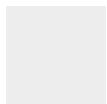


## Use Facebook for Business

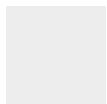
Get more from what you do on Facebook! Let's maximize your profile to help you make better connections and use your time wisely!

## Social Media Funnel for Facebook

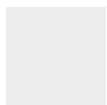
**Your Bio - Who are you, what do you do, why should people care?**



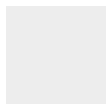
**Your Profile Photo - A clear and recognizable head shot**



**Cover Photo - Speaks to what your bio says. May include text on the photo directing people to click to learn more about you!**

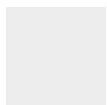


**Featured Photo - 1 Square image or graphic with call to action**

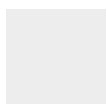


**Link - Takes them to an opt in page, messenger bot or FB Group**

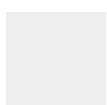
## Fill your Funnel - Attract New Connections!



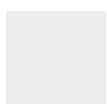
**Join Groups - Comment, engage, and post to make connections!**



**Adding Friends - Who can you help with your business?**



**Delete Friends - Who is not engaging with you?**



**Meet People in Person - Get out and make real connections!**

