



Biz Hack #5 Setting up Facebook Biz Page

So, you're recently qualified and probably feeling a combination of excitement together with possible frustration that the clients aren't pounding down your door begging for appointments. Questioning yourself on what's next or how to fix this situation?

I find the easiest and cheapest step to getting yourself known in your local area is to create a Business Facebook Page. When you choose to create a new page, nothing is live until you hit the 'publish' button, so you've got time to fiddle around a bit. Remember your business page should be an organic beast – expect to make changes as you go!

Unless you are a medium – large company, I recommend you choose the page template which incorporates small business. I also recommend you use www.canva.com to create all of your graphics for headers, posts, events etc. You can incorporate a single set of brand colours and font, which means over time you are not re-inventing yourself everytime you create something.

Here's my recommended checklist of menu items to include with the following items:

1. **Home page** – this is the landing page to you by your audience. This is their first glimpse and exposure to your business. So be sure to create a header which includes your business name and your photo!

Nowdays there is statistical evidence that audience need to immediately connect with your page through your picture or welcome graphics to 'like' your page and follow.

2. **About** – this is the section of the facebook page which links to the business end of you and your business. For example location, username, hours of operation, cross references to web page, prices and your 'short story'. This is the section whereby audience will 'check you out'.

If you want to link google maps into this section so clients automatically have a map, then follow directions via 'google my business'. The process took me about a month because everything is done in the USA, but well worth the effort.

There is also a reference to 'milestones' which comes in very handy when celebrating achievements! Please note that from time to time Facebook will change the algorithm of this section so it's worth checking that everything is current every couple of months.

3. **Posts** – this is the section that lists all of your posts en mass.
4. **Reviews** – this is your life blood. For every time a client returns and raves about your work, ask them to document a 'recommendation'. Clients actually review the number and star rating of your reviews, and there is statistical evidence to demonstrate these ratings are just as effective as 'word of mouth' referrals.

I have now automated emails sent to my clients a day after their appointment to 'ask how you're going' after their session. When they respond, I ALWAYS ask to use this as a testimonial AND I ask for them to pop a review on Facebook to support me. Hence I have 50+ reviews!

5. **Videos** – Videos are by far the very best method of advertising yourself for free on facebook and Instagram. Whether it's livestream or created animation it doesn't matter. If it moves, it will capture the attention of your audience! Did you know that 45% of people watch more than an hour of Facebook or You Tube videos each week? (Source Hub Spot)

Do introduction videos of yourself and your modality and create a 'playlist' which acts like a feature of videos you want to direct clients to.

6. **Photos** – As mentioned previously, our ever evolving audience wants more from us these days in terms of marketing. They want to connect with the human element and see pictures of you, you in your business, you learning and you doing life. This inspires your audience that they can live their dream life too. This engagement takes them on a journey with you in certain aspects of life and increases their connectivity to you.

As you progress, I highly recommend you obtain some portrait photos of yourself with neutral backgrounds. See my tips on 'getting brand photos'.

7. **Events** – gains rapid attention of audience. For example promotion of national kinesiology week, promotion of 'ask a question' livestream, or a sale event for public holidays – Black Friday, xmas, mothers day, easter etc. Once published Facebook alters the algorithm of the 'event' in terms of how it's seen by your likers and audience in your 30 km radius.
8. **Offers** – works like an event, and you get to promote deals for example bundle purchase of appointments. I've previously inserted hyperlinks to external landing pages which automate payment and booking and it works a treat. Once it's all set up I don't have to do anything.
9. **Notes** – this is an extremely useful page if you don't yet have a web page or blog site. Can write the longer styled post as if it were a blog and refer audience to it.



My soul purpose is to support people to 'bloom from within'. How people decide to do that is up to them, I'm just the CHANGE FACILITATOR!

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