

# TOP 5 TIPS TO START YOUR FACEBOOK BUSINESS PAGE

Hi Sweet Friend!

First and foremost, CONGRATULATIONS on being a BRAVE BOSS BABE and wanting to start your own business! Facebook is a great place to start and it's FREE!! Bonus!

Here are my Top 5 Tips everyone needs when starting, or even sprucing up your Facebook Business Page.

**1. YES, you need a business page. NO, your personal profile is NOT the same thing.**

- I can not stress this enough. You need to operate your business on a business page. A business page looks more professional, we all want that right?! It also allows you gain insight on your customers to better serve them through analytics. Yep! Facebook does all the hard work for you! Most importantly, did you know operating your business on your personal account is against Facebook's terms of service? True story morning glory!

**2. List your business on your personal profile.**

- So we already know you shouldn't be operating your business on your personal profile, right? So, how are your friends and family, or better yet people you interact with in groups and other pages, going to know where to find your business? This is super important and one step that many people miss. Go to your personal profile and go to "Edit Details". It's the same place you can list where you live, where you're from and your relationship status. This is also where you can list your business page. Easy Peasy.

**3. Does your Business page clearly identify your business/brand/message?**

- You have about 3 seconds or less to catch the attention of a new customer. Be sure to use your cover photo and profile photo to show you customer what your all about. Your profile photo should be a photo of yourself, your logo, or representation of your product. If you are using your logo for your profile photo be sure that any lettering is clear and easy to read.

#### **4. Make sure your business location is listed.**

- There is nothing worse than being interested in a product or service a business is offering, clicking over to their page and having to try and figure out if they are in your area. Has that ever happened to you? This usually ends up with the customer moving on and a possible loss of an opportunity for the business. I totally understand that many of us operate out of our homes and we probably don't want customers popping up on our doorstep. Trust me, I totally get it. You can just list your city, state, and country.

#### **5. Make it easy to buy from.**

- This is the entire point of business right? Be clear with what you offer. Be clear on pricing and how to order. Take a little time and find which of the Facebook buttons options is right for you. This button can be found at the lower right hand side of your cover photo. Hover over it (on your computer) and a drop down will appear. Click edit button and you will see your options.

#### **BONUS TIP - Post frequently**

- In order to stay relevant and in your customers feed you need to post regularly. I recommend 3-4 times a day if possible. The important part is to be consistent. Watch your insights to know when to post. Think about who your ideal customer is and what they would like to see. Keep your posts inline with your brand. Most importantly, SERVE. Serve your customers with a giving heart. Genuine kindness goes a long way.

**Stay Sweet,**

**April**