

FACEBOOK PROFILE BRANDING CHECKLIST

In any business that you are building, you are selling yourself. **People are much more concerned with YOU, than they are about your business.** It does not matter if you have the best business in the world, if you don't successfully position yourself as an authority in your niche, you will struggle.

If people don't know you, like you or trust you, they won't do business with you.

Where do you start? Your Facebook profile! Let's turn it into an asset for you and your business. The minute your profile gives you credibility, likability and provokes curiosity, you are on your way to attracting prospects for your business!

Visibility + Credibility = Profitability

1. Upload Your Best Photo

- ☐ Is it a headshot of you?
- ☐ Are you smiling?
- ☐ Can we tell it's you? (avoid group pictures)
- ☐ Is it high-quality? (avoid blurry low quality pictures)

3. Fill out your about section in a way that gives you credibility and provokes curiosity

- ☐ Create a catchy intro (describe the essence of you in a few sentences)
- ☐ Create a position like: President at "Your Last Name" Marketing, Inc
- ☐ Don't list your XYZ Business and ruin the movie

"If someone can figure out what XYZ business you are in within a few minutes of landing on your profile, you're doing it wrong." – John Melton



2. Upload a cover photo that's branded to you, not your business

- ☐ Your favorite vacation pic
- ☐ You and your family
- ☐ You having fun
- ☐ Your hobby – your brand
- ☐ Canva.com is a great free tool to help you create it



4. Make sure your profile is public

- ☐ Make it easy for people to find and follow your public posts
- ☐ Facebook lets you select the privacy of each post you create so you can still keep certain posts to only your friends if you want
- ☐ Click on the "Triangle" in the top right corner, choose "Settings", then "Public Posts" and set "Who Can Follow Me" on "Public"

5. Run Your Timeline like a TV Channel

- ☐ The fastest way for you to become an authority is by teaching
- ☐ People seek information before they make a buying decision
- ☐ Follow the 15-7 Facebook Posting Method
- ☐ Be excited! Be consistent! Go LIVE!
- ☐ Disclaimer: Attraction marketing is awesome but it's passive. Be sure to do your prospecting activities daily.

