



BOSS UP

ACCELERATOR CLUB

WITH SHANAKAY MILLINGTON

THE PERSONAL PROFILE UPGRADE



Shanakay Millington

PLAYBOOK

WORDS OF WISDOM

“

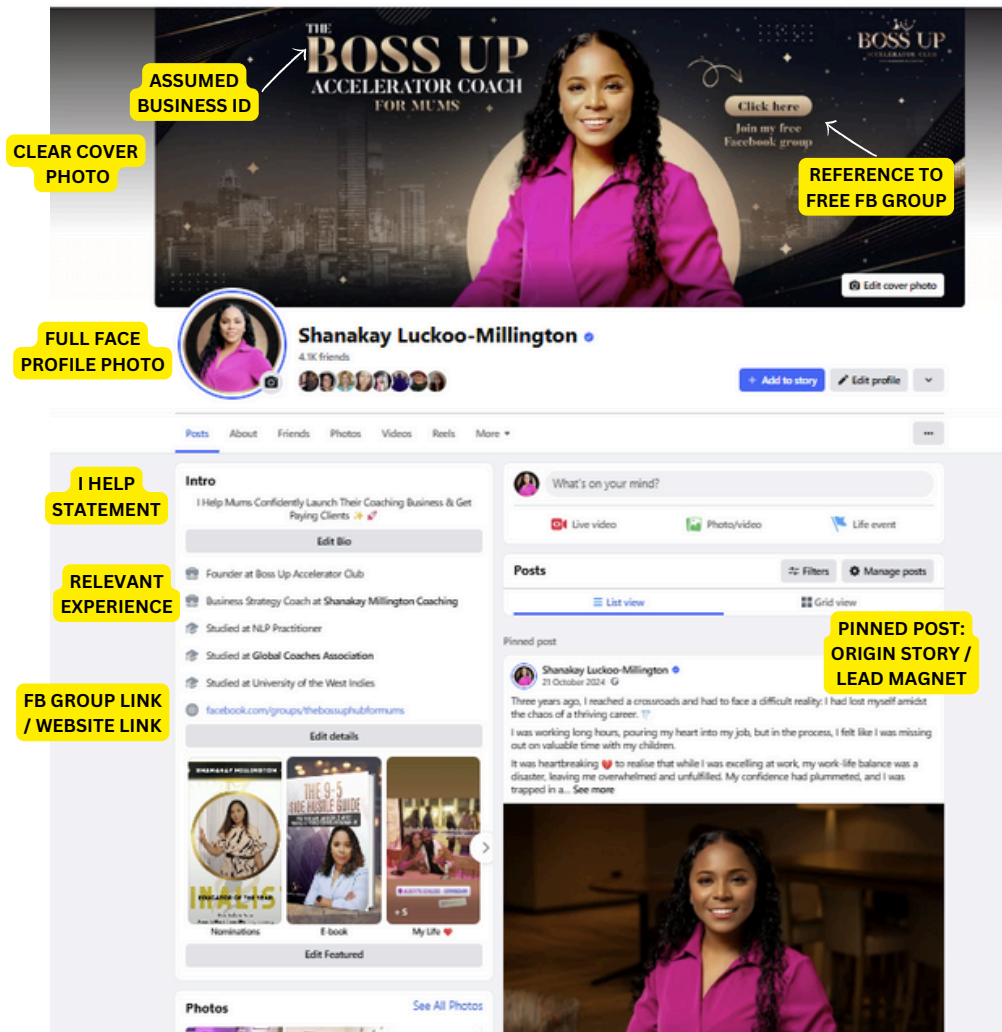
"Your Facebook profile isn't just a social space—it's your digital storefront. Optimize it wisely, and let it sell for you 24/7."

Sm.

”

Shanakay Millington

THE PROFILE AUDIT



COVER PHOTO



PROFILE PHOTO



I HELP STATEMENT



RELEVANT EXPERIENCE



FACEBOOK GROUP LINK



PINNED POST

FB POSTS AUDIT

01	Posting 3-4 times per week	<input type="checkbox"/>
02	Sharing a mixture of role model, milestone and authority posts	<input type="checkbox"/>
03	Always have a current story	<input type="checkbox"/>
04	Sharing lead magnet 2-3 times per week	<input type="checkbox"/>
05	Showing photos / videos of yourself in posts	<input type="checkbox"/>
06	Being authentic in posts	<input type="checkbox"/>
07	Engaging with comments on posts	<input type="checkbox"/>

KEY TAKEAWAY

Your Facebook profile isn't just a personal space—it's your first impression, your credibility builder, and your silent salesperson.

When optimized correctly, it establishes you as an authority in your field, builds trust with your audience, and positions you as the go-to expert.

People buy from those they know, like, and trust—and your profile is the key to making that happen. From your bio to your content, every element should work together to showcase your expertise, attract the right people, and convert connections into clients.

NOTES

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