

**How To Turn Your
Facebook Profile
into a
Sales Funnel
*in 3 Simple Steps!***

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In this guide, I will cover 3 simple steps you will use to turn your Facebook Profile into a Sales Funnel.

A sales funnel maps out the journey a customer goes through when making any kind of purchase.

They usually start at the top of the sales funnel by subscribing to your email list to receive a Free Offer or Lead Magnet. Once they are a subscriber, you would send them emails to nurture your relationship with them. Then, you would send a sales email offering a product or service for sale.

You could also send the reader to an event or straight to a product. There are many possibilities.

Before you start, read over the steps below so that you can gather the pieces you'll need.

1. Create your Hook or One-Liner

In the Intro Section of your Facebook Profile, you will add a Hook or One-Liner pointing people to the top of your Sales Funnel or directly to your product or service. You have 101 Characters to work with.

Some Examples of where you could send a reader:

- A Free Offer or Lead Magnet where the reader would subscribe to your email list to receive it.
- A Product, Course, or Service on your Website.
- A Book on Amazon.
- A Facebook Group.
- An Event page.
- A signup for a Webinar.

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What URL will they click to get to your Free Offer/Lead Magnet, Product, Course, Services, Book, Facebook Group, etc? If the URL is really long, you may want to shorten it using a service like Bitly.com. Be sure to include the https:// at the beginning to make it clickable.

For this example, I'm pointing readers to my Free Offer/Lead Magnet on my website. Since you are reading this, you subscribed to my email list to receive it.

Example with 97 characters:

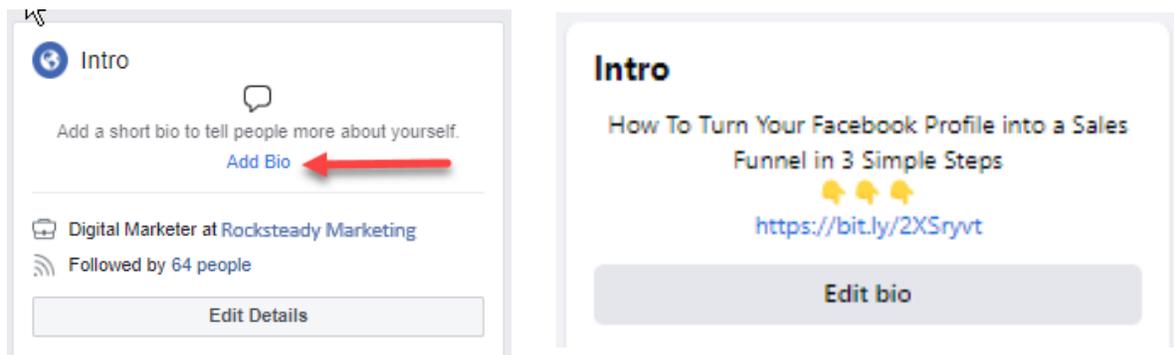
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<https://bit.ly/2ZNF1qM>

2. Once you have your hook, go to the Intro section of your Facebook Profile.

On a Desktop:

If you currently do not have a Bio, you will click where it says Add Bio. If you have a Bio, you will click to Edit Bio. Enter your hook here. You can add returns to separate the lines. When you're done, make sure you have not exceeded your 101 characters. You can tell if you have a negative number showing. Edit if necessary. Then Save.



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On a Mobile Phone:

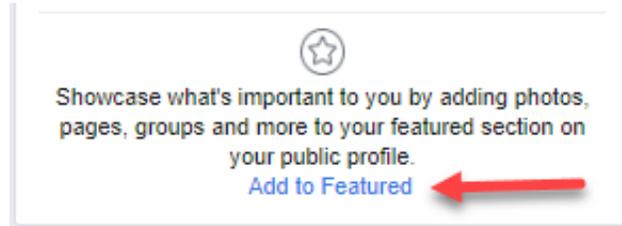
Go to your Facebook Profile. I clicked on my profile picture to get there.

Then, to the right of the Add To Story button, click on the 3 horizontal dots. Then, click on Edit Profile.

Add or edit your bio with the same info as above. Then, save.

3. Now, go to your Featured area in the Introduction section.

If you do not have a Featured image already, click Add to Featured. If you do have one (or more images), click to edit.



This is where you will add the square image that represents your Hook or One-Liner. Maybe it's an image with your Free Offer/Lead Magnet cover, or a copy of your Book. You could use an 800 px square image. You will only want to have one image in your featured area.

That's all there is to turning your Facebook Profile into a Sales Funnel.

Hope you enjoyed this simple guide.

Hi! I'm Janis

I'm a Dream Builder. I work with women small business owners, coaches, speakers and authors, to build and grow their online presence.

I'm the girl who loves to build things. Systems. Processes. Websites. Social Media. Email Marketing. *All the pieces of your online presence.*

I'm task-oriented and assist people with getting results...my passion is helping others succeed.



After 13 years as an Office Manager who wore all the hats, I reached burn out. So, I quit my job and launched out on my own.

Naturally trustworthy, responsible and dependable — rock solid — founding Rocksteady Marketing was a no-brainer and fulfilled my desire to come alongside small business owners who yearn for success and help them bring their vision to reality.

They say your niche finds you. I found that is true. The majority of my clients are small business owners, authors, speakers, and coaches. They're dreamers. Visionaries who have too many ideas to put into motion on their own. *They're passionate about changing the world in their own way.*

Just like Walt Disney needed his brother, Roy. And, Herb Kelleher needed Rollin King. Every dreamer needs a builder to help them bring their dream to reality. *I'm a builder.*

I spend my days creating and maintaining WordPress websites as well as coaching entrepreneurs on how to build their online presence.

Do you have a dream to build?

Contact me at janis@rocksteadymktg.com or the Contact page on my website.