

BUILD A FACEBOOK PAGE THAT STANDS OUT

Set up your business Page the right way — then make it look like a brand people trust, follow, and buy from.

SET UP YOUR PAGE

- 1 Log in to Facebook**
Use your personal account — your private info stays hidden. Visitors only see the business Page.
- 2 Start a new Page**
Click the menu (grid) icon and choose **Page**, or go to facebook.com/pages/create.
- 3 Name your Page**
Use your business name — clear and easy to search for.
- 4 Pick a category**
Type what you do (e.g. "Education," "Coach," "Education Website").
- 5 Write your bio**
One line: what you do, who you help, and why to follow. This is searchable — use real words people type.
- 6 Add your photos**
Profile = your logo or a warm headshot. Cover = a branded banner with your tagline.
- 7 Fill in the details**
Website link, contact email, hours/location if relevant. Then click **Create Page**.
- 8 Add a button + username**
Set a CTA button (Send Message / Sign Up) and claim your facebook.com/yourname handle.

MAKE IT STAND OUT

- ✓ **Lead with who you help**
A benefit-driven bio beats "Welcome to my page." Say the result you give.
- ✓ **Look the part**
Consistent brand colors and fonts. A clean cover with your tagline = instant trust.
- ✓ **Fill in everything**
Complete Pages rank higher in search and look far more credible.
- ✓ **Pin your story**
Pin one intro post up top: who you are, your hook, and your offer.
- ✓ **Point the button to your offer**
Aim your CTA button at your link, freebie, or sales page.
- ✓ **Post value, not noise**
Tips, wins, behind-the-scenes — each with one clear next step.
- ✓ **Show proof**
Screenshots of wins and student results build trust fast.

PRO MOVE

Turn comments into customers. End a post with "**Comment [WORD] and I'll send it to you**" — then DM each person the link. It spikes your reach *and* starts a real conversation that leads to a sale.