Facebook lead ads checklist

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- ☐ Work out gross profit per customer, after costs.
- ☐ Write down your close rate: leads that become customers.
- ☐ Break-even cost per lead = profit x close rate.
- ☐ Pick a form: instant (volume), instant (higher intent) or website form.
- ☐ Check the Meta pixel or Conversions API sends each lead.
- ☐ Call new leads back within 1 hour.
- ☐ Mark each lead in a sheet: booked, customer, or lost.
- ☐ After 2 weeks, compare cost per customer, not cost per lead.
- ☐ Add the management fee to see your all-in cost.
- ☐ Stress test: can you still profit if cost per lead rises 30%?

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