

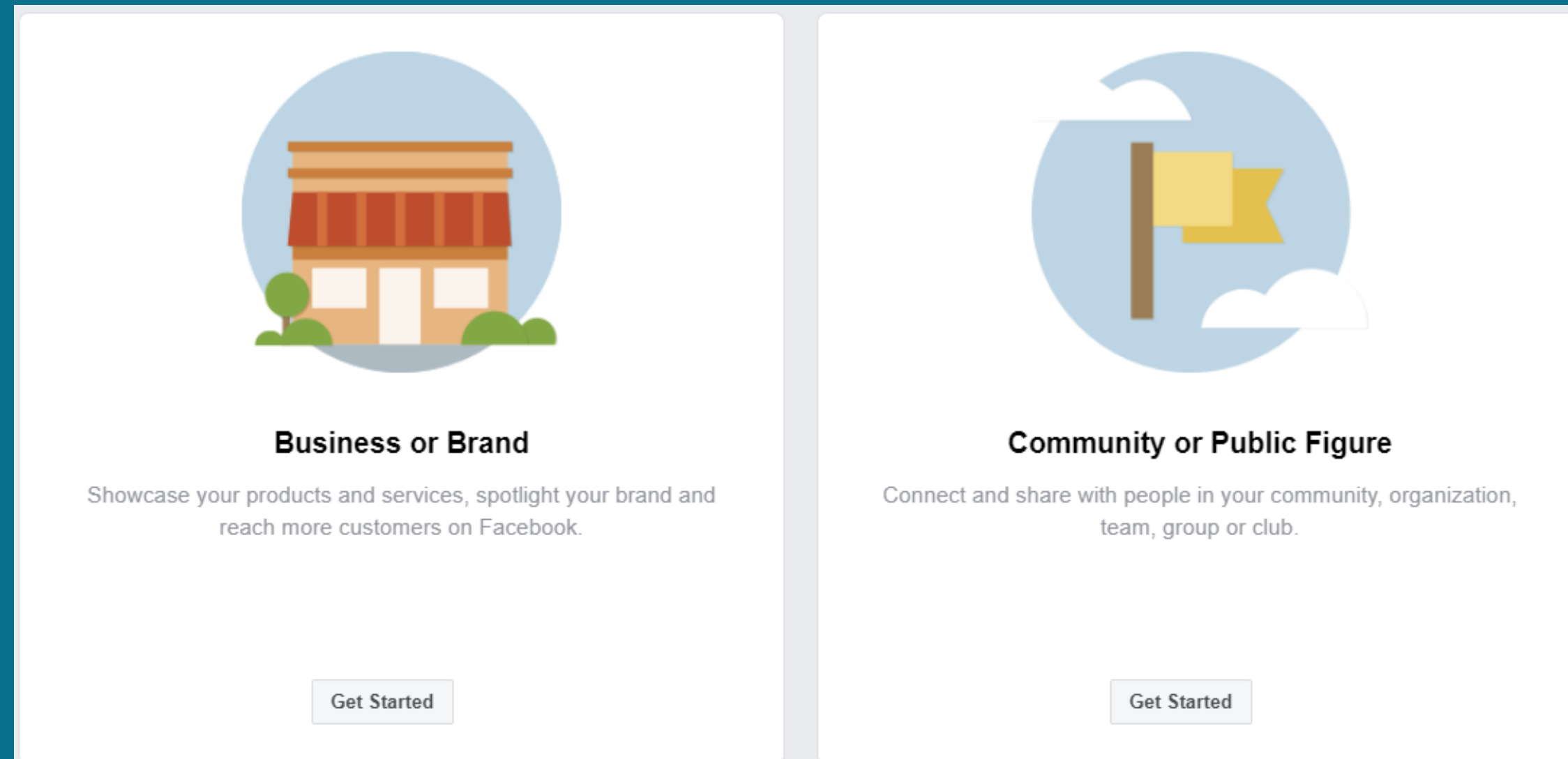
*Your*  
Optimized  
**Facebook Fan Page**

*Checklist*

# Create Your Page



1



Go to: [www.facebook.com/pages/create](https://www.facebook.com/pages/create) to choose the type of Fan Page that correlates with your business and begin the set-up process.



# *Name Your Page*

Name your page and choose a category for your business. Choose wisely because it can be difficult to get the name changed.

**Business or Brand**

Connect with customers, grow your audience and showcase your products with a free business Page.

**Page Name**

**Category**

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

[Continue](#)

2



# *Name Your Page*

If you  
already  
have a  
page...

## About

### GENERAL

---

Category	Public Figure	Edit
Name	Kim Garst	Edit
Username	@kimgarstbiz	Edit

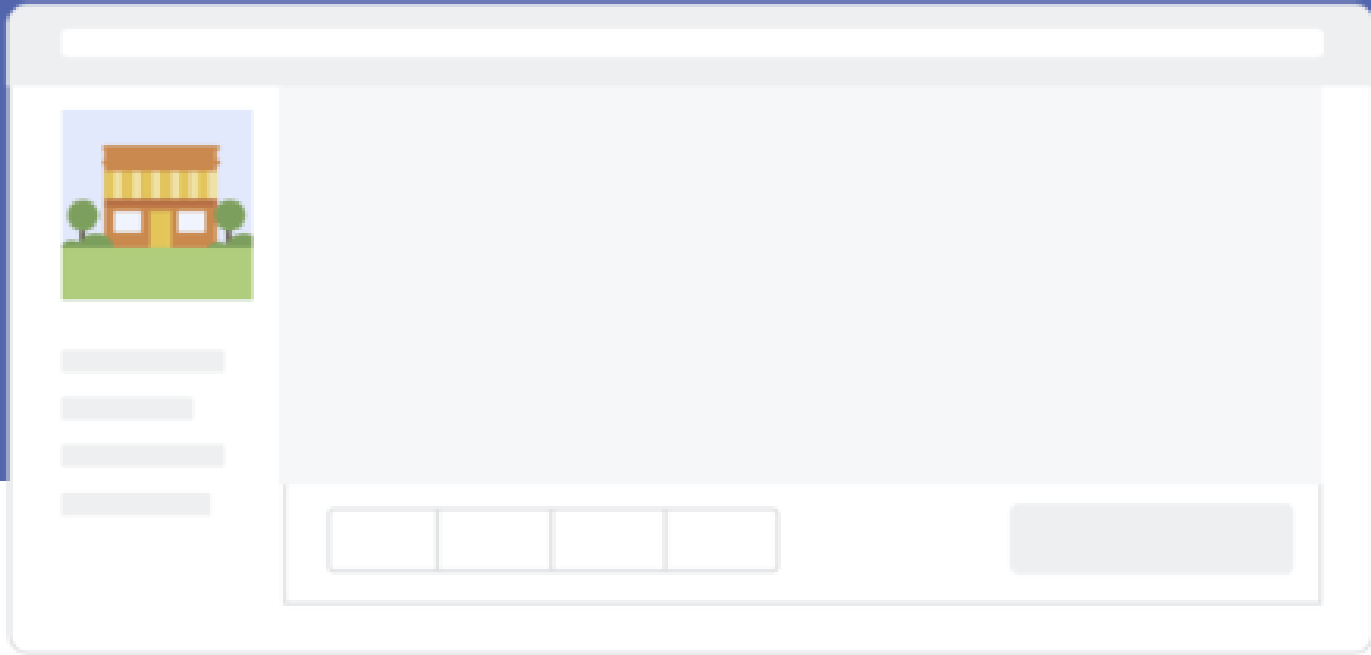
2

# Choose Your Profile Picture



3

**Add a Profile Picture**  
Help people find your Page by adding a photo.

A screenshot of the Facebook 'Add a Profile Picture' interface. It shows a preview of a profile picture (a house) and a large empty area for the main profile picture. Below the preview are four small square icons for different crop options. At the bottom, there are two buttons: 'Skip' and 'Upload a Profile Picture'.

Step 1 of 2

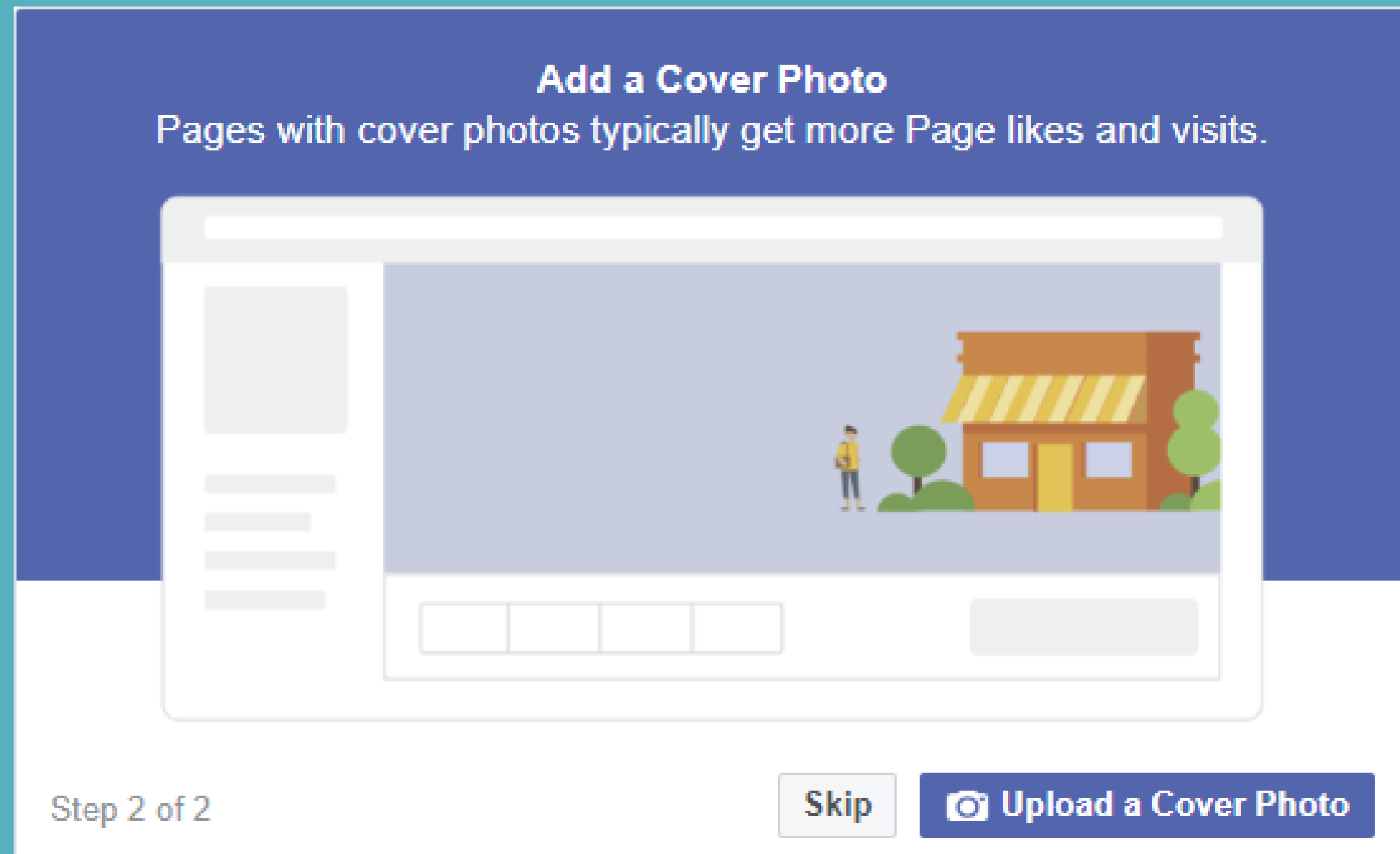
[Skip](#) [Upload a Profile Picture](#)

Choose a high-quality profile picture that showcases **YOU** as the face of the company or your logo.



# Add A Cover Photo

Choose a high quality image or video that immediately showcases what is in it for the visitor.



# 4

# Invite Your Friends



# 5

You can invite your friends to like your page. GREAT way to attract new visitors and build your community!

**Now invite your friends!** ×  
Attract new visitors and build your audience by inviting friends to like Test.

**Know friends who might like your Page?**  
Help more people discover your Page by inviting friends to like it.

Mia Venden

Invite

Ronda Moore

Invite

Marilyn S. Robinson

Invite

Rebecca Beavers

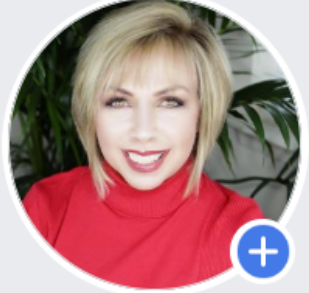
Invite

Kim Garst

Kim Kim Home Create


Inbox 2 Notifications 10 Insights Publishing T... More

Settings Help



Kim Garst  
@kimgarstbiz


Home  
Groups  
Videos  
See Kim Live  
Facebook Live "Quick St...  
Posts  
**Community**  
Fundraisers  
About  
Fan Subscriptions  
Offers  
Promote  
Manage Promotions





Liked Following Share Learn More

Top Fans

We update your top fans weekly. You can view and manage your list here.







Dawn Barraco Castillo  
Top fan for 3 months

Mari González  
Top fan for 3 months

Perry Mahalaris  
Top fan for 3 months

See All

Friends and Kim Garst





+ 1092


395K  
Total Likes


390K  
Total Follows


Invite your friends to like Kim Garst


Wendy Ann Gentry  
Invite

Mitch Jackson  
Invite

Joseph Garst  
Invite


Tyler Anderson  
Invite

Syed Balkhi  
Invite

Mia Venden  
Invite

Chat (244)

Click on Community





# Complete About Section



## About

[Edit Page Info](#)

### GENERAL

Category	Public Figure	<a href="#">Edit</a>
Name	Kim Garst	<a href="#">Edit</a>
Username	@kimgarstbiz	<a href="#">Edit</a>

### PAGE INFO

🚩 Founded in September 2007

[Edit business types](#)

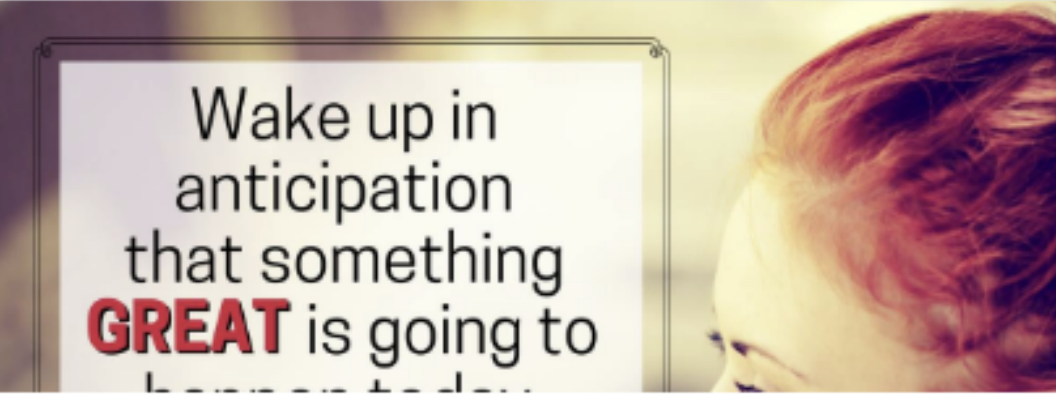
### INTERESTS

[Personal Interests](#)

- Social Media Marketing
- Massive Lead Generation
- Second Income Opportunity... [See More](#)

### CONTACT INFO

### STORY



#### Our Story

#### Who is this Gal?

Small town southern gal who discovered a big world. She is an international best selling author, international keynote speaker, one of the world's most retweeted people among digital marketers and a highly sought after marketing strategist.

Kim is also internationally recognized as a thought leader in the social media space. Facebook...

6

Your About section should include keywords and your URL should match your business page name as closely as possible.

# Add a Link to Your CTA Button



7



Make sure you link your CTA button that is featured in the same area as your timeline cover photo.

**TIP:** The best way to use this CTA button would be to send visitors to a landing page where you can add them to your list by offering something for free in exchange for their email.





# Create Eye-Catching Images and Videos



# 8

Posting content to your Page regularly is important! Create eye-catching graphics that make visitors want to engage and Like your Page to see more!

TIPS: When creating your graphics, make them 1200x1200 so they maintain their resolution when you post them and you can also cross-post them on Instagram!

# Engage With Your Fans!



9



Visitors to your Page are less likely to LIKE your Page if they see that you aren't active on it.



# Inspirational Collections



# Inspirational Collections



[kimgarst.com/inspirationcollections](http://kimgarst.com/inspirationcollections)