

SOCIAL MEDIA UPDATES

USE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING ALL OF YOUR SOCIAL MEDIA PROFILES:

- PROFESSIONAL HEADSHOT
- PHOTO WORTHY PROJECT FOR HERO IMAGE
- CALL TO ACTION = INITIAL CONSULTATION/CALL
- CREATE BOOKING LINK VIA CALENDLY.COM OR OTHER
- CONNECT VIA LATER.COM OR OTHER MANAGEMENT SOFTWARE
- _____

NOTES:

HOUZZ PROFILE LIST

USE THE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING YOUR HOUZZ PROFILE:

- ADD YOUR HEADSHOT INSTEAD OF LOGO
- ADD WOW COVER PHOTO REPRESENTING PROJECT FOR IDEAL CLIENTS
- LIST EVERY CITY/AREA YOU WORK IN UNDER “AREAS SERVED.”
- CHECK ALL RELEVANT SERVICES IN PROFILE OPTIONS
- COMPLETE “ABOUT US” / “OVERVIEW” WITH COPY TO IDEAL CLIENTS (USP, INTRO, ECT)
- TYPICAL JOB COST SECTION - RANGE STARTS WITH \$5,000 MINIMUM
- UPLOAD 5+ PHOTOS OF YOUR WORK
- LINK ALL YOUR SOCIAL MEDIA
- RECEIVE 3+ REVIEWS AND TESTIMONIALS

FOR EACH PHOTO:

- ADD DESCRIPTION - COLORS, TEXTURES, MATERIALS, SHAPES, FURNITURE, APPLIANCES, AND SPECIFIC DETAILS – NOTHING IS TOO TRIVIAL TO LEAVE OUT!

FOR INDIVIDUAL PROJECTS:

- ADD DESCRIPTION - COLORS, TEXTURES, MATERIALS, SHAPES, FURNITURE, APPLIANCES, AND SPECIFIC DETAILS
- LINK TO RELATED BLOG POSTS ON YOUR WEBSITE

INSTAGRAM & FACEBOOK

USE THE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING YOUR FACEBOOK PROFILE:

- COMPLETE ABOUT
- MAKE INTRO YOUR USP
- DISABLE REVIEWS
- UPDATE AND TEST ALL LINKS
- ADD WEBSITE URL
- ADD GENERAL CONTACT EMAIL
- SELECT BUSINESS CATEGORY
- ADD PHONE NUMBER
- ADD BOOK APPOINTMENT OPTION (GO TO GOOGLE.COM FOR STEPS)

USE THE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING YOUR INSTAGRAM PROFILE:

- USE CONDENSED VERSION OF YOUR USP FOR DESCRIPTION
- LIST YOUR LOCATION/BASED IN
- USE EMOJIS IN DESCRIPTION TO SAVE SPACE
- ACCEPTING NEW CLIENTS
- LINK TO BOOK INITIAL MEETING/CALL (CONTACT PAGE, CALENDLY ACCOUNT, ECT)

LINKEDIN PROFILE LIST

USE THE LIST BELOW TO GUIDE YOU IN CREATING/UPDATING YOUR LINKEDIN PROFILE:

- TURN OFF NOTIFICATIONS (SEE INSTRUCTIONS BELOW)
- CREATE A BUSINESS PAGE
- UPLOAD YOUR PROFESSIONAL PROFILE PICTURE (300X300)
- ADD A COVER PHOTO (1128 (W) X 191 (H) PIXELS)
- SUMMARY = LETTER STYLE USP (THIS IS NOT YOUR BIO OR AN ABOUT SECTION)
- EXPERIENCE = BUSINESS AND PAST EMPLOYMENT
- EDUCATION = UNIVERSITY, CERTIFICATIONS, ETC
- VOLUNTEER = LIST ORGANIZATIONS AND DUTIES
- SKILLS & ENDORSEMENTS = WHAT YOU DO & IS SEO GOLD
- RECOMMENDATIONS = GIVE TO RECEIVE
- ACCOMPLISHMENTS = AWARDS, MEDIA STORIES, ETC
- INTERESTS = FOLLOW NEWS/INFORMATION SOURCES/GROUPS
- CREATE UNIQUE URL (CLICK 'EDIT PUBLIC PROFILE & URL')
- CONNECT BUSINESS PAGE TO PERSONAL PAGE IN WORK EXPERIENCE
- UPDATE TITLE AS CEO – OWNER – LEAD DESIGNER (NOT SELF EMPLOYED)
- CONNECT EMAIL ACCOUNT TO LINKEDIN TO FIND CONNECTIONS
- SEND “GLAD TO BE CONNECTED” PERSONALIZED EMAIL VIA LINKEDIN

LINKEDIN PROFILE LIST

LIST TOP 10 PEOPLE TO CONNECT WITH:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

TOP REASONS/WHY/HOW TO CREATE A WIN-WIN WITH A CONNECTION:

LIST TOP 10 GROUPS/MEDIA/NONPROFITS/INTERESTS TO FOLLOW ON LINKEDIN:

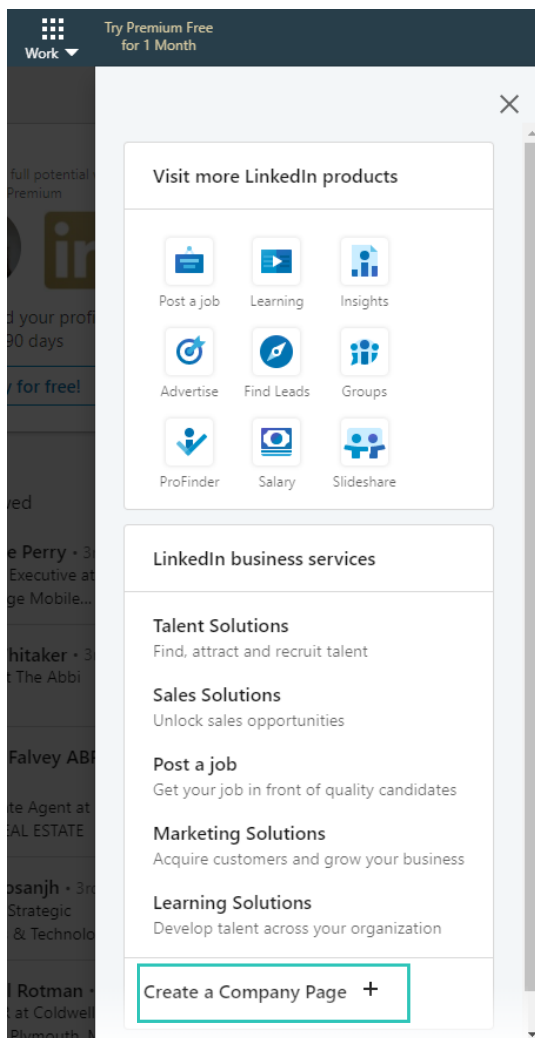
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

NOTES:

LINKEDIN PROFILE LIST

TO ADJUST NOTIFICATIONS SENT TO YOUR NETWORK ABOUT PROFILE CHANGES:

- CLICK THE 'ME' ICON AT THE TOP OF YOUR LINKEDIN HOMEPAGE
- SELECT SETTINGS & PRIVACY FROM THE DROPDOWN
- CLICK THE PRIVACY TAB AT THE TOP OF THE PAGE
- FIND HOW OTHERS SEE YOUR LINKEDIN ACTIVITY SECTION
- SEARCH FOR "SHARE JOB CHANGES, EDUCATION CHANGES, AND WORK ANNIVERSARIES FROM YOUR PROFILE."
- CLICK CHANGE
- SWITCH THE TOGGLE TO NO OR YES TO SHARE YOUR PROFILE EDITS OR NO TO STOP SHARING YOUR PROFILE EDITS.



TO CREATE A LINKEDIN PAGE:

- CLICK THE WORK ICON IN THE TOP RIGHT CORNER OF YOUR LINKEDIN HOMEPAGE (9 BOX SQUARE)
- CLICK CREATE A COMPANY PAGE
- SELECT THE PAGE TYPE YOU'D LIKE TO CREATE FROM THE FOLLOWING OPTIONS:
- SMALL BUSINESS OR MEDIUM TO LARGE BUSINESS
- ENTER YOUR PAGE IDENTITY, COMPANY DETAILS, AND PROFILE DETAILS INFORMATION
- CHECK THE VERIFICATION BOX TO CONFIRM YOU HAVE THE RIGHT TO ACT ON BEHALF OF THAT COMPANY IN THE CREATION OF THE PAGE
- CLICK CREATE PAGE