



FACEBOOK PAGE CHECKLIST

8 Ways to optimize your Facebook Business Page to attract new leads that can convert to Customers, Hostesses, and Consultants!



ADD A CTA BUTTON

Click on the blue button under your cover photo to add a call-to-action button that invites fans to message you. Click on "Contact Us" and select "Send Message." Setup your response assistant in Settings > Messaging.



CHOOSE A USERNAME

Go to "About" to choose an @ username, which makes it easier for people to find your Page. You can also create a messenger URL using m.me/yourusername



COMPLETE ABOUT SECTION

After you choose a username, finish completing the About section, including: Business Info, Contact Info, About, Awards, and Products. Use keywords to help you get found on Google search. Examples: Aloe vera gel, natural skin care, aloe vera for face, aloe vera moisturizer for face, anti-aging serum.



TELL YOUR STORY

On the right side of the About section (on desktop) you'll see the word STORY. Add a photo that communicates your entrepreneur life and tells the world who you are and what you do. Include a CTA with links to request a sample, join your VIP Group and visit your website.



PIN A LEAD MAGNET

Go LIVE to welcome your fans and followers. Invite viewers to comment with the word "sample" to request a sample. Or, take a photo/video of samples as your lead magnet. Pin the post to the top.



GAIN LIKES & FOLLOWERS

Add your username to all your marketing materials and include a CTA to LIKE and FOLLOW your Page. Invite guests at parties and contacts at vendor events to take out their phone and LIKE you!



ASK FOR REVIEWS

After the order has arrived reach out to customers to provide great customer service. Ask for feedback and when you get a rave review invite your customer to recommend your business. Let your customers do your marketing for you!



LINK YOUR GROUP

In the left sidebar menu (on desktop) click on GROUP to link your VIP Customer Group to your Business Page, so fans and followers can easily request to join!