

## **“Client Intake Form – Ad Compliance Edition”**

Ask the following questions from your potential client to onboard them for your Facebook ad Services...

- 1- What product or service are you advertising?
- 2- What's your target audience? (Avoid personal attributes like age, health, etc.)
- 3- What's the primary benefit or outcome?
- 4- Do you have an existing ad you'd like reviewed?
- 5- What tone would you like your ad to have? (Friendly, urgent, expert, casual, etc.)
- 6- Is there anything specific you want to avoid saying in your ad?

7- Have you had ads rejected before? If yes, what was the reason?

8 - What is the landing page url to send traffic to.?