

Dollar-a-Day Strategy

****Please save this workbook to the desktop on your computer.
This way your progress will be saved correctly as you complete each section.****

Use Dennis Yu's 3x3 grid of "greatest hits" to map out which 9 videos you can start with.

If you've already published video posts on Facebook that could fit (either organic video posts or video ads you can re-use), then put those into your 3x3 grid to start. If you don't have 9 videos that fit, then this exercise will help you identify which types of video ads you'll need to create.

How to Use This Worksheet

Use the grid below to fill in where already have videos ("Currently exists"), and identify content gaps where you need new videos ("Need to create"). **Don't worry about having a perfect 3x3 grid to start with;** if you have 9 videos that generally work within these categories, use those to start, and then test.

Remember:

- Your **awareness videos** should help users identify a need, and realize that your business can potentially fulfill that need.
- Your **engagement videos** should help users evaluate why your offer is best positioned to give them the solution they need.
- Your **conversion videos** should be product/service-focused, and help users actually BUY from you.

What's next? Once you've filled in your 3x3 grid, you will have identified any gaps in your video content where you need to create new videos to use as ads. When you have all your videos ready, you can set up the appropriate targeting in the Facebook Ads Manager and set up your ad sequences by following the directions in our video lesson.



Your 3x3 Grid of "Greatest Hits"

<p>AWARENESS</p>	<p style="text-align: center;">Video 1</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 2</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 3</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>
<p>ENGAGEMENT</p>	<p style="text-align: center;">Video 4</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 5</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 6</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>
<p>CONVERSION</p>	<p style="text-align: center;">Video 7</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 8</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>	<p style="text-align: center;">Video 9</p> <p><input type="checkbox"/> Existing post <input type="checkbox"/> Need to create</p> <p>Title:</p>

