

STEP 5: Create an Awesome Facebook Profile

Besides the fact that you need at least a barebones Profile to set up any marketing effort on Facebook, you can also use your Profile as a sort of sand box for trying out different Facebook applications and features. Creating your own Profile will help you understand Profiles from a user perspective. You need to know what user see, do, like, and dislike on the site in order to know what works (and what doesn't) in the world of Facebook marketing.

Register your account

Go to Facebook. Under the words 'Sign Up' put your first name in the first box and your last name in the second box. Next enter a valid email address and re-enter that email in the box below. This is so that facebook can contact you for confirmation of your registration and in future send you updates from your profile. Next enter a password of your choice, your sex, and your birthday. Then hit the 'Sign Up' button at the bottom of the page.



The image shows a screenshot of the Facebook registration form. At the top, it says "Sign Up" and "It's free and always will be." Below this are several input fields: "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". There are also dropdown menus for "I am" (with "Select Sex" below it) and "Birthday" (with "Month", "Day", and "Year" dropdowns). A green "Sign Up" button is at the bottom. A small link "Why do I need to provide my birthday?" is visible below the birthday fields.

Confirm your email

Facebook will now tell you it has sent a confirmation email to your email account. You must now login to your email. Open the confirmation email from Facebook, click on the link it provides and it will take you to you new Facebook profile.

Profile Photo

With an automated Facebook profile designer you can create an awesome and expressive profile in the new Facebook profile.



Download A PSD Template – Where The Magic Happens

Before we can get started, grab one of the following PSD templates. The template file will give you an idea how your profile will look once uploaded to Facebook AND automatically create all the images for you (if you're using photoshop). Depending on how long your biography is on the top of your Facebook profile, you'll need a different template.

Download your required Template here:

If you have a Facebook top Biography that is 1 line, download this:

<http://sethsandler.com/download/Facebook+1+Line+Bio>

If you have a Facebook top Biography that is 2 lines, download this:

<http://sethsandler.com/download/Facebook+2+Line+Bio>

If you have a Facebook top Biography that is 3 lines, download this:

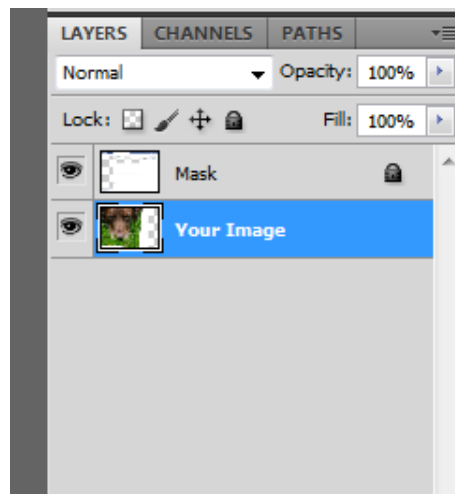
<http://sethsandler.com/download/Facebook+3+Line+Bio>

If you don't have a Facebook top Biography, download this:

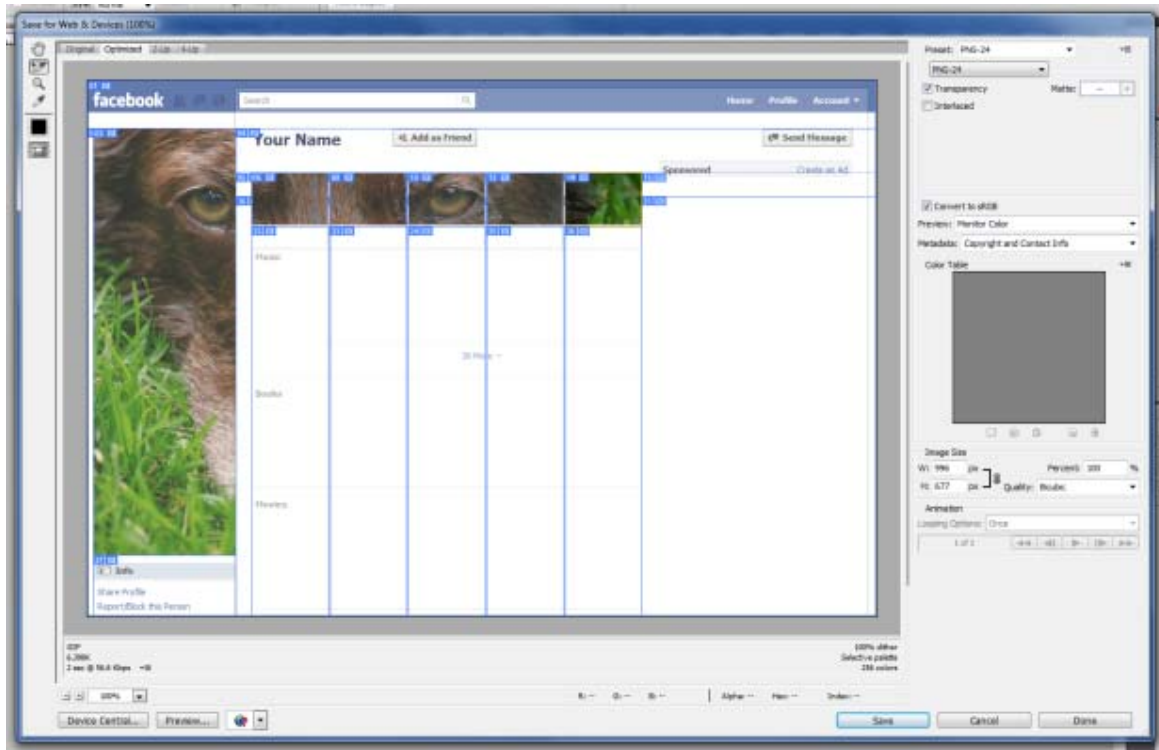
<http://sethsandler.com/download/Facebook+No+Bio>

Open The Template And Start Creating

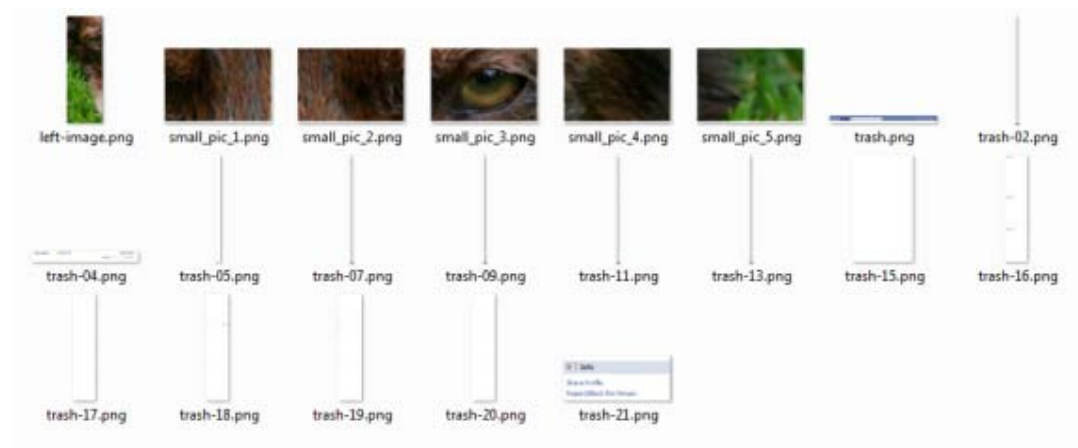
- 1) Open the template file in Photoshop.
- 2) Find the **layer 'Your Image'** and replace with the image(s) you'd like to use. The Mask layer should always remain at the top. This is where you can be creative.



3) Once you're satisfied with the placement of your image(s), go to **File -> Save for Web & Devices**.

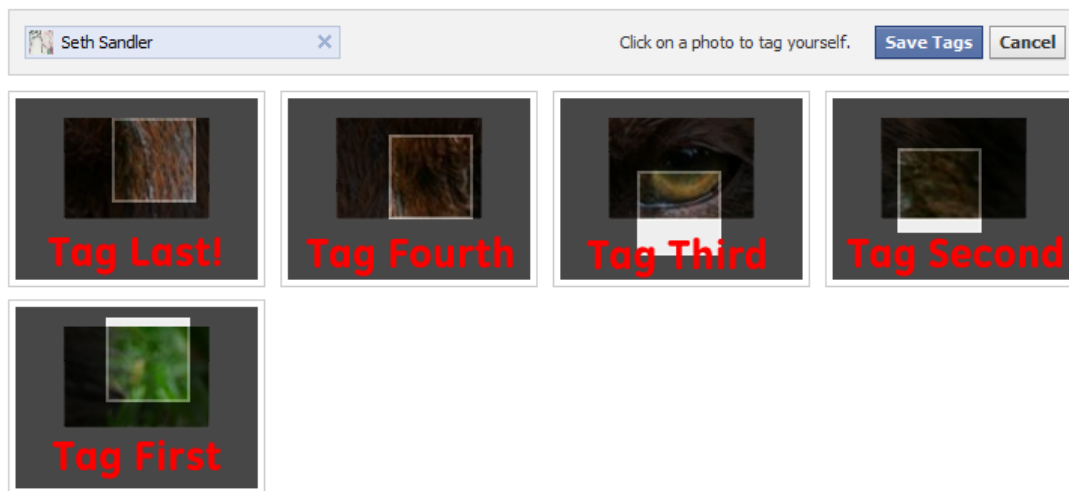


4) Click 'save' and choose a location to save all the images needed. An 'images' folder will be created with several images inside. The important images are the first 6, the rest are trash (and labeled so).



Upload To Facebook

- 1) Go to your facebook profile and **change your profile picture** (or click this link).
- 2) **Upload** the 'left-image.png' that we created and check that it's now your profile picture. Now we have the left side done!
- 3) Now, **upload the other 5 images** to an album (small_pic1.png, small_pic2.png, small_pic3.png, small_pic4.png, small_pic5.png). It's best to **upload them in order** as it'll make the next step (step 4) easier.
- 4) **This part can be tricky! Listen close.** You need to **tag yourself on each picture** starting with small_pic5 and working back through small_pic1. So, we're going to **tag from the last image, to the first.**



- 5) You're done! It was THAT easy. **Check your profile.** If the order isn't correct, remove all the tags and go back to step 4 and re-tag yourself. If the location is off, make sure you downloaded the right template from above.

Edit Your Profile

Click on 'My profile'. You'll see that there all the sections are empty.

1. Basic - Click 'Edit' and you will be enter personal details about yourself. To begin with enter your basic details. Select your sex, whether you are interested in men or women, your relationship status, and what you are on face book for. You can state 'Friendship', 'Dating', 'A relationship', and if you're feeling fruity - 'Random play' or 'Whatever I can get'. Next select your birthday, hometown, state (if you live in one) and describe your religious views. Once you are happy, click 'save changes'. Don't forget, you can always go back and edit your details whenever you want.
2. Contact - Next click on 'Contact' in the tabs bar. Here you can add a screen name that people will see when they view your profile. If you like, you can enter your phone number. Remember, Facebook is public, so think before you enter certain personal information. Only your friends will be able to view it though. You can also enter your address and city of residence. If you live in the states, you can stick in your state. Also put in your website, if you have one. Then click 'Save changes'.
3. Personal - Next click on 'Personal' in the tabs bar . Here you can enter Activities, Interests, Favorite music, Favorite TV shows, Favorite music, Favorite books, Favorite quotes, and fill out an 'About me' section. Most people enter stuff as a list - but bear in mind, the longer it is, the less likely people are to read it. So if you do want to make your Facebook profile reflect your personality, and you want people to read it, then keep it short and interesting. Irony is widely used in this section, so enter a bit of silliness and have a laugh as you would with your friends. Click 'Save changes' when you are done

4. Education - If click on the 'Education' tab - you can enter your school or college and the year you graduated. This will help other people from your school find you.
5. Work - Next click on the 'work' tab and, if you like, enter information about where you work, a description of your job, and the length of time you have worked there. Remember, you don't have to fill out every field. But if you do enter your place of work, it will be easier for people to find you if they search for your workplace.

“Think about your client. If you were a prospective client of your business, what would you like to see on a profile? Be thorough and truthful, but keep your prospects in mind. There are some things your clients don't need to know, and other things they should know – remember, this is a business profile. Include those aspects of yourself that coincide with your business intent.”