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IM CHECKLIST AI • FREE STARTER CHECKLIST

The Social Media Setup Checklist

Most business social profiles leak attention. Someone finds you, likes a post, and then has no idea what you do or where to go next. This checklist turns a profile into a doorway: clear on who you help, and obvious about the next step. Run it on every platform you use.

Project: _____ Date: _____

Part 1 - Make It Clear

- ☐ 1 **Write a bio that says who you help and how in one line.**
A stranger should understand what you do in three seconds.
- ☐ 2 **Use a clear photo or logo that matches across every platform.**
Consistency makes you recognisable as people see you in more places.
- ☐ 3 **Add one link that leads to your sign-up or main offer.**
Send every click somewhere useful, not just to a busy homepage.

Part 2 - Set The Direction

- ☐ 4 **Decide the two or three topics you will consistently post about.**
A focused feed grows faster than a random one.
- ☐ 5 **Pin your best or most useful post to the top of the profile.**
New visitors judge you by the first thing they see. Choose it.
- ☐ 6 **Write three posts you can publish this week.**
Momentum beats perfection. A live imperfect post beats a perfect draft.

Part 3 - Turn Followers Into Leads

☐ 7 **Mention your free gift naturally in posts and your bio.**

Followers are rented. Move them to your email list, which you own.

☐ 8 **Reply to comments and messages to build real relationships.**

Conversations, not broadcasts, are what actually convert on social.

☐ 9 **Review which posts drove clicks and do more of those.**

Let the data, not your mood, decide what you post next.

PRO TIPS

- You do not need every platform. One done well beats five done badly.
- Followers feel good. Email subscribers pay the bills. Always bridge from one to the other.
- Social Media, Instagram, TikTok, Facebook and more each get a full volume inside IM Checklist AI.

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