



ONBOARDING

OPTIMIZING YOUR SOCIAL MEDIA PROFILES

OBJECTIVE: To understand the importance of your profile's appearance so that you can make adjustments in order to attract more clients and turn your page into a working sales funnel.

Steps to optimize your profiles:

- Decide if you want to have a Business Account or Personal Account.
- Change your privacy settings so that all of your content is "Public" and accessible to everyone.
- Remove any pictures from your profile that may not be professional or appropriate for your business.
- Choose a professional looking profile picture and cover photo (for Facebook).
- Create a username as close as possible to your real name and change the name-field to your profession so that you are easier to find.
- Use bullet-points in your BIO explaining clearly what it is you do. (Use Emoji's to make it more appealing and to save space.) Add a CTA (Call-to-Action) to your BIO so anyone who comes across your page knows how they can reach your services.
- Add a URL to your website or for a free offer, like booking a call.
- Utilize Highlight-Reels to give people more insight into your life or some of the services that you offer.

