

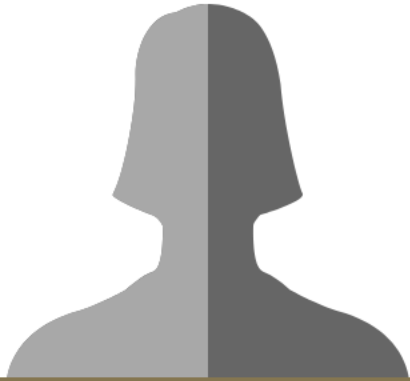


L'BRI
PURE n' NATURAL

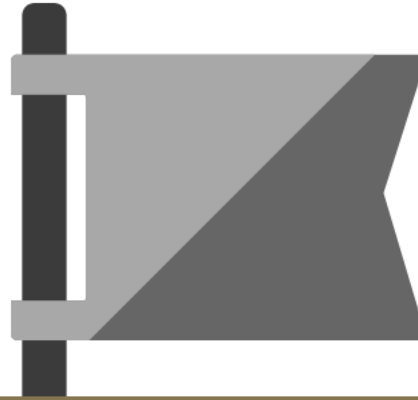
FACEBOOK SAVVY PART 1

Optimize Your Facebook Profile

Facebook explained



Profile
VOICE OF
YOU



Page
VOICE OF
YOUR BUSINESS



Group
VOICE OF YOUR
COMMUNITY

Creating a Page and Group

The image shows a Facebook profile for Lynn Bardowski. The profile picture is a circular portrait of a smiling woman with blonde hair. The cover photo shows a woman and a man sitting at a table by the water at sunset. The name 'Lynn Bardowski' is displayed below the cover photo, along with 'Update Info' and 'Activity Log' buttons. Below the name are tabs for 'Timeline', 'About', 'Friends' (3,612), 'Photos', 'Archive', and 'More'. A notification bar at the top left says '1,056 items for you to review'. The 'Intro' section describes her as a 'Mom', 'Grammy', and 'Jersey Girl' who loves empowering women in Direct Sales. A bio link says 'Follow my page for biz tips and inspiration at Million \$ Party Girl'. The 'What's on your mind?' section has options for 'Photo/Video', 'Tag Friends', and 'Feeling/Activ...'. The 'Posts' section shows 'Manage Posts' and 'List View' buttons. A dropdown menu is open on the right side of the profile, showing options: 'Your Pages' (with links to 'Million \$ Par...' (2 Messages), 'The Jewelrnyistas wit...' (8), and 'Jewelry By Lynn' (12)), 'Create Page', 'Manage Pages', 'Create Group', 'New Groups' (20+), 'Create Fundraiser', 'Create Ads', 'Manage Ads', 'Activity Log' (20+), 'News Feed Preferences', 'Settings', 'Send Money', and 'Payment History'. Four green arrows point to the dropdown menu: one to the top right corner of the profile, one to the 'Create Page' option, one to the 'Create Group' option, and one to the 'Settings' option.



5 BEST PRACTICES

Follow the 80/20 Rule

Speak in your own voice

Don't copy/paste or "borrow"

No marketing messages or links

Only tag when in the photo

Facebook Marketing Funnel



What The Algorithm Means To You

Posting graphics that look like ads or scream "marketing message" will limit your reach in the news feed.

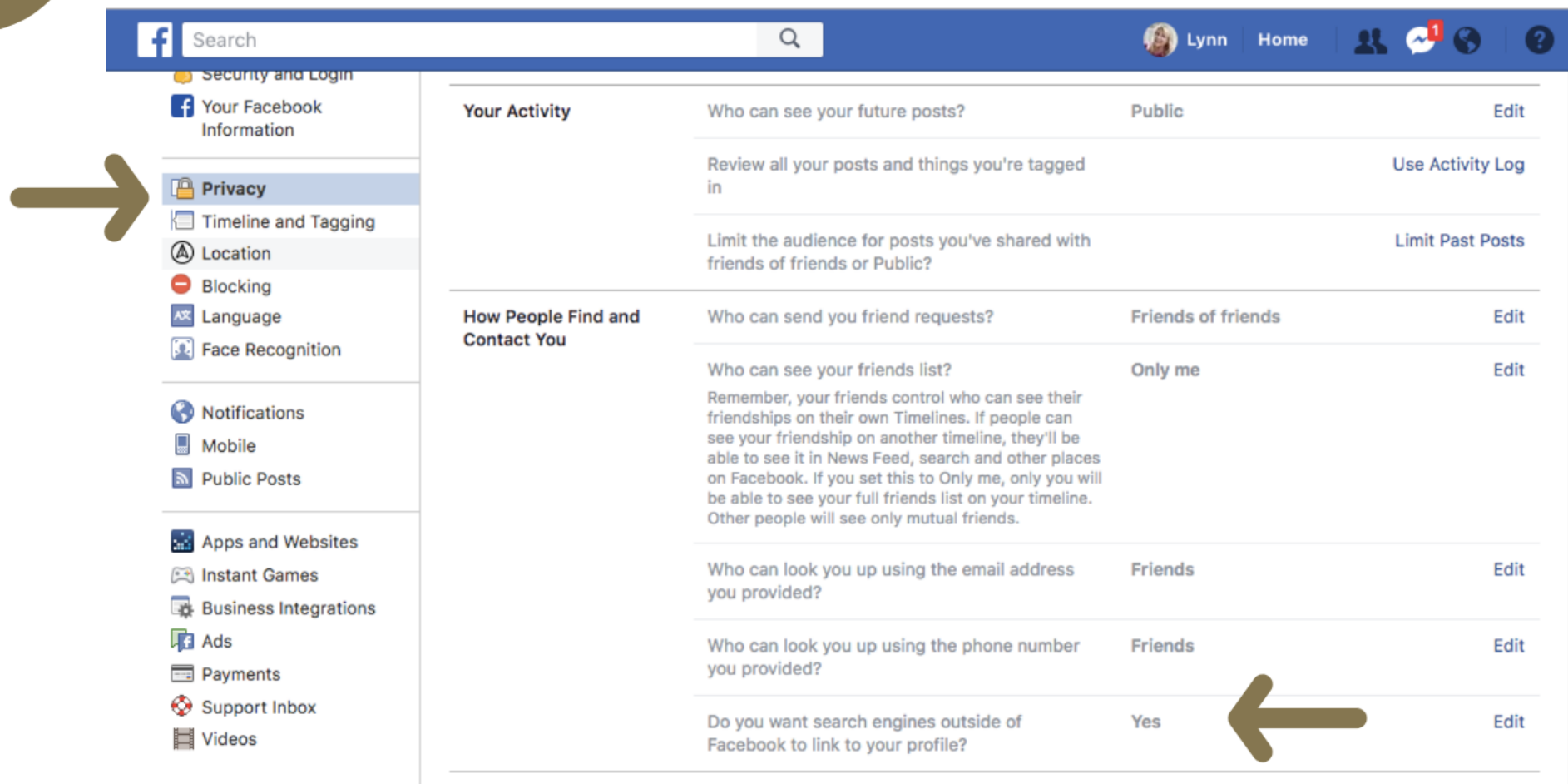
Instead, focus on creating authentic, meaningful and relevant content.

Your friends & followers will  that.



8 WAYS TO OPTIMIZE YOUR PROFILE

1 Get Found On Google



The screenshot shows the Facebook settings page for a user named Lynn. The left sidebar contains various settings categories. A large brown arrow points to the 'Privacy' option in the 'Your Facebook Information' section. The main content area is divided into two sections: 'Your Activity' and 'How People Find and Contact You'. The 'Your Activity' section has three rows of settings, each with an 'Edit' link. The 'How People Find and Contact You' section has five rows of settings, each with an 'Edit' link. A second large brown arrow points to the 'Do you want search engines outside of Facebook to link to your profile?' setting, which is currently set to 'Yes'.

Section	Setting	Current Value	Action
Your Activity	Who can see your future posts?	Public	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Limit the audience for posts you've shared with friends of friends or Public?		Limit Past Posts
How People Find and Contact You	Who can send you friend requests?	Friends of friends	Edit
	Who can see your friends list?	Only me	Edit
	Remember, your friends control who can see their friendships on their own Timelines. If people can see your friendship on another timeline, they'll be able to see it in News Feed, search and other places on Facebook. If you set this to Only me, only you will be able to see your full friends list on your timeline. Other people will see only mutual friends.		
	Who can look you up using the email address you provided?	Friends	Edit
	Who can look you up using the phone number you provided?	Friends	Edit
	Do you want search engines outside of Facebook to link to your profile?	Yes	Edit

2

Tell Your Story

Dreams come true
Family moments
Inspirational quotes



3

Use Your Real Name



Lynn Johnson



Lynn L'BRI Johnson

4 Make An Impression

Be yourself

Use a headshot

Be consistent

Build the KLT factor

Avoid logos or text



5

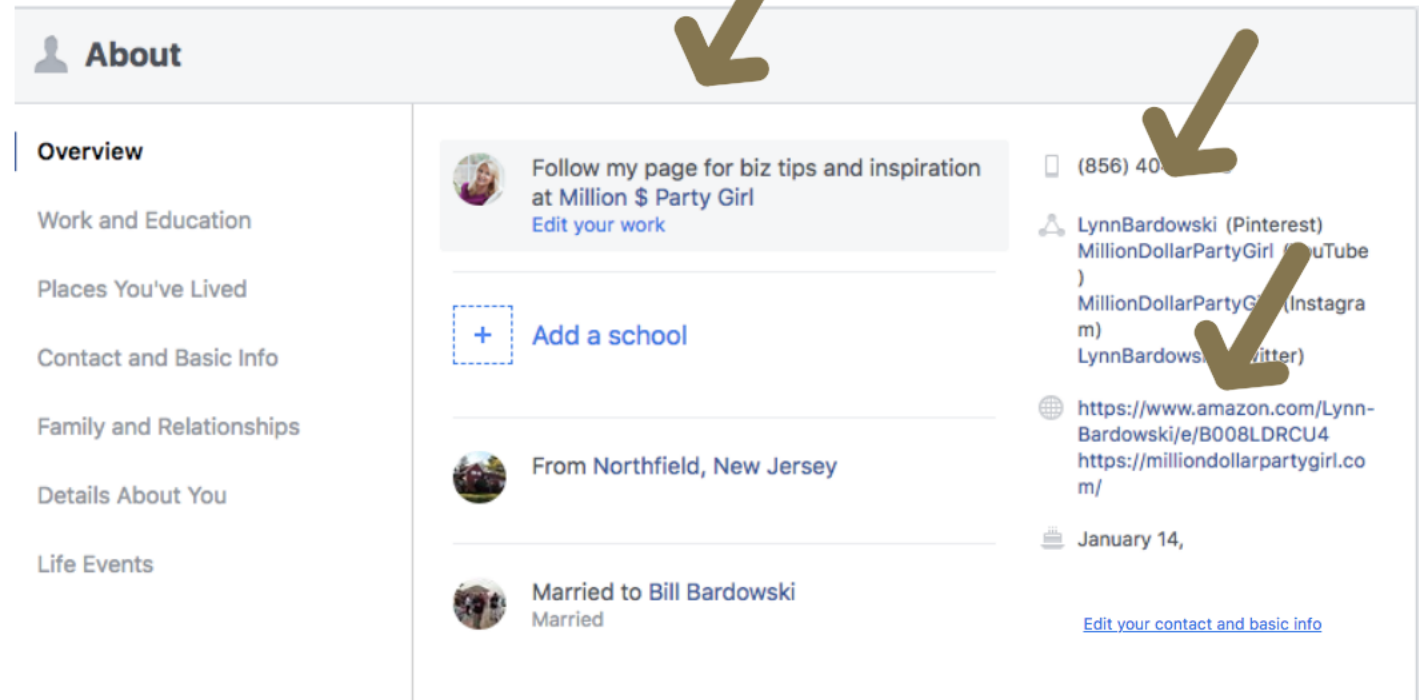
Generate Leads

Complete the About section

Work & education

Contact and basic info

Details about you



The screenshot shows a Facebook profile's 'About' section. On the left is a navigation menu with the following items: Overview, Work and Education, Places You've Lived, Contact and Basic Info, Family and Relationships, Details About You, and Life Events. The main content area on the right includes a bio with a profile picture, a 'Follow my page for biz tips and inspiration at Million \$ Party Girl' link, an 'Add a school' button, a location 'From Northfield, New Jersey', and a marital status 'Married to Bill Bardowski'. On the far right, there are links to other social media profiles (Pinterest, YouTube, Instagram, Twitter) and a website link 'https://www.amazon.com/Lynn-Bardowski/e/B008LDRCU4'. A phone number '(856) 40...' is partially visible. Three large brown arrows are overlaid on the image: one points to the 'About' header, another points to the phone number, and a third points to the social media links.

About

- Overview
- Work and Education
- Places You've Lived
- Contact and Basic Info
- Family and Relationships
- Details About You
- Life Events

Follow my page for biz tips and inspiration at Million \$ Party Girl
[Edit your work](#)

[+ Add a school](#)

From Northfield, New Jersey

Married to Bill Bardowski
Married

(856) 40...

LynnBardowski (Pinterest)
MillionDollarPartyGirl (YouTube)
MillionDollarPartyGirl (Instagram)
LynnBardowski (Twitter)

<https://www.amazon.com/Lynn-Bardowski/e/B008LDRCU4>
<https://milliondollarpartygirl.com/>

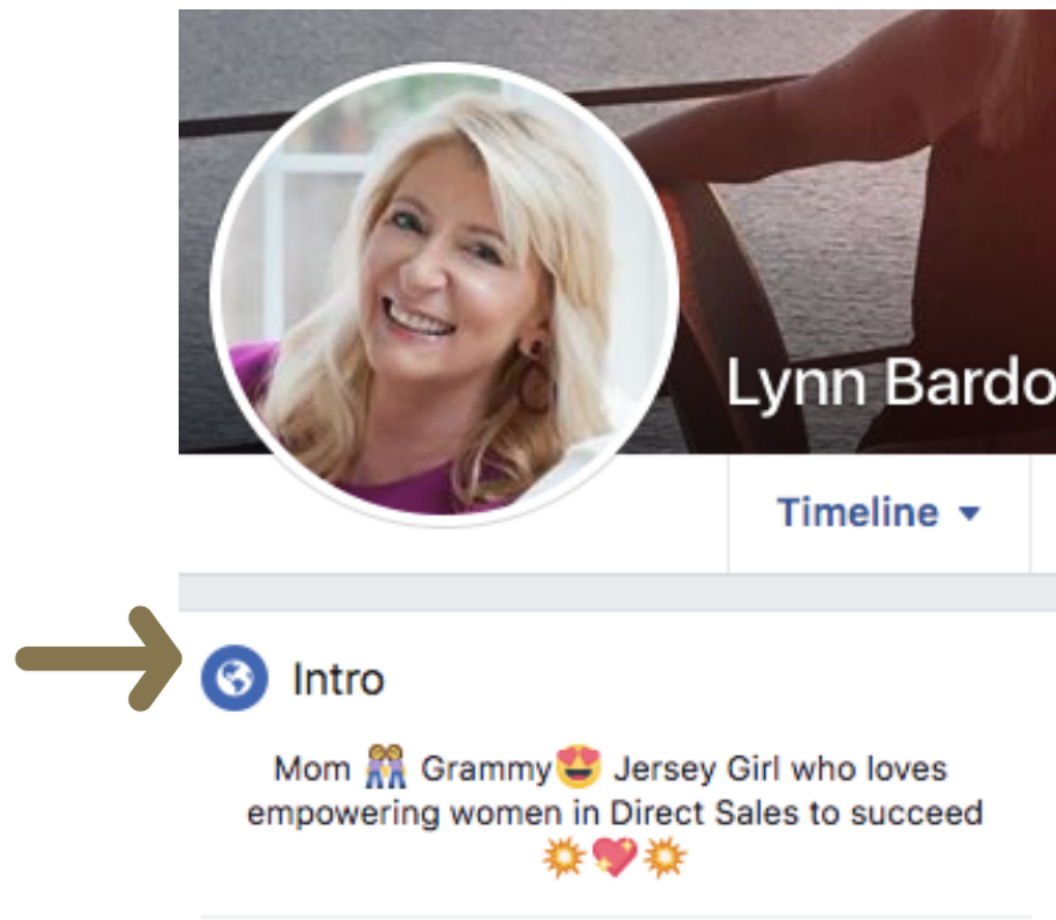
January 14,

[Edit your contact and basic info](#)

6 Reveal Who You Are

Complete the Intro section

Tell the world who you are and what you're passionate about



7

Build Your Community

Add Featured Photos

Include calls-to-action:

"Request to join my VIP Group"

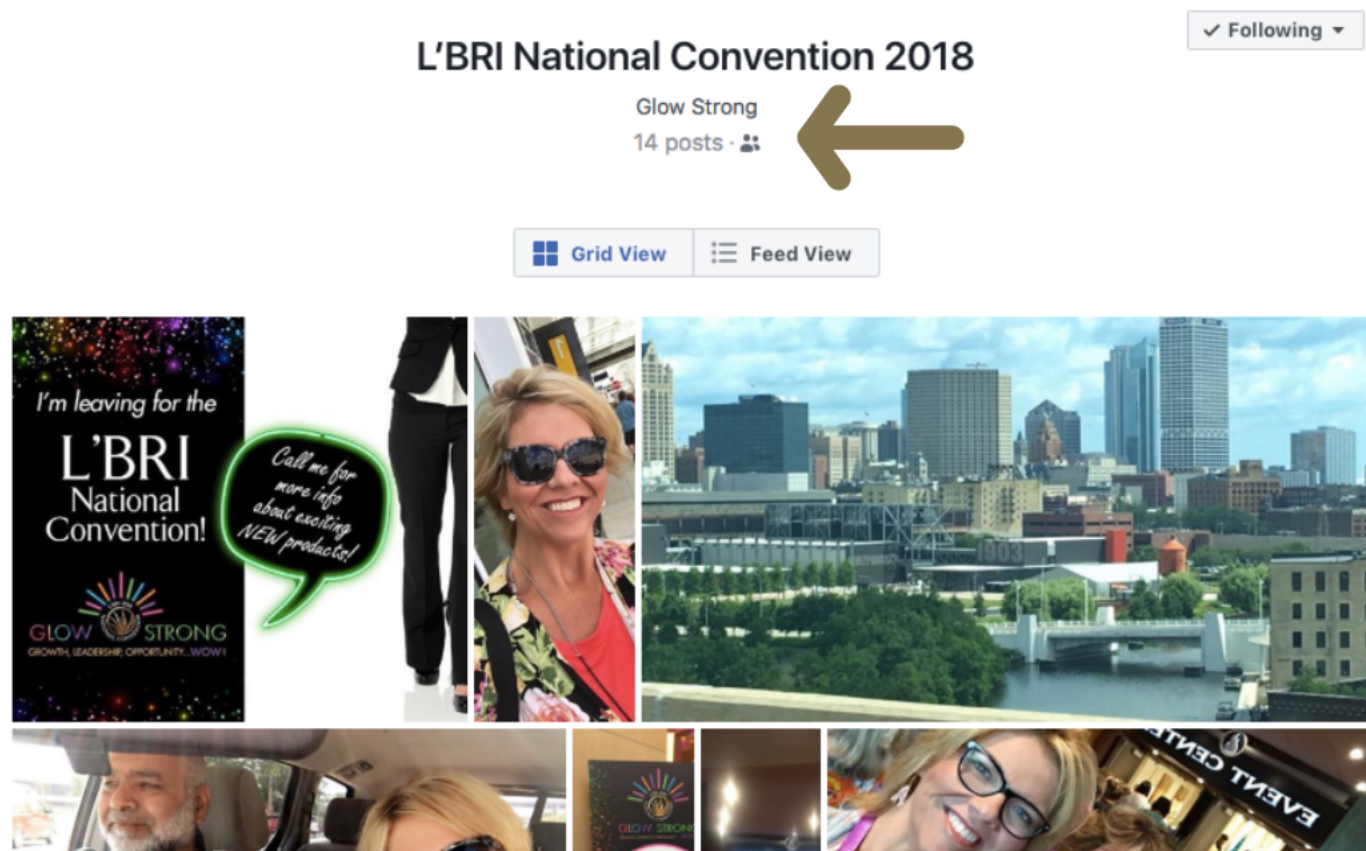
"Message me to try L'BRI"



8 Paint A Picture

Create public albums

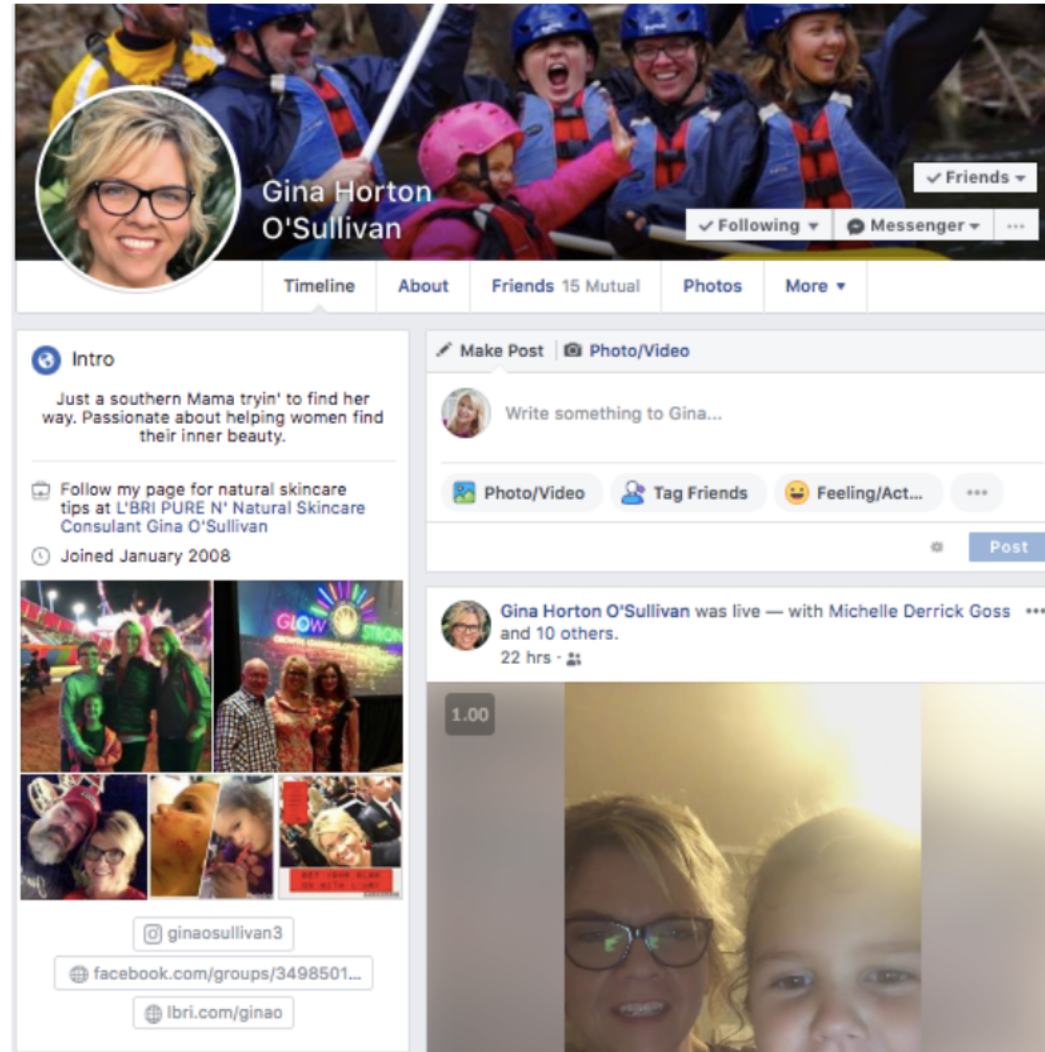
Debut Fun!
Convention
Team Awesome
Aloe-ha! 2019



Profile Makeover: Before



Profile Makeover: After





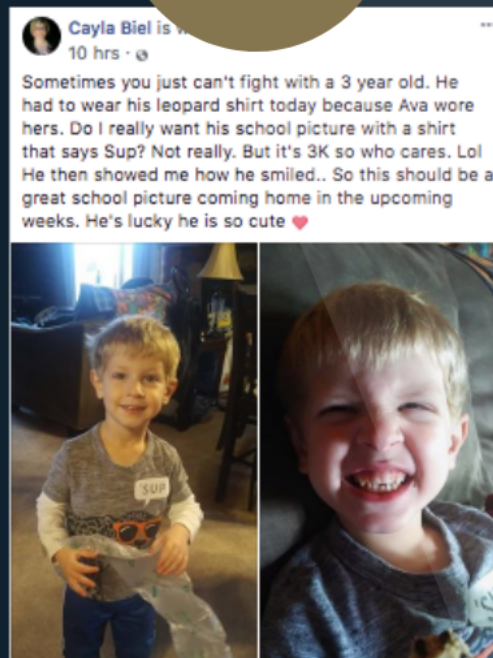
10 PROFILE POST IDEAS

1



Biz Brag

2



Mom Life

3



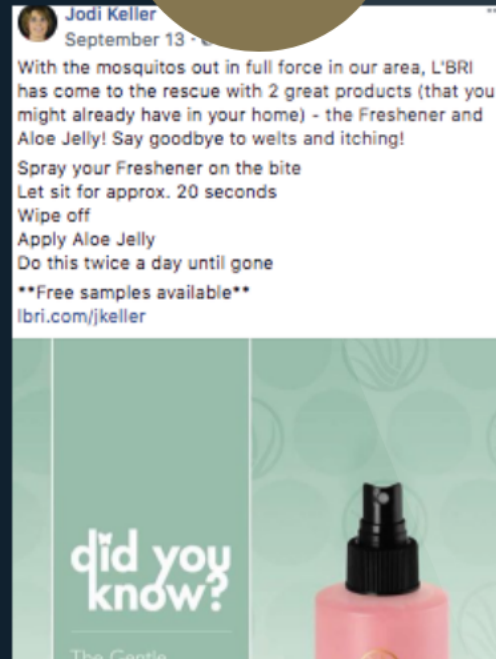
Team Selfie

4



Testimonial

5



Helpful Tip

6



Make A List

7



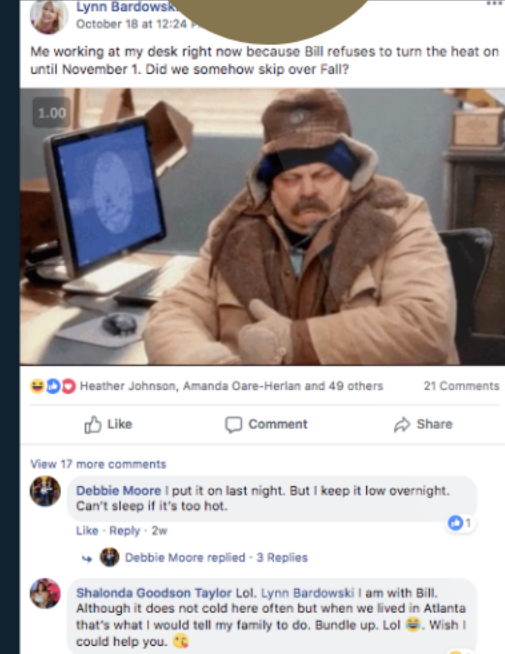
Trending Topic

8



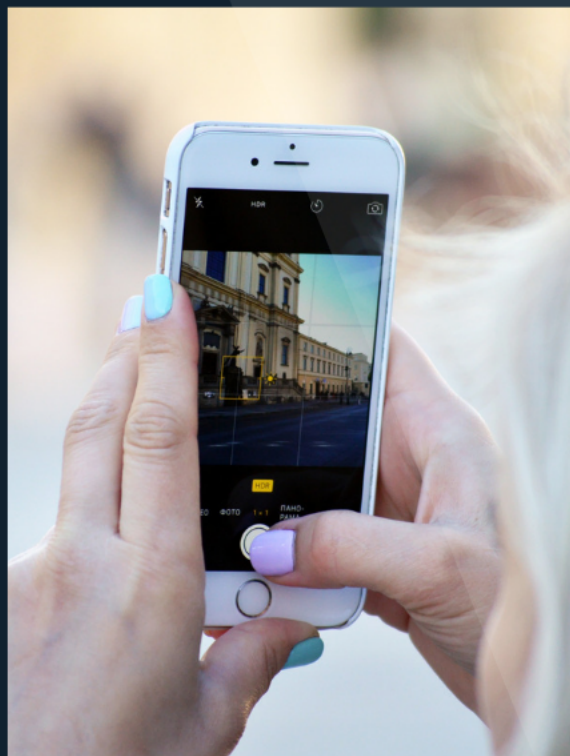
Party Selfie

9



Work-At-Home Life

10



Go LIVE



BONUS TIP

Stay top of mind by
wishing customers
& hostesses a
Happy Birthday!

Optimize Your Profile Challenge

Complete the Checklist before
Part 2:

Build Your Community

Thursday, November 15 @ 8pm CT

