

Special Bonus Report
Confidence Café Members

**How to Create Your Confident
Personal Profile on
Facebook and LinkedIn**



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Greetings New Member,

Thanks for being a new member of the Confidence Café. This is the type of report and information you can expect to receive as a member.

Facebook and LinkedIn are two of the largest, most popular social media sites on the web. Billions of people are members of both.

As a confident business woman you should have a strong professional profile on these sites. This special report provides steps to make those updates, giving you the best opportunity of maximizing your chances of being recognized on these sites.

I hope you find this report useful. Enjoy.

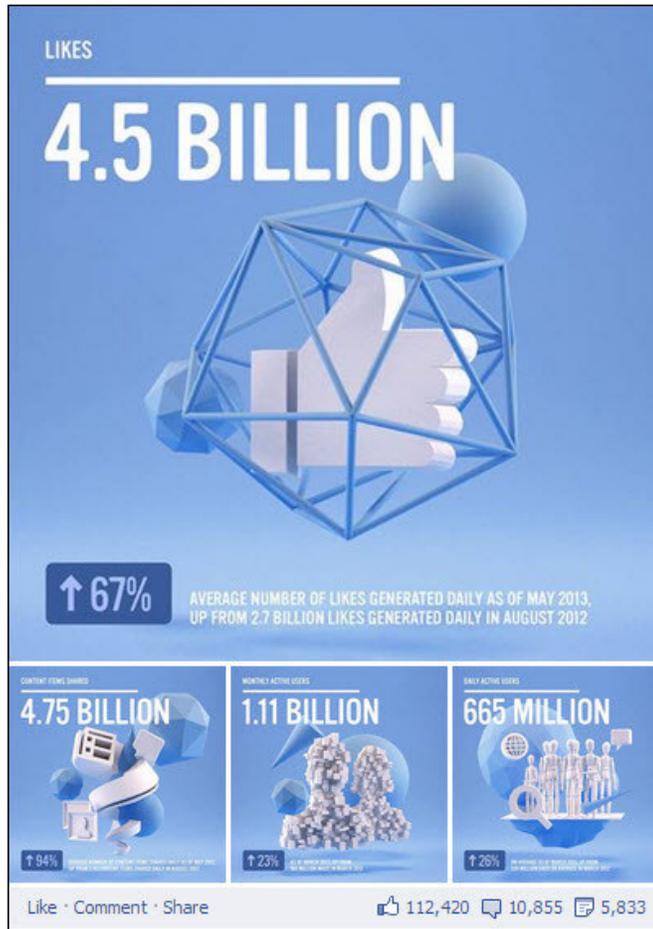
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Customizing your Facebook Page

Facebook Pages have become more important than ever this year for online business branding. Facebook released its own infographic [on their Facebook Page](#) detailing its phenomenal growth and current world status:



Notice that the average number of “Likes” almost doubled in a six-month period. With numbers like this, even if you capture the merest wisp of a percentage of your target market’s “Likes”, it can make a significant impact on your:

- Social validation
- Expert authority
- Responsive subscribers
- Viral sharing

But note: That will only be the case *if you have thoroughly customized and optimized your Facebook Page.*

In early 2013 the social network took direct action and relaxed its Facebook Page rules in two significant areas:

- Contest rules
- Cover photos

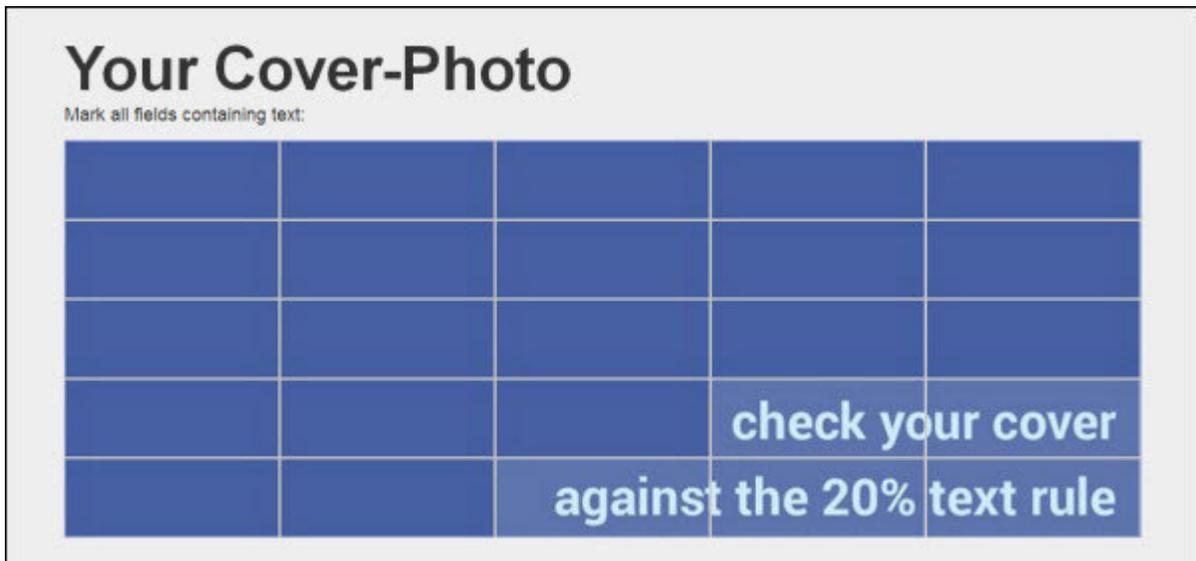
Now let's look at your Cover photo (the background graphic in your Facebook Page header), since this is one of the key areas you can customize the most easily.

Step 1. Understanding Recent Changes

As of December, 2012, Cover photos began to allow up to 20% text in cover photos). Follow that rule rigorously, and you'll be well within the limits of Facebook text tolerance.

But exactly how much text does "20%" cover?

You can quickly find out by loading your finished Cover photo graphic into this handy [online tool](#) by Paavo Schmid:



To check your cover photo using this tool:

1. Type your Facebook Page URL (or the part after "facebook.com/") into the textarea box.



2. Click on **each** individual square containing text. The square will highlight itself in orange immediately and the Cover-Photo tool will give you the percentage each block takes up as you select these.

Here's one of the cover photos used for a Page belonging to the [Huffington Post](#):



That's all there is to it!

If you update your cover photo frequently (and you should definitely consider doing this as a strategy for Facebook ranking), you can even embed Paavo Schmid's tool on your website, for ease of checking each new update. (Simply grab your snippet of code and insert.)



Here are the important elements to brand, optimize – and customize – on your Facebook Page:

- Your Cover photo
- Your Profile photo
- Your About section
- Your links
- Your Facebook Page URL
- Your tabs

Step 2. Customizing Your Cover Photo

Before you start creating or commissioning a custom cover photo, do check out the latest on what you can and can't do at [Facebook Pages Terms](#).

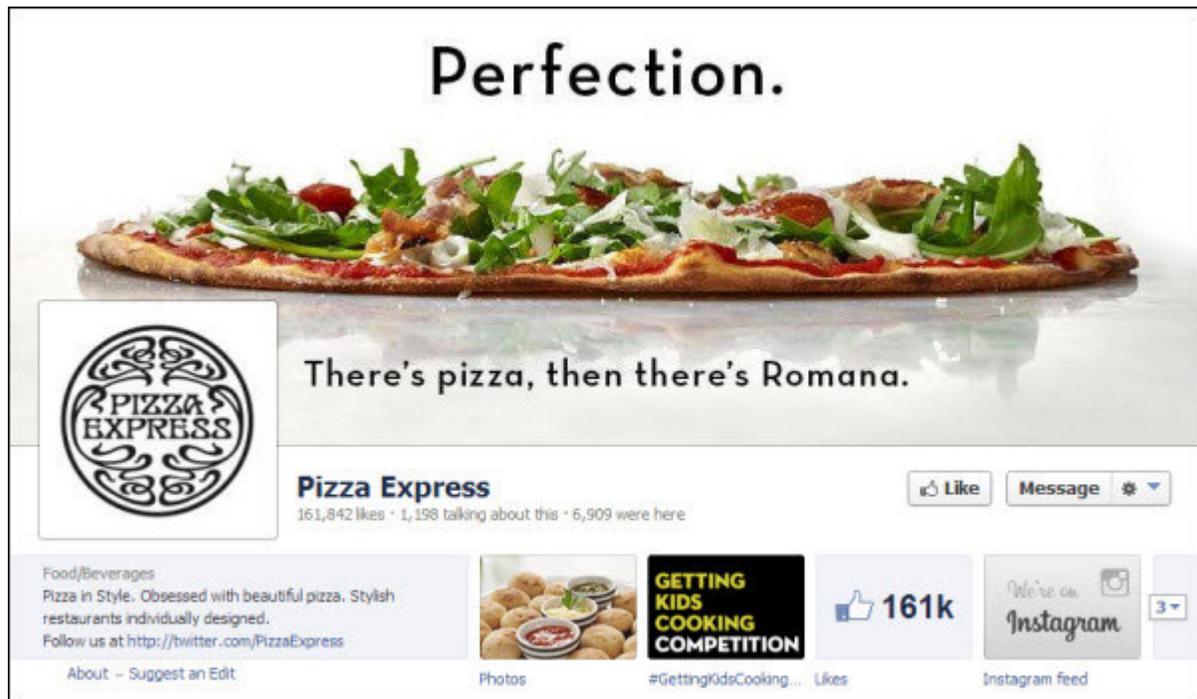
Make sure that the photos you use for your cover reflect your business or product benefits or “personality”. Translated into plain English, this might mean featuring:

- The scenic lake on which your resort is situated
- A fabulous specialty entrée your restaurant produces
- Your published books, if yours is an Author Page
- A call to action
- Any “signature” graphic your clients or customers are familiar with – ones that make them think instantly of you or your business

Use colors associated with your business brand. If your website is a smart, sharp, eye-popping red and white, make sure the colors reflect this on your Facebook Page.

If possible, use the same header as your business website – but you can keep the Cover content fresh by updating it with a **call-to-action**, **slogans**, **photo insets** – anything to catch your visitor's attention while telling her what your Page is all about.

Here is a superb example of a perfectly-customized and branded cover from [Pizza Express](#).



Let's take a look at why it works so well. This header area:

- Includes the Pizza Express logo and tagline for branding
- Presents an eye-appealing photo of their signature product
- Makes great use of custom app tabs, inviting engagement
- Makes great use of white space, leading the eye where it needs to go (logo, food, app tabs)
- Observes the 20% rule

Be creative with your Cover photo. Change it to reflect the seasons, or feature a Holiday theme. Use it to present new dishes from your restaurant, display books on your Author page or show a scene from your most recent event. Realize that your Cover photo can tell your clients or customers all about you, your business and its biggest current benefits – plus what it's all about – all at a single glance.

Cover photos should be:

- 851 X 315 pixels (ideal)
- .JPG format
- 399 X 150 (absolute minimum – your photo will be stretched to fit at this size)
- RGB color, rather than CMYK (in your .JPG settings)
- Less than 100KB file size

You may use a .PNG file for images containing your logo or text (for better quality rendering).

Step 3. Customizing your Profile photo

Tradition dictates you use either your logo or a headshot as your Page's Profile photo, and this remains a sound rule: However, don't hesitate to be creative if you think another image would serve better. (Example: Superimposing your face or logo on your QR code.)

Whatever you decide, just be sure that your Profile photo stands out.



Profile photos should be:

- 160x160 pixels (square)
- 180x180 pixels (absolute minimum)

Remember – don't use your headshot on your Facebook Page unless *you* are your brand.

Step 4. Customizing Your “About” Section

What many people don't realize is that your “About” section information will be dictated by the category in which you place your Page. For example, if you have a Community Page, you will be allowed to include only a “Long Description” and a website link – and you won't have access to Facebook Insights (tracking metrics).

On the other hand, if you have a Brands & Products Page, you can enter:

- A short and long description
- A company overview
- Products
- Awards
- Mission
- Founder information
- Address, Phone, Email

Your “About” section is what search engines actually glean your public Facebook information from, since Facebook Page information is public by default. So do fill in all the information requested for your “About” section – even though selected contact information and the “Short Description” is all your readers will most likely see.

Your short description is what people see when they look at your “About” section.



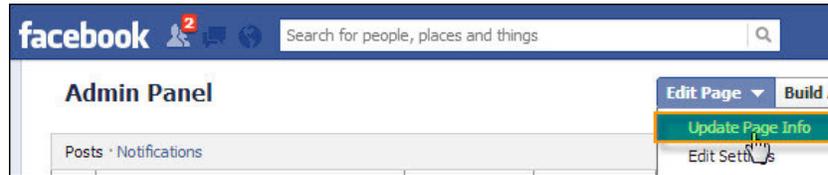
Author
This is repost of Seth's blog. If you want to actually reach Seth,
you can e-mail him at sethgodin@gmail.com

In the above example, super-blogger, [Seth Godin](#), chooses to concentrate on a single call to action with a unique contact detail.

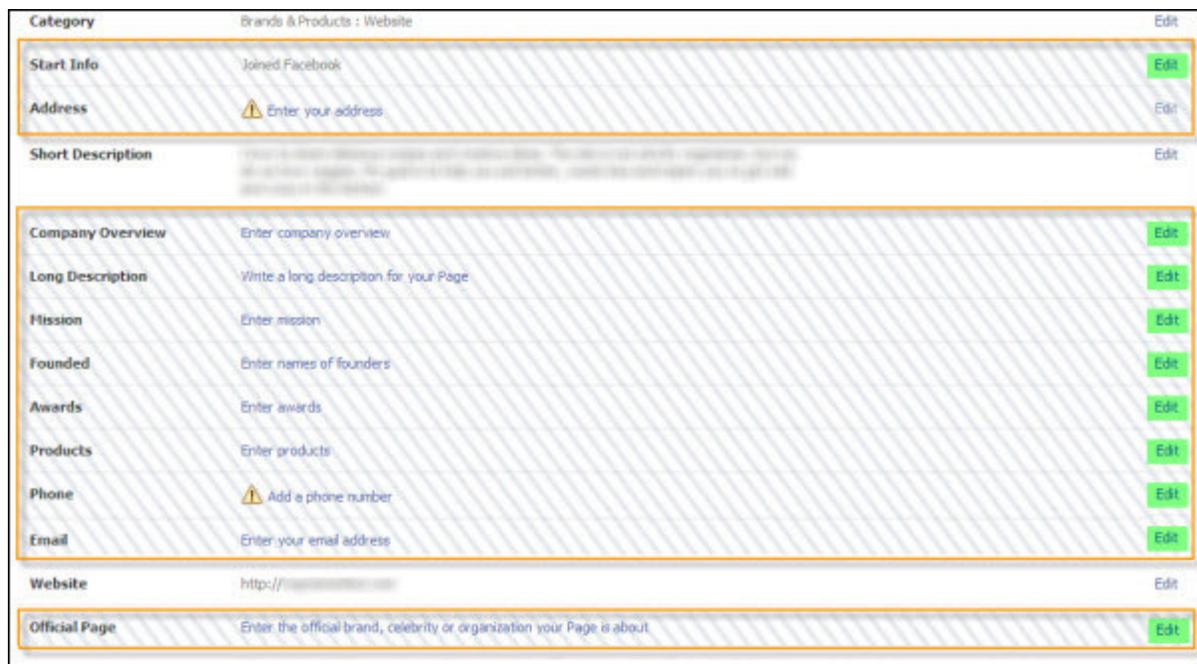
(You might prefer to include **keywords** or **other social site links**, if this is included in your Page category.)

How to customize your “About” section:

1. Log in to Facebook as your Page.
2. Select the “Edit Page” Tab at the top right corner of your Admin section. From the drop-down menu, select “Update page info”.



3. You will probably be surprised at all the fields you still need to fill out.



To fully optimize your Facebook Page for the search engines (and your target visitor), as well as for future Facebook advertising, **complete this section** as thoroughly as possible, using your top **keywords**.

Remember, most of this won't appear in your “About” tab, and the fields you do see when you go to update your Page info will depend on your Page category.

Step 5. Customizing Your Tabs

One of the best ways to increase lead generation from your Facebook Page is to customize your tabs.

Surprisingly, a large majority of brands and businesses still don't do this.

One Page that does use focused, custom tabs belongs to [The Nerdist](#).



The Nerdist is not such a nerd after all: He has shrewdly inserted custom YouTube and Pinterest tabs, since these are online content venues he wants to promote.

One app that might have been even better in a Facebook Page tab: **A sign-up incentive tab**. You can easily make one with third party apps such as those provided by [Woobox](#).

Woobox is not only easy to use; it offers an amazing variety of apps and the tabs to go with them.



There's a \$1.00, one-month trial for 100 fans and after that, pricing starts at \$15.00 for up to 1,000 fans.

There are also completely free apps you can use, including tabs for:

- Twitter
- Instagram
- Pinterest
- YouTube

An even easier solution, depending on the type of app and tab you want to create – use [TabSite](#).

When you sign up with TabSite, you get two free apps – and for many businesses, this is all you may need. (Pricing is highly affordable if you need more, starting at \$10.00 per month.)



You can use apps and display your best tabs in your header area for all sorts of purposes:

- Sign up incentives
- Contests
- Videos (YouTube)
- Coupons
- Deals
- Other social networks (e.g. Your Twitter Tab; your YouTube Channel)
- Sample Chapter of your book
- Free gift
- Poll or survey

Whatever you do, however, don't just leave Facebook's default tabs there. (Facebook provides complete instructions on how to [swap out your tabs](#).)

Step 6. Customizing your Facebook Page URL

You have one chance to change your Facebook Page URL to a keyword-optimized or branded URL, which you can do by following [these Facebook Page name change instructions](#).

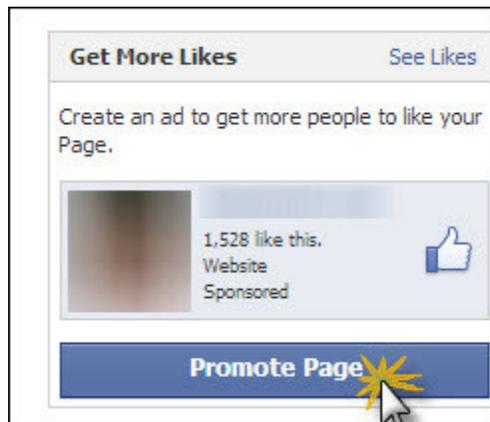
To change your Page's username:

1. From the top of your Page, click **Edit Page** ▾
2. Select **Update Page Info**
3. Click **Page Address**, then click **Change web address**
4. Enter the username you want for your Page and click **Check Availability**
5. If the username is available, click **Confirm** to save it

If you've already changed the username for your Page, you won't be able to change it again. Keep in mind that you must be a **manager-level admin** of the Page to change the username.

You cannot use someone else's trademark (e.g. "<http://www.facebook.com/pepsi>") or generic terms ("<http://www.facebook.com/soda>"). Use your brand name, your name or product name if possible.

All six steps will help your page get noticed, and "Liked". (If you need a little boost to gain those first fifty or so "Likes", click the "Promote Page" button in your Admin Panel and allocate a modest amount to quick advertising.)



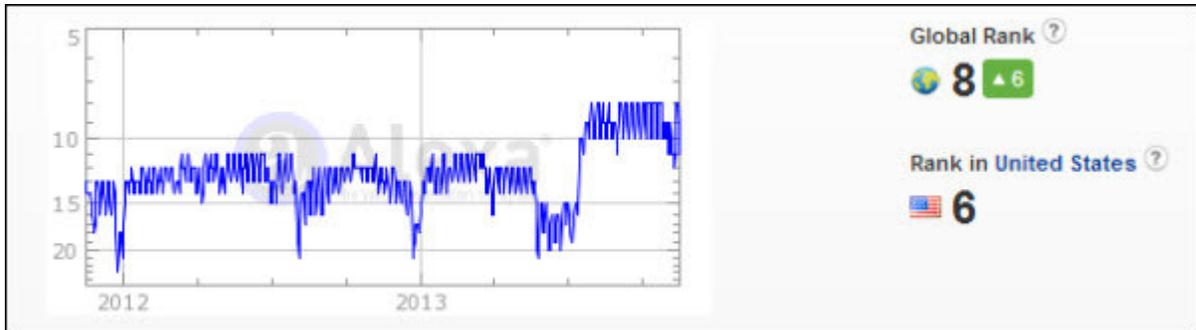
But there's one more vital step you need to take and commitment you need to make...

- **Visit your Page every day** – and keep the conversation rolling.

Customizing your LinkedIn Page

LinkedIn is one social network you shouldn't ignore, if you market to a particular industry or run a B2B company. LinkedIn's recent changes have increased its value. It is currently enjoying a 90% increase in daily page views and experiencing a huge jump in global ranking during the last quarter, according to Alexa.com.

This makes it one of the top social networks – and websites – in the world.



It goes without saying that you should create a profile for yourself on LinkedIn, but if you run a company, you should also create – and customize – your LinkedIn Company Page.

Many people do the first two (create a LinkedIn Profile and even create a Company Page), but finding a well-optimized LinkedIn Page is difficult.

So let's make sure that customized, focused LinkedIn Page is yours.

Step 1. Ensure you are Eligible

LinkedIn has strict rules about Company Pages, so first make sure your Company qualifies.

1. You need **Intermediate** or **All Star** profile strength.
2. You need a verified email address from your company's domain (e.g. "info@mycompany.com") – **not** a public email address (e.g. yahoo.com or gmail.com).
3. You are a genuine company employee or part of the management team and designated as such in the "Experience" section of your profile.
4. You haven't already used that company domain and email to create a Company Page
5. You must already have "several" connections

If you meet those requirements, you may even already have created your Company Page. But let's see how we can customize it to do even more for your company...

Step 2. Start with Your Personal Profile

If you're thinking of your LinkedIn Page simply as a company profile, you are under-utilizing it.

First, think about the way **others view your Page**. Their first glimpse is most likely going to occur when they hover their mouse over your company icon in your personal Profile. LinkedIn will glean facts from your Company Page "About Us" section and display them in a snapshot/summary-style pop-up window.

So how do you want to be seen, when someone hovers over your Company name within your LinkedIn profile? Like this?



...Or like this?



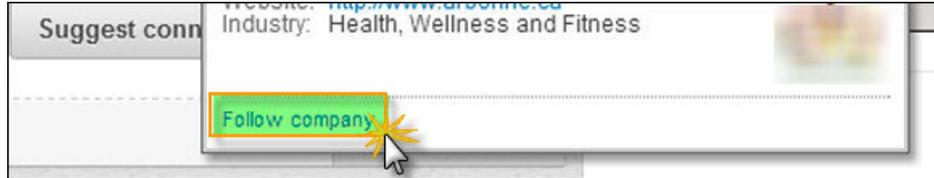
So before you ever get around to tweaking anything else, make sure your Company Page's "About Us" section is **fully completed** and set up for this type of pop-up view – using:

- Your keywords (e.g. "skin care products", "botanical", "anti-aging", "natural balancing", etc.)
- Description (with the most important details in the first three short lines)
- Industry field properly categorized
- Your logo uploaded

If you have employees (people who are going to type your company name as their current place of employment), making sure your LinkedIn Company Page "About Us" section is even more important, since people may hover over their place of employment.

For each employee connected to your Company, their visitors provide a multitude of contacts you don't yet have, ready and ripe to "Follow" your company.

But they will *only* be able to choose to follow your Company if you have filled in your "About Us" section completely.

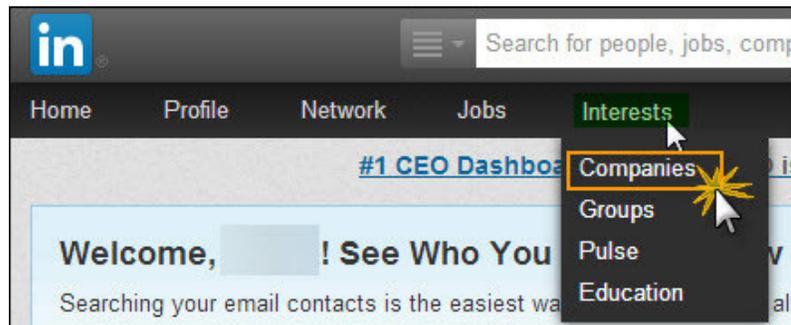


Step 3. Creating and Optimizing your Company Page

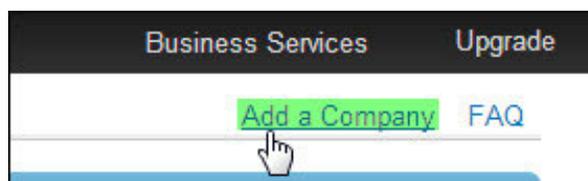
In the screenshot, above, you can see a small image displayed – the Company logo. Upload it to your Page, and it will appear both on your Page and in your pop-up.

Let's create a Company Page from scratch. (If you already have one, you can follow the same steps by **editing your Page**.)

1. From your "Interests" tab, select "Companies" from the drop-down menu.

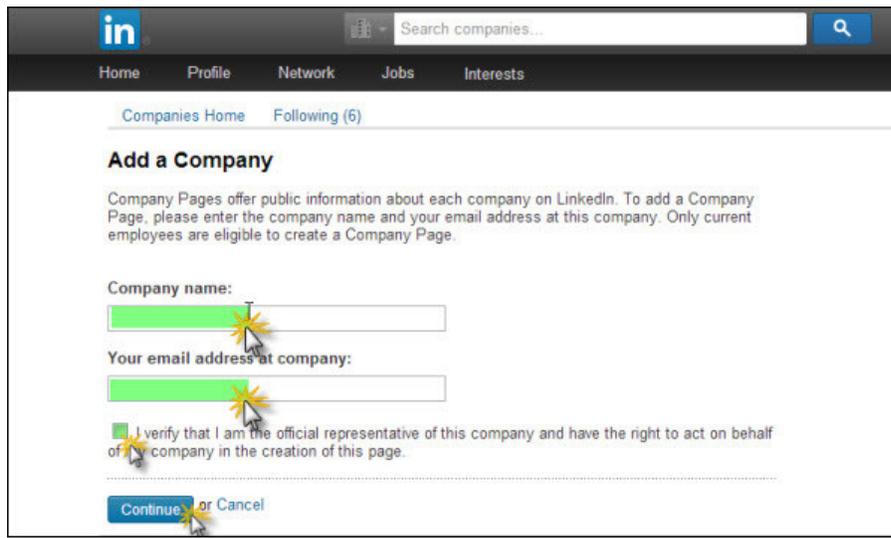


2. A page will open up, listing companies you follow. Over on the upper, right-hand side, you'll see a small line of anchor text saying "Add a Company".



Click on it!

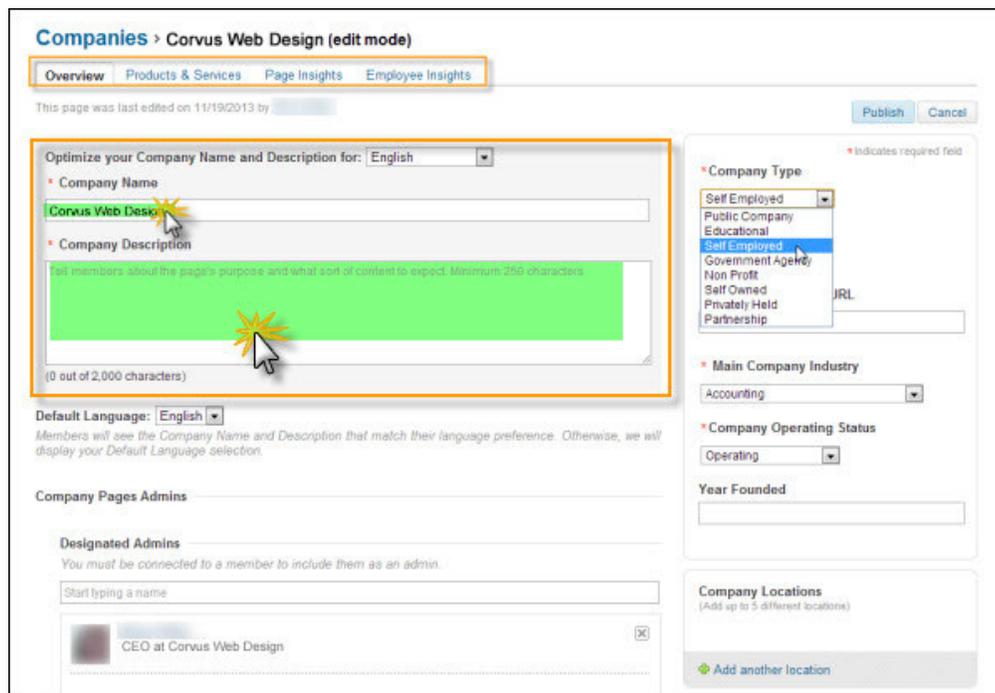
3. Another page will open, containing a simple sign up box.



The screenshot shows the LinkedIn 'Add a Company' form. At the top, there is a search bar and navigation links for Home, Profile, Network, Jobs, and Interests. Below the navigation, there are links for 'Companies Home' and 'Following (6)'. The main heading is 'Add a Company'. A paragraph explains that Company Pages offer public information and that only current employees are eligible to create a page. The form includes two text input fields: 'Company name:' and 'Your email address at company:'. Below these is a radio button labeled 'I verify that I am the official representative of this company and have the right to act on behalf of this company in the creation of this page.' At the bottom, there are 'Continue' and 'Cancel' buttons.

- Enter your Company Name
- Enter your Company email address
- Click the radio box to verify that you are an official representative who has the right to act on behalf of the Company
- Press the blue “Continue” button

4. A new page will open up, and this is what you’ll see above the fold.



The screenshot shows the LinkedIn 'Corvus Web Design (edit mode)' page. The page title is 'Companies > Corvus Web Design (edit mode)'. There are tabs for 'Overview', 'Products & Services', 'Page Insights', and 'Employee Insights'. A note indicates the page was last edited on 11/19/2013. The main content area is divided into two sections: 'Company Name' and 'Company Description'. The 'Company Name' field contains 'Corvus Web Design'. The 'Company Description' field contains a placeholder text: 'Self members about the page's purpose and what sort of content to expect. Minimum 250 characters.' Below the description field, it shows '(0 out of 2,000 characters)'. To the right, there are several dropdown menus: 'Company Type' (with 'Self Employed' selected), 'Main Company Industry' (with 'Accounting' selected), and 'Company Operating Status' (with 'Operating' selected). There is also a 'Year Founded' field. At the bottom, there is a 'Company Locations' section with an 'Add another location' button.

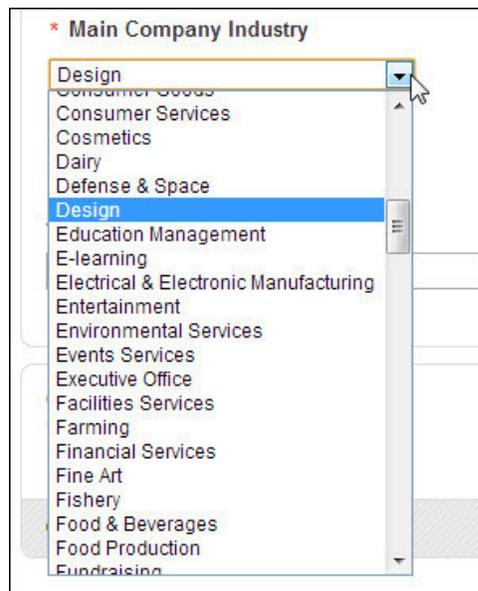
First, fill in your Company Name and Company Description. Keep all your most important information under 250 characters (that’s what will display in Profile popups).

You do have up to 2,000 characters to talk about your company, and by all means do so if you have information to share that will really interest your ideal contact.

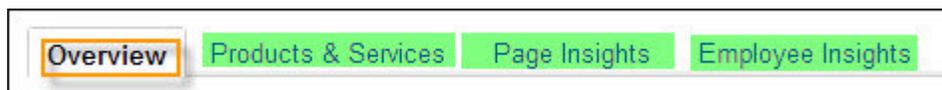
5. On the right-hand side, customize your basic Company information from simple drop-downs. Most notably “Company Type”:



...And “Main Company Industry”.



6. Across the top, you’ll also see other horizontal tabs. Make sure you fill these out also.



Take your time. You don’t have to press the “Publish” button until you are totally satisfied with your content.

Step 4. Adding Images

Here's where you want to start adding visual media. While still in the "Overview" section, scroll down below the fold until you come to the "Image" field. This is where you can upload larger photos of company premises, events, and the like.

You must be the Company Administrator to upload images.

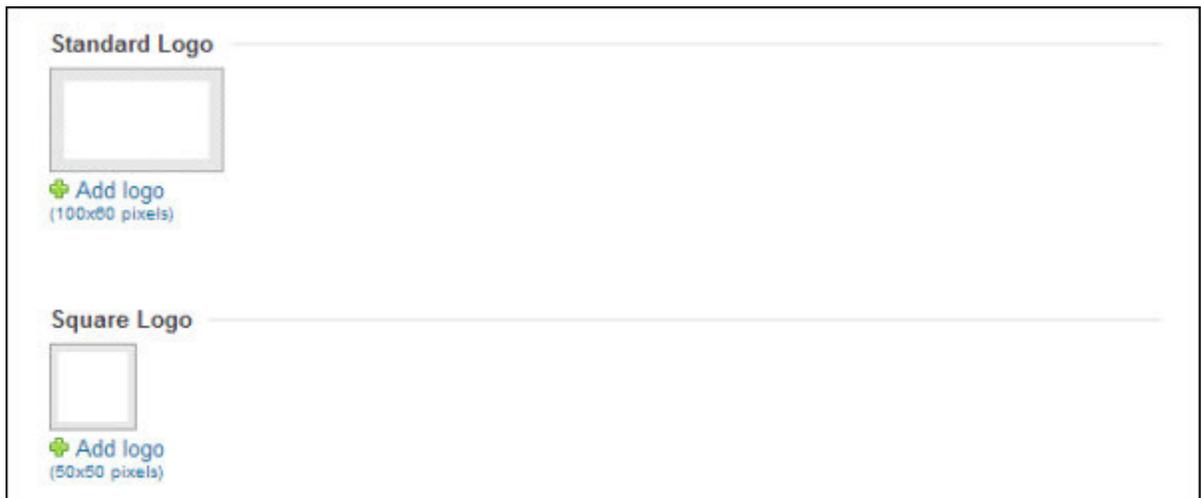
Any images you upload must be a minimum 646 X 220 pixels, and no greater than 2MB in file size (.JPEG, .PNG or .GIF format.)



Adding Your Logo:

You have the choice of adding either a rectangular or square version of your log. Scroll down to the fields directly below "Image".

The square logo is used in your Network Updates.



As you can see, the rectangular (“Standard”) logo should be 100 X 60 pixels and the square should be 50 X 50. (LinkedIn will resize, but do get the proportion ratio right.)

Add images that help create a strong identity and presence:

- Of your products, books, and other company merchandise
- Events
- Staff
- Premises
- Signage
- Vehicles (if these display signage or a distinctive look – e.g. a fleet of identical lime green Fiats)
- Mascots

And anything else that helps brand your business.

Now here’s where you can really kick it up a notch...

Step 4. Adding the Extras

That’s just the basic bones of your Page. Set a goal for it. Remember that your LinkedIn Company Page is not meant for socializing – it’s a formal vehicle for showcasing your company.

This is hard for some people to grasp, because they are so used to be told “engage, engage, engage”: However, there’s no faster way to brand yourself as a newbie on LinkedIn than to post content that should be on your Profile on your Company Page instead. Just because you are not going to enter into discussions on your Page, don’t think you can “set and forget” your information. Think of your Page as a Newsmagazine dedicated to your company and post news and updates.

These should focus on what your company is doing: Not on you. Typical material for updates includes:

- New products or services
- New employees
- Updated products, service packages
- Seasonal promotions
- Awards

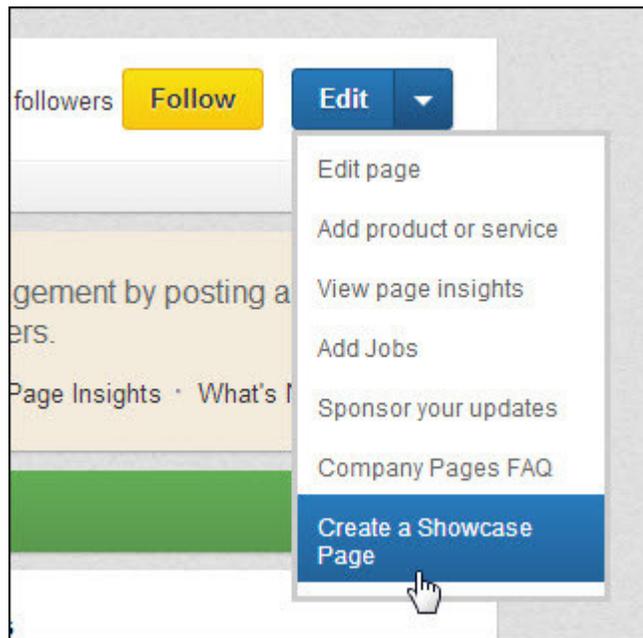
What you are really doing is telling your company’s story – *as it is happening*.

Frequent updates will make your Company feel alive, vibrant and buzzing with life on your LinkedIn Company Page. Set a schedule for performing these updates. If you have an employee or regular contractor who works with you, designate them to collect updates and have a weekly meeting on what you're going to post. (Make them an administrator for your Page.)

But here's what to set up right now:

1. Set up a Showcase Page

While you have your Page up in your sights, click the "Edit" button and select "Create a Showcase Page" from the drop-down menu.



Your Showcase Page can allow you to present a "message" and presence honed to please your ideal target audience. You can create more than one Showcase Page LinkedIn recommends creating "a dedicated Page for each aspect of your business with its own message to share". (Think of these as magazine feature articles.)

Key features of a Showcase Page:

- Distinct design includes a larger hero image.
- Two-column feed design to highlight the most relevant content.
- Attract a distinct set of followers to a dedicated page.
- Deliver updates directly in the feed of your followers across mobile, tablet, and desktop.

Present selected updates as Showcase Pages. (The wizard will walk you through set up.)

Still not sure? Read much more about Showcase Pages in LinkedIn's [Help Section](#).

2. Add Your Products or Services

Don't be one of the horde who post a description of their business and then think that suffices. Populate your Products and Services section with specific products or packages.

There are many advantages to doing this:

- “Products and Services” is set up to invite recommendations from your clients or customers
- You can publicize, promote or record events
- Showcase not just products, books or services, but also any company apps you provide or have created

But it is the recommendation power that really pushes this section into hyper-drive.

By following the easy-to-use wizard, you can quickly:

- Choose between presenting a product or a service

The screenshot shows a multi-step wizard for adding a product or service. Step 1 asks 'Would you like to add a product or service?' with radio buttons for 'Product' (selected) and 'Service'. Step 2 asks to 'Select a category that best fits your product/service' with a dropdown menu. Step 7 asks to 'Add a URL for this product or service' with a text input field. Step 8 asks to 'Add a contact from your company' with a text input field.

- Choose from a list of categories for optimization and easy search
- Designate your own custom category (select “Other”)
- Upload a product or package image (100 X 80 pixels)

DO add an image for your specific product or service package – even if it's just a screenshot of your web page package listing.

If you don't, LinkedIn will squeeze your company logo into 100 X 80 pixel format!

- Name and describe your product or service
- Include a landing page URL
- Include a contact person (who must be a LinkedIn member)

- Create:
 - A bulleted list of features or benefits
 - A disclaimer
- Add a promotion

Step 9. Add a promotion for this product or service
Do you have a promotion or special offer for this product or service? Include a title, description and URL where users can click to learn more.

Create a special promotion

Give it a title

Enter a URL

Write a brief description of the promotion...

- Add a YouTube video

Step 10. Add a YouTube video about this product or service
Do you have a YouTube video about this product or service? Add a title for your video here.

Title your video

Video Header

Step 11. Add your YouTube video URL
Copy and paste the URL from your YouTube video in the box below.

YouTube Video URL

YouTube Video URL

Really – it’s never been easier to promote a product or service package! You can have the equivalent of a professionally designed and optimized, dedicated Product Page up in a matter of minutes!

(Just make sure your content focus is not on showing how great your product is, but how great it will be for your audience!)

3. Add up to Three Banners to your Company Page

Be sure to “Follow” your own page. This will allow you to access it quickly for changes. Use the blue “Edit” button to access features available.

When uploading images (Step 3 of set up) you can upload banners of 646 X 222 pixels. Upload your image as a .PNG file. (LinkedIn provides instructions on [how to create a .PNG file.](#))

You can also include URLs at the top of your banner image to send people directly to landing pages.

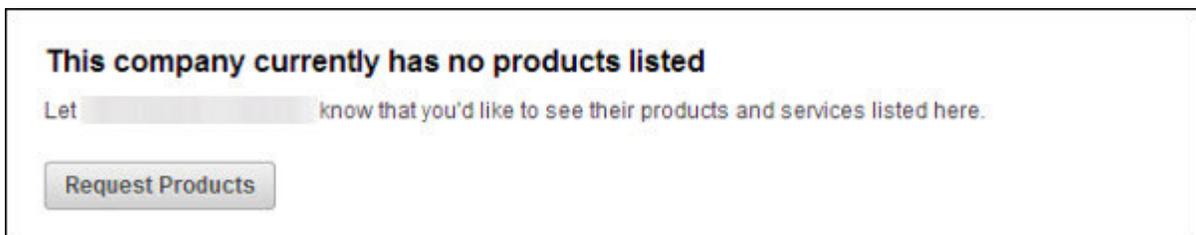
NOTE: You need to upgrade to a silver or gold profile before you can add rotating banners.

Make full use of rich media and create a consistent presence and identity for your company.

In conclusion, it’s not hard to create Company Pages on LinkedIn. If you’re serious about your business, it’s foolish not to do so.

Follow these best practices to keep your company feeling alive and active:

- Update often.
- Use custom URLs and promotions.
- Add those products or services. The last thing you want a potential client to see when they click on your “Products and Services” tab is this!



- Share your page!

And, above all, make sure **you invite and secure Recommendations on your Company Page** (and check your Insights tab to evaluate your Page performance). If you set up your Company Page and customize it as completely as possible, following these steps, it will become one of your greatest assets in promoting your B2B products and services.

Confidence Café Membership

We meet for live coaching and mentoring on the 2nd & 3rd Tuesday of each month at 10 – 11 a.m. PST (2 – 3 p.m. EST). Please check the international time depending on where you live.

2nd Tuesday – Call in to get advised on updated business strategies and marketing concepts. Open coaching as time allows.

3rd Tuesday – Open coaching on the topic of the month or other questions.

You will receive a reminder email with the dial in number for the conference line a few days before the call along with any handouts for the month.

You'll also get information in your regular Confident Business Women email newsletter each week that arrives in your email every week.

It's exciting to have you on board. I can't wait to hear your voice, answer your questions, and provide support and mentoring to help expand your business influence around the world.

Dr. Consuelo

Consuelo Meux, Ph.D., Consultant/Mentor

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