

Optimize Your Facebook Profile

Your Personal Profile on Facebook (as opposed to your Facebook Business Page) should be optimized so new people will understand:

- » Who you work with
- » What result you help them get
- » Why you're credible
- » The next step you want them to take

You have 3 opportunities to create credibility and book consults from a visit to your personal profile

01 » Cover + Caption

02 » Intro

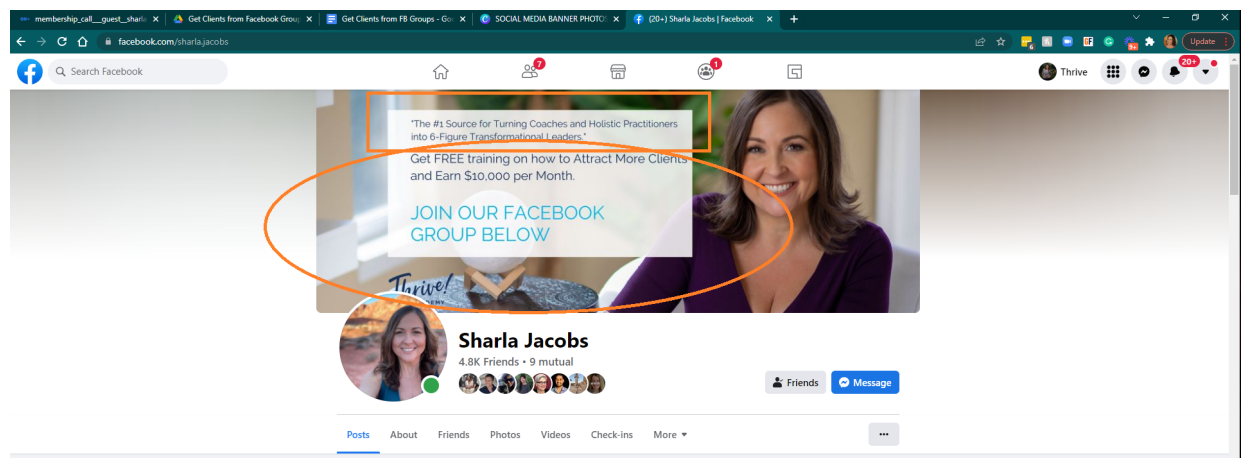
03 » Pinned Post

Cover + Caption

Your Cover is the first thing people see when they come to your Profile. This is your best opportunity to create credibility and book consults, so let's make it count! The purpose of the Cover photo is to get people to click to read the caption.

Your Cover should ideally include:

- » A flattering picture of you in a photo that sits well horizontally
- » A short credibility builder
- » A reason to sign up for your consult (the compelling name might be enough)
- » An invitation to book a consult



You will have VERY limited space for words, so let's practice writing super short soundbytes now.

Your Short Credibility Builder

Can you share your top credibility builder in 10 words or less?

Ex:

"The #1 Source for Turning Coaches and Holistic Practitioners into 6-Figure Transformational Leaders."

Which short Credibility Builder will you use for your Cover?

A Reason to Sign Up for Your consult

Share who you work with and what result they can get from your consult

Ex:

Coaches and Holistic Practitioners--Get more clients using heart-based methods.

Who do you work with and what result can they get from your consult?

An Invitation to Book a Consult

Make a direct invitation to book a consult with you. Tell them EXACTLY what you want them to do (i.e. DM me for a _____ (your compelling consult name).)

Ex:

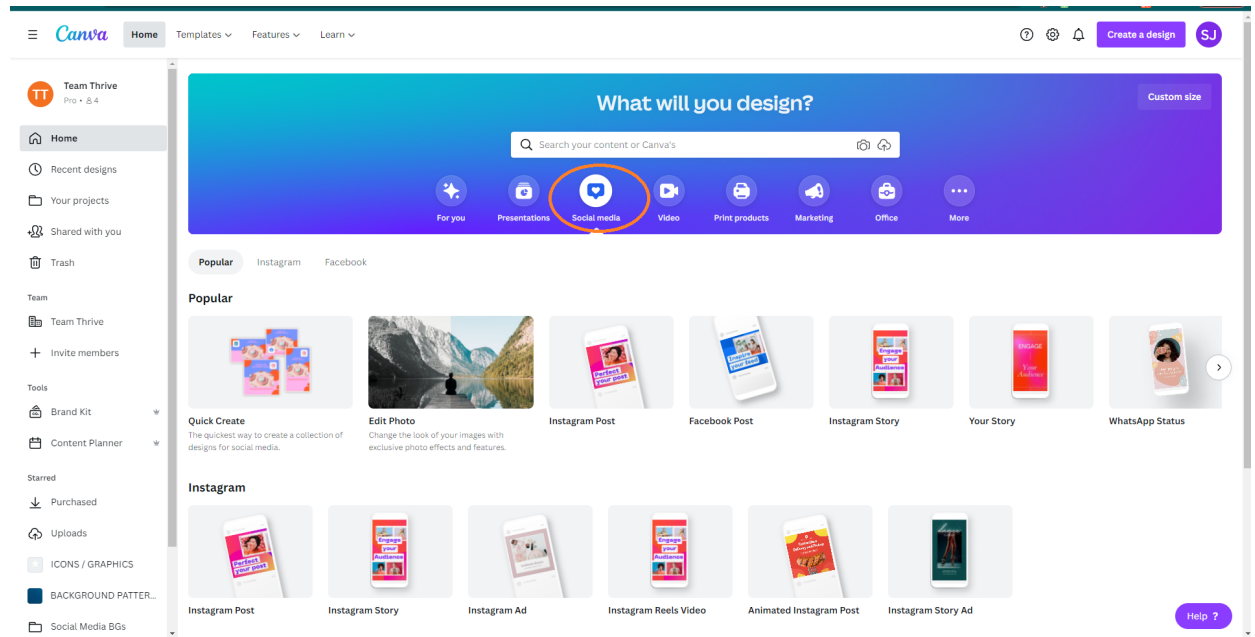
Book your "Attract Clients Now" Strategy Session

Write out the direct invitation to book a consult with you, including your compelling consult name and the exact next step.

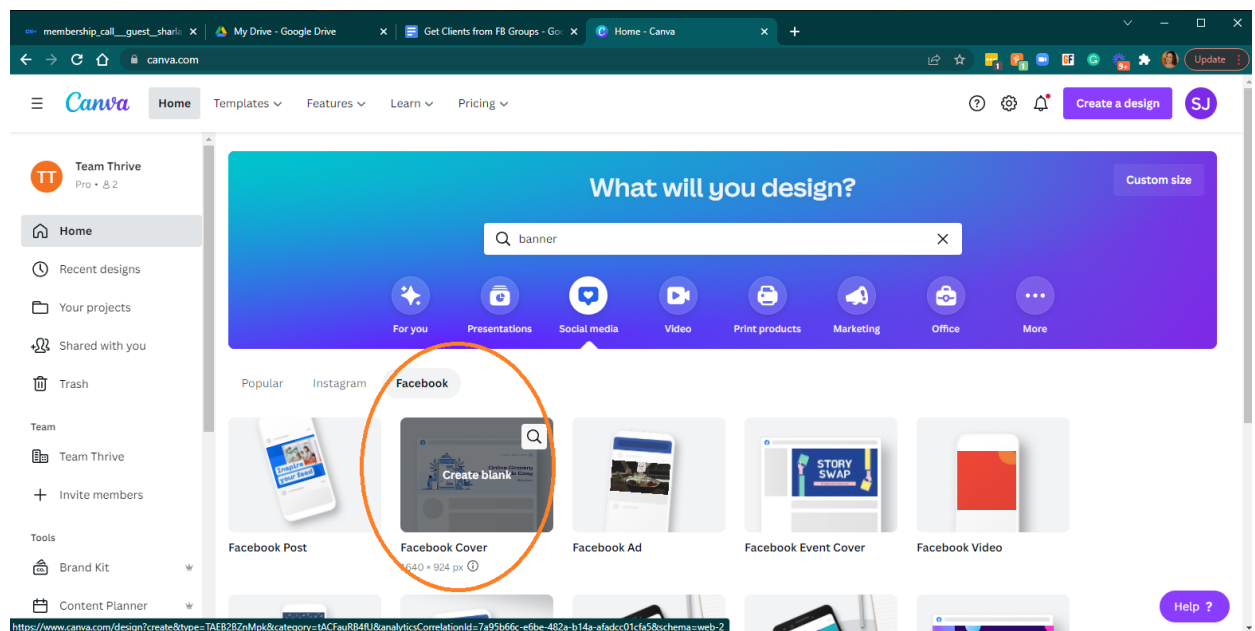
Keep editing each of these soundbytes until they are as short as possible while still being compelling.

Create the Graphics for Your Cover at <https://Canva.com>

Go to Home » Social Media



Facebook » Facebook Cover



Choose a photo you've uploaded into Canva and adjust the placement so you have lots of space on one side.

If the photo doesn't naturally have a lot of white space, you can add a shape (like a rectangle or circle) and adjust the transparency to 85% so you have a space to add text..

(Tip: You can connect a link to any text within the Cover if you are sending them to an application page.)

Caption for the Cover

Now it's time to write a short caption to invite people to your consult! Tell us why we should work with you and why this consult is the perfect next step. Write this in the second person (using 'you' and 'your') and show us you understand how we feel and what we want instead.

(See **Short Hot Copy Template** in Get Leverage Templates if you're in Platinum.)

Make sure there is plenty of white space and include a few emojis to make it easy to read.

Ex:

Coaches and Holistic Practitioners --

You're here to change the world! But that can feel impossible when you don't have enough clients!

We believe that the best way to change the world is when Coaches, Holistic Practitioners and Healers are working with more clients so people get the healing and empowerment they need.

And when YOU make more money, that's a sign of great change in the world.

Join me for an "Attract Clients Now" Strategy Session and you will...

- » Discover how to do marketing, sales and business strategy that gets you clients fast without feeling slimy
- » Get access to the best business and marketing strategies to grow your business
- » Learn how to get clients and make money with heart and integrity

Just use this link to apply for your session now.

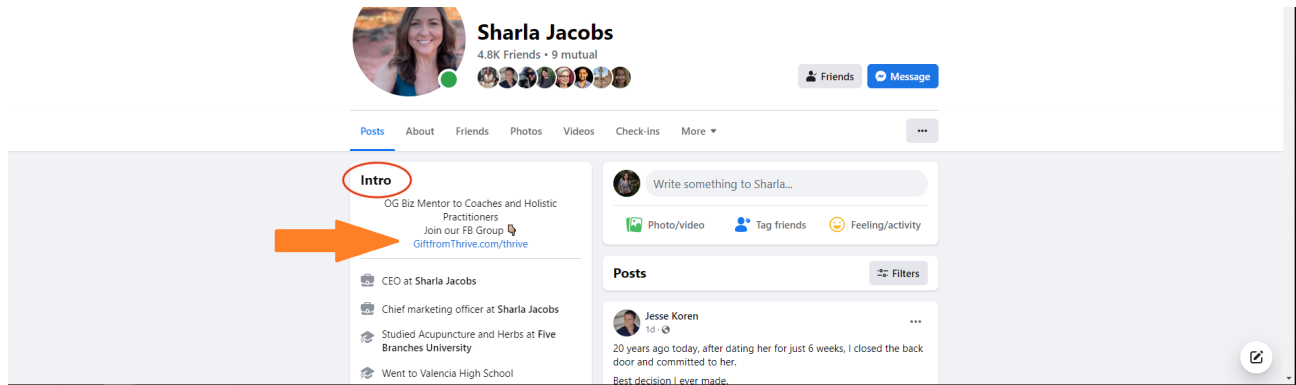
In case we are meeting for the first time, my name is Sharla Jacobs. With my hubby and biz partner, Jesse Koren, we've been called, ""The #1 Source for Turning Coaches and Holistic Practitioners into 6-Figure Transformational Leaders."" And our members have had thousands of \$10,000+ months collectively.

I am so excited to meet you and hope I can support you to reach more of the people you were destined to serve.

Write Your Cover Caption Here

Intro

Facebook gives you a very limited number of characters to share something about yourself on your profile. If you're including a link us bit.ly to shorten.



Ex:

OG Biz Mentor to Coaches and Holistic Practitioners
Join our FB Group
GiftfromThrive.com/thrive

Write Your Intro Here

Pinned Post

Posts on your feed show up and then seem to go down, down until no one will see them again. But you can choose ONE post to pin at the top of your feed! It's called a Pinned Post and this is prime real estate on your profile.

Ideas for what type of post to pin:

- » A different offering (like a workshop or invitation to join your FB Group)
- » Your Hero's Journey Story
- » One of the 20 Transformational Posts that got lots of engagement

Ex:

At this time of the year...

Most people are full of Hope, Inspiration and Resolve...
They're ready to take action to transform their lives!

This is a GREAT time to focus on getting clients.

What would it take to bring in five new clients this week?

What do you think of when I ask you that?

Do you think of...

- » A bunch of cold calls?
- » Posting a ton of content on social media?
- » Working your list of contacts deep into your little black book?
- » Spending countless hours trying to figure out how to reach the right people?
- » An insane amount of time, stress, frustration, and awkward conversations that made you feel less like you and more like a used car salesman?

I hear you if that's what comes to mind...

But, what if I told you that you didn't have to do any of those things...

Because developing your client attraction game plan is more about the overall system than any single action you think you should be doing.

And it should involve fewer things that you don't like doing...

And more things like self care and spending time learning new skills

In fact, your client attraction game doesn't even have to be difficult.

You just have to find the specific actions that work (and work for you).

Measure them.

And make them better.

So that you know at any given moment, which area you're excelling in and where you need to adjust course...

Even if that means an extra long soak in the tub.

P.S. If you're ready to jump in and book some new clients right away, drop a "ME" below and I'll send you an invitation to our FREE Challenge starting January 10 to help you Get Clients in the New Year - the easy way.

Write a Post You Will Pin Here