

FACEBOOK PAGE CREATION BLUEPRINT



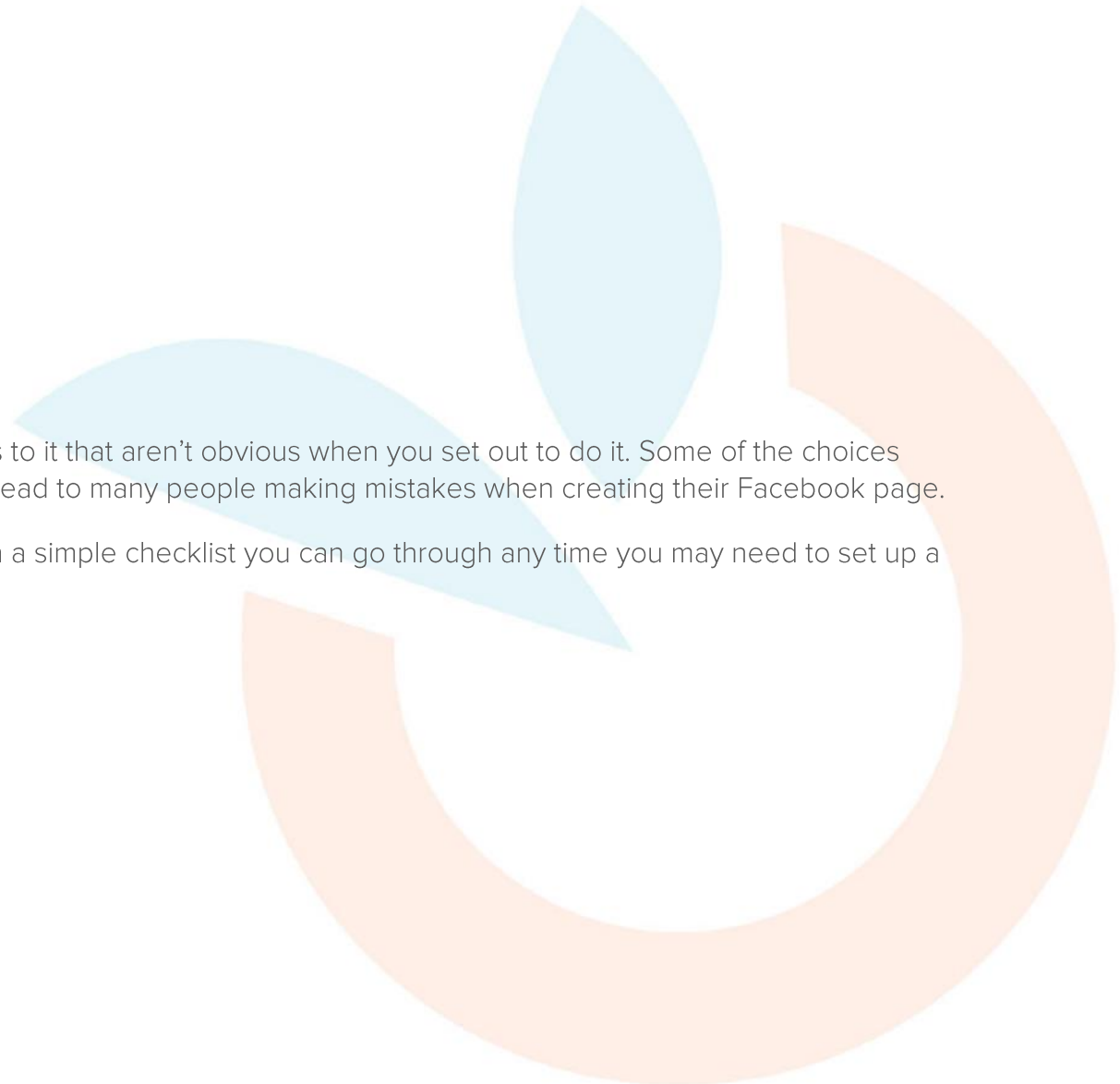


INTRODUCTION

Creating a Facebook page has a number of steps to it that aren't obvious when you set out to do it. Some of the choices given during the process also aren't clear, which lead to many people making mistakes when creating their Facebook page.

I've put together this blueprint to provide you with a simple checklist you can go through any time you may need to set up a new Facebook page.

Sharon Hayes



PHASE 1: PREP WORK

ACTION	WHO?	SET-UP?
Get cover image created (show the outcome you deliver, both in picture & with words)		
Avatar created (a photo of you if a personal brand, or a square image including business)		
Decide on call to action button (ideally a link to where they can get a free report/video)		

PHASE 2: PAGE SETUP

ACTION	WHO?	SET-UP?
Choose page type (for an online business offering services or info products, use the "Company, Organization or Institution" option)		
Choose business category and enter company name		
Fill out about section (focus on your mission, the outcomes you deliver to customers/clients and benefits that your products and services offer)		
Add your URL (if you don't have a domain, get one to have a central presence)		
Enter a Facebook URL (match your Facebook page name or domain name)		
Upload avatar		
Enter your preferred audience (location, age range, gender, interests, etc.) – make sure it's at least 100,000 people and use interests relevant to what you offer		

PHASE 2: PAGE SETUP (CONTINUED)

ACTION	WHO?	SET-UP?
Add page cover image		
Add call-to-action button		
Add any events you have coming up		
Add any additional photos/images you have on hand that are relevant – consider adding infographics or other sharable images to help gain early traction		
Add some posts to start the page off with informational content – no advertising!		
Get the page verified (if you're using a physical location)		
Turn on setting to allow visitors to review the page (local businesses only)		
Like other pages (ones with fans that would be interested in your page)		
Set whether you want to allow people to post to page or not		