Make Your Facebook Profile a Lead Magnet

Attraction Marketing is key to getting FREE LEADS! Use your Facebook Profile to advertise current offers, link to your website or send to your funnel for upcoming trainings and webinars.

Over 50% of FB users are using Mobile devices so when we make amazing FB profile banners to show off our awesome offers it's IMPERATIVE that mobile users can see all the information. Too many times when banners are not mobile friendly, the most important information is HIDDEN. Don't let that happen to you.
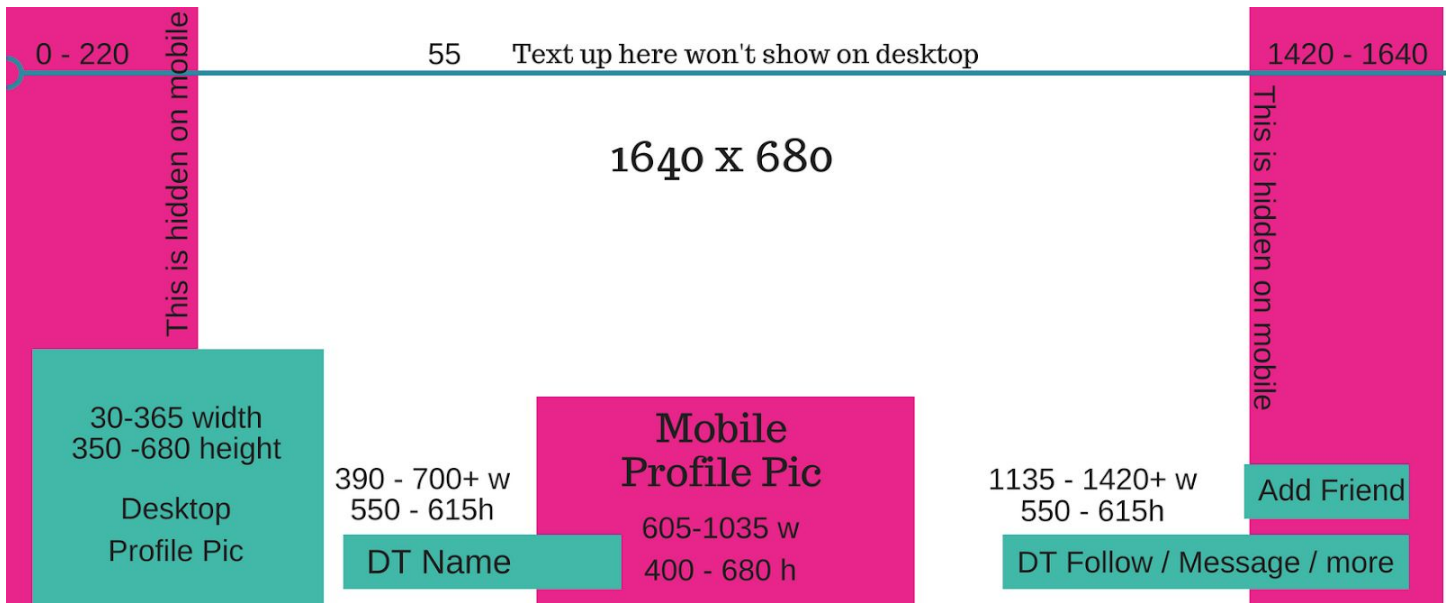

Look at Dan Henry's for a moment. His banner is a lead magnet but when people view from their phones they don't know what the website is to visit because it's hidden by his profile picture.

Using this template will help keep that from happening to you! Here I took what he had and redid it for him. He doesn't know that yet but I'll be sending it his way so he can use or at least know to modify his banner so he doesn't lose potential customers.
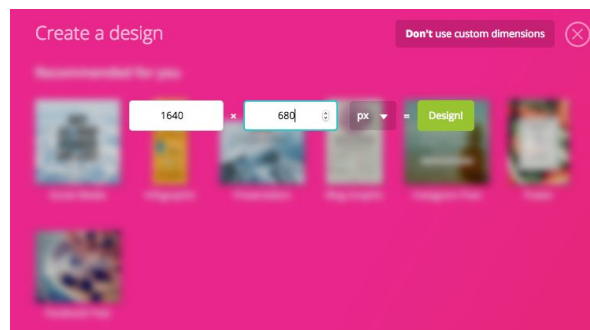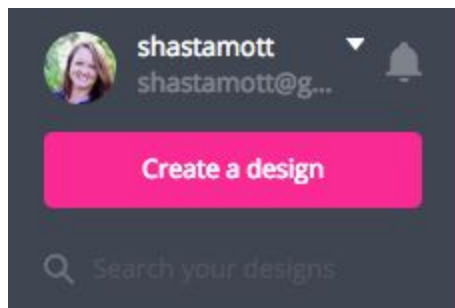
Use this template to guide you on where to keep important images and information so they are visible on both desktop and mobile devices.

Position	Content
0 - 220	This is hidden on mobile
55	Text up here won't show on desktop
1420 - 1640	This is hidden on mobile

1640 x 680

30-365 width
350 -680 height

Desktop
Profile Pic

390 - 700+ w
550 - 615h

DT Name

Mobile
Profile Pic

605-1035 w
400 - 680 h

1135 - 1420+ w
550 - 615h

Add Friend

DT Follow / Message / more

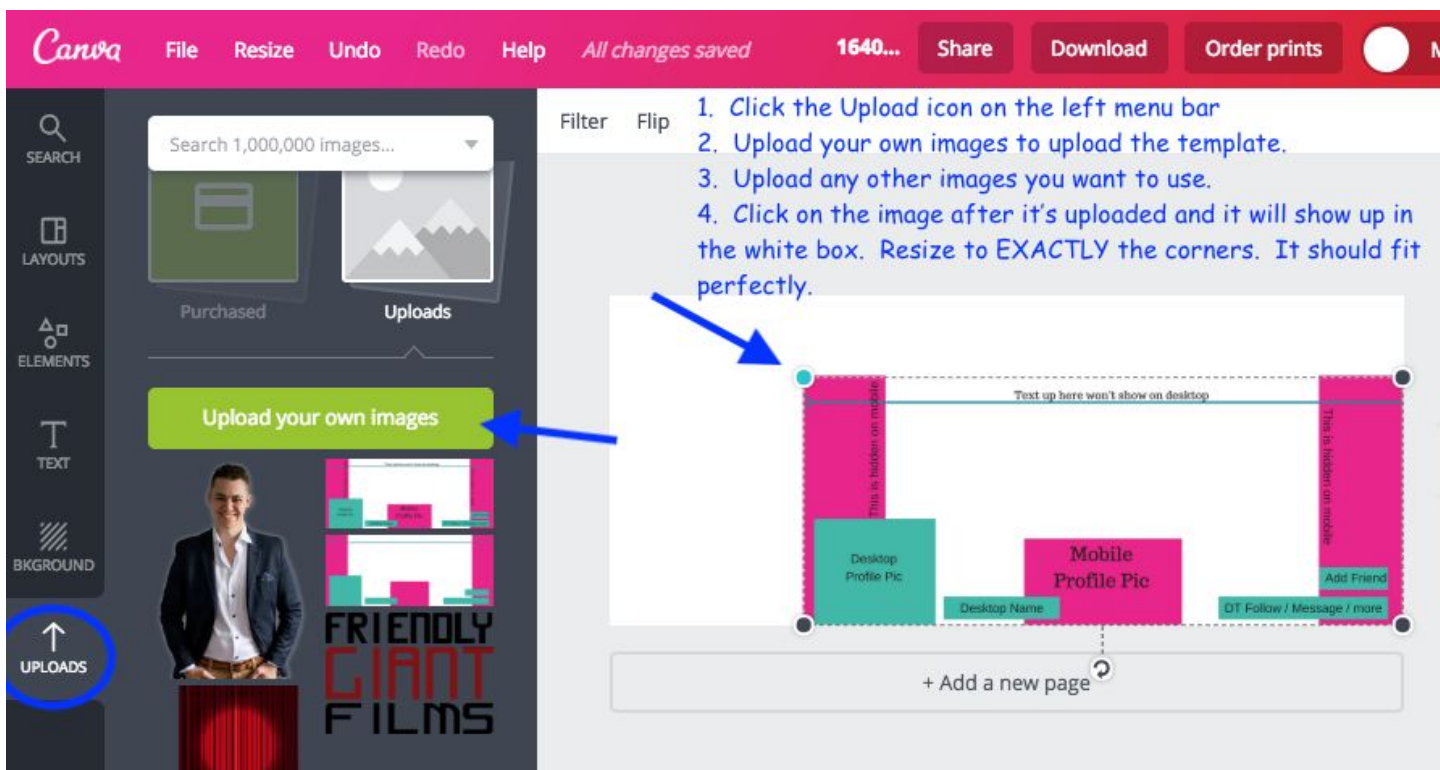I've put the dimensions here. There is a tiny bit of wiggle room for each of these.

I use Canva. I used to use the FREE version which will work just fine for this if you don't have an upgrade Canva account.

1. Gather the images and information you want to use. You can get some free images from Canva and they offer images for purchase, or you can upload your own.
2. Set up or open your Canva.com Account (unless you have another program you are familiar with that this will work with).
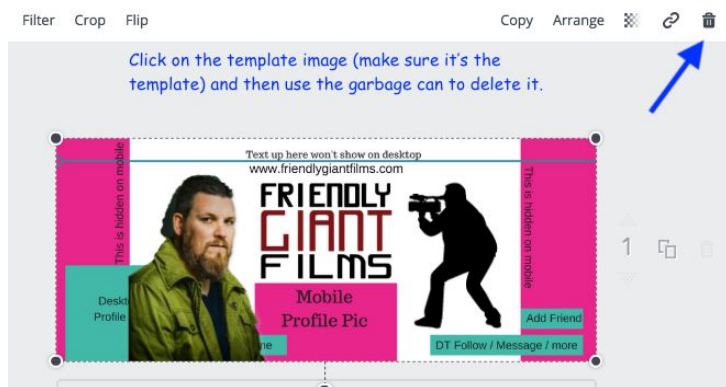3. Click on the Create a Design button

4. Use the Custom Design option to create a design that is 1640 x 680

5. Upload the template file into Canva.

6. Add your graphics and images over this. You can make the images transparent to check placement (I show you how in the video tutorial).
7. After you are certain that all fits you can delete this layer from the background.

8. Download your image and save as a PNG or JPEG.