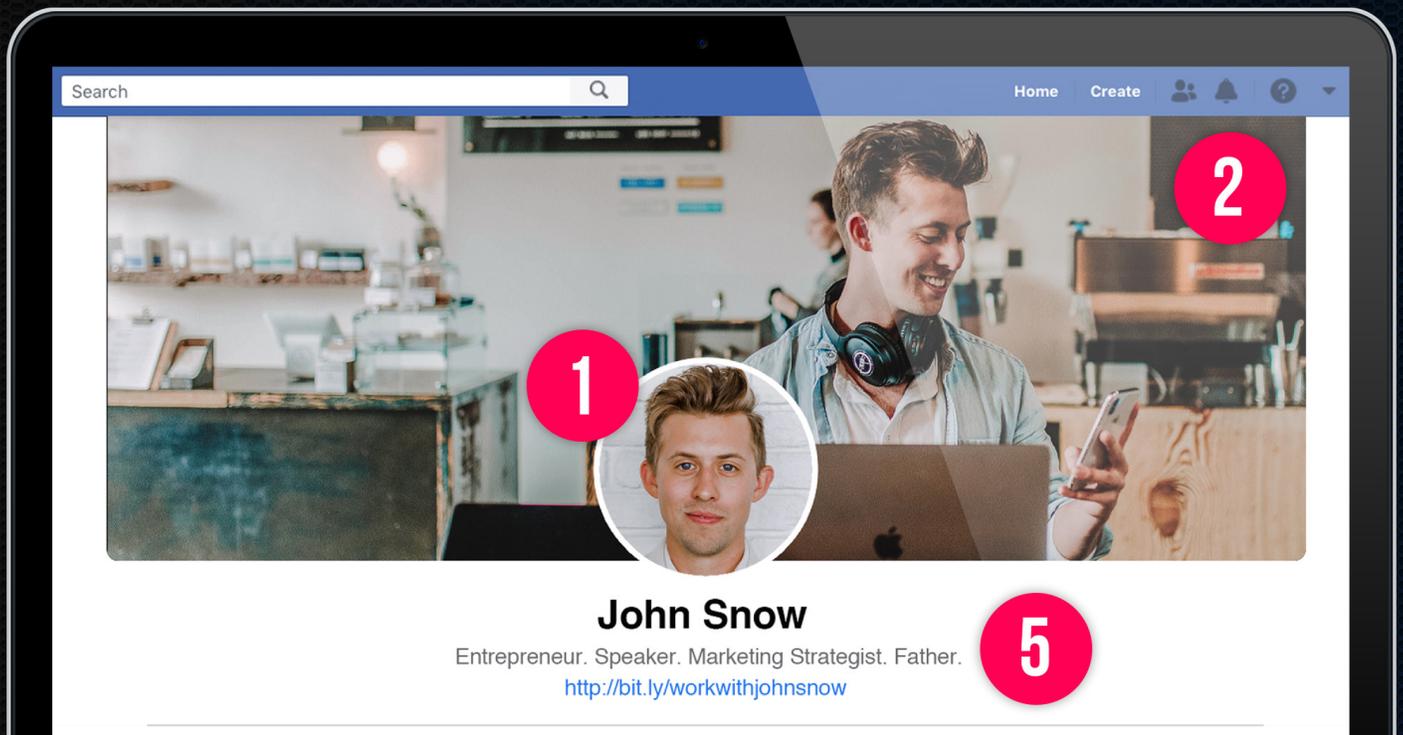




PROFILE PROFITS

C H E A T S H E E T

5 SHOCKINGLY EFFECTIVE TIPS TO TURN YOUR SOCIAL MEDIA PROFILE INTO A LEAD-GENERATING & SALES CONVERTING MACHINE



PROFILE PROFITS CHEATSHEET

Your Facebook Profile can be a powerful tool for you to grow any business on social media IF you use it correctly and with the right strategy. Unfortunately most new social media marketers make many BIG mistakes that actually drive people away from them before they even have a chance to get to know them. PLUS, they miss out on many powerful tools, features and “real-estate” opportunities that can help you get more leads and make more sales.

Here are 5 Missed “Pieces of Real Estate” in your Facebook profile that most marketers completely miss out on and how to optimize them to **turn your social media into a powerful lead generation and sales tool!**

The screenshot shows a Facebook profile for John Snow. The profile picture is a large image of a man smiling at a laptop, with a circular inset showing a close-up of his face. The profile name is John Snow, and the bio lists him as an Entrepreneur, Speaker, Marketing Strategist, and Father, with a link to his website. The navigation bar includes Timeline, About, Friends, Photos, Check-Ins, and More. The Intro section lists his business, education, location, and social media links. A recent post is visible, and a promotional banner is at the bottom.

1. Profile picture (circular inset)

2. Profile cover photo

3. Intro section

4. Bio and link

5. Promotional banner

This screenshot shows the 5 areas of your Facebook Profile we'll be working on. Refer back to this image if you are unclear what we are working on!

1

PROFILE PICTURE

Your profile picture should be updated every once in a while. Ideally this photo should be a high quality photo of just you. Never use a company logo, picture of your pet or

anything else. You should be using your Facebook profile to connect with your prospects, so a personal photo of you, looking engaging, welcoming and happy is critical.

Your cover photo should communicate a message to your ideal audience. This is an ideal piece of real-estate to use to engineer the perception your prospects and visitors will have of you. What is the first impression you want to make with your ideal audience? What message do you want to send? How

do you want to be perceived? What are the values you stand for and want to connect on with others? Are you adventurous and fun? Are you serious and professional? Are you silly and fun? Think about what will help you connect with your ideal prospects and use a photo that conveys that.

COVER PHOTO

2



PRO TIP

When you add a Profile picture or a Cover Photo Facebook actually creates a brand new post. So don't forget to use the description (text) to speak directly to your ideal audience and communicate the messaging they need to hear. This is such a powerful way to create connection and engagement with the right prospects! Don't miss out on this powerful piece of real estate! You can even use this description and have a "call-to-action" at the end!

3

THE INTRO SECTION

Don't fill in too many details here as it makes it too busy and confusing. Be strategic with the websites you add here. Don't add too many. Keep

it focused. Where do you really want to send your ideal prospects? What would be their next best step?



BONUS TIP

Workplace Description: Most people add a workplace to their Profile. But don't just add your actual current place of work. This is an ideal place to identify who you are and who you serve as an entrepreneur. Get creative, speak directly to your ideal audience and communicate what they need to hear.

PLUS: *Don't miss out on editing the description.* When you edit your intro in the left hand side of your profile, be sure to click the pencil icon beside your workplace, and add a detailed and engaging description. This description actually shows up in messenger when you connect with someone new! Don't miss out on this powerful real estate!

John Snow
Entrepreneur. Speaker. Marketing Strategist. Father.
<http://bit.ly/workwithjohnsnow>

Timeline **About** Friends 4801 Photos Archive More ▾ Edit Profile Eye Menu More

About
Overview
Work and Education
Places You've Lived
Contact and Basic Info
Family and Relationships

Work
+ Add a workplace

- Founder at Limitless Living
October 12, 2018 - Present
- Co-founder at My Lea
September 2008 - Present
- Creator and Founder at [Logo]

Annotations:
1: Points to the 'About' tab.
2: Points to the 'Work and Education' section.
3: Points to the three-dot menu for a workplace.
4: Points to the 'Edit workplace' option in the menu.



4

THE TEXT UNDER YOUR PROFILE PHOTO

This is a powerful piece of real estate so make sure you communicate an engaging message that will speak directly to your ideal audience. Make it fun and interesting to let visitors get a feel for who you are and what you stand for.

BONUS TIP

Add a URL! You can add a clickable URL link here. But never, ever use a replicated corporate website. Make sure it is either a personally branded website that represents who you are and who you serve OR a lead capture page where you are giving away valuable information that your ideal audience would love in exchange for an email address!

FEATURED PHOTOS

5

This is really valuable real estate that you should use to communicate a message visually. Choose photos that say something about who you are, who you know, who you serve,

what you do, your passions, interests, hobbies etc. Depending on the message you want to communicate to your ideal audience choose the images you show here strategically so

that they connect with who you are and want to learn more about you and what you do. You can also just add ONE photo and communicate a “call to action” to invite visitors to take the next step with you or learn more about how you can help them.

facebook.com/successwithjohnsnow
johnsnow.com



Cuz, without pay your bills
Y... See More



Example of a featured photo

ONE FINAL PRO TIP

Use these powerful real-estate opportunities during special promotions, launches and new announcements. Don't overdo it here. But when there is something special you want to let everyone know about, use these powerful features to get your message out!

CONCLUSION

There you have it! Just 5 key pieces of real-estate that most marketers are not utilizing to their fullest! If you would like to fully optimize your Facebook profile and use it to actually ATTRACT your best prospects

to you and generate high quality leads, **connect with me to schedule a custom Facebook Profile Audit & Strategy Session today!** I look forward to hearing from you soon.