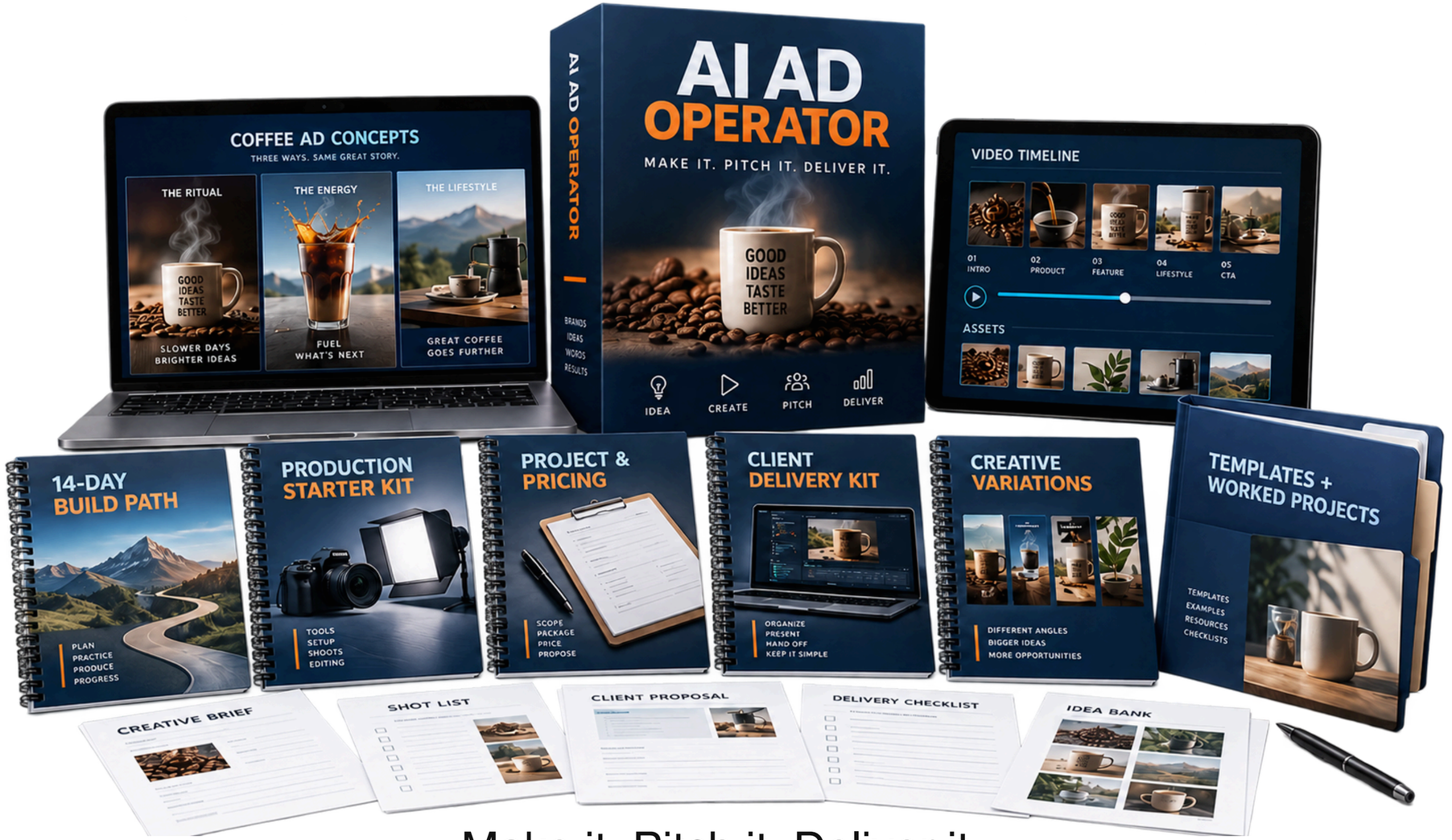
One business.

One relevant brief.

One finished piece of work.

A starting point for a service—not a promised client.

LOOK AT THE FULL PACKAGE



Make it. Pitch it. Deliver it.

makeadsforclients.com

BONUS #1: YOUR 14-DAY BUILD PATH

The brief. The outline. The sample. The review.

The offer. The pitch. The delivery.

A self-paced plan—move through it at your pace.

YOUR FIRST FOUR DAYS

Day 1: choose the service

Day 2: research the business and buyer

Day 3: write the brief

Day 4: make the outline

THEN MAKE THE WORK

Day 5: first script and shot plan

Day 6: first production

Day 7: review the sample

Day 8: revise and finish

NOW PUT A SERVICE AROUND IT

Day 9: define the deliverables

Day 10: count the costs and choose the price

Day 11: research suitable prospects

THEN PREPARE THE PITCH

Day 12: sample link and first line

Day 13: proposal and discovery questions

Day 14: delivery checklist and handoff

THE NEXT PIECE IS IN FRONT OF YOU

Brief → Outline → Script → Shots

Production → Review → Revision

The work moves forward one step at a time.

KEEP THE WORK

The brief you used

The first version

What you changed

The finished sample

Evidence of your practice—not an income forecast.

A SERVICE YOU CAN EXPLAIN

What you make

Who it's for

What's included

What the business sends you

What you deliver

A PROJECT YOU CAN FULFILL

Scope

Inputs

Review

Revisions

Approved files

Handoff

FROM THE FIRST BRIEF TO THE FINAL FILE

You can see how each decision turns into the next piece of work.

BONUSES

In addition to the build path…

The resources for doing the work, pricing it and delivering it.

BONUS #2: FEEDBACK ON THE WORK

Bring the brief. The outline. The sample.

What do I change? Why? What next?

Proposed weekly shared clinic for the first 30 days; final schedule at enrollment.

FOR EXAMPLE

THREE REASONS TO WANT COFFEE

The first quiet cup.
The next idea.
One more conversation.



Fictional brands · actual authored practice creative

A taste…

The product is clear.

The customer situation is clear.

The reason to watch is clear.

A taste…

The opening fits the actual offer.

The body follows through.

The next step is easy to understand.

A taste…

Remove a claim the product can't support.

Keep the strongest actual reason to buy.

A taste…

Don't add a new angle by changing random words.

Go back to the buyer and the brief.

A taste…

One change. One reason.

You can explain what the new version is trying to do.

A taste…

The review produces a specific next edit.

Then get back to making the work.

BEFORE → AFTER

“AI-powered marketing solutions”

↓

“One 15-second product video with three openings”

The business can see what it's being offered.

MAKE THE NEXT VERSION BETTER

Brief → Sample → Review → Specific change

Keep the reason for the change with the work.

THE AI AD OPERATOR

1. Your 14-day build path
2. Shared feedback clinic

BONUS #3: PRODUCTION STARTER KIT

Never put an ad project together before?

Start with the brief, outline, script and shot plan.

Then take the work through the review checklist.

THE BRIEF

Product · Buyer · Offer

Message · Proof · Inputs

Rights · Format · Review owner

THE SHOT PLAN

Opening → Product → Demonstration → Next step

What does each shot show?

Where does the material come from?

What must stay accurate?

THE AI AD OPERATOR

1. Your 14-day build path
2. Shared feedback clinic
3. Production starter kit

BONUS #4: PROJECT & PRICING WORKSHEET

Time. Tools. Revisions. Price.

See the costs before deciding what to charge.

THE AMOUNT YOU KEEP

Client price – project costs

Count your production and review labor.

Contribution is before tax and unallocated overhead.

THE PROJECT SCOPE

How many ads?

Which formats?

How many openings?

How many revision rounds?

Scope changes the cost.

COMPARE THE PRICES

Price $1,495 – costs $695 = $800

Price $1,250 – costs $550 = $700

Lower prices don't automatically produce more projects.

Worked assumptions.

COUNT ACQUISITION COSTS

Ads, research and sales time belong in the calculation.

Record what it takes to acquire the project—not just to edit it.

PLAN THE CAPACITY

Production hours

Review hours

Revision allowance

Available hours

Don't sell work you haven't planned to deliver.

COMPARE WHAT HAPPENED

Planned hours → Actual hours

Planned costs → Actual costs

Quoted scope → Delivered scope

Use the difference on the next quote.

INCLUDE THE REVIEW

Who approves?

How many rounds?

When is feedback due?

What counts as new work?

USE IT FOR THE NEXT PROJECT

Keep the worksheet.

Change the actual inputs.

See what the new scope does to the price and time.

THE AI AD OPERATOR

1. Your 14-day build path
2. Shared feedback clinic
3. Production starter kit
4. Project & pricing worksheet

BONUS #5: PROSPECT RESEARCH WORKSHEET

What does the business sell?

Who buys it?

What creative does it already use?

What specific sample could you make for it?

THE AI AD OPERATOR

1. Your 14-day build path
2. Shared feedback clinic
3. Production starter kit
4. Project & pricing worksheet
5. Prospect research worksheet

BONUS #6: WORKED PROJECTS

The brief. The outline. The first version.

The review. The changes. The finished files.

See the path—not just the finished thing.

THE PROJECTS YOU CAN WORK THROUGH

Product image pack

Short product video

Alternate openings

Service offer

Sample-led pitch

Delivery handoff

THE AI AD OPERATOR

1. Your 14-day build path
2. Shared feedback clinic
3. Production starter kit
4. Project & pricing worksheet
5. Prospect research worksheet
6. Worked projects

BONUS #7: CLIENT DELIVERY KIT

Scope. Inputs. Review. Revisions. Handoff.

Know what happens after somebody says yes.

PLUS!

PROPOSAL & FOLLOW-UP TEMPLATES

Show the sample.

Explain the service.

Ask for a clear next step.

Read and adapt the message for the actual business.

THE PROPOSAL

What you'll make

What's included

What the client provides

Price and payment

Review and delivery dates

AFTER DELIVERY

What did they like about the finished work?

What do they need made next?

Make the next conversation specific.

THE AI AD OPERATOR

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2. Shared feedback clinic
3. Production starter kit
4. Project & pricing worksheet
5. Prospect research worksheet
6. Worked projects
7. Client delivery kit + proposal & follow-up templates

BONUS #8: CREATIVE VARIATION PLAYBOOK

Different hook. Different example. Different objection.

One decision at a time.

Go back to the buyer and the brief.

MAKE THE VARIATION DELIBERATE

A different opening.

A different buyer situation.

A different reason to want the product.

Choose the change before you make the variation.

THE AI AD OPERATOR

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3. Production starter kit
4. Project & pricing worksheet
5. Prospect research worksheet
6. Worked projects
7. Client delivery kit + proposal & follow-up templates
8. Creative variation playbook

BONUS #9: REVISION TRACKER

Which version is current?

What changed?

What still needs a decision?

Which version is approved for delivery?

THE APPROVED VERSION → THE DELIVERED FILE

Match the tracker to the delivery checklist.

Finish the right version. Hand over the right files.

THE AI AD OPERATOR

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8. Creative variation playbook
9. Revision tracker

BONUS #10: CUSTOMER-LANGUAGE RESEARCH

Why do people buy?
What do they love?
What do they complain about?
What words do they use?

LOOK AT THE ACTUAL LANGUAGE

What made them want it?

What were they tired of?

What nearly stopped them buying?

WHAT DID THE CUSTOMER SAY?

Look for the moment.

The problem.

The reason they chose it.

TURN THE LANGUAGE INTO THE BRIEF

A person.

A moment.

A reason to buy.

Connect it to something the product actually does.

OH, AND THIS...

KEEP THE RESEARCH

Keep the useful buyer language.

Keep the review it came from.

Bring the situation into the brief.

The next ad starts with something real to work with.

THE AI AD OPERATOR

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9. Revision tracker
10. Customer-language research

BONUS #11: PROJECT SCOREBOARD

The business.

The sample.

The conversation.

The proposal.

The work to deliver.

Know the next step for each project.

KNOW WHERE THE WORK STANDS

Sample finished? Show the work.

Interested business? Have the conversation.

Project agreed? Make what you promised.

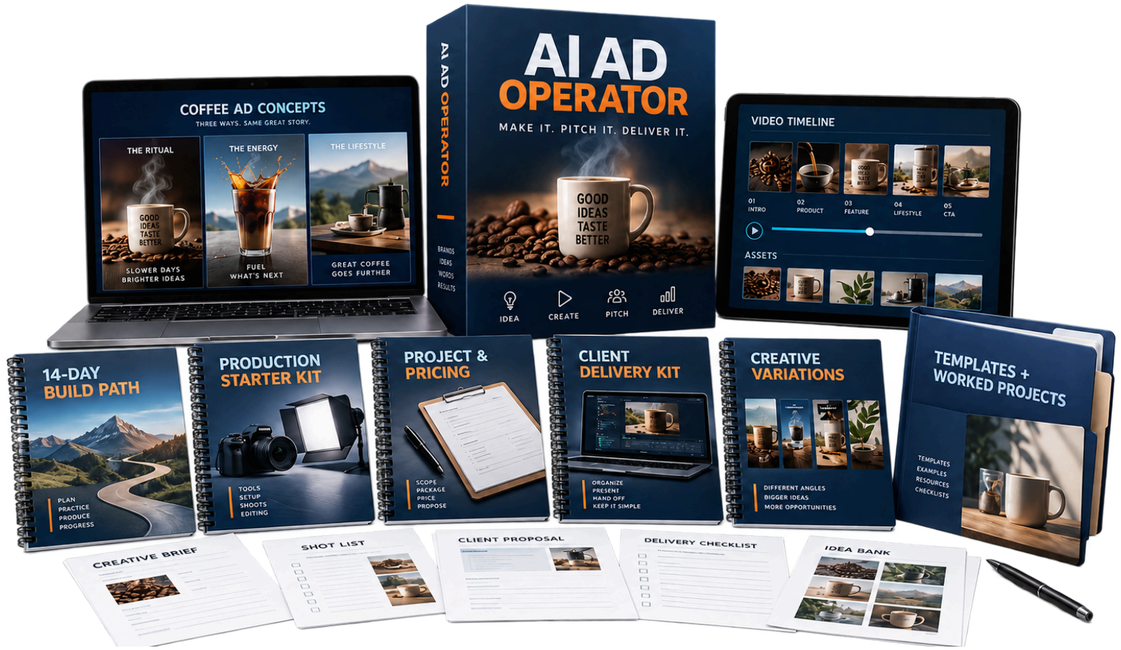
Select. Make. Pitch. Deliver.

THE AI AD OPERATOR

CORE TRAINING + ALL 11 RESOURCES
1. Your 14-day build path
2. Shared feedback clinic
3. Production starter kit
4. Project & pricing worksheet
5. Prospect research worksheet
6. Worked projects
7. Client delivery kit + proposal & follow-up templates
8. Creative variation playbook
9. Revision tracker
10. Customer-language research
11. Project scoreboard

$495 · ONE PAYMENT
30-DAY MONEY-BACK GUARANTEE

Join at makeadsforclients.com



NOW…

Look at how the pieces fit.

The research connects to the brief.

The brief connects to the sample.

The sample connects to the service and the pitch.

GUARANTEE

Try the training for 30 days.

Decide after using it.

30-DAY MONEY-BACK GUARANTEE

30-DAY MONEY-BACK GUARANTEE

Get the training and resources. Put them to work.

If you decide it isn't for you, request a refund within 30 days.

No client or earnings threshold.

30-DAY MONEY-BACK GUARANTEE

THE FULL $495 BACK

No completion threshold. No income threshold.

Training purchase only; tools and time are separate.

THE CONDITIONS

Request your refund within 30 days of purchase.

No need to qualify by getting a client or earning an income.

Full terms and refund contact provided before enrollment.

LOOK AT THE FULL PACKAGE

The core training

The build path

The practical resources

The complete $495 package

WHEN YOU GET STARTED...

The training

The project resources

The delivery process

THE TRAINING

Research · Brief · Outline · Production · Review

Offer · Prospect · Pitch · Delivery

THE PROJECT RESOURCES

Worksheets

Templates

Worked examples

Checklists

Use each resource on the actual task.

THE DELIVERY PROCESS

Scope → Inputs → Make → Review → Revise → Approve → Handoff

FEEDBACK ON THE WORK

What were you trying to do?

What did you make?

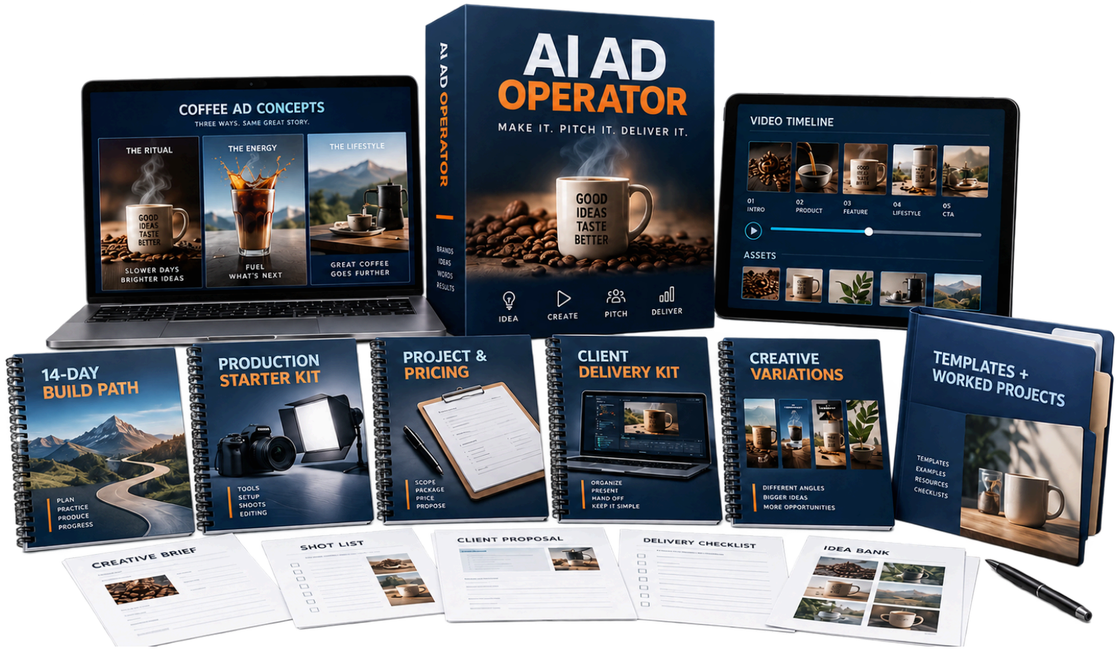
Where does it need to improve?

Keep the question connected to the work.

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WHAT IT TAKES TO DO IT RIGHT

Make Ads For Clients

THE WHOLE INVESTMENT

Training: $495. One payment.

Production tools: choose and price before starting

Specialist help: optional, project-dependent

Your practice and production time

Do not budget income before you've earned it.

IMPORTANT!

You bring the desire.

Then you bring the work.

Use the process instead of waiting for the perfect moment.

TIME?

It's not just how much time you have.

It's what you do with the time you have.

CONSIDER



Daniel

Worked example · Day 27

First $1,500 project. After production costs, this one evening project is worth more than a week of take-home pay at my job.

FICTIONAL WORKED EXAMPLE

Illustration — not a customer testimonial or earnings record.



PROJECT SUMMARY

4 creative packs
$6,000 gross invoiced
4 weeks

Illustrative figures; before costs

RYAN: Full-time job. You come home. How much time goes into the service?

MARCUS: More at the beginning. I had to learn the tools, make the first pack and talk to businesses. Now I use the same brief, scope and delivery checklist. An evening for the pack. Another block for the conversations. I still do the work. I don't invent the whole business again.

FICTIONAL WORKED EXAMPLE

Invented people, dialogue and figures — not actual client proof.



Eric

Worked example

Ten-hour days at my job. Three creative packs delivered around it. Now I have something else I know how to sell.

PROJECT SUMMARY	
Project 1	$1,500
Project 2	$1,500
Project 3	$1,500
Gross invoiced	**$4,500**

Before software, production costs and tax.

FICTIONAL WORKED EXAMPLE

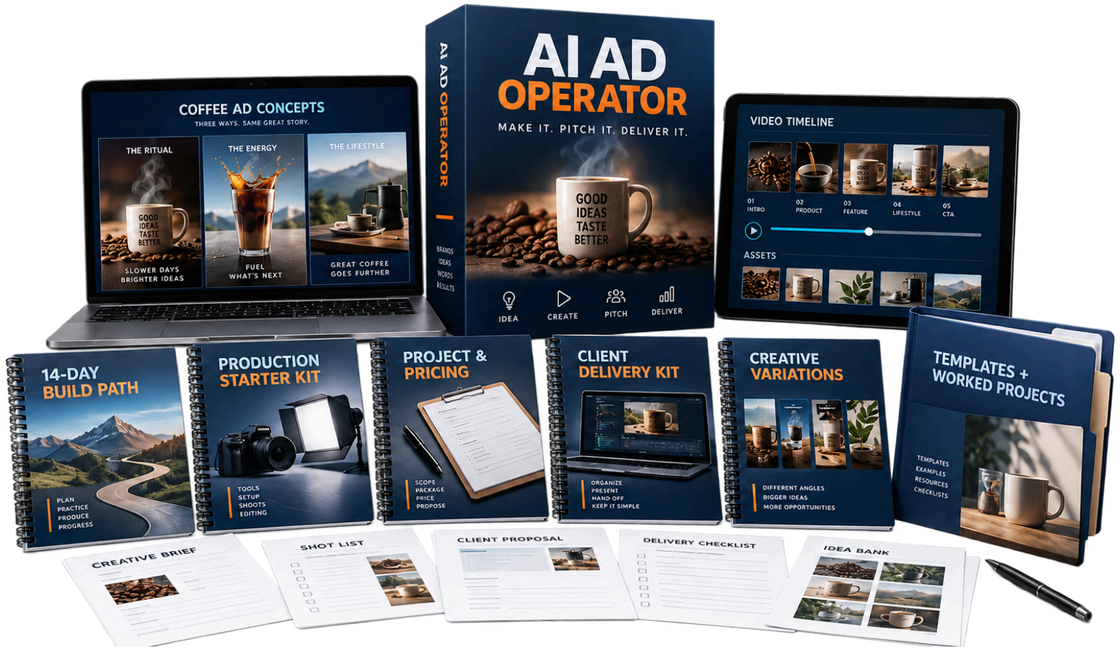
Invented scenario — not a testimonial or earnings record.

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USE THE TRAINING

Watch the relevant step.

Do a piece of work.

Keep it.

Then continue.

HERE'S WHAT I WORRY ABOUT

You can understand a process

and still never start.

What will you have made six months from now?

PICTURE THIS

You see the opportunity.

You think, “I could do that.”

You put it aside.

Six months later, the first sample is still ahead of you.

Hypothetical—not a customer story.

MY WORRY

If you want to learn the service,
don't keep leaving the first step for another day.

AND WHEN YOU GET STUCK...

Look at what you're trying to do.

Look at what you made.

Find the next specific thing to improve.

THEN DO THE NEXT PIECE

Revise the brief.

Change the opening.

Fix the product detail.

Make the work clearer.

Progress you can actually inspect.

YOUR NEXT QUESTION

What's included?

What tools will I need?

How does access work?

What support is included?

Use the contact option on the page.

THE STORY BEHIND THIS WORK

The first version isn't the whole story.

Keep the brief, the changes and the finished version.

That's how you see what the process did.

KEEP THE QUESTION SPECIFIC

What are you trying to make?

Where are you stuck?

What have you tried?

Show the work with the question.

ALSO…

The resources are there to work together.

Not to sit in another folder.

Use them on the next piece of work.

COUNT THE COSTS

Time + Tools + Production + Review + Revisions

Then compare them with the price.

Keep the project worksheet with the actual work.

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