



Pause Ad Profits

Client Profit Quick-Start Guide

A practical path from PAP Agency owner to paid client service

PAP CLIENT PROFIT KIT

Purpose of this kit

Use these materials to package Pause Ad Profits as a professional service for businesses, creators, coaches, software sellers, affiliate marketers, course owners, and other video users. The templates save setup time, but you remain responsible for the offer you make, the work you perform, and the claims you communicate.

The Simple PAP Client-Service Model

A client already has one or more videos. Your job is to identify useful pause moments, create relevant pause ads, install PAP through standard embed code or a hosted iframe player, test the experience, and report the results. You are selling a conversion-support service - not guaranteed sales or income.

1. Find a business that uses video on sales pages, training pages, webinars, product demos, course pages, or lead-generation pages.
2. Audit one important video and identify three to five pause-ad opportunities.
3. Recommend a clear package with defined videos, campaigns, ads, revisions, and support.
4. Collect the client information and approvals using the onboarding questionnaire.
5. Build, install, test, launch, and report the PAP campaign using the checklists and tracker.

The Best First Offer

Start with a fixed-price setup for one video. It is easier to explain, easier to deliver, and easier for a client to approve than a broad monthly marketing contract.

Offer	Suggested Scope	Suggested Price
PAP Starter Setup	1 video, 1 campaign, up to 3 ads, installation guidance, testing, one revision round	\$97-\$197 one-time
Conversion Boost Setup	Up to 3 videos, up to 3 campaigns, up to 9 ads, custom copy and creative, launch report	\$197-\$397 one-time
Managed PAP Service	Monthly ad refreshes, monitoring, report, and recommendations	\$99-\$299 per month

Pricing reminder

These are positioning examples, not promises of what any buyer will earn. Adjust prices for your market, experience, workload, creative requirements, and level of technical access.

Your Seven-Day First-Client Plan

Day	Action
1	Choose one market and make a list of 20 businesses using video.
2	Review the pages and identify five strong audit prospects.
3	Send the short audit outreach email or direct message.
4	Complete one sample audit and send two follow-ups.
5	Offer the PAP Starter Setup with a specific scope and price.
6	Use the proposal and onboarding templates with interested prospects.
7	Follow up, answer questions, and book the first setup.

Recommended Client Workflow

- Discovery: confirm the video, page, offer, audience, and desired action.
- Proposal: define the exact deliverables, price, revisions, access requirements, and timeline.
- Onboarding: collect URLs, brand assets, CTA links, platform details, and approvals.
- Build: create the PAP campaign and ads under your Agency account.
- Install: use the standard PAP embed or hosted iframe player that fits the client page builder.
- Quality assurance: test desktop, phone, fullscreen, links, resume controls, and approved domains.
- Launch: document the live page and starting configuration.
- Report: summarize overlay displays, clicks, CTR, top ads, observations, and next actions.

Boundaries That Protect You

- Never promise a specific number of leads, sales, clicks, or revenue.
- Require the client to approve ad claims, links, branding, and compliance language.
- State how many revisions are included and what counts as out-of-scope work.
- Do not share your PAP login or redistribute PAP software access.
- Keep client credentials secure and remove access when the project ends.
- Use a written agreement appropriate for your location and business.

Important

The documents and sample clauses in this kit are business templates, not legal, tax, or financial advice. Have a qualified professional review your agreements when needed.