



Looking Professional **Checklist**

1. Ensure your logo is clearly visible in the smaller (profile) image space
2. Have a cover image or video in place (this the large image at the top)
3. Click on the 'About' section and complete as many details as you can (pricing isn't critical)
4. Complete as many 'Services' as you can - at least the key services you provide
5. Ensure your page is Verified so it comes up higher in Facebook searches. Click on Settings and check your page verification
6. Complete your 'Our Story' section with an image. Remember to keep this customer-focused. It's not really about you! Use this framework:

"If you're a [insert the customer you like working with] and you're looking for a [service you offer] you're in the right place!"

Examples:

1. If you're a busy homeowner and you're looking for a reliable plumber, you're in the right place!
2. If you're renovating your kitchen you're looking for a cabinet maker with attention to detail, you're in the right place!