Meta Ads Made Affordable

November 11, 2026
Explore approaches to running Meta advertising with a limited budget, including campaign planning, audience choices, ad formats and performance review. The collection pairs the book with exercises and resources for planning and testing campaigns.

Multivariate Testing Impementation Playbook

November 11, 2026
A guide to planning and monitoring multivariate advertising tests.

Performance Max Asset Creation

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Organize creative assets for Google Performance Max campaigns.

Performance Max Campaign Launch

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A guide to preparing and launching a Google Performance Max campaign.

Performance Max Troubleshooting Protocol

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A troubleshooting guide for reviewing common Performance Max campaign problems.

Psychology of 5-Star Google Reviews

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An introduction to customer experience and the habits that support honest, useful Google review requests.

Scroll-Stopping Content System

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A guide to developing content openings designed to earn audience attention.

Setup Your First A/B Test

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Prepare a first advertising A/B test with a clearer hypothesis and measurement plan.

Strategic Test Element Selection

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Prioritize advertising test ideas by potential impact, risk and available resources.

Strategic YouTube Campaign Creator

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A guide to planning a YouTube advertising campaign around an audience and objective.

Testing Data Analysis Framework

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A framework for turning advertising test data into useful business decisions.

Trust Signal Implementation Framework

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A guide to choosing and placing trust signals in a marketing or sales experience.

Ultimate Negative Review Response Framework

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Prepare thoughtful responses to negative customer reviews.

Visual Social Proof Revolution

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A guide to using customer images as visual social proof.