

Same War, *New Weapons*

Learn the war once. Relearn the weapons as often as you need.

THE WAR • STAYS

Right person, right moment, right offer. Measured honestly.

THE WEAPONS • CHANGE

Platforms, features, settings. A new one most quarters.

The War (principle)	The Weapons (tactic)
Win before you spend	Fix structure, targeting, offer, and tracking before budget goes up.
Protect the downside	Spread budget across tested angles. Cap the unproven. Scale what earns it.
Do not reinforce defeat	Pause weak segments. Move that budget to what converts.
People change slower than platforms	Put real effort into the offer and creative, not only the settings.
Watch the unseen risk	Verify tracking. Clean attribution. Count what actually happened.

BEFORE YOU RAISE BUDGET

- ☐ Conversion tracking fires and is verified
- ☐ Offer is clear and worth the click
- ☐ Structure and match types are tight
- ☐ A test budget cap is set
- ☐ You know which metric means success

New tool? Ask one thing first: weapon or war? Almost always a weapon. Your strategy still holds.