"Ad Compliance Copy SOPs: Deliver the Service Like a Pro"

📄 SOP #1: Client Intake & Review Process

🧠 Goal: Gather platform-safe info and know what to look for

Steps:

1. Send the client **Intake Form Template** or use **Client Intake GPT**

2. Review responses and highlight:

   - Key benefits they want to promote

   - Risky areas (weight loss, income, fear-based messaging, etc.)

3. Confirm with client what *must* stay in the ad vs. what can be adjusted

Tools to use:
✅ Client Intake Assistant GPT

📄 **SOP #2: Ad Audit & Rewrite Using GPTs**

🧠 Goal: Analyze and clean the full ad copy safely

Steps:

1. Paste the original ad copy into **Copy Clinic GPT**

2. Review the flagged areas and GPT's rewrite suggestions

3. Make any final manual tweaks for voice/tone

   ✅ A short summary of "What We Changed and Why"

📄 SOP #3: Client Communication Template (Delivery Email/Message)

Here's a sample delivery message to send to your buyers.

Subject: Your Ad Compliance Review + Rewrite

Hi [Client Name],

Attached is your revised ad copy, optimized for both performance and platform safety. I've included a summary of what was changed and why, so you know how to keep your messaging aligned with ad policy going forward.

Let me know if you'd like help with future ads or full campaign audits.

— [Your Name]
Ad Compliance Copy Pro

📄 SOP #4: Legal & Ethical Boundaries

🧠 Goal: Protect themselves and maintain platform trust

Best Practices:

- Never promise that an ad *will* be approved—only that it's optimized for compliance

- Avoid making edits that reintroduce risky claims, even if the client insists

- Always include a disclaimer in deliverables:

    ⚠️ *"This copy has been revised using ad compliance best practices, but final approval is always determined by the platform. Please ensure all claims are truthful and supported."*