MODULE 9: SOCIAL MEDIA

Profile rebuild

Lesson: Profiles that turn visitors into inquiries · about 15 minutes

Rewrite your main social profile so a visitor can decide to inquire in seconds.

Your business (name, service, main city):

1. Score your current profile on the ten-point audit. Write down your score and the three weakest points.

2. Write a new four-line bio using the formula: service and client, area, one provable piece of proof, call to action.

3. Sketch the page your profile link will open: its heading and the three buttons, and where each one goes.

4. Choose your three pinned posts. For each, write the event or topic and the caption's first line.

5. **List your highlight names in plain words, and note any claim, price or testimonial in your profile that you need to check or update.**

Check: can you now

- Write a bio that states your offer, your client, your area and your next step
- Arrange pinned posts and highlights so they answer the questions buyers ask before inquiring
- Audit a profile against a ten-point checklist and fix the three weakest points

One change you will make this week