

# A GUIDE TO CREATING A FACEBOOK AD ACCOUNT FOR INDIVIDUAL OWNER ADVERTISING IN 6 STEPS

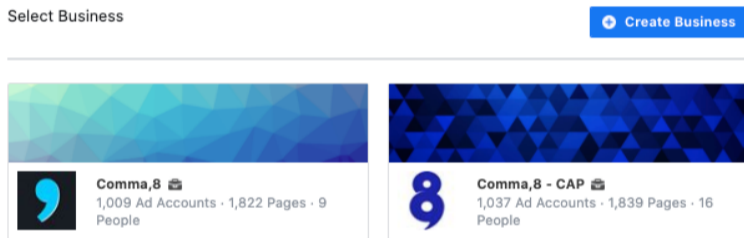
The California Consumer Privacy Act (CCPA) and other privacy laws currently enforced in Massachusetts, New York, Hawaii, Maryland, North Dakota with similar proposals in nearly 20 states nationwide enhance privacy rights and consumer protection but will impact the way leads are collected and transferred into your ClubReady account.

## Creating Your Own Ad Account

For you to run your advertising, we require you to have an individual advertising account on Facebook. Your own ad account is essential. It allows you to maintain custody of your data as well as establish a payment method. The individual account additionally enables your brand to provide reporting and analysis of your efforts.

### 1. Create a "Business:"

Navigate to <https://business.facebook.com/create> and click "Create Business." Follow the prompts and fill out the information about your studio.



### 2. Create a Default/Primary Page:

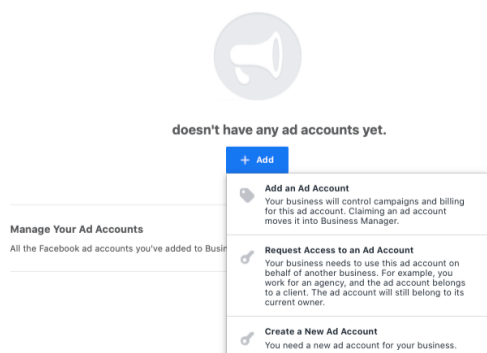
Your newly created business manager will need a primary or default page prior to requesting access from your actual location's page. Follow the steps [HERE](#) in order to complete (sound on).

#### A Primary Page is Required

Your business needs a primary Page to request access to Pages, ad accounts and other assets that belong to another business. They will verify your business through your primary Page. Your primary Page should be the Facebook Page that best represents the business you work for.

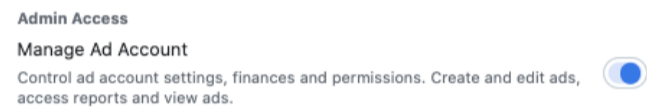
### 3. Create an Ad Account:

Once your business is created, navigate to <https://business.facebook.com/settings/ad-accounts/> (click on the company you just created). Click 'Add' and select "Create a New Ad Account" and follow the prompts.



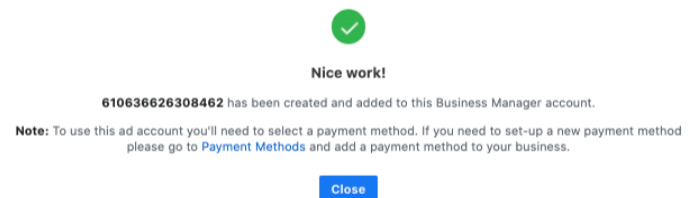
### 4. Assign Yourself Permissions

As you follow the prompts to create an account, you will be asked to assign permissions. Be sure to assign yourself and any members of your team the Manage permission.



### 5. Copy Your ID and Add to the Request

The ID generated should be included in your individual owner request access form. It's also available in other user interface elements, so you can always come back and get it later. After complete, be sure to set a payment method which is available in the left-hand navigation and in the success messaging.



### 6. Add Xponential & Comma,8 As Partners

To be granted access to the routing tools, we need to establish a "Partnership" with your new Business Account. Go to <https://business.facebook.com/settings/partners/> and click "Add," Give a Partner Access to Your Assets, and share your business and new ad account with these Business Manager IDs: 2440164992904003, 507935926354186, 203647950668054 (add one at a time).

