

The

PROFILE PLAY BOOK

**Turn your social media profile into
a client attracting magnet**
(Even if you're short on time & tech-shy!)

Sort Your Socials

[catch]
design management

**Your fast-track to a profile that
brings customers to YOUR door**

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THE PROFILE PLAYBOOK WELCOME TO THE PROFILE PLAYBOOK WELCOME TO THE PROFILE PLAYBOOK

INTRODUCTION

Hello, and welcome to Sort Your Socials: The Profile Playbook!



I'm Sue Thompson, founder of Catch Design Management, and I'm really glad this found its way to you — it tells me you're serious about making your business easier to find and harder to ignore online.

I've spent over 20 years working with local business owners just like you, and the one thing I hear time and time again is: *"I know I need to sort my social media, I just don't know where to start."* That's exactly why I created this playbook. to give you a clear, practical starting point that you can act on straight away — even if you've only got 20 minutes spare.

While you are juggling invoices, training staff, and probably fixing that dodgy coffee machine one more time, you're also told you **need** to be on social media. It's enough to make you want to throw your phone in the deep fat fryer, right?

Everyone talks about social media like it is this magical, complex beast only teenagers and marketing agencies can tame. They tell you to "go viral" or "engage your audience 24/7," and frankly, that sort of advice is useless when you have a queue of customers stretching out the door and a delivery coming in.

You do not have six hours a day to become a TikTok sensation; you have maybe 20 minutes, if you're lucky, between baking that next batch of sourdough or finishing up Mrs. Henderson's hair.

And 20 minutes is exactly what this playbook is built for.

This isn't some fluffy, theoretical guide full of jargon and unrealistic demands. This is the exact playbook I have used for over two decades, working with hundreds of local businesses just like yours. Think of me as that experienced, no-nonsense mentor who cuts through the noise and gets straight to what works for a cafe, a salon, a plumber, a garage, or a local shop.

The **Sort Your Socials: The Profile Playbook** is your fast-track to making your social media profile actually work for you, not against you. We're going to strip away all the complexity and focus on the absolute essentials that will turn your digital storefront into a client-attracting magnet.

You will learn how to pick just one or two platforms that actually make sense for your business — not every shiny new app out there. We will craft a bio that introduces you in a way that makes local customers say, **"Yes, that's exactly who I need!"**

You will discover the secrets to profile pictures and cover images that project professionalism and trustworthiness, even if your best camera is still the one on your phone. And we'll dive into those often-ignored sections of your profile that are secretly goldmines for attracting new business.

By the time you finish this playbook, you will not only have audited your social media presence with a clear, simple rubric, but you will also have a profile that is polished, professional, and ready to convert curious scrollers into paying customers.

No more guessing, no more overwhelm — just clear, actionable steps to get your profile working harder for your business, without you having to work harder on your social media.

So, take a deep breath. You are in good hands. Let's make your social media profile earn its keep.

Welcome, Fellow Business Owner!

Your Pathway to a Powerful Profile

Look, as a local business owner — whether you're running Daisy's Bakery down on the High Street or fixing leaky taps for folks in Middlesbrough — your day is already packed. You're baking cakes, unblocking drains, maybe even chasing invoices. You've got staff to manage, stock to order, and always, always, something unexpected cropping up.

The last thing you need is another task added to your already overflowing plate, especially if that task involves trying to understand the ever-changing world of social media, right? I get it. I've seen countless local businesses, just like yours, trying to navigate Facebook, Instagram, and even Google Business profile, feeling like they're shouting into the void, or worse, wasting precious hours for little return.

Many business owners I speak to have even considered throwing in the towel on social media altogether because it feels like a giant time-suck with no clear benefit. But here's the thing: your social media profile, when set up correctly, isn't another time-consuming problem — it's a **24/7 digital storefront**, a silent salesperson, and your most accessible marketing tool.

It's the first place a potential new customer, searching for "*best coffee shop near me*" or "*plumber in Stokesley*" on their phone, will look. And if that storefront isn't inviting, clear, and trustworthy, they'll scroll right past you and straight to your competitor.

The good news? It doesn't have to be overwhelming or require you to become a digital marketing guru overnight. I'm talking about simple, actionable steps that take minutes, not hours, and make a massive difference to your bottom line.

Why Your Profile is Your Most Important Marketing Asset

Think about it this way: 10 years ago, if a new customer was looking for a hair salon, they might ask a friend for a recommendation or flip through the Yellow Pages. Today, that customer pulls out their phone and heads straight to Instagram, Facebook, or even Google Maps. They're not just looking for a phone number; they're looking for **social proof**, for a sense of your brand, and for key information to make an instant decision.

Your profile is the digital equivalent of someone walking past your shop window. If your window display is messy, outdated, or doesn't clearly show what you sell, they're not likely to come in, are they? The same goes for your online presence. A powerful, optimised profile isn't just pretty; it's a strategic tool designed to attract, inform, and convert those local searches into paying customers walking through your door.

It's about making your profile work harder for you, not the other way around. My own background, with 20 years of real business experience and award-winning training credentials, has shown me time and time again that the secret isn't spending more time online, but spending your time **smarter**.

Your Clear, Actionable Roadmap

This isn't some fluffy, time-sucking theory-fest that leaves you more confused than when you started. It's what I learned from doing thousands of hands-on sessions with business owners just like you, distilled into a straightforward guide.

We're going to walk through exactly what you need to do, step-by-step, to transform your social media profiles into client-attracting magnets. This playbook gives you a quick audit checklist, a simple guide to score your profile, and ready-to-use templates. No live calls. No complex software. Just open the PDF, use the templates, and get back to your paying customers, knowing you've significantly improved your online shop window.

Every piece of advice in this playbook is designed for **immediate application**, helping you make small, crucial tweaks that have a big impact on attracting more local customers. You'll gain a newfound confidence, understanding exactly why each change matters and how it directly leads to more clients finding and choosing your business.

KEY TAKEAWAYS

- Social media doesn't have to be overwhelming or a time drain.
- A powerful profile is your 24/7 digital storefront.
- This playbook provides a clear, actionable roadmap to social media success.
- Understand the 'why' behind optimising your profile for local client attraction.
- Build confidence in your ability to grow your business using social media.

ACTION STEPS

1. Dedicate 15 minutes this week to reviewing your current social media profiles. What's the first impression?
2. Think about your ideal local customer: what are they searching for, and would your current profile capture their attention?

Choosing Your Digital Home

Pick the Right Platform — No, You Don't Need Them All!

Look, if you're like Daisy, who owns a bustling bakery and wakes up at 3AM every morning to knead dough, the thought of managing half a dozen social media accounts probably makes you want to crawl back under the covers. Or maybe you're Archie, the mechanic with grease under his fingernails and a queue of cars outside, wondering if you really need to be on 'the gram' to get more business.

The short answer is: No, you absolutely do not need to be everywhere online.

In fact, trying to manage every platform is a surefire way to burn out, neglect your paying customers, and get zero results.

The biggest mistake I see local business owners make is thinking they need to be on Facebook, Instagram, TikTok, LinkedIn, Pinterest, Twitter, and whatever new app just launched last Tuesday. That's a recipe for overwhelm and inconsistent posting, which actually **hurts** your online presence.

Your social media strategy isn't about covering all your bases; it's about finding the one or two places where your ideal customers are already hanging out and making a real connection there.

Where Are Your Customers Hanging Out?

Think about the plumbers and electricians I've worked with over the years. They're rarely scrolling through TikTok for plumbing tips at 10PM. Most of their new customers come from word-of-mouth or a quick Google search when a pipe bursts. For them, a robust Google Business Profile is probably way more important than a meticulously curated Instagram feed. On the other hand, the trendy coffee shop down the street might thrive on Instagram, showcasing their latte art or seasonal pastries, because their customers are often looking for an experience and visual appeal.

The key is to **put yourself in your customer's shoes**. When someone needs what you offer, where do they go? Do they Google 'best hair salon near me'? Are they scrolling Facebook for local events? Your answers to these questions will point you directly to your prime digital real estate.

Popular Platforms: A Quick Guide for Local Businesses

Google Business Profile — Your digital front door

This isn't strictly social media, but it's **non-negotiable** for any local business. When someone Googles your business name or 'services near me,' your GBP profile is often the first thing they see, offering vital information like your address, hours, phone number, website, and customer reviews. Optimising your GBP profile is like ensuring your physical storefront has clear signage and inviting window displays.

Instagram — The visual storyteller

If your business has a strong visual appeal, Instagram is your stage. Think vibrant product photography, stunning interior shots, delicious food presentations, or showcasing transformations. Salons, florists, boutique clothing stores, and cafes can flourish on Instagram by consistently sharing high-quality images and short videos. It's a platform built for discovery through visuals.

Facebook — The community hub

With billions of users worldwide and sophisticated local targeting capabilities, Facebook remains a powerhouse for connecting with local communities. It's ideal for businesses that thrive on community engagement, event promotion, or sharing behind-the-scenes glimpses — restaurants, local shops, fitness studios. The platform excels at fostering conversations, running targeted ads, and building a loyal following.

◆ KEY TAKEAWAYS

- Discover the pros and cons of popular platforms: Facebook, Instagram, Google Business Profile.
- Understand that not all social media platforms are equal for local businesses.
- Learn how to identify where your ideal customers spend their time online.
- Make an informed decision about 1–2 platforms to focus your efforts
- Avoid the trap of trying to be everywhere and spreading yourself too thin.

■ ACTION STEPS

1. Grab a pen and paper. Write down your top three customer types. Where do **they** spend their spare time online?
2. Pick one primary platform based on your customer analysis — the one where you believe you can make the most impact with the least effort.
3. Spend 20 minutes a day for the next week paying attention to how other local businesses in your industry are using your chosen platform. What's working for them?

Your Profile's First Impression

Crafting a 'Click-Worthy' Bio

When someone stumbles across your business on Facebook or Instagram, you have about **three seconds** – maybe less – to grab their attention. That tiny block of text at the top of your profile? That's your digital shop window, your elevator pitch, and your best chance to tell a potential local customer, **'Hey, you're in the right place!'**

A shoddy, confusing, or just plain empty bio is like putting a 'Closed' sign on your door and wondering why no one walks in. We're going to fix that right now, because a powerful bio isn't just nice to have; it's essential for getting people to stick around and eventually become paying customers.

The Power of a Perfect Bio

Think about Daisy, who owns the busy bakery on the High Street. She doesn't have time to write an essay about her sourdough process. She needs to tell you, quickly, that she's **'Daisy's Bakery: Fresh artisan bread & pastries baked daily in Stokesley! Order custom cakes for pickup.'** See how fast that communicates who she is, what she does, and where she does it? That's the magic.

Keywords: How to Get Found by Local Customers

If you're a local plumber, your potential customer isn't searching for 'awesome plumbing solutions' in a generic sense. They're typing 'plumber [Your Town Name]' or 'emergency burst pipe repair [Your Town Name]'. This is where **keywords** become your best friend.

•**Think like your customer:** What would they type into a search bar if they needed your product or service right now?

•**Include your location:** Always include your town, city, or even specific neighbourhood if relevant. You'd be surprised how many local businesses miss this critical detail.

•**List your core services:** Don't just say 'we fix things.' Say 'car repair, oil changes, tyre repairs.' Be specific.

Crafting Your Click-Worthy Bio: Formulas That Work

Character limits on social media bios can feel restrictive, but they actually force you to be impactful. Here are three reliable formulas that work wonders for local businesses:

Formula 1: The Benefit-Driven Bio

Format: *[Who you help] + [What you do for them] + [The amazing result/benefit]*

Example: *"Helping [Your Town Name]'s early risers start their day with our award-winning coffee & freshly baked muffins. Your daily dose of happy!"*

Formula 2: The Specific Service & Location Bio

Format: *[Your Business Name] + [Core Services] + [Your Location]*

Example: *"[Your Garage Name]: Reliable car servicing, MOTs & tyre fitting in [Your Town Name]. Keeping you safely on the road since 1998."*

Formula 3: The Problem/Solution Bio

Format: *[Problem your customer has] + [Your solution] + [Call to Action]*

Example: *"Tired of constant barking? [Your Business Name] transforms unruly pups into well-behaved companions with positive training in [Your Town Name]. Book a free consult!"*

Common Bio Blunders to Avoid

- X **Being Vague:** "We offer great solutions." Solutions to what? For whom? Be specific.
- X **No Call to Action:** Once you've hooked them, tell them what to do next! "Click the link below to book" or "call us today!" is crucial.
- X **Forgetting Your Location:** This is a killer for local businesses. If people don't know where you are, they can't visit you.
- X **Too Much Jargon:** Your customers aren't industry experts. Speak their language, not yours.
- X **Spelling & Grammar Errors:** This immediately erodes trust. Proofread, proofread, proofread!

◆ KEY TAKEAWAYS

- Your profile bio is the critical first impression — make it count by clearly communicating your value.
- Integrate local keywords (e.g., 'plumber [Your Town Name]') to ensure you're found by people in your area.
- Utilise proven bio formulas like 'Benefit-Driven' or 'Specific Service & Location' to craft impactful messages.
- Highlight your unique selling proposition and the direct benefits you offer within your character limit.
- Avoid vague language, missing calls to action, forgetting your location, jargon, and spelling errors.

■ ACTION STEPS

1. Identify 3–5 keywords your ideal local customer would use to find your business (e.g., 'artisan bread [Your Town Name]', 'oil change [Your Town Name]').
2. Choose one of the bio formulas provided and draft 2–3 versions of your bio using your keywords. Don't worry about perfection — just get ideas down.
3. Ask a friend or loyal customer to read your drafted bios and tell you, in their own words, what your business does and where it's located, based **only** on the bio. This checks for clarity.

Picture Perfect

Your Profile Photo & Cover Image Secrets

You know how important it is for Daisy's Bakery to have a sparkling storefront on the High Street, right? Your social media profile works exactly the same way. The profile photo and cover image are your **digital window display and welcome mat**, telling customers instantly what you're about before they even read a single word.

They're not just pretty pictures; they're trust-builders, brand communicators, and often, the reason someone stops scrolling.

Your Profile Photo: The Face of Your Business

Your Face (if you're the brand):

If you're a service-based solopreneur, a coach, or run a small business where you are the primary point of contact (like a hairdresser, personal trainer, or consultant), your face should be your profile photo. Make it a clear, well-lit headshot — smiling and approachable. Nobody trusts a blurry selfie or a photo where you're tiny in the background.

Your Logo (if your brand is bigger than you):

For businesses like a cafe, a retail shop, or a plumbing company with multiple technicians, your logo is usually the best choice. This needs to be a high-resolution version, clearly visible even when tiny on a phone screen. Avoid overly complex logos that become a fuzzy mess when scaled down.

■ **Quick Win:** Grab your phone. Find some good natural light (by a window works wonders). Take a few clear, smiling photos. Pick the best one. Or, if you have a logo, find the highest quality version. It costs nothing but a few minutes.

Your Cover Image: Setting the Scene

•**Show, Don't Just Tell:** Instead of text saying "Best Coffee in Town," show a beautiful, artfully arranged cup of coffee being served by a barista at your cafe. Visuals speak volumes without a single word.

•**Focus on Your Niche:** If you're a salon specialising in vibrant hair colours, your cover photo should showcase stunning examples of that work. If you're a garage that excels in classic restoration, show a beautifully restored classic.

•**Keep it Current and Branded:** Make sure your cover image reflects your current offerings or vibe. Don't use a winter scene in the middle of the summer. Ensure colour and fonts align with your overall branding – consistency builds trust.

Simple Tricks for Great Images (No Expensive Gear Needed)

If you don't need a fancy camera and a professional photo shoot. My years of training experience have taught me that **'good enough' and 'done' beats 'perfect' and 'never started'** every single time.

•**Good Lighting is Everything:** Natural light is your best friend. Shoot near a window or outdoors on a bright but overcast day (to avoid hard shadows)

•**Clean Backgrounds:** Look for simple, uncluttered backgrounds. A plain wall, a neat corner of your shop, or even an out-of-focus background works better than a messy counter.

•**High Resolution:** Use the highest resolution your phone or camera allows. Blurry, pixelated images immediately shout unprofessional.

•**Free Online Editors:** Tools like Canva or Adobe Express (free versions available) let you easily crop, resize, and add simple filters or text to your images in under five minutes.

◆ KEY TAKEAWAYS

- Realise the power of visual branding: your profile photo and cover image are your digital storefront and welcome mat.
- Choose a professional & inviting profile photo — either your smiling face or a clear, high-resolution logo.
- Craft an effective cover image that **shows** what you do, focuses on your niche, and reflects your brand.
- Improve your imagery without expensive equipment using good natural light, clean backgrounds, and free online tools.
- Ensure visual consistency across all profiles to reinforce your brand message and build trust.

■ ACTION STEPS

- 1. Audit Your Current Profile Photo:** Is it clear, professional, well-lit, and immediately obvious who or what your business is? If not, take a new one today using natural light.
- 2. Review Your Cover Image:** Does it showcase your niche, tell a visual story, and align with your brand? Use your phone to snap a few new ones, focusing on showing your best work or atmosphere.
- 3. Consistency Check:** Look at all your social media profiles. Do your profile photo and cover image match or clearly belong to the same business? Make any necessary updates for a cohesive look.

Beyond the Bio

Essential Profile Sections You Can't Ignore

So, you've nailed your bio, and your profile picture is looking sharp. Great start! But here's the thing: a fantastic bio is just the welcome mat to your digital storefront. Most local business owners I meet stop there, thinking their work is done. They're leaving money on the table, plain and simple, because they've ignored all the powerful tools right there on their profile. Think about Brenda's Bakery. She's got a lovely bio about her sourdough, but if a potential customer can't quickly find her address, opening hours, or how to order, they'll just move on to the next cafe. You wouldn't leave half your signage blank on your physical shop, right?

■ Contact Information: Make It Easy to Connect

This might seem like a no-brainer, but you'd be shocked how often phone numbers are missing, email addresses hidden, or websites buried. Your profile isn't just a place to look good; it's a place to convert lookers into loyal customers. **Fill out every single relevant field.**

- **Phone number:** Ensure it's direct & works during business hours. Use a local number if you have one.
- **Email address:** A professional one, not your personal Gmail account from 2005. Check it regularly!
- **Website link:** Your most important piece of digital real estate. Make sure it goes directly to your primary website or booking page.
- **Physical address:** Crucial for local businesses. This allows customers to find you on maps and provides geotagging opportunities.

■ Hours of Operation: Set Clear Expectations

Imagine driving across town for a special treat from a new bakery, only to find it closed. Frustrating, right? Online, that frustration leads to instant loss of business. Clearly state your hours of operation on every platform.

- **Daily hours:** List them clearly.
- **Special hours/holidays:** Update these in advance. Social media is dynamic; your profile should be too.

■ Services/Offerings: Showcase Your Value

Don't assume people know what you do. Even if you're a plumber, do you specialise in commercial or residential? Blocked drains or full bathroom installations? Your profile is a prime spot to list your key services.

- **List your top 3–5 services:** Bullet points are your friend here. Keep it concise.

•**Highlight unique offerings:** What makes you stand out? Maybe Brenda's Bakery offers gluten-free options or custom cake designs.

■ Calls to Action (CTAs): Guide Their Next Step

A profile without a clear call to action is like a beautiful shop window with no door. What do you want people to do after they see your amazing profile? Don't leave it to chance! Most platforms allow you to add custom buttons or links. **'Book Now,' 'Shop Now,' 'Learn More,'** or **'Call Us'** are common examples. Choose the CTA that best aligns with your immediate business goal.

■ Proof Points: Build Trust and Credibility

Beyond telling people what you do, you need to show them why they should trust you. Briefly mentioning **"Award-winning design studio"** or **"5-star rated on Google"** in a concise manner can significantly boost confidence. Think of your profile as a miniature, self-contained landing page for potential customers.

◆ KEY TAKEAWAYS

- Identify all the 'hidden gem' sections of your social media profile that can drive customer action.
- Learn how to properly fill out contact information, hours, and service lists.
- Understand the importance of consistent branding and information across all platforms.
- Craft compelling calls to action that guide visitors to their next step.
- Discover how to leverage reviews and testimonials directly on your profile.

■ ACTION STEPS

1. Audit your current social media profiles (Facebook, Instagram, Google Business Profile, etc.) and ensure all contact information and hours of operation are fully and accurately filled out.
2. Identify your top 3–5 services or products and add them to the relevant sections. Include unique offerings that differentiate you.
3. Set up or optimise a clear Call to Action (like 'Book Now' or 'Order Food') on your primary social media platform.
4. Actively encourage customers to leave reviews on your Google My Business or Facebook page with a direct link or QR code at your physical location.

Sort Your Socials: The Profile Playbook

Putting It All Together for Profit

Six weeks ago, when I talked to Sarah, who runs "The Happy Paw" pet grooming salon, she told me her Instagram was a "black hole." She posted cute dog photos, got a few likes from friends, but zero actual bookings. **"It feels like shouting into an empty room,"** she said. Sound familiar?

By now, you've moved past that feeling. You've gone from simply posting things for friends to building a digital storefront that's 24/7 client-ready. **Think of this chapter as your final punch list** — your grand finale, where we tie up all the loose ends and launch your polished profile with confidence.

The 'Profile Audit Checklist': Your Step-by-Step Review

The 'Profile Audit Checklist' is designed to erase that "where do I even start?" feeling. Go through it point by point, making sure each section of your chosen platform(s) is optimised:

■	Profile Photo: Is it clear, professional, and inviting? Does it clearly represent you or your business?
■	Cover Image (if applicable): Does it convey your brand message and entice local customers?
■	Bio/About Section: Is it concise, keyword-rich, and clearly states who you help and how?
■	Contact Information: Is it complete, accurate, and easy to find? Phone, email, address, website link?
■	Services/Offerings: Are they clearly listed and easy for potential clients to understand?
■	Call to Action: Is there a clear, single action you want visitors to take? (e.g., "Book Now," "Order Online," "Visit Us")
■	Branding Consistency: Do your visuals and language align with your business's overall brand?
■	Content Alignment: Are your recent posts consistent with the message of your profile?
■	Google Business Profile (if applicable): Is your profile fully claimed, verified, and optimised with photos, hours, and services?

The '1-Page Audit Guide': Scoring Your Success

Once you've completed the checklist, it's time for a little self-assessment. The checklist is a simple scoring system that helps you objectively gauge the effectiveness of your profile. For each key element, rate it on a scale from **"Needs significant improvement"** to **"Excellent and client-ready."**

Sarah from The Happy Paw used it and realised her "Book Now" button was buried, and her bio didn't mention her speciality in nervous dogs. Little fixes — big impact. Don't skip this step.

Developing Your Action Plan: Today's the Day

The most powerful part of this playbook is the **immediate action** you can take. You now have everything you need to develop a clear, implementable plan. Here's what your action plan might look like:

Refine Your Bio (15 mins):	Rewrite your Instagram bio using the formula from Chapter 3 to include your location and key services.
Update Contact Info (10 mins):	Ensure every contact detail on Facebook, Instagram and Google Business Profile is current and clickable.
Pin Your Best 3 Posts:	Select your three best-performing posts and pin them to your profile or highlight them in stories.
Schedule a Template Post:	Use one of the editable caption templates to craft your next post, saving you precious time and mental energy.

From Profile Audit to Profit: The Direct Connection

Here's the bottom line: a fully optimised profile **directly translates to more local customers and more sales**. When someone in your town searches for "best coffee shop near me" or "reliable plumber Stokesley," your goal is to be found, to make a great first impression, and to guide them seamlessly to their next step.

It's not magic; it's strategy. It's about taking the frustration, guesswork, and time drain out of social media and replacing it with a clear, calm, and profitable approach.

◆ KEY TAKEAWAYS

- Utilise the 'Profile Audit Checklist' to systematically review your social media presence.
- Apply the '1-Page Audit Rubric' to objectively score your profile's effectiveness.
- Develop a clear, actionable plan for optimising your profile today.
- Gain confidence in managing your online presence efficiently.
- Understand how a fully optimised profile directly translates to more local customers and sales.

ACTION STEPS

- 1. Complete Your Profile Audit:** Use the provided 'Profile Audit Checklist' to go through each aspect of your chosen social media profiles. Be thorough and honest.
- 2. Score Your Profile:** Grab the '1-Page Audit Checklist' and objectively score each element. Identify your top 1-2 areas for immediate improvement.
- 3. Implement One Immediate Change:** Based on your audit, pick one small but impactful change you can make to your profile today (e.g update your link in bio, clarify your call to action.)
- 4. Schedule a Weekly Check-in:** Dedicate 15 minutes each week to review your profile and ensure all information remains current and relevant.

Your Profile Is Now Your Most Powerful Salesperson

You made it! You now have a social media profile that is not just "there" — it is **working for you**. You have walked through each critical section, from picking the right digital space for your business to crafting a bio that speaks directly to your ideal customer.

You have nailed your visuals and optimised all those crucial details that so many people miss.

And most importantly, you have a clear, actionable plan using the

Sort Your Socials: The Profile Playbook to keep that momentum going.

Remember, the goal here was never to turn you into a social media wizard who spends all day online. My twenty years in business have taught me that true success for local businesses like yours comes from **smart, efficient work that drives real results**. This playbook is about making your social media profile a silent, tireless salesperson for your business, attracting new customers while you are busy doing what you do best.

Do not let this playbook sit on your digital shelf. Use the audit checklist, revisit your profile this week, and implement those small, powerful tweaks. The businesses that thrive are the ones that take consistent smart action.

So go on — give your profile that extra polish, and watch how those intentional changes start bringing new faces through your door and new calls to your phone. Your profile is now a confident, client-attracting magnet.

Ready to take the next step?

Visit **www.catchdesigns.co.uk** to discover how Catch Design Management can help your business shine online — from branding to social media strategy, we've got you covered.



Supporting **WORK SHEETS**

to support the
Profile
Playbook

Profile First Impression Worksheet

Chapter 1 Action Steps — set aside 15 minutes and work through this sheet

This worksheet guides you through two essential first steps: **auditing the first impression your profiles give right now**, and **getting crystal clear on your ideal local customer** so you can see whether your profile is speaking directly to them. Grab a pen and be honest — no one else is marking this!

Your
Name

Business
Name

Date

■ PART 1 — Your 15-Minute Profile First Impression Audit

Open each social media profile you currently have and look at it as if you're a complete stranger — someone who has never heard of your business. What do you see? What do you **feel**?

■ **Tip:** Set a timer for 15 minutes. Visit each profile on your phone (not your desktop) — that's how most of your customers will see it.

Step 1a — Which platforms are you currently on?

Tick all that apply, then circle your most active one.

☐ Facebook ☐ Instagram ☐ Google Business Profile ☐ LinkedIn	☐ TikTok ☐ X (Twitter) ☐ Pinterest ☐ YouTube
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Step 1b — First Impression Scorecard

For each platform you're on, rate each element

1 = Needs urgent work 5 = Looks great.

Circle the number that applies.

Platform	Profile Photo	Bio & About	Contact Info	Cover Image	Overall Feel
Facebook	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
Instagram	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
Google Business Profile	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
LinkedIn	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
Other: -----	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

**Score
guide:**

1 = Missing /
very poor

2 = Needs
major work

3 = OK but
could improve

4 =
Good

5 = Client-
ready ✓

Step 1c — Your Gut Reaction

Look at your most-used profile as a stranger. In one or two sentences, what's the very first impression it gives? (Don't overthink it — write your gut reaction.)

Step 1d — What's Missing at a Glance?

Tick anything that a new visitor would struggle to find or is completely absent from your profile right now:

☐ What you actually do / sell	☐ Your town or location
☐ How to contact you	☐ Your opening hours
☐ A reason to trust you (reviews, awards)	☐ A clear next step (book, call, visit)
☐ A professional profile photo or logo	☐ Recent, relevant posts

Step 1e — If You Could Fix ONE Thing Today...

What would have the biggest impact on a stranger's first impression?

■ PART 2 — Know Your Ideal Local Customer

Before you can attract the right customers, you need to know exactly who they are and what they're looking for. The more clearly you can picture your ideal customer, the easier it is to make your profile speak directly to them.

■ **Tip:** Think about your single best customer — the one you'd love to clone. Use them as your inspiration for this section.

Step 2a — Paint a Picture of Your Ideal Customer

Fill in as much detail as you can. The more specific, the better.

What kind of person are they?

(age range, lifestyle, job, family situation — e.g. "busy mum in her 40s, works part-time, values quality")

What problem do they have that brings them to you?

(e.g. "their car keeps breaking down and they need someone reliable nearby")

What result or feeling are they hoping for?

(e.g. "peace of mind, feeling pampered, saving time, looking professional")

Where do they live or work?

(town, neighbourhood, how far would they travel for your service?)

Step 2b — What Would They Type Into Google or Facebook?

Imagine your ideal customer needs your product or service right now. Write down at least 5 search phrases they might use — include your location!

1.	
2.	
3.	
4.	
5.	

Step 2c — Where Do They Hang Out Online?

Tick the platforms where you think your ideal customer spends time:

☐ Facebook (community groups, local pages)	☐ Instagram (browsing for inspiration, visuals)
☐ Google (searching for local services)	☐ LinkedIn (professional networking)
☐ TikTok (video content, trends)	☐ Not sure — need to research

Step 2d — Does Your Current Profile Speak to This Person?

Now look at your profile again with your ideal customer in mind. Answer honestly.

Would they immediately understand what you offer?	YES / SORT OF / NO — Notes: -----
Would they see your location and know you serve their area?	YES / SORT OF / NO — Notes: ----- -----
Would they feel confident enough to contact you?	YES / SORT OF / NO — Notes: ----- -----
Does your bio use any of the search words they'd actually use?	YES / SORT OF / NO — Notes: ----- -----

Step 2e — Your Biggest Gap

Based on Parts 1 and 2, what is the single biggest gap between what your ideal customer needs to see and what your profile currently shows them?

■ MY NEXT STEPS — What I'm Going to Fix This Week

Pick your top three actions from this worksheet. Keep them small, specific, and doable this week.

Action 1

I'll do this by:

Action 2

I'll do this by:

Action 3

week is a hundred times better than a perfect plan that never gets started.

I'll do this by:

■ Remember: You don't need to fix everything at once. One small, intentional change to your profile this

The Profile Audit Checklist

Your step-by-step review — Chapter 6 Action Step

Go through this checklist point by point for each social media platform you use. Be honest — this is your starting point, not a test. Tick the box when you've reviewed each item, circle your status, and use the notes spaces to capture what needs doing.

Business
Name

Platform being
reviewed

Date

PROFILE AUDIT CHECKLIST

■	Profile Photo Is it clear, professional, and inviting? Does it clearly represent you or your business? Is it high-resolution and recognisable even at thumbnail size?	Status ☐ To do ☐ In progress ☐ Done✓
■	Cover Image (if applicable) Does it convey your brand message and entice local customers? Is it current, on-brand, and visually aligned with what you offer?	☐ To do ☐ In progress ☐ Done✓
■	Bio / About Section Is it concise, keyword-rich, and clearly states who you help and how? Does it include your location and a call to action?	Status ☐ To do ☐ In progress ☐ Done✓
■	Contact Information Is it complete, accurate, and easy to find? Check: phone number, email address, physical address, and website link.	Status ☐ To do ☐ In progress ☐ Done✓
■	Services / Offerings Are your key services or products clearly listed and easy for potential clients to understand? Have you highlighted anything unique that sets you apart?	Status ☐ To do ☐ In progress ☐ Done✓
■	Call to Action (CTA) Is there one clear action you want visitors to take? e.g. "Book Now," "Order Online," "Call Us," "Visit Us." Is it prominent and linked correctly?	Status ☐ To do ☐ In progress ☐ Done✓
■	Branding Consistency Do your visuals (colours, fonts, imagery) and language align with your overall business brand? Does this profile feel like it belongs to the same business as your other platforms?	Status ☐ To do ☐ In progress ☐ Done✓
■	Content Alignment Are your recent posts consistent with the message of your profile? Would a new visitor get a clear, accurate picture of what you do from your last few posts?	Status ☐ To do ☐ Done✓
■	Google Business Profile (if applicable) Is your profile fully claimed and verified? Are photos, opening hours, services, and contact details up to date? Are you actively responding to reviews?	Status ☐ To do ☐ In progress ☐ Done✓

■ MY PRIORITY FIXES — What I'm Tackling First

Look back at anything you marked 'To do' or 'In progress'. Pick your top three priorities and write them below — be specific about what needs to change and when you'll do it.

Priority 1

I'll complete this by:

Priority 2

I'll complete this by:

Priority 3

I'll complete this by:

■ MY OVERALL AUDIT SCORE

Count up your statuses from the checklist above and record your totals here:

✓ Done	■ In Progress	■ To Do
___ / 9	___ / 9	___ / 9

What does your score tell you? Any patterns or surprises?

■ **Well done for taking the time to do this!** Every box you tick is a step closer to a profile that works as hard as you do. Come back to this checklist every month to keep your digital storefront fresh and client-ready.

[illegible]

Thank you **FOR READING**

CONGRATULATIONS ON COMPLETING THIS
JOURNEY TOWARDS TRANSFORMING
YOUR SOCIAL MEDIA!



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MANAGEMENT**

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