



The Coach School

Bonus:
*How to Get Started
with Ads*

ALLI WORTHINGTON



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How to Get Started with Ads

Ads work well when you take into account where your perfect person is spending his or her time online. For instance, an executive coach may want to focus her energy on LinkedIn ads, while a health coach or life coach may want to test multiple ad platforms. Like everything in business, the more you test, the better results you get.

When you are ready to start running ads as part of your funnel you have two choices: learn it yourself or hire an expert. Your time and budget will make the decision for you here.

If you want to learn to run your own ads, we recommend learning directly from the companies you will be running ads with. These companies make it easy because they want you to learn quickly and spend your ad budget with them! Learn more using the links below.

► *Do it Yourself*

- [Facebook and Instagram ads](#)
- [Pinterest ads](#)
- [Google ads](#)
- [LinkedIn ads](#)

► *Hire an Expert*

We recommend starting with a service provider on Upwork or Fiverr to set up your ad campaigns for you if you choose to hire an expert.

Notes:
