

EDIT & LAUNCH ADS:

CUT SMART, POST FAST, AND START COLLECTING DATA

A VIDEO ISN'T DONE WHEN IT'S FILMED —
IT'S DONE WHEN IT'S PUBLISHED AND PERFORMING.

EDIT & LAUNCH

INSTRUCTIONS:

Today's the payoff.
You'll trim, caption, export, and launch the
three short-form ads you filmed yesterday.

Keep it simple: clean edits, tight pacing, and
crystal-clear calls to action.
Your goal is to go from camera roll → live ads
in under 90 minutes.

THE GUIDE:

STEP 1:

Pick Your Best Take

Fill in the blank:

The take that felt most authentic
and energetic is _____.

Example: "Hook #2, Take 3."

STEP 2:

Trim Dead Seconds

- ☐ Cut the first 1–2 seconds
before you start speaking.
- ☐ Remove "ums," restarts,
and any long pauses.
- ☐ Keep final length **under
30 seconds**.

STEP 3:

Add Captions

Multiple choice:

- ☐ CapCut (auto-captions)
- ☐ Submagic / Subtitle Edit
- ☐ Manual in Premiere or
Descript

Make text large and readable on
mobile (avoid top and bottom UI
zones).

STEP 4:

Add Visual Cues

Fill in the blank:

While editing, I'll add
_____ to keep attention.

Example: "emoji arrows, zoom
punches, or highlight boxes on key
words."

STEP 5:

Overlay CTA Text

Fill in the blank:

At the end of each video, my
CTA text will read:
"_____."

Example: "Book your free strategy
session today."

STEP 6:

Export Settings

- ☐ 1080×1920 vertical
- ☐ H.264 .mp4 format
- ☐ File name =
HookX_Final.mp4

STEP 7:

Upload to Platform(s)

Platforms to choose:

- ☐ Meta (Reels Ads)
- ☐ TikTok Ads Manager
- ☐ YouTube Shorts

Budget recommendation: \$10
per day per creative for 5 days
(\$150 total test).

STEP 8:

Set Up Targeting & Tracking

- ☐ Target broad (18+,
English, interest stack if
needed).
- ☐ Add UTM links to track
clicks
(utm_campaign=Hook1,
etc.).
- ☐ Double-check pixel or
event tracking if installed.

STEP 9:

Record Your Metrics Daily

Use this sheet to track
performance for 5 days:

STEP 10:

Decide Your Winner

Fill in the blank:

The best-performing ad is
_____ because
_____.

Example: "Hook #3 — it had the
highest CTR and comment rate."

Tracking Sheet:

Ad Name	Hook Type	3-Sec View %	Hold %	CTR %	Leads	Notes
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Example: Hook1 — Pain Story — 80 % view, 1.6 % CTR = winner.

Why It's Important:

Ads don't work because they're pretty — they work
because they ship. You can't improve what isn't live.
Publishing creates data, data creates clarity, clarity
creates sales.

Your ads are live.

Now watch the numbers, **find
the winner, and double down.**

Need help scaling the winning ad into a full
lead system? Book a free strategy session:

square1grp.com/brainstormsession