

THE PROFILE CHECKLIST

5 fixes that stop a profile from losing the sale, with name-field and bio examples for 10 kinds of local business.

A customer looks at your profile for about three seconds before deciding whether to tap. Everything below is about those three seconds.

THE 5 FIXES

- [] 1. The picture. Your face, bright, shoulders up, plain background. No sunglasses, no group shots, no logo (put the logo in a highlight cover instead).
- [] 2. The name field. Not your handle: the name field is searchable. Format: [Trade] [Town]. Example: Plumber Tampa. Edit profile > Name.
- [] 3. First line of the bio. Who you help and what happens for them. A result, not a motto. See the examples below.
- [] 4. One link. To the one page where they can book or message you. Five links means nobody clicks any of them.
- [] 5. Pinned posts. Three at the top: one that shows your work, one that shows a happy customer, one that says how to start.

NAME FIELD + BIO LINE 1: 10 EXAMPLES

Business	Name field	Bio line 1
Plumber	Plumber Tampa	Same-day repairs for Tampa homeowners. No overtime fees.
Roofer	Roofing Hernando County	Roof repairs and replacements, written quote in 24 hours.
HVAC	AC Repair Spring Hill	Cold air back the same day. Honest pricing, no surprise fees.
Cleaning	House Cleaning Brooksville	Come home to a clean house. Weekly, biweekly or one-time.
Dentist	Family Dentist Spring Hill	Gentle care for the whole family. New patients seen this week.
Landscaper	Lawn Care Hernando	Your yard, done every week, without you thinking about it.
Realtor	Realtor Hernando County	Helping families buy and sell in Hernando County since 2010.
Auto repair	Auto Repair Brooksville	Honest repairs with photos of what we fixed. Free estimates.
Photographer	Photographer Tampa Bay	Headshots and family photos that look like you on a good day.
Marketing	Lead Lists Keith Rainville	Ready-made lists of businesses to contact by email.

PINNED POST PLAN

- Pin 1, your work: the best before-and-after or job walk-through you have.
- Pin 2, a happy customer: a review on screen, or the customer saying one sentence.
- Pin 3, how to start: thirty seconds on what happens when they message you, what it costs, and how fast.

Educational only. App features and menu names change with updates. No views, followers or sales results promised.

Profile fixed. Now who do you talk to?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com