

GIVEAWAY CHEAT SHEET

IDEAL CLIENT DESCRIPTION

3 GIFT IDEAS

1. _____

2. _____

3. _____

Notes:

WHAT YOU'LL USE

kingsumo.com

[Facebook.com](https://facebook.com)

instagram.com

anywhere else your ideal
client hangs out...

AD STRATEGIES

Pick your budget

Pick how long you'll run the ad for

Pick your audience

- *over 1k following do a lookalike audience*
- *under 1k following and you'll have to target your ideal client*

Run the ad

Where to share

Facebook

instagram

your current email list

your website

Constantly promote the giveaway
everywhere.