



1

1. Facebook ads
2. Tools, tolls and trolls.
3. To AI or not to AI, that is the question?

Photologo.co
<https://photologo.co>









Canva
canva.com

2

Facebook ads

- Boost a post- Business accounts
- Create a completely new one
- Make sure your graphic is appropriately sized, not just a book cover. (Canva)
- Make sure you know what you want your goal to be.
- My goal is to draw interest to my two children's historical fiction books AND to let readers know a teacher's guide is now available.



3



Click on
Boost a Post

4

Boost post

Goal
What results would you like from this ad?

Automatic - Get more calls NO

We have selected the Get more calls goal based on your past activity.

[Change](#)

Button

Button label
Call now

US+1

Request a callback

Receive callback requests via Messenger ☐

Ad text
Run an ad with the existing text or also add multiple text variations to allow Meta to show different versions of your ad when we predict that it can improve performance. Our AI tools make it simple and easy for you to generate and use multiple text variations. By using the variations you agree to the [Terms of Use](#).

Existing text

Here's a quick link to purchase:
Fast as the wind: <https://www.amazon.com/dp/B0BNNYL9NG>
Bloomers on Pike's Peak: <https://www.amazon.com/dp/B0DKTVV9CD>

Ad preview

Clarissa Willis -author, consultant, educator
Sponsored

Here's a quick link to purchase:
Fast as the wind:
<https://www.amazon.com/dp/B0BNNYL9NG>
Bloomers on Pike's Peak:
<https://www.amazon.com/dp/B0DKTVV9CD>

Explore the old west with historical fiction for children

Resource guides for parents, teachers and librarians now available at solanderpress.com

Available at Amazon and other online retailers.

DIALS +1 (336) 407-9098

Clarissa Willis -author, consultant, educator

[Like](#) [Comment](#) [Share](#)

[See all previews](#)

5

Boost post

Goal
What results would you like from this ad?

Get more engagement

Show your ad to people who are likely to react, comment and share.

[Change](#)

Button

Button label
No button

YES

Additional contact method
Help customers contact you after they open your website from your ad on Facebook or Instagram.

Help customers reach you
Now customers can easily start a conversation with you after they open your website from your ad.

Contact method
None

YES

Ad preview

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[See all previews](#)

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Existing text

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 Bloomers on Pike's Peak: <https://www.amazon.com/dp/B0DKTVV9CD>


Text generation  

Variation 1 • [Regenerate](#)

BREAKING: Two Must-Have Books!

"Fast as the Wind" - a thrilling tale of adventure!
 "Bloomers on Pike's Peak" - a heartwarming story of love and growth.

Get your copies now and escape into a world of wonder! Click to purchase:
<https://www.amazon.com/dp/B0BNNYL9NG>
<https://www.amazon.com/dp/B0DKTVV9CD>



7

Variation 2 • [Regenerate](#)



BREAKING: 2 Must-Have Items Just Dropped!

Get ready to soar with "Fast as the Wind" - a game-changer!
 Or, stand tall on Pike's Peak in style with our Bloomers collection!

Shop now and experience the thrill!
<https://www.amazon.com/dp/B0BNNYL9NG>
<https://www.amazon.com/dp/B0DKTVV9CD>

Variation 3 • [Regenerate](#)

BREAKING NEWS!
 Get ready to soar!
 "Fast as the Wind" and "Bloomers on Pike's Peak" are now available!
 Grab your copies today: <https://www.amazon.com/dp/B0BNNYL9NG> |
<https://www.amazon.com/dp/B0DKTVV9CD>

8

Edit Advantage+ audience [X]

When using audience targeting such as gender or interests, you can only target people over 18. [Learn more](#)

Locations ⓘ

Locations
Type to add more locations

United States
[United States X](#)

Detailed targeting ⓘ

Detailed targeting [Browse](#) →

Suggested for you

Teacher-librarian + History + Elementary Teacher +

American History + Education and Libraries +

Parents with early school-age children (06-08 years) +

For advanced targeting features, go to [Ads Manager](#).

[Cancel](#) [Save Audience](#)

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Audience ⓘ

Who should see your ad?

Advantage+ audience ☒

Let our ad technology automatically find your audience and adjust over time to reach more people who are likely to respond to your ad. [Learn more](#)

Audience details ⓘ

Location: United States

Minimum age: 18

People who match: School: Elementary Teacher, Field of study: American History, Job title: Teacher-librarian, Industry: Education and Libraries, Parents: Parents with early school-age children (06-08 years)

Advantage+ audience: On

People you choose through targeting ☐

People who like your Page ☐

People who like your Page and people similar to them ☐

Writers and Authors ☐

Writers and Authors ☐

[Create new](#)

10

Duration

Days
6

−

+

End date
May 10, 2025

Budget

Estimated 709 - 2K **Accounts Center accounts** reached per day

\$ 40.00

\$6.00

\$500.00

Similar businesses typically spend \$48.00 and are able to get 246 post engagement.

Placements

Recommended

Advantage+ placements

Let us maximize your budget across Facebook, Messenger, Instagram and Meta Audience Network to help show your ad to more people.

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Estimated daily results

Accounts Center accounts reached

709 - 2K

Payment summary

Your ad will run for 6 days.

Total budget

\$40.00 USD

Total amount

\$40.00 USD

We use data about you and your ad account to provide you with ads billing and spending options.
[Learn more](#)

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Ad in review

Recommended Next Steps

Your ad is being created
We'll let you know if it meets [Meta Advertising Standards](#) in 24 hours or less. You can also get updates in Ad Center.

Status	In review
Goal	Get more post engagement
Total budget	\$40.00 USD
Your ad will run for 5 days.	
Total amount	\$40.00 USD
Payment method	MasterCard • 3602

Get more people to interact with your Page
Reaching 1,000 Page likes may help potential customers stay up to date with your business and posts. Try creating an ad with the goal of "Promote your Page" to get more people to like your Page.

[Promote your Page](#)

[Go to Ad Center](#)

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How to make a short link <https://kdp.amazon.com>

Click here

kindle | direct publishing | **Bookshelf** | Reports | Community | Marketing

The Elephant in the Room: A Guide t...
By Chrissy Hightower-Willis

Kindle eBook
LIVE ✓
Submitted on March 29, 2025
\$0.99 USD
View on Amazon ✓
ASIN: B0F2ZK2DDG

Paperback
LIVE ✓
Submitted on March 30, 2025
\$4.99 USD
View on Amazon ✓
ASIN: 1966675011

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[+ Create hardcover](#) [Link existing hardcover](#)

[Why offer multiple formats?](#)

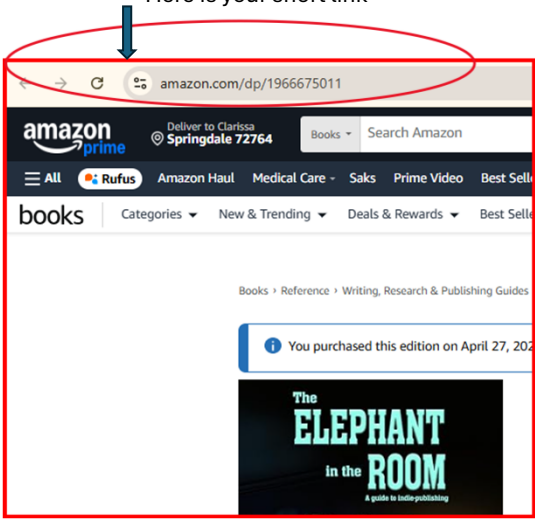
https://kdp.amazon.com/en_US/bookshelf

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You get this in the dropdown menu

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- [NL](#)
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- [SE](#)
- [JP](#)
- [CA](#)
- [AU](#)

Here is your short link



The screenshot shows the Amazon Prime website for the book 'The Elephant in the Room' by Jane Friedman. A red box highlights the browser's address bar, which contains the short link 'amazon.com/dp/1966675011'. A blue arrow points from the text 'Here is your short link' to this address bar. The page also shows the Amazon Prime logo, delivery location (Springdale 72764), and a notification that the user purchased the edition on April 27, 2025.

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Autocrit
autocrit.com

Grammarly
<https://app.grammarly.com/>

Good Resource
<https://blog.reedsy.com/writing-tools/>

Jane Friedman
<https://janefriedman.com/the-bottom-line-janes-publishing-industry-newsletter/>

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ARTIFICIAL INTELLIGENCE

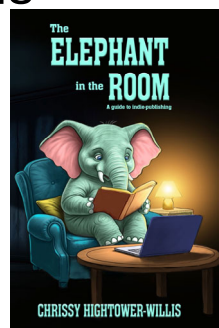
<https://sintra.ai/>



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Author Websites (Not Recommendations)

1. Turtulia <https://authors.tertulia.com>
2. Webware ai <https://www.webware.ai>
3. Books.by



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