

Create A Business Page

2020 Updated

Go to

<https://www.facebook.com/JDWaldvogelSells/>

to see the finished product.

Login to your personal account at Facebook.com

You must have a personal account in order to
create a business page!

In the upper right corner, click “+,”
then “page”

The image shows a screenshot of the Facebook homepage for a user named JD Waldvogel. The interface includes a search bar at the top left, a navigation menu on the left, and a main feed area. In the upper right corner, there is a profile picture, a plus sign (+), and other icons. A red arrow labeled '1.' points to the plus sign. A second red arrow labeled '2.' points to the 'Page' option in the 'Create' dropdown menu that appears after clicking the plus sign. The 'Create' menu lists options: Post, Story, Life Event, Page, Ad, Group, Event, Marketplace Listing, and Fundraiser. The 'Page' option is highlighted with a red arrow. Below the 'Create' menu, there is a 'Contacts' section with a list of names and profile pictures.

1. **+**

2. **Page**

Create

- Post
Share a post on News Feed.
- Story
Share a photo or write something
- Life Event
Add a life event to your profile.
- Page**
Connect and share with customers or fans.
- Ad
Advertise your business, brand or organization.
- Group
Connect with people who share your interests.
- Event
Bring people together with a public or private event.
- Marketplace Listing
Sell items to people in your community.
- Fundraiser
Raise money for a cause you care about.

Contacts

- Shari Waldvogel
- Caleb Waldvogel
- Judi Luptak
- Nathan Rickman
- Allyson Huttenga
- Kristine Gault
- Ryan Salyer
- Troy L Calhoon
- Rhonda Stygstra

Create A Page – Enter the info requested on the left, then “create page”

Page Name - whatever you like, as long as you clearly identify yourself or your team.

Category – Real Estate Agent

Description - must include a line stating you’re a licensed REALTOR with your DBA.
Ex. I’m a licensed REALTOR with Coldwell Banker Woodland Schmidt in West Michigan!

The screenshot shows the Facebook 'Create a Page' interface. On the left, the 'Page Information' section is highlighted with red arrows and numbers 1, 2, and 3. Arrow 1 points to the 'Page name (required)' field. Arrow 2 points to the 'Category (required)' field. Arrow 3 points to the 'Description' field. Below this section is a blue 'Create Page' button, also indicated by a red arrow. The main area shows a 'Desktop Preview' of the page, including a cover photo, a profile picture, the page name, category, and navigation tabs like 'Home', 'About', 'Photos', 'Videos', and 'More'. The 'About' section is visible, showing the 'Description' field. The 'Create Post' section is also visible, with options for 'Photo/Video', 'Tag People', and 'Check in'.

Create A Page – Add profile picture & cover photo

Your profile picture should be a photo of you, like a headshot. Your cover photo can be something seasonal, locational, or something else. Your cover photo must have your DBA logo included. Options available at <https://www.schmidtresources.com/marketing-resources>

Or reach out to your Marketing Group to have something custom designed!

The screenshot shows the Facebook 'Set Up Your Page' interface. On the left, the 'Page Information' section is visible, showing the page name 'John Smith, Coldwell Banker Schmidt' and category 'Real Estate Agent'. Below this, the 'Images' section has two options: 'Profile Photo - Optional' with an 'Add Profile Picture' button, and 'Cover Photo - Optional' with an 'Add Cover Photo' button. Red arrows labeled '1.' and '2.' point to these buttons respectively. The main area shows a 'Desktop Preview' of the page, featuring a cover photo of two people painting a wall, a profile picture of a man, and the page name 'John Smith, Coldwell Banker Schmidt Realtors'. The 'About' section is also visible, containing the same text as in the 'Page Information' section. At the bottom, there is a 'Create Post' section with options for 'Photo/Video', 'Tag People', and 'Check in'. A 'Save' button is located at the bottom left of the interface.

Create A Page – click SAVE

Pages > Set Up Your Page

Set Up Your Page

Page Information

Page name (required)
John Smith, Coldwell Banker Schmir ✓

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required) ✓

Real Estate Agent ✕


Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

I'm a licensed REALTOR with Coldwell Banker Woodland Schmidt in West Michigan! Soccer lover, dog lover, and most importantly, HOME lover! 🏡🐶⚽


Images

Profile Photo - Optional



Use a logo or image that helps people identify this Page in search results.

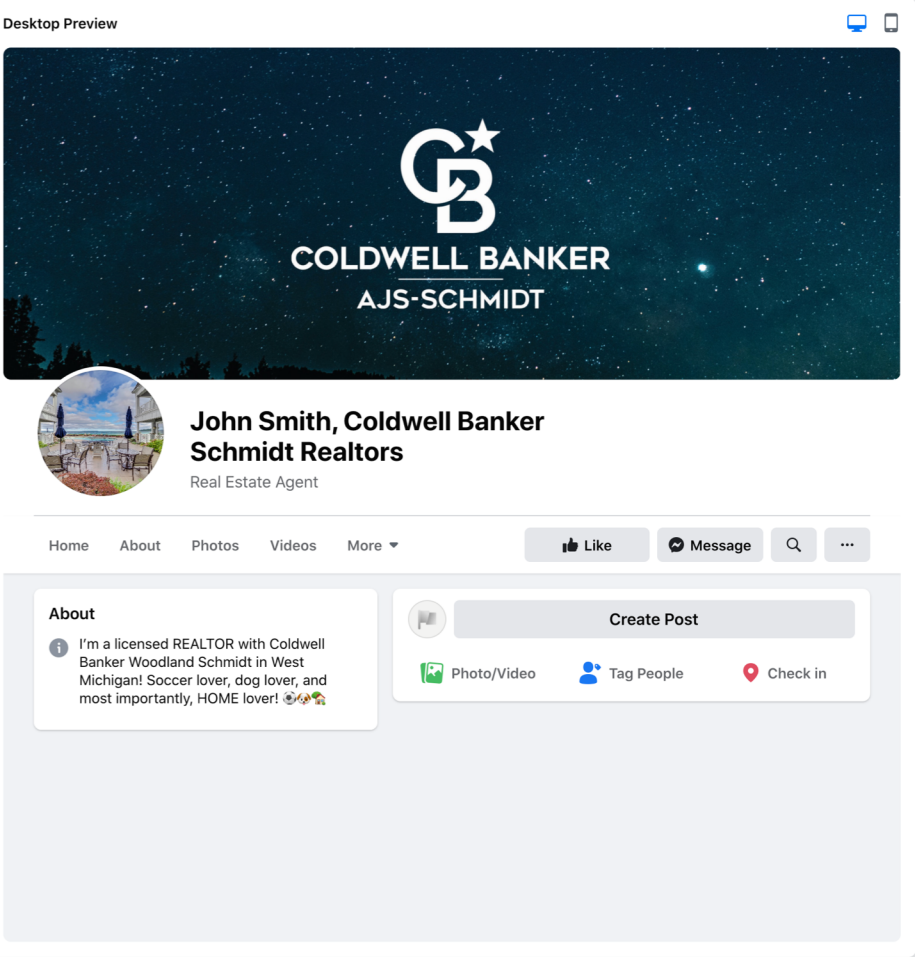
Cover Photo - Optional



Save



Desktop Preview



Click "Edit Page Info" on the left, OR
"More" on the top bar, then choose "About"

The screenshot displays the Facebook Page Manager interface for "John Smith, Coldwell Banker Schmidt Realtors". On the left sidebar, the "Manage Page" section includes options like Home, Manage Shop, Ad Center, and "Edit Page Info", which is highlighted with a red arrow. The main content area shows the page header with the name and a "More" dropdown menu, also highlighted with a red arrow. The "More" menu is open, showing options like Offers, Photos, Videos, Events, "About", Community, Jobs, and Edit Tabs. The "About" option is highlighted with a red arrow. A large red "OR" is placed between the "Edit Page Info" option and the "More" menu. The page also features a "Page Tips" section and a "Create Ad" section.

Manage Page

John Smith, Coldwell Banker Schmidt Realtors

Home Manage Shop Ad Center Inbox Resources & Tools Manage Jobs Notifications Insights Publishing Tools Page Quality Edit Page Info Settings

COLDWELL BANKER AJS-SCHMIDT

John Smith, Coldwell Banker Schmidt Realtors

Home Services Reviews Shop More Promote View as Visitor

Invite Friends to Like Your Page

Page Tips

Create Ad

OR

1.

2.

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Click "Edit Page Info"

John Smith, Coldwell Banker Schmidt Realtors
Create @Username · Real Estate Agent

Home Services Reviews Shop **More** Promote View as Visitor

ABOUT Edit Page Info

GENERAL

- 0 people follow this
- Real Estate Agent
- Enter location

HOURS

- Edit business hours

BUSINESS DETAILS

- Edit price range

ADDITIONAL CONTACT INFO

- Enter website
- Enter phone number
- Enter email
- Send Message

MORE INFO

Your username will become the end of your Facebook URL. No spaces allowed. It will also be how people “tag” your page.

Ex. If I put in “JDWaldvogelRealtor, my Facebook URL would become Facebook.com/JDWaldvogelRealtor

The screenshot shows the 'Edit Page Info' dialog with the 'General' tab selected. The 'Name' field contains 'John Smith, Coldwell Banker Schmidt Realtors'. The 'Username' field is highlighted with a blue border and contains the placeholder text 'Please enter a new name for your Page' with a green checkmark icon on the right. A red arrow points to the 'Username' field. Below it, a small text block explains that unique usernames make it easier to find the page. The 'Description' field contains the text: 'I'm a licensed REALTOR with Coldwell Banker Woodland Schmidt in West Michigan! Soccer lover, dog lover, and most importantly, HOME lover!' with three emojis. The 'Categories' section shows 'Real Estate Agent' as the selected category.

Fill out all information you are able to. Email, website, about section, etc. Don't worry about things like impressum, public transit, menu, etc.

The screenshot shows the 'Edit Page Info' dialog with the 'Contact' tab selected. Three red arrows with numbers 1, 2, and 3 point to the 'Phone Number', 'Email', and 'Website' input fields respectively. The 'Phone Number' field has a dropdown menu on the left showing a minus sign. Below each input field is a radio button option: 'My Page doesn't have a phone number', 'My Page doesn't have an email', and 'My Page doesn't have a website'.

Big Blue Button

You can have a Call Now, Message Now, Sign-Up, whatever you'd like!

John Smith, Coldwell Banker Schmidt Realtors
Create @Username · Real Estate Agent

[+ Add a Button](#)

Home Services Reviews Shop More ▾ Promote View as Visitor 🔍 ⋮

Invite Friends to Like Your Page
More people might see your posts in News Feed if your friends like your Page and share posts.

Search for friends to Invite

- Janette Waldvogel [Invite](#)
- Isabelle Waldvogel [Invite](#)
- Shari Waldvogel [Invite](#)

Create Post

Photo/Video Get Messages Feeling/Activity

Create [Live](#) [Event](#) [Offer](#) [Job](#) ⋮

John Smith, Coldwell Banker Schmidt Realtors updated their cover photo. 6m · 🌐

Edit Page Button

Choose the action you want your Page visitors to take.

- [View Gift Card](#)
Choose a website where people can purchase your gift cards.
- [Order Food](#)
Choose a website where people can order your food.
- [Book Now](#)
Choose where people can book with you.
- [Call Now](#) *
Choose where you'd like to receive calls.
- [Contact Us](#)
Choose a website where people can find your contact information.
- [Send Message](#) *
Receive messages in your Page Inbox.
- [Send WhatsApp Message](#)
Choose the number associated with your WhatsApp account so people can reach you.
- [Send Email](#) *
Choose an email address where people can contact you.
- [Learn More](#)
Choose a website where people can learn more about what you do.
- [Sign Up](#)
Choose a website where people can sign up for your newsletter.
- [Use App](#)
Choose where people can find your app.
- [Play Game](#)
Choose a website where people can find and play your game.
- [Watch Video](#) *
Choose a website where people can find and watch your video.
- [Shop Now](#)
Choose a website where people can find your shop.

Create Ad See All

Invite Your Friends!

Click “See All Friends” to choose who you send a message to - a selected group or all personal friends. ALSO click the three dots then “Share” to share a post to your personal page directing people to your new business page!

John Smith, Coldwell Banker Schmidt Realtors
Create @Username · Real Estate Agent

Home Services Reviews Shop More ▾ Promote View as Visitor 🔍 ⋮

Invite Friends to Like Your Page
More people might see your posts in News Feed if your friends like your Page and share posts.

Search for friends to invite

- Janette Waldvogel **Invite**
- Isabelle Waldvogel **Invite**
- Shari Waldvogel **Invite**

See All Friends

Other Actions
With your primary profile, JD Waldvogel, you can like this Page, follow it or take other actions.

- Like
- Follow
- Share**
- Create Page
- Like As Your Page
- Invite Friends

COLDWELL BANKER

Voila!

Your page is created and ready for your first post!

If you have any questions, email JD at JD@SchmidtHQ.com or call/text at 616-355-6351.