

Create a Free Facebook
Page for your Business
Idea

I'm not your inspiration, thank you
very much | Stella Young



Link in Ted talk:

https://www.ted.com/talks/stella_young_i_m_not_your_inspiration_thank_you_very_much

Stella Young is a comedian and journalist who happens to go about her day in a wheelchair — a fact that doesn't, she'd like to make clear, automatically turn her into a noble inspiration to all humanity.

"Disabled people are more disabled by our societies than our body's and our diagnosis."

Create a free Facebook page

To create a Facebook Page:

- Go to facebook.com/pages/create
- Click to choose a Page type.
- Fill out the required information.
- Click **Continue** and follow the on-screen instructions

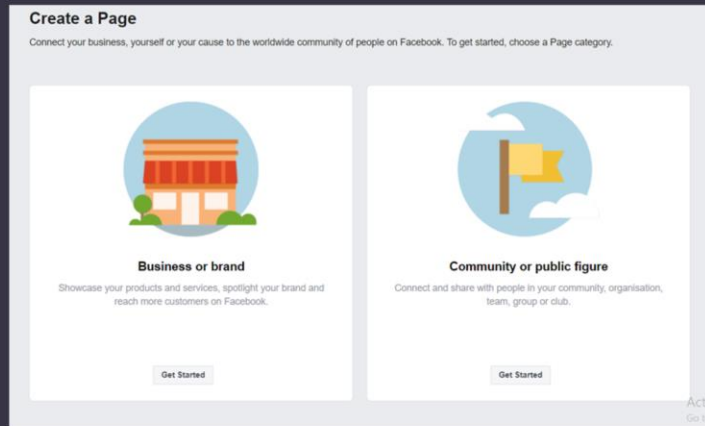
If you have an idea that you want to bring to the world (it may be a business, blog, your talent, etc) one of the first steps should be Facebook page. You ask - Why? Because it's free and it's the opportunity to tell about your idea to millions!! It's easy to make this page. Just 4 easy steps.

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Let's take look now step by step.

Choose a Page category



Go to facebook.com/pages/create. It should look like this.

To get started, choose a Page category.

- 1) **Business or brand** - Showcase your products and services, spotlight your brand and reach more customers on Facebook.
- 2) **Community or public figure** - Connect and share with people in your community, organization, team, group or club.

Follow your idea! When you ready press «Get started»!

Your business name and category

Create a Page
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

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

Page name
Name your Page

Category
Add a category to describe your Page

Type a word or two to best describe your Page, then choose a suggested category

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

Continue

Community or public figure
Connect and share with people in your community, organisation, team, group or club.

Get Started

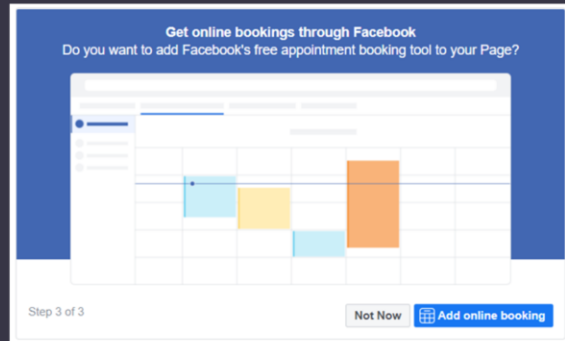
Let`s see how to make business page. Comunity or public figure is looking almost the same.

1. Write your business name.
2. You can choose 2 categories. You'll need to select between categories for a Facebook page to define your business. Picking right will help customers find you more easily. If you're miscategorized, they might skip over you, thinking you have a different type of business than you actually do.

(!) Remember we are living in the 21st century, your potential customers won't spend time looking through your page *maybe* you thought something else. They will take look just to 1-2 sec. That's why it's important to choose correct (not *sounds better*) Categories

When it's done press continue

Make a look



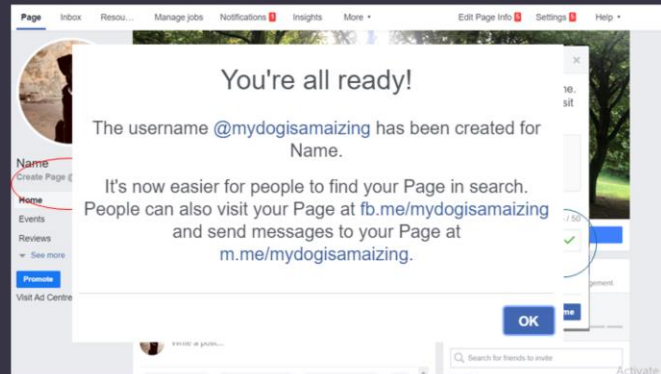
Add your profile picture. This pic will display in the top-left area of the page. Here you can put your business logo, pic of your work, if the page is about you then your picture etc.
(Facebook profile picture displays at 170 x 170 pixels on desktop and 128 x 128 pixels on mobile)

Add Cover picture. Facebook cover photo is the first step to portraying the right image on social media.
This picture should describe - what your page is about.
(It will display at 820 x 312 pixels on desktop or 640 x 360 pixels on mobile. The image must be at least 400 pixels wide and 150 pixels tall, but the recommended size to upload is 720 x 315 pixels.)

Get online bookings through Facebook. You can use it if you are making appointments, meetings, etc with costumers. Easy to use.

(!) Remember you can change it all later.

Take a first
look to
your
page



Take a first look and **create a user name**. Your username, also called your vanity URL, is how you tell people where to find you on Facebook. Your username can be up to 50 characters long, but don't use extra characters just because you can. You want it to be easy to type and easy to remember.

(!) There can't be 2 the same usernames!! Be creative.

General information

The screenshot displays a web interface for editing business information. At the top, there's a 'HOURS' section with radio button options: 'Open for selected hours' (selected), 'Always open', 'No hours available', and 'Permanently closed'. Below this is a 'MORE' section containing three text input fields: 'Impressum' (with 'Edit impressum' text), 'Products' (with 'Enter products offered' text), and 'Privacy Policy' (with 'Please enter a privacy policy link' text). A 'Sunday' checkbox is present, followed by two 'Time' input fields. A blue button reads 'Update your business hours so search results show when your location is open.' Below that are 'Save Changes' and 'Cancel' buttons. At the bottom, a 'Temporary service changes' section has three radio button options: 'Operating as usual (?)', 'Temporarily closed (?)', and 'Open with service changes (?)'.

Description. Let them know something interesting about your business/idea, why you started the business, what's special and unique, how long you've been in business and what you love about your location and/or your customers. This description **appears in search results**. It should be just a couple of sentences (maximum 255 characters), so there's no need to get too elaborate here.

Contacts. How costumers can reach you. Add all the contact details you want to make public: your phone number, website, email. Check it 2x!!

Address. It's important because we are usually trying to find business and services around us. Why? Imagine that you wanted to order pica and accidentally do if from USA. You can right just your city. If your business is making a meeting with costumers on your office/home then you should write an address. If you have a physical storefront or office, check to make sure that your location is marked correctly on the map.

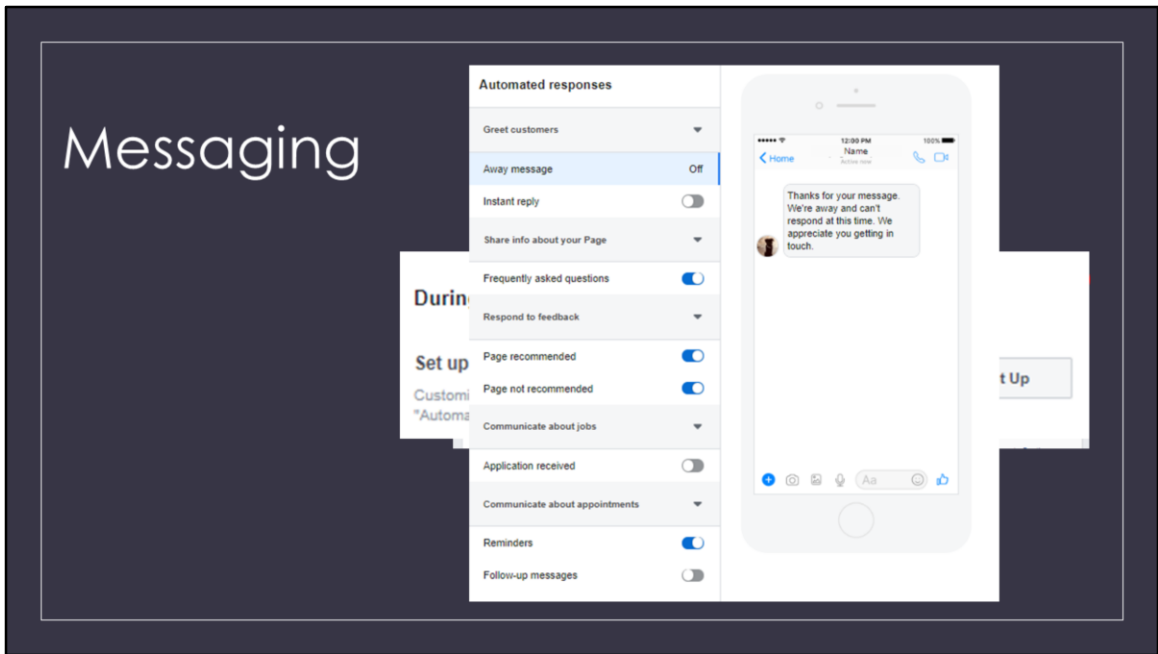
Working hours. When you would be happy to connect with costumers and give your product/service. This information **appears in search results**.

More. Is there anything you would like to add. Remember more information can help costumers to understand your service.

(!) Save changes

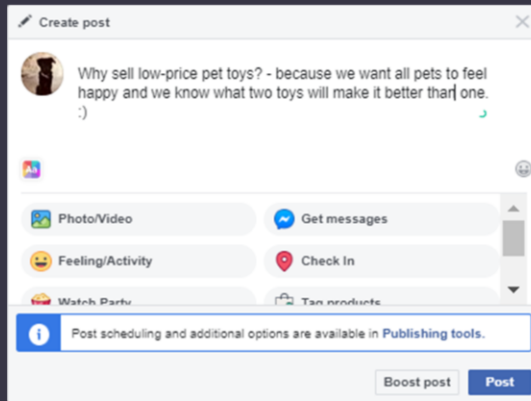
Congratulations –
you made
your
first
Facebook page

Let's explore it a little more



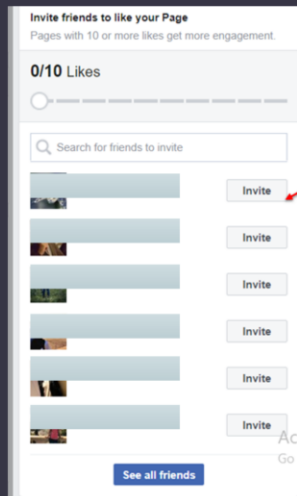
Messaging. It's a good trick on how to make the customer feel good on your page. It will bring a feeling that you are happy to see him/her and will help to start a chat. It's a good idea to set an expectation of when you'll be in touch e.g. «Thank you for your message, a member of our team will be in touch within 24 hours.»
 (!) Remember - It's OK to have the night off Facebook – Your Instant Reply has it covered and you can deal with the message at a time to suit you!

Create your first post



Create posts. To make people read and follow your page post some valuable content. You can create some of your own posts, or share relevant content from thought leaders in your industry.

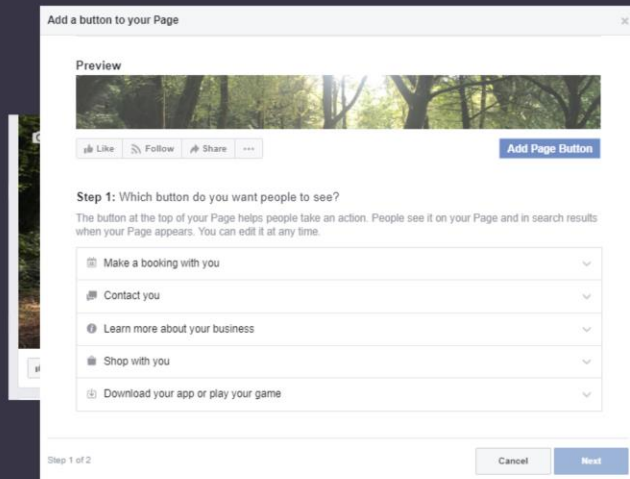
Invite friends



Invite friends, tell everyone about your business/idea. I know we all are shy but - How you will give information about your business/idea if you are not talking about them?

(!)Tip. Ask your friends, family member to do it the same. Yes not all of them will accept, not all of them will be your clients but it's the first step to getting to your real future clients. Ask everyone you know to like the Page and—if willing—to recommend the Page to any friends who might be interested.

+ Add
button



Let's talk about the **call-to-action button**. We'll call it the CTA button for short. A call-to-action button (or CTA button) directs your Page visitors to do something specific, such as visit your website or call your shop.

Select a button to see how it will look. For example, if you want people to make a reservation at your restaurant, click Book With You. Or, if you want people to make a purchase from your shop, click Shop with you. Click Finish to add the CTA button to your Page.

Facebook Page ratings and reviews



Facebook Page ratings and reviews. Facebook Page will have ratings and reviews turned on by default. Even when you don't have any ratings and reviews, it's recommended to show people that you're willing to be transparent about people's experience with your business. This is the way how people can now which business is good and are you paying attention to details in your service. More important – your attitude!

(!) Tip. It's always good to replay, especially if its not good comment.