5-Second Formula

November 11, 2026
A short guide to opening a video or message with an attention-focused hook.

Ad Copy A/B Testing

November 11, 2026
An introduction to testing variations of advertising copy.

Ad Copy Value That Converts

November 11, 2026
A guide to expressing an offer’s value in advertising messages.

Ad Platform Selection Framework

November 11, 2026
Compare advertising platforms against your audience, goals and operating capacity.

Benchmarking for Better Ads

November 11, 2026
Set advertising benchmarks using your own campaign data and a regular review process.

Create Converting Ads on TikTok

November 11, 2026
Plan TikTok ad creative around the opening hook, sound and visual structure.

Custom Audience in Meta Ads

November 11, 2026
Explore how to organize and test Meta Custom Audiences for advertising campaigns.

First-Time Ad Test Setup

November 11, 2026
A starting framework for planning and measuring a first advertising test.

Google Search Ads Unlocked

November 11, 2026
Explore the building blocks of Google Search advertising, from keyword research and match types to writing ads and organizing campaigns. The collection combines the book with guides, exercises and planning resources for evaluating and refining search campaigns.

Headline Construction Framework

November 11, 2026
A guide to constructing advertising headlines around a clear message.

High-Performing Paid Marketing Strategy

November 11, 2026
A planning framework for choosing paid-ad audiences, creative, platforms, and ways to evaluate campaigns.

LinkedIn Ad Testing Framework

November 11, 2026
Bring a repeatable testing process to LinkedIn advertising.

LinkedIn Lead Form Optimization

November 11, 2026
Review LinkedIn lead forms with attention to the information requested and the follow-up process.

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

November 11, 2026
Organize creative assets for Google Performance Max campaigns.