

Setting Up Your Facebook Profile Cheat Sheet

Instructions

1. Create your personal Facebook profile if you do not have one already. This is separate from your Facebook Business Page. You'll know the difference because your connections will be 'Friends' not 'Likes'
2. Make sure your profile has a clear photo of you in it where you can see your face. This is important for people to "put a face to a name", know you and like you.
3. Clean up your personal Fb profile, make it clean and professional but still show personality. Delete any post that you would not want associated with your personal brand for Real Estate. Political posts, crazy weekend posts, or anything of that matter.
4. State your "Your #1 [City] Realtor – Looking to buy or sell your home? Message me" message in your profile about section. State your job title, your company name, add your website & landing page as well as your location etc. See example below:



5. Add Friends from groups of people in your local area. Do not add any more than 30 people each day to prevent yourself from getting banned by Facebook.
6. When new 'Friends' accept your request, add them to your 'Real Estate' list to categorize all of your 'Friends'
7. Post client success stories, new listings, open houses, market updates when they happen. No need to stress about posting once per day and no need to stress about posting too much. 1-3x per week is very acceptable on Facebook and should not take too much of your time.
8. Repeat steps 5-7 to continue to grow your network and continue to cultivate the relationship