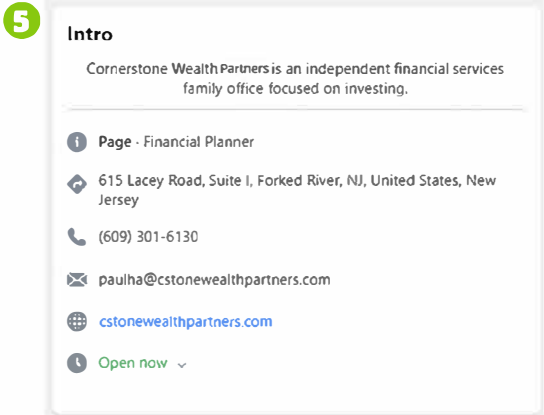
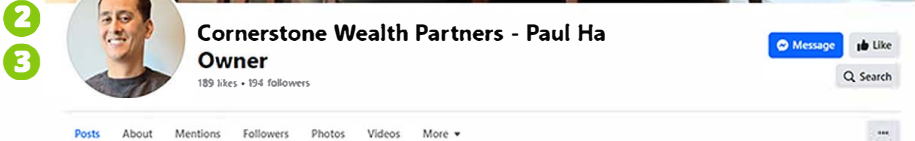
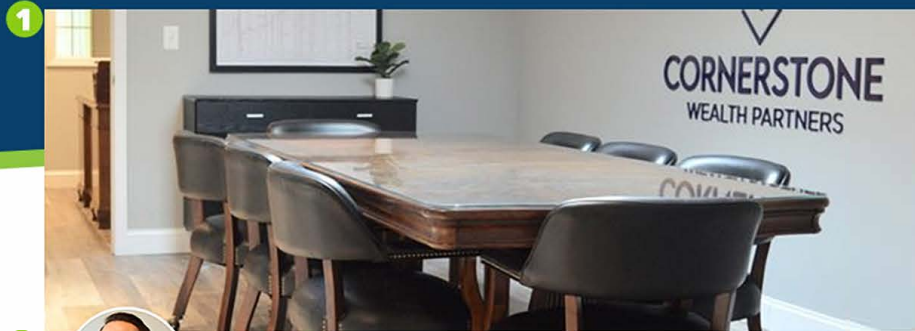


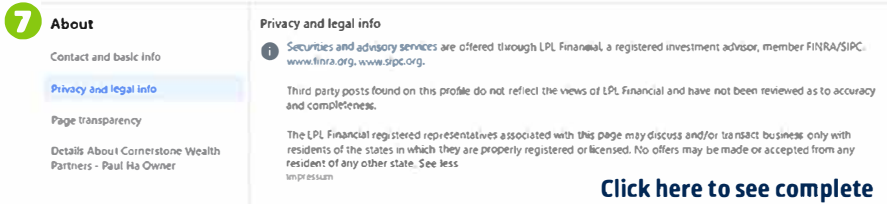
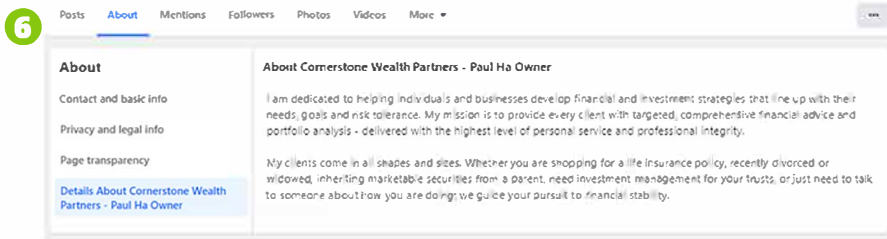
Power Up Your Facebook Business Profile



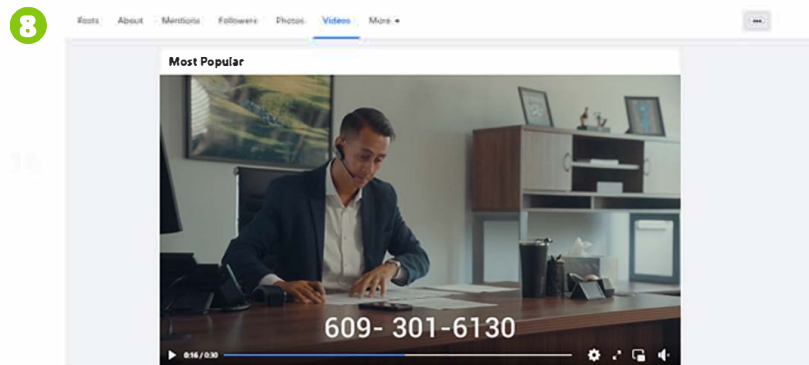
Tips to Enhance Your Profile and Improve Search Engine Optimization



[Click here to see Paul's Facebook Business Profile Live](#)



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1. Utilize a **header image** that emphasizes your brand, the region, a personal interest, or the building where your office is located. You can also incorporate your logo and your slogan.
2. Use a professionally taken **headshot**.
3. Your **professional name, DBA name**, title and designations.
4. Create a **customized URL** under "Settings".
5. Write a niche - oriented **headline** using key industry terms.
6. **About Section (Details About You)**
 - Provide a more **in-depth description** of who you are and what you do.
 - Include the skills, accomplishments, and specialties that **make you unique**.
 - Show results – give **specific examples** of how you've helped clients.
 - Add a **personal element** – explain why you are passionate about your career.
 - **Call to action** – end your summary by inviting people to connect with you.
7. **About Section (Privacy & Legal)**
 - Required Disclosure - place your LPL-approved disclosure along with the required social media disclosure under "Add Impressum".
8. **Video Section**
 - Video is a powerful marketing tool that will help you **stand out** amongst your competitors as a thought leader. Video has become a favored marketing tool because of its potential to explain everything in a format that users prefer - visually. Showcase your personality and **increase engagement** through posting videos to your feed. All videos will automatically be saved under this tab for easy reference.