



FACEBOOK PROFILE CHECKLIST

8 Ways to optimize your Facebook Profile to attract more L'BRI customers, hostesses, and potential new consultants - without being spammy!

GET FOUND ON GOOGLE

Go to **SETTINGS > PRIVACY** and answer **YES** to the question: "Do you want search engines outside of Facebook to link to your profile?" As in getting found in a Google search.

TELL YOUR STORY

Choose a cover photo that piques curiosity about your entrepreneur life. Click on the photo and complete the description to share more details.

KEEP IT REAL

Facebook's terms state that each person can have one personal profile and that your name must be the same name you use in real life.

Right: Lynn Johnson

Wrong: Lynn L'BRI Johnson

MAKE AN IMPRESSION

Say cheese and show off your personality with a profile photo that instantly attracts people to you. Avoid photos of kids, furry friends, or group photos.

GENERATE LEADS

Complete the **ABOUT** section and connect leads to you by adding your Business Page to the **WORK** tab. Include links to your L'BRI website, Facebook Group, and social media sites.

REVEAL WHO YOU ARE

Complete your **INTRO** and tell the world who you are and what you're passionate about. Add an emoji (or two) to communicate your message.

BUILD A COMMUNITY

Include a photo of you with your customers in your **Featured** photos. Click on the photo and complete the description. Invite friends to request to join your Facebook Group and **TRY L'BRI!**

PAINT A PICTURE

Create public albums and paint a picture of your L'BRI life to attract interest - and leads. Album examples: **Debut, Convention, Trip, Team Events & Making A Difference.**