THE AUTHORITY SHIFT™

PROFILE BLUEPRINT

REVISED REFERENCE AND WORKBOOK

Build the foundation. Become recognizable. Optimize the profile. Create conversations.

TRUST BEFORE TRAFFIC

Turn your Facebook profile into a clearer, more human,
more trustworthy first impression.

FOUNDATION | IDENTITY | PROFILE | CONVERSION

By Duane "Duey" Palen | Developed with ChatGPT assistance

People buy people. Trust comes before the click.

Profile lessons, worksheets, audits, and optional implementation plans.

WELCOME

Your Profile Is Already Talking

The question is whether it is saying the right thing.

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THE BLUEPRINT PROMISE

This edition builds on the original Facebook Profile Checklist with lessons, examples, worksheets, audits, and optional plans. Use it as a reference for the task you chose, not a reading assignment.

Who This Is For

- Digital marketers
- Affiliate marketers
- Network marketers
- Coaches, consultants, and creators
- Solopreneurs and small-business owners
- Beginners who need clarity before complexity

What This Is Not

- A shortcut to instant authority
- A guide to spamming friends or groups
- A replacement for real skills, service, and consistency
- A promise that every visitor will become a customer

START HERE

Use this as a working reference.

You do not need to read all 124 pages or complete every exercise. Choose one useful change.

1 / Find a focus. New to TAS? Use the free Find Your Shift assessment (page 106). Already know your task? Begin with the visitor test (page 5) and quick audit (page 6).

2 / Choose a section. The Four Shifts are connected areas, not a required sequence. Foundation supports the work; Identity shapes your message; Profile expresses it; Conversion helps the next step fit. Page 8 explains the shared exercises.

3 / Choose ONE plan. For one immediate improvement, use the 30-minute menu (page 85). For a focused month, use pages 97-100. For a slower pace, use the 90-day planner (pages 108-120). Adjust the workload; these are alternative schedules.

4 / Apply and check. Use page 49 to find the appropriate visitor test. Record the before and after, then use the 40-point audit on page 81 when you need a deeper review. Neither audit measures authority, trust, or likely sales.

5 / Save your work. Use a PDF reader with form support, save, and reopen to check an answer. Print if preferred. Long scrolling answers may not print fully; keep extra notes separately. Form and reader support varies.

Name and start date

My first task and chosen plan (Quick Fix, 30-day, or 90-day)

When I will review the result

NAVIGATION

Table of Contents

Choose a section for the work you need to do.

SECTION	PAGES
Welcome & Baseline Audit	2-7
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The Five-Minute Visitor Test

See the profile a stranger sees.

Ask someone unfamiliar with your business to review the public profile. Working alone? Record what visible details suggest, label it your interpretation, then seek outside feedback when possible.

Who do you think I help?

What problem do you think I solve?

What stood out first?

What would you expect me to post about?

What should you do next?

What felt confusing, crowded, or promotional?

BASELINE / QUICK CHECK

Quick Profile Audit

One point per checked item. Repeat the same ten checks when comparing before and after.

- My face is immediately recognizable.
- My cover communicates one clear message.
- My bio explains whom I help and how.
- My Intro and About details are current.
- My Start Here content is easy to find.
- My featured content follows a logical path.
- My latest 10 public posts support my positioning (use all if fewer).
- My main link works and matches my message.
- My next step is obvious.
- My profile gives a human, helpful introduction.

This is a self-check, not a measure of trust, authority, or future sales. Record your post sample so your next comparison uses the same basis.

Starting total / 10 (add manually), date, and post sample size

The first useful improvement and how I will check it

The Four Silent Questions

Every profile visitor is looking for these answers.

1. WHO ARE YOU?

Identity, personality, point of view, and relevance.

2. WHAT DO YOU HELP WITH?

Audience, problem, outcome, and topic clarity.

3. CAN I TRUST YOU?

Consistency, proof, honesty, usefulness, and humanity.

4. WHAT SHOULD I DO NEXT?

One simple, logical, low-pressure next step.

My Current Answers

Who am I?

What do I help with?

Why should someone trust me?

What should someone do next?

SECTION ONE / FOUNDATION

Build a foundation for doing the work.

Mindset, skills, habits, systems, tools, and financial clarity support useful action.

Foundation means choosing work you can finish, practicing the relevant skills, making time, and understanding the tools and costs involved. Inspiration can help; a workable routine turns it into something you can apply.

Why the message exercises follow: pages 9-18 use audience, problem, outcome, core message, and content pillars as a concrete practice task. Those decisions also belong to Identity. They are not a different definition of Foundation.

The sections overlap on purpose. Use the message practice if that is your task, or apply the same working habits to a profile edit, a post, or a useful conversation.

The small task I will finish, and the skill I need to practice

My time slot, tools, budget or constraints, and next practice session

The saved result I will use as evidence of completion

Define the Person

You cannot build a relevant profile for “everyone.”

WHY THIS MATTERS

Specificity helps the right people recognize themselves without excluding everyone else.

How to Complete It

1. Describe one person you understand well.
2. List the problems that person already knows they have.
3. Choose the problem you are qualified to discuss consistently.
4. Use the person’s everyday language, not industry jargon.

Completion Checklist

I can describe my primary audience in one sentence.
I know what stage of the journey they are in.
I know what they want next.
I know what frustrates them.

SHOW, DON’T TELL - EXAMPLE

Illustrative: New dog owners who want a calmer daily walking routine.

DUEY’S REAL-TALK TIP

A useful audience is defined by a shared problem and stage, not just age or job title.

Audience Portrait

Name the Recognizable Problem

People respond to problems they can already feel.

WHY THIS MATTERS

Your audience cannot connect your solution to their life until the problem is stated clearly.

How to Complete It

1. List ten frustrations your audience mentions.
2. Separate symptoms from root causes.
3. Choose one problem that your profile can help them understand.
4. Write it in plain language.

Completion Checklist

The problem sounds familiar to my audience.
It is specific enough to visualize.
It is not manufactured to create fear.
I can teach about it repeatedly.

SHOW, DON'T TELL - EXAMPLE

"People visit your profile but leave without following, commenting, or messaging."

DUEY'S REAL-TALK TIP

Do not begin by naming your framework. Begin by naming their experience.

Problem Statement

Choose the Desired Result

Promise progress, not fantasy.

WHY THIS MATTERS

A realistic result gives the profile direction and makes your message believable.

How to Complete It

1. Describe the next meaningful improvement.
2. Avoid guaranteed income or exaggerated outcomes.
3. Connect the result to actions the person can control.
4. Keep the outcome simple enough for a bio.

Completion Checklist

My result is realistic.
My result is relevant to the problem.
My result can be explained simply.
My content can demonstrate it.

SHOW, DON'T TELL - EXAMPLE

"Turn an ordinary Facebook profile into a clearer, more trustworthy marketing asset."

DUEY'S REAL-TALK TIP

Trust grows when your claims are smaller than your proof, not bigger.

Outcome Statement

Choose One Profile Goal

One profile cannot serve ten competing goals equally well.

WHY THIS MATTERS

A primary goal determines what your cover, bio, content, links, and calls to action should do.

How to Complete It

1. List every action you currently ask visitors to take.
2. Choose the most appropriate first step for a new visitor.
3. Remove or reduce competing actions.
4. Make the goal measurable.

Completion Checklist

I have one primary goal.
The goal is low pressure.
It makes sense for a first-time visitor.
I can measure whether it happens.

SHOW, DON'T TELL - EXAMPLE

"Encourage qualified visitors to follow and read my Start Here post."

DUEY'S REAL-TALK TIP

A sale is often too large for the first step. Earn the next small action.

Primary Goal

Develop Your Core Message

Become associated with one meaningful idea.

WHY THIS MATTERS

A core message creates repetition without making every post identical.

How to Complete It

1. List five beliefs you repeat naturally.
2. Choose the belief most useful to your audience.
3. Make it short and defensible.
4. Support it through stories, examples, and instruction.

Completion Checklist

My message reflects what I truly believe.
It relates to my audience's problem.
It is easy to remember.
I can demonstrate it publicly.

SHOW, DON'T TELL - EXAMPLE

"Most marketers do not have a traffic problem. They have a trust problem."

DUEY'S REAL-TALK TIP

Your message should become clearer through repetition, not louder.

Core Message

Build Your Content Pillars

Create consistency without becoming repetitive.

WHY THIS MATTERS

Content pillars help visitors understand your expertise and help you know what to post.

How to Complete It

1. Choose three to five broad topics.
2. Make every pillar relevant to the same audience.
3. Include practical, personal, and perspective-based angles.
4. Remove pillars that exist only because you sell a product.

Completion Checklist

I have three to five pillars.
Each pillar supports my core message.
Each pillar can generate months of content.
My products fit under the pillars rather than controlling them.

SHOW, DON'T TELL - EXAMPLE

Marketing foundations; personal branding; Facebook profile optimization; content and conversations; trust and authority.

DUEY'S REAL-TALK TIP

A content pillar is a subject you can serve through, not a product you can pitch.

Content Pillars

Audience Language Bank

Write the exact phrases your audience uses when describing their frustrations, questions, hopes, and objections.

Problem-to-Content Map

For each problem, list one educational post, one story, one example, and one question you could publish.

Message Consistency Test

Compare your cover, bio, Start Here post, and latest 10 public posts (or all available if fewer). Record the sample size, where the message agrees, and where it drifts.

Offer Alignment Map

List each offer. Explain the problem it solves, whom it serves, what the audience must understand first, and the next logical content topic.

FOUNDATION CHECKPOINT

Review how you did the work.

Use this checkpoint for message practice or any other task you chose.

- [ ] I chose a task and a clear finish point.
- [ ] I practiced a relevant skill rather than only collecting lessons.
- [ ] My time, tools, and costs fit my circumstances.
- [ ] I saved the result and named my next practice session.

What I finished and where I got stuck

The next task, time slot, and support I actually need

SECTION TWO / IDENTITY

Become recognizable as yourself.

Develop a voice, point of view, values, and a personal brand that matches how you behave.

Identity is more than picking an audience, logo, or bio. It is the perspective you can explain, the language you naturally use, and the behavior that supports your introduction.

Shared practice on pages 21-26: your photo, bio, and About section are visible Profile elements. They appear here because you are drafting how your Identity will be expressed. Apply and test them during the Profile work on pages 32-60; you do not need to do the task twice.

The point of view and useful help I want associated with my name

How I will express that through my voice, examples, and behavior

Choose a Recognizable Profile Picture

People buy people. Let them see the person.

WHY THIS MATTERS

Your image appears beside every post, comment, reaction, and message. Recognition begins at thumbnail size.

How to Complete It

1. Choose a current, high-resolution photograph.
2. Crop around the head and shoulders.
3. Use clear light and a simple background.
4. Preview the circular crop at thumbnail size.

Completion Checklist

My face is clearly visible.
I am looking toward the camera.
The image works as a small circle.
The picture still looks like me.
No logo or text competes with my face.

SHOW, DON'T TELL - EXAMPLE

A naturally smiling head-and-shoulders portrait with contrast from the background.

DUEY'S REAL-TALK TIP

Do not edit yourself into a different person. Familiarity is more valuable than artificial perfection.

Profile Photo Notes

Write Your Identity Statement

Explain who you are without reciting titles.

WHY THIS MATTERS

A useful identity statement combines your role, audience, perspective, and humanity.

How to Complete It

1. Write how you naturally introduce yourself.
2. Add whom you help.
3. Add the belief or approach that makes your work distinct.
4. Remove inflated titles and jargon.

Completion Checklist

It sounds like me.
A stranger can understand it.
It does not depend on a product name.
It gives people a reason to remember me.

SHOW, DON'T TELL - EXAMPLE

"I'm Duey. I help beginner marketers make sense of online marketing and build trust before they ask for the sale."

DUEY'S REAL-TALK TIP

Titles describe a category. A point of view creates identity.

Identity Statement

Define Your Brand Voice

Make your content sound like the same person every time.

WHY THIS MATTERS

Voice creates familiarity. Familiarity reduces uncertainty and helps people recognize your posts without seeing your name.

How to Complete It

1. Choose three words that describe your natural communication style.
2. List phrases you use often.
3. Define what your voice never sounds like.
4. Rewrite a generic post in your own language.

Completion Checklist

My voice sounds natural.
My humor supports rather than insults.
My tone fits the subject.
My content would still feel recognizable without my name.

SHOW, DON'T TELL - EXAMPLE

Real-talk, helpful, lightly sarcastic, grounded, and never guru-like.

DUEY'S REAL-TALK TIP

Your voice is not a costume. It is your natural communication with the unnecessary polish removed.

Voice Guide

Write a Clear Bio

Position yourself in a few words.

WHY THIS MATTERS

The bio is one of the fastest clues a visitor uses to decide whether the profile is relevant.

How to Complete It

1. Name the audience or problem.
2. State the result or useful topic.
3. Use ordinary language.
4. Remove unrelated opportunities and vague buzzwords.

Completion Checklist

My bio explains what I help with.
It speaks to the right visitor.
It sounds human.
It gives a reason to explore further.

SHOW, DON'T TELL - EXAMPLE

"Helping beginner marketers build trust and turn their Facebook profiles into marketing assets."

DUEY'S REAL-TALK TIP

Choose clarity over cleverness. A bio is successful when other people can repeat it.

Bio Draft

Complete Your Intro and About Sections

Give interested visitors enough context to trust the person.

WHY THIS MATTERS

After the visual first impression, the Intro and About sections help people verify who you are and what you stand for.

How to Complete It

1. Update current work and creator information.
2. Remove irrelevant or outdated details.
3. Add the correct primary website.
4. Control the audience for personal information.
5. Write a human About narrative.

Completion Checklist

My current role is accurate.
My website is current.
My public information is intentional.
My About section explains my story and beliefs.
Sensitive information is protected.

SHOW, DON'T TELL - EXAMPLE

Who I am; what I believe; whom I help; what I share; what to do next.

DUEY'S REAL-TALK TIP

Do not fill every field simply because Facebook offers it.

About Narrative

Use Personality Intentionally

Let the profile feel like a person's profile.

WHY THIS MATTERS

Personality gives people more ways to connect with you than expertise alone.

How to Complete It

1. List interests you are comfortable sharing.
2. Choose stories that reveal values or lessons.
3. Use humor that matches your real personality.
4. Balance business content with appropriate human moments.

Completion Checklist

My profile includes personal content.
My personality supports my positioning.
I do not overshare sensitive information.
My humor does not damage trust.

SHOW, DON'T TELL - EXAMPLE

Interests, routines, lessons, frustrations, celebrations, hobbies, and behind-the-scenes moments.

DUEY'S REAL-TALK TIP

Professional does not mean personality-free.

Personality Inventory

Profile Photo Decision Sheet

Compare three possible photos using clarity, warmth, recognition, background, and thumbnail visibility.

Brand Voice Translator

Rewrite five generic marketing statements in your natural voice.

Bio Builder

Draft ten bios, then simplify each until the clearest version remains.

About Me Story Builder

Write five short paragraphs: who you are, what you believe, whom you help, what you share, and the invitation.

Identity Shift Checkpoint

Ask whether someone could recognize your content, values, and personality without seeing your name.

SECTION THREE

The Profile Shift™

Turn every visible section into a trust-building asset.

THE SHIFT

Align the cover, bio, details, Start Here post, Featured section, links, privacy, and recent content into one visitor experience.

By the End of This Section, You Will Have

- A simplified cover image
- A completed Intro and About section
- A Start Here post
- A useful Featured sequence
- A cleaned public profile
- Ten strategically balanced posts
- Reviewed privacy and security settings

My Section Commitment

The change I am committed to making

Create a Clear Cover Image

One message. One impression. No clutter.

WHY THIS MATTERS

The cover should reinforce your positioning immediately without becoming a brochure.

How to Complete It

1. Write the one sentence visitors should remember.
2. Use one headline and one short support line.
3. Remove product logos, tiny text, and competing calls to action.
4. Preview the mobile crop and profile-photo overlap.
5. Add a useful cover description.

Completion Checklist

The main message is readable on mobile.
The design is uncluttered.
Important text is not blocked.
The colors and fonts support my brand.
The cover supports me rather than replacing me.

SHOW, DON'T TELL - EXAMPLE

MAKE DIGITAL MARKETING MAKE SENSE
Build trust. Create better content. Turn your profile into an asset.

DUEY'S REAL-TALK TIP

Your cover is a billboard, not the entire sales presentation.

Cover Copy

Create a Start Here Post

Give new visitors a guided introduction.

WHY THIS MATTERS

A Start Here post connects your story, audience, belief, content, and invitation.

How to Complete It

1. Open with a belief, realization, or frustration.
2. Introduce yourself naturally.
3. Name the problem you care about solving.
4. Explain your point of view.
5. Tell people what they will find here.
6. End with one invitation.

Completion Checklist

The hook creates interest.
The post introduces me.
It explains whom I help.
It shows personality.
It does not immediately pitch a product.
It includes one clear call to action.

SHOW, DON'T TELL - EXAMPLE

"I had a realization: most marketers promote products. I wanted to promote progress."

DUEY'S REAL-TALK TIP

The post should help someone decide whether to keep following you.

Start Here Opening

Build a Useful Featured Section

Create a visual path instead of a random album.

WHY THIS MATTERS

Featured content can help visitors explore your profile in the order you choose.

How to Complete It

1. Choose three to six purposeful items.
2. Put Start Here first.
3. Use readable titles and consistent visuals.
4. Include a story, resource, and proof when available.
5. Remove outdated promotions.

Completion Checklist

Every item has a purpose.
The order is logical.
Titles are readable.
The collection supports my current message.
The section does not feel like a product catalog.

SHOW, DON'T TELL - EXAMPLE

START HERE → WHAT I HELP WITH → WHAT I BELIEVE → FREE RESOURCE → MY STORY → RESULTS

DUEY'S REAL-TALK TIP

A featured image is not automatically a website button. Explain the next step in the associated content.

Featured Sequence

Review Your Website and Links

Do not lose trust after the click.

WHY THIS MATTERS

The destination must continue the message and make the next action simple.

How to Complete It

1. Test every link on desktop and mobile.
2. Confirm the headline matches the profile promise.
3. Remove outdated affiliate links.
4. Use one clear page goal.
5. Include appropriate disclosures and privacy information.

Completion Checklist

My link works.
The page loads on mobile.
The headline matches my profile.
The page explains who it is for.
The next step is clear.

SHOW, DON'T TELL - EXAMPLE

What is this? Who is it for? What problem does it solve? What should I do next?

DUEY'S REAL-TALK TIP

Do not send warm profile visitors to a cold, confusing corporate page without context.

Ten-Second Page Test

PAGE 37

Yes, Duey. I knew you'd come here first.

If you are reading this page before Page 2, Professor Hard-Ass, then our conversation yesterday went exactly as expected.

Now that you've confirmed Mr. Chat did not hide a disaster on Page 37, you may proceed with the actual Blueprint.

But since you're here, there is a real lesson: people inspect what catches their curiosity. Your profile should create the same kind of irresistible reason to keep looking - without resorting to hype.

COFFEE BREAK WITH MR. CHAT

Curiosity earns the next few seconds. Trust earns the relationship.

Now write one thing on your profile that should make the right visitor want to see what comes next:

Clean Up the Public Profile

Keep the humanity. Remove the contradiction.

WHY THIS MATTERS

Old promotions, broken links, spam, and mixed messages can undo the trust your new profile creates.

How to Complete It

1. Use View As or public view.
2. Review old promotional posts and links.
3. Review tagged content.
4. Remove spam and obvious contradictions.
5. Keep appropriate personal posts.
6. Make the newest content reflect the current direction.

Completion Checklist

I reviewed my profile publicly.
Broken links are gone.
Outdated promotions are reduced.
Tagged posts are reviewed.
My profile still feels human.

SHOW, DON'T TELL - EXAMPLE

Delete, hide, update, or leave visible - choose intentionally for each item.

DUEY'S REAL-TALK TIP

Do not erase your life. Remove confusion, not personality.

Cleanup Notes

Protect Privacy and Security

Be public without being careless.

WHY THIS MATTERS

Visibility should never require exposing sensitive information or weakening account security.

How to Complete It

1. Review Audience and Visibility settings.
2. Control who can follow, comment, tag, and post.
3. Turn on profile or tag review where appropriate.
4. Use a unique password and two-factor authentication.
5. Review active sessions and recovery information.

Completion Checklist

Business content has the intended audience.
Private details are protected.
Two-factor authentication is enabled.
Unknown devices are removed.
I recognize common account-warning scams.

SHOW, DON'T TELL - EXAMPLE

Date completed:

DUEY'S REAL-TALK TIP

Facebook menu names change. The principle does not: protect the account and intentionally choose the audience.

Security Review

Design the First Ten Posts

Make the profile worth the visit.

WHY THIS MATTERS

Most visitors scan recent content rather than years of history. The first ten posts should demonstrate range and consistency.

How to Complete It

1. Plan ten posts before publishing.
2. Include education, opinion, story, demonstration, conversation, proof, and personality.
3. Limit direct promotion.
4. Use readable formatting.
5. Make the topics support the same audience and message.

Completion Checklist

At least three posts teach.
At least one shares a story.
At least one demonstrates an idea.
At least one creates conversation.
No more than two directly promote.
The posts sound like me.

SHOW, DON'T TELL - EXAMPLE

Introduction; tip; story; mistake; contrarian view; example; question; behind-the-scenes; proof; resource invitation.

DUEY'S REAL-TALK TIP

A visitor should learn more about you with every scroll, not see the same pitch ten times.

Ten-Post Mix

Format Posts for Reading

Do not bury a strong idea in a wall of text.

WHY THIS MATTERS

Readable posts help people stay long enough to understand the message.

How to Complete It

1. Create a clear first line.
2. Use short paragraphs.
3. Use simple language.
4. Remove repeated or unnecessary words.
5. Use emojis and hashtags sparingly.
6. End with one understandable action or question.

Completion Checklist

The hook earns the next line.
Paragraphs are short.
The language is clear.
The post is proofread.
The CTA is easy to answer.

SHOW, DON'T TELL - EXAMPLE

Hook → Problem → Insight → Example → Next Step

DUEY'S REAL-TALK TIP

Short paragraphs are not shallow writing. They are considerate formatting.

Post Structure

Use Show-Don’t-Tell Content

Demonstrate the advice.

WHY THIS MATTERS

Examples make abstract marketing advice useful and prove that you understand implementation.

How to Complete It

1. Replace broad advice with a specific action.
2. Add before-and-after examples.
3. Show the steps you took.
4. Demonstrate strategies on your own profile.
5. Explain why the change works.

Completion Checklist

I include examples.
I show before and after.
I explain the steps.
I use my own profile as evidence.
My reader can act immediately.

SHOW, DON’T TELL - EXAMPLE

Weak: “Write a better bio.” Better: show the vague bio, rewrite it, and explain each change.

DUEY’S REAL-TALK TIP

Information earns attention. Demonstration earns trust.

Before and After

Cover Image Copy Lab

Write five headlines, five support lines, and one final cover message.

Start Here Post Builder

Draft the hook, introduction, problem, belief, help, expectations, and invitation.

Featured Journey Planner

Assign a purpose, title, visual, content destination, and next step to each Featured item.

Public Profile Cleanup Log

List every item to delete, hide, update, keep, or replace.

First Ten Posts Planner

Plan the purpose, hook, format, pillar, and CTA for each of ten posts.

Privacy and Security Review

Record every setting reviewed and the date it was verified.

TEST DIRECTORY

Choose the check that fits.

These are practical checks, not validated tests. Use the same conditions when comparing before and after.

Five-Minute Visitor Test - page 5

Ask an unfamiliar reviewer what they understand. Working alone? Write what a stranger could infer from visible details, then label that your own interpretation.

Mobile / desktop / thumbnail - pages 21, 33, 36

View your profile and linked page on a phone and desktop. Check text, crop, navigation, and the next-step link. For the photo, check whether the small circular thumbnail is recognizable.

Public view - pages 5 and 38

Use your profile menu and View As where available. Menu names vary. If unavailable, ask a non-friend what they can see. Do not change privacy settings merely to complete the test.

Ten-second destination check - page 36

Show the linked page briefly: what is it, who is it for, what help does it offer, and what should someone do next? This checks the destination, not the whole profile.

Short scans and content checks - pages 53-60

Five seconds: initial recall (53). Thirty seconds: one-sentence introduction (54). Stranger audit (55). Content scroll (56). Three-post voice check (57). Promotion, trust killers, and trust builders (58-60).

Content sample: use your latest 10 public posts throughout these checks. If you have fewer, review all available and record how many. Page 57 intentionally uses a three-post subset for the voice check.

The check I used, what I observed, and one change to test

PRACTICE / PROFILE AND TRUST

The Visitor Journey

Design the experience from click to conversation

Think of your profile as a sequence rather than a collection of isolated pieces. The cover creates context. The bio sharpens it. The pinned post deepens it. Recent posts provide evidence. Interaction confirms whether the person behind the content is real. Each element should answer one question and naturally create the next one. A SIMPLE JOURNEY Cover: Why should I care? → Bio: Who is this? → Pinned post: What do they believe? → Content: Are they consistent? → Conversation: Do I want to engage?

The one idea my profile should communicate

What I will change and how I will check it

PRACTICE / PROFILE AND TRUST

Cover → Bio → Pinned Post

Three pieces, one first impression

Your cover photo gets them to orient themselves. Your bio gives them a quick reason to understand you. Your pinned post gives them a deeper introduction to your thinking and personality. When these three elements tell three unrelated stories, the visitor has to do the work of figuring you out. When they reinforce each other, clarity feels effortless. Write the ONE idea these three elements should communicate together:

The one idea my profile should communicate

What I will change and how I will check it

PRACTICE / PROFILE AND TRUST

Post Spacing

Posting frequency is your schedule. Post Spacing is the visitor's experience.

Post Spacing means intentionally managing time, topic, content variety, flow, and the overall experience created when someone views several posts together. The problem is not simply posting 'too much.' Several excellent posts can weaken one another when they repeat the same conversation so closely that the profile feels one-dimensional. Before publishing, look backward. Ask what a visitor would experience if this new post appeared beside the last several posts. TIME - Has the previous post had room to breathe? TOPIC - Am I continuing the exact same conversation again? VARIETY - Does this add a different dimension of me? FLOW - Does the profile feel natural when viewed together? STARTING POINT - Does my pinned post still orient a new visitor?

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The 5-Second Test

What can a stranger understand immediately?

Ask someone unfamiliar with your business to look at your profile for five seconds, then close it. Ask what they remember. Do not explain first. Their answer is data. If they remember a company but not you, or a promise but not what you actually care about, adjust the profile. Who is this person? What are they about? What do they seem to value? Would I keep looking?

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The 30-Second Test

Does the deeper scan reinforce the first impression?

Give a reviewer thirty seconds to scan the cover, bio, featured area, pinned post, and recent content. Then ask them to describe you in one sentence. Compare their sentence with the positioning you intended. The first impression is accurate The content supports it Nothing major contradicts it The next step is obvious

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Stranger Audit

Borrow somebody else's eyes

We become blind to our own profiles because we know the context behind every image and sentence. A stranger does not. Ask a trusted person to identify what feels clear, confusing, overly promotional, generic, or missing. Clear Confusing Too promotional Generic Missing

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Content Scroll Test

Judge the whole feed, not individual posts

Open your profile and scroll without stopping. Notice patterns in visuals, topics, tone, and promotion. The question is not whether each post is 'good.' The question is what the collection communicates. Variety Consistency Personality Usefulness Promotion balance

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Sameness Test

Would this still sound like you without your name?

Generic content is easy to create and easy to forget. Your point of view is what makes familiar topics worth hearing again. Choose three recent posts and remove your name. Could someone who knows your voice identify them as yours? Distinctive phrasing Specific observations Personal examples Clear beliefs No copy-and-paste feel

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Promotion Pressure Test

How often are you asking before earning attention?

Review your latest 10 public posts (or all available if fewer) and mark every direct or indirect pitch. Then look at what surrounds those pitches. Promotion feels different when it appears inside a profile that has already created context, usefulness, and familiarity. Offers are relevant Claims are believable CTAs are varied Value precedes asks No desperation language

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Trust-Killer Checklist

What quietly weakens authority

Trust is often lost through accumulation rather than one catastrophic mistake. Constant opportunity posts Income claims without context Copied corporate graphics Every conversation becomes a pitch Generic motivational filler Contradictory positioning Overstated expertise Automated-sounding DMs

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / PROFILE AND TRUST

The Trust-Builder Checklist

What quietly strengthens authority

The strongest signals are usually simple and repeatable. Useful specificity Visible personality Consistent point of view Thoughtful replies Stories with lessons Proof without bragging Clear boundaries Patient follow-up

My example, observation, or practice draft

What I changed, feedback received, and the next check

SECTION FOUR

The Conversion Shift™

Turn attention into natural next steps.

THE SHIFT

Conversion begins before the pitch. It begins when a visitor feels understood, trusts the person, and knows what to do next.

By the End of This Section, You Will Have

One primary call to action
A low-pressure message strategy
A useful group-comment strategy
A trust-building promotion sequence
A relevant proof plan
A clear website handoff

My Section Commitment

The change I am committed to making

CONVERSION SHIFT

Choose One Primary Call to Action

Confusion is not a conversion strategy.

WHY THIS MATTERS

A clear, appropriate next step helps interested visitors continue without feeling trapped.

How to Complete It

1. List every current call to action.
2. Choose the best first step for a new visitor.
3. Use specific wording.
4. Place it consistently without repeating it everywhere.
5. Test the destination.

Completion Checklist

I have one primary CTA.
It is low pressure.
It matches the content.
The wording is clear.
The destination works.

SHOW, DON'T TELL - EXAMPLE

"Want the complete checklist? Comment PROFILE and I'll point you to it."

DUEY'S REAL-TALK TIP

The best first action is often smaller than a purchase.

CTA Draft

CONVERSION SHIFT

Build Trust Before Promoting

Prepare the person before presenting the product.

WHY THIS MATTERS

Offers make more sense when the audience understands the problem, sees an example, and trusts your recommendation.

How to Complete It

1. Teach the problem before naming the product.
2. Explain why the problem continues.
3. Show a small improvement.
4. Introduce the offer as a relevant next step.
5. State whom it is and is not for.

Completion Checklist

I discuss problems more than products.
I provide value without requiring a purchase.
I avoid exaggerated claims.
I disclose affiliate relationships appropriately.
My recommendation fits my content.

SHOW, DON'T TELL - EXAMPLE

Problem recognition → cause → small win → point of view → invitation → offer.

DUEY'S REAL-TALK TIP

Do not manufacture urgency to replace missing trust.

Trust Sequence

CONVERSION SHIFT

Create a Permission-Based Message Strategy

Continue conversations instead of ambushing people.

WHY THIS MATTERS

Direct messages work best when they follow context and permission.

How to Complete It

1. Respond to a real interaction.
2. Ask what the person is trying to accomplish.
3. Understand the obstacle.
4. Offer a useful observation.
5. Ask permission before sending a link.
6. Stop when interest is not present.

Completion Checklist

My message is personalized.
Early questions are easy to answer.
I ask permission before links.
I do not send copy-and-paste presentations.
I know when to stop following up.

SHOW, DON'T TELL - EXAMPLE

"Based on what you shared, I have a short guide that may help. Would you like me to send it?"

DUEY'S REAL-TALK TIP

A conversation is not a loophole for sending a pitch.

Permission Message

CONVERSION SHIFT

Use Facebook Group Comments Strategically

Let useful thinking lead people back to a useful profile.

WHY THIS MATTERS

A strong comment demonstrates your expertise without violating group rules or forcing a link.

How to Complete It

1. Answer the actual question.
2. Add one useful observation.
3. Give one practical next step.
4. Avoid empty comments and unsolicited links.
5. Make sure your profile is ready for the click.

Completion Checklist

My comment is useful on its own.
I follow group rules.
I do not immediately link-drop.
I use examples.
My profile continues the same message.

SHOW, DON'T TELL - EXAMPLE

Acknowledge the problem → share one observation → give one practical next step.

DUEY'S REAL-TALK TIP

The purpose of a group comment is not to steal attention. It is to earn curiosity through usefulness.

Helpful Comment

CONVERSION SHIFT

Build a Relevant Network

Stop collecting random numbers.

WHY THIS MATTERS

Relevant relationships create better conversations than a large, disconnected audience.

How to Complete It

1. Review profiles before accepting or requesting.
2. Connect around shared interests or relevant work.
3. Engage before asking.
4. Remove obvious fake or spam accounts.
5. Avoid immediate opportunity pitches.

Completion Checklist

My network includes relevant people.
I review requests.
I personalize interaction.
I do not pitch immediately.
I regularly engage with existing connections.

SHOW, DON'T TELL - EXAMPLE

"Thanks for connecting. I noticed you also post about affiliate marketing. What part are you focused on right now?"

DUEY'S REAL-TALK TIP

Start with curiosity about the person, not curiosity about their wallet.

Connection Opener

CONVERSION SHIFT

Use Proof Without Performing

Reduce doubt without turning every post into a victory lap.

WHY THIS MATTERS

Proof shows that the idea has been applied. It should educate as much as it impresses.

How to Complete It

1. Share the starting point.
2. Show the change or result.
3. Explain what created it.
4. Use permission for testimonials.
5. Avoid implying identical outcomes for everyone.
6. Include lessons and failures when useful.

Completion Checklist

My proof is truthful.
The context is clear.
The lesson is useful.
The claim is proportionate.
I have permission where needed.

SHOW, DON'T TELL - EXAMPLE

Before-and-after profiles, projects, audience feedback, case studies, testimonials, lessons, and consistent public work.

DUEY'S REAL-TALK TIP

Proof is not limited to income screenshots.

Proof Types

CONVERSION WORKBOOK

CTA Decision Sheet

Compare follow, comment, keyword, message, guide, video, group, and website actions. Choose one.

Conversation Map

Write the Connect, Clarify, Understand, Help, and Invite stages for a typical conversation.

Group Comment Practice

Draft five comments that are useful without a link.

CONVERSION WORKBOOK

Trust-Before-Promotion Campaign

Plan six pieces of content that logically prepare the audience for one offer.

CONVERSION WORKBOOK

Proof Inventory

List every ethical form of proof you already have and what lesson each can teach.

Conversion Shift Checkpoint

Review whether your visitor journey feels helpful, logical, and low pressure.

PRACTICE / CONVERSATIONS AND EVIDENCE

Conversation Starters

Turn posts into doors, not dead ends

A good engagement question should be answerable, relevant, and genuinely interesting to you. Avoid questions that exist only to manipulate comments. Ask what you would actually want to discuss. What have you noticed? Which part is hardest? What would you change? Has this been your experience? What are you trying right now?

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

Comment Strategy

Your authority is visible under other people's posts too

Comments can introduce your thinking to people who have never seen your content. Add perspective rather than dropping links or empty praise. A useful comment can be a mini-post: one observation, one example, or one thoughtful question. Adds value Sounds human No hijacking No unsolicited link Invites conversation

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

DM Transition

Move naturally from public conversation to private conversation

Do not treat every comment as permission to pitch. Move to DM when context makes it useful: a resource was requested, the topic becomes personal, or the person clearly wants details. Reference the public conversation so the message has context. Context first Permission when appropriate No copy-paste opener Ask before pitching Respect silence

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

The Conversion Shift

Conversation before customer

Conversion is not the moment you become more aggressive. It is the moment clarity and trust make a relevant next step possible. The goal is not to close everyone. It is to discover fit. Listen Clarify Recommend Invite Follow up

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

Follow-Up Without Chasing

Persistence should still feel respectful

Good follow-up is useful, contextual, and finite. Bad follow-up feels like surveillance. Follow up only when context makes it welcome; agree on timing when possible. Respect a decline or silence and stop pushing. Reference context Add value Keep it brief No guilt Know when to stop

My example, observation, or practice draft

What I changed, feedback received, and the next check

RESOURCES / CHOOSE BY NEED

A route that fits the person.

A useful next step depends on what someone needs, not a fixed funnel sequence.

For TAS visitors who need direction, the assessment is the recommended starting point. They can take their chosen Shift to My Next Shift for an action plan. The workbook and Blueprint support the task; they are not extra steps everyone must complete.

Find Your Shift assessment

Free, fillable answers with manual scoring. Choose a useful focus.

www.theauthorityshift.net/find-your-shift/

My Next Shift

Choose your Shift under Find My Focus, then use My Action Plan. Free; no account. Progress stays in that browser.

www.mynextshift.net/

Trust Before Traffic Workbook

Use the lesson and action sheet for the Shift you chose.

www.theauthorityshift.net/trust-before-traffic/

For your own audience, choose a next step that fits YOUR help and their situation. The TAS route is an example; it is not a requirement to promote TAS on your profile.

The person, their need, and the useful next step I can offer

SECTION FIVE / INTEGRATION

Bring the Four Shifts together.

The Authority Formula is an integration section, not a fifth Shift or a measured authority ranking.

Connect clarity, recognizable identity, usefulness, honest evidence, consistency, and a fitting next step. Use the checks to improve the work; they do not establish how much someone trusts you.

- Use the 40-point review with the 0-2 rubric on page 81.
- Choose priorities from the missing or unfinished items on page 82.
- Record evidence on page 83 and compare like-for-like on page 84.
- Choose one plan: Quick Fix, 30-day, or 90-day.

The visitor experience I want to make clearer

One change and the evidence I will collect

PROFILE AUDIT / MANUAL SCORING

Review 20 areas, using one rubric.

A self-review checklist out of 40, not a validated measure of authority, trust, or future sales.

0: missing, unclear, or not checked. 1: present or drafted, but incomplete or not tested. 2: present, clear, and checked using the relevant lesson or visitor test. Note the evidence; do not record passwords or private account details.

If an item is not relevant yet, record 0 and mark it deferred. That is a planning note, not a failure. Compare totals only when you use the same 20 items and rubric.

AREA	0-2	EVIDENCE / WHAT REMAINS
Target audience		
Core message		
Profile picture		
Cover image		
Bio		
Intro section		
About section		
Start Here post		
Featured content		
Primary call to action		
Website / destination		
Privacy settings		
Account security		
Latest 10 public posts		
Content pillars		
Personal perspective		
Educational content		
Demonstrated evidence		
Messenger approach		
Overall visitor experience		
Total (add manually):	/ 40	

CHOOSE PRIORITIES

Use the items, not a status label.

A high self-score does not prove that visitors trust you. A low score does not measure your worth or potential.

Start with 0s that block the task you need to finish. Then complete or test the relevant 1s. A 2 means you checked the item using this rubric; revisit it when circumstances change.

Use visitor feedback and the work itself to judge what became clearer. Prioritize an unclear message or broken link before polishing decoration. You do not need a score threshold before helping someone.

Priority 1: item, specific action, and check

Priority 2: item, specific action, and check

Priority 3: item, specific action, and check

AUDIT EVIDENCE

What supports your ratings?

Keep claims separate from observations. The earlier 100-point Authority Score is retired.

Use the same 0-2 rubric on page 81. Record a concrete example for the items you changed: the wording, a working link, a screenshot reference, or a reviewer's actual feedback. A change to your profile is not evidence that sales increased.

Audit item and before / after evidence

What someone actually understood or asked

What this suggests - and what I still do not know

The next check I will run

REVIEW / COMPARE FAIRLY

Compare the work, not a rank.

There are no Authority Leader levels or conversion-readiness certifications in this self-review.

Repeat the page 6 quick check or page 81 detailed audit using the same criteria and post sample. Record what changed, what you checked, and whether feedback supported the intended message.

Scores organize your own work. They do not measure trust, validate expertise, predict income, or certify readiness to sell. If the sample, goal, or criteria changed, explain that before comparing totals.

What stayed the same between reviews

What changed in the profile or content sample

What feedback supports or challenges my interpretation

What deserves another pass

The 30-Minute Quick Profile Fix

Choose one or two tasks for 30 minutes; save the rest for later.

- Replace an unclear profile picture.
- Remove clutter from the cover image.
- Rewrite the bio around audience and result.
- Update the primary website link.
- Remove outdated public information.
- Publish or update a Start Here post.
- Remove the three most confusing promotional posts.
- Make the next educational post public.
- Review the profile as a visitor.
- Choose one primary call to action.

My 30-Minute Schedule

Minutes 0-5

Minutes 5-10

Minutes 10-15

Minutes 15-20

Minutes 20-25

Minutes 25-30

Visitor Experience Walkthrough

Record what a first-time visitor sees, thinks, feels, and does at each step.

Message Alignment Matrix

Compare audience, problem, result, core message, cover, bio, posts, CTA, and destination.

Quarterly Review

Record changes in audience, offer, profile goal, message, content, and results.

Authority Formula Checkpoint

Identify what is clear, recognizable, trustworthy, useful, demonstrated, and actionable.

PRACTICE / CONVERSATIONS AND EVIDENCE

Trust Before Traffic

The principle underneath everything

Traffic gets you seen. Trust gives people a reason to stay. A larger audience cannot repair a confusing first impression. More views simply expose the same problem to more people. Before chasing reach, ask whether your profile gives a new visitor a reason to understand you, remember you, and continue the conversation. Trust online is rarely created by one spectacular post. It is built through repeated signals: consistency, clarity, personality, useful ideas, believable claims, thoughtful interaction, and a profile that feels like a person rather than a sales page. COFFEE WITH DUEY If I landed on your profile today, would I learn nothing or everything about you?

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

The Digital First Impression

What happens before someone messages you

When somebody sees your comment, post, referral, or name in a group, they may click your profile before they ever speak to you. That click is a moment of evaluation. Your visitor is silently asking: Who is this? What are they about? Do they seem real? Is there anything here for me? Do I want to keep looking? The job of your profile is not to close a sale. Its job is to make the next few seconds worth spending. Clear cover image Recognizable profile photo Useful, human bio Relevant featured content Strong pinned post Recent content with variety Visible personality Easy next step

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

The Trust Map

What earns trust - and what spends it

Every profile contains trust deposits and trust withdrawals. Helpful specificity, consistency, humility, thoughtful conversation, and clear positioning make deposits. Hype, contradiction, constant pitching, copied language, and exaggerated certainty make withdrawals. TRUST DEPOSITS TRUST WITHDRAWALS Useful specificity Vague hype Consistency Contradiction Human voice Corporate copy Curiosity Pressure Proof Promises Conversation Broadcasting only

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

Personal vs. Private

Be human without sharing everything

Personal branding does not require turning your life into content. Personal means your voice, values, observations, humor, experiences, and perspective are visible. Private means the things you choose to keep for yourself. Decide your boundaries before you post, not after.

What I am comfortable sharing publicly

What I intentionally keep private (do not record sensitive details here)

PRACTICE / CONVERSATIONS AND EVIDENCE

Authority Without Pretending

You do not need to know everything

Authority can come from experience, observation, curation, experimentation, teaching what you have learned, or asking better questions. Pretending certainty you do not have is not authority; it is a trust liability. A strong voice can still say: 'I'm learning too. Here's what I'm noticing.' "You do not have to be the person with every answer. Become the person worth listening to."

My example, observation, or practice draft

What I changed, feedback received, and the next check

PRACTICE / CONVERSATIONS AND EVIDENCE

Coffee Break

Traffic is not the finish line

A thousand profile visits cannot compensate for a profile that gives people no reason to stay. Traffic gets attention Clarity earns another second Trust earns another visit Conversation creates possibility

What a visitor can understand today

One useful improvement I will apply

PRIORITY MATRIX

Choose the useful work first.

Use this before either the 30-day or 90-day plan. You do not need to complete both.

For each change, estimate impact on visitor clarity and effort needed. These are your planning judgments, not measured outcomes. High impact / low effort is often a useful first choice.

High impact / low effort: task and reason

High impact / high effort: task and first small step

Low impact / low effort: defer or fit around priorities

Low impact / high effort: what I will stop or defer

OPTIONAL / 30-DAY PLAN

30-Day Plan: Week 1

Clarity and cleanup

Choose this plan for a focused month. Use the 90-day planner instead if you need more time. Adjust the pace; the four Shifts are not a required sequence.

Week 1 is about removing confusion and aligning the top of the profile. Update profile photo if needed Rework cover Rewrite bio Clean intro/details Choose positioning statement

My main outcome and tasks for this week

When I will work on it and what I will publish or test

What changed, feedback received, and next action

OPTIONAL / 30-DAY PLAN

30-Day Plan: Week 2

Pinned post and featured experience

Choose this plan for a focused month. Use the 90-day planner instead if you need more time. Adjust the pace; the four Shifts are not a required sequence.

Week 2 builds the bridge from first impression to deeper understanding. Write/update pinned post Clean featured section Choose one useful resource Remove outdated promotions Run 5-second test

My main outcome and tasks for this week

When I will work on it and what I will publish or test

What changed, feedback received, and next action

OPTIONAL / 30-DAY PLAN

30-Day Plan: Week 3

Content and Post Spacing

Choose this plan for a focused month. Use the 90-day planner instead if you need more time. Adjust the pace; the four Shifts are not a required sequence.

Week 3 makes the recent feed support the promise at the top of the profile. Choose content pillars Plan variety Reduce repeated topics Add personal perspective Use intentional Post Spacing

My main outcome and tasks for this week

When I will work on it and what I will publish or test

What changed, feedback received, and next action

OPTIONAL / 30-DAY PLAN

30-Day Plan: Week 4

Conversation and conversion

Choose this plan for a focused month. Use the 90-day planner instead if you need more time. Adjust the pace; the four Shifts are not a required sequence.

Week 4 focuses on how attention becomes relationship. Reply more thoughtfully Use better questions Practice contextual DMs Review CTAs Repeat the page 81 audit with the same rubric

My main outcome and tasks for this week

When I will work on it and what I will publish or test

What changed, feedback received, and next action

WORKING SHEET

Weekly Review Sheet

What changed this week?

A short weekly review keeps the Blueprint active instead of becoming shelf decoration. What improved? What felt awkward? What got a response? What did I learn? What will I change next week?

What improved, and the evidence

What felt awkward or unclear

What I learned and will change next week

WORKING SHEET

Content Planning Sheet

Plan the visitor experience

Plan seven posts by purpose rather than merely filling seven calendar slots. Look at the week as a collection: topic, format, tone, and CTA should have enough variation to feel human. Teach Observe Tell a story Ask Show proof Personal post Promote

Seven purposes are a planning menu, not a requirement to publish daily or include promotion every week.

Post purposes, topics, formats, and planned dates

How the collection shows useful variety

One appropriate invitation, if it fits the content

WORKING SHEET

Post Spacing Planner

See posts side by side before publishing

Use this page to prevent accidental topic stacking. Previous post topic Time since previous post New post topic How it adds variety What visitor sees when combined

Previous topic and time since the previous post

New topic and how it adds variety

What a visitor sees when the posts are viewed together

WORKING SHEET

Profile Screenshot Review

Compare before and after

Place or reference your Day 1 and Day 30 screenshots here. Look for visible changes in clarity, consistency, and personality. Day 1 observations Day 30 observations Biggest improvement Still needs work

Reference screenshot files rather than putting private information in this PDF. Blank form fields do not support image uploads.

Before screenshot filename or location and observations

After screenshot filename or location and observations

What improved and what still needs work

FINAL REVIEW

Record the same measures again.

Use the same items and rubric as your baseline. Totals are manual and optional.

Review dates and whether the profile goal or sample changed

Quick audit (page 6): before /10, after /10, and what changed

Detailed audit (page 81): before /40, after /40, and what changed

Specific evidence, remaining uncertainty, and my next task

FIND YOUR SHIFT

Choose the area needing attention.

If the profile task reveals a broader obstacle, use the free self-reflection assessment.

Foundation: mindset, skills, habits, systems, tools, and financial clarity.
Identity: voice, point of view, and personal brand.
Profile: a clearer first impression.
Conversion: listening, understanding needs, and an appropriate next step.

Find Your Shift assessment

Fillable answers; count scores manually. This is a reflection tool, not a validated diagnosis.

www.theauthorityshift.net/find-your-shift/

My Next Shift

Select your Shift under Find My Focus, then open My Action Plan. Free; progress stays in that browser.

www.mynextshift.net/

Trust Before Traffic Workbook

Use the matching lesson and action sheet to work on your priority.

www.theauthorityshift.net/trust-before-traffic/

My chosen Shift, the task it supports, and when I will begin

WORKING SHEET

Resource Center

Keep your next steps simple

Use this page to list the tools, trainings, checklists, links, and people that genuinely support your next step. Avoid collecting resources you never use. Resource Why it matters Next action Date to revisit

Resource and working URL

Why this fits my actual task

The next action and date I will revisit it

Your 90-Day Profile Transformation

Twelve weeks of focused, manageable progress.

Choose this slower plan instead of the 30-day plan. The 12 weekly sheets cover about 84 days; use the remaining days for review or catch-up. Adjust the order and pace to fit your priority.

- Week 1: Baseline and audience
- Week 2: Core message and pillars
- Week 3: Profile picture and identity
- Week 4: Cover image and bio
- Week 5: Intro and About
- Week 6: Start Here post
- Week 7: Featured journey
- Week 8: First ten posts
- Week 9: CTA and message strategy
- Week 10: Proof and website handoff
- Week 11: Public cleanup and security
- Week 12: Final audit and next quarter

Week 1: Baseline and Audience

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 2: Core Message and Pillars

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 3: Profile Picture and Identity

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 4: Cover Image and Bio

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 5: Intro and About

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 6: Start Here Post

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 7: Featured Journey

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 8: First Ten Posts

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 9: CTA and Message Strategy

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 10: Proof and Website Handoff

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 11: Public Cleanup and Security

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

Week 12: Final Audit and Next Quarter

One week. One primary outcome.

This Week’s Outcome

Actions

Action 1:
Action 2:
Action 3:
Action 4:

Content I Will Publish

What I Observed

COMPLETION

The Final Rule

Your profile does not need to make you look famous.

IT NEEDS TO MAKE YOU UNDERSTANDABLE

A visitor should see a real person, a clear point of view, a problem you understand, useful content, honest evidence, and one reasonable next step.

Do not try to look like the biggest marketer on Facebook. Become the clearest and most trustworthy person for the audience you want to help.

My Authority Shift Commitment

I will use my profile to help before I ask, demonstrate before I claim, clarify before I promote, and build trust before the transaction.

Signed

Date

CLOSING

The Shift Is the Point

Give people a clearer, more useful introduction.

The Authority Shift is not about manufacturing status. It is the moment you stop trying to get attention for what you are promoting and start becoming the person people naturally pay attention to.

Build the foundation. Clarify the identity. Improve the profile. Earn the conversation. Then keep going.

CONTINUE THE CONVERSATION

Coffee With Duey

If these ideas resonate with you, I invite you to join the free Coffee With Duey Facebook Group.

It is not a high-pressure pitch environment. You will not find scripts, hype, or exaggerated promises. It is a place for honest conversations about trust, personal branding, meaningful content, and building a business without pretending we have everything figured out.

Pull up a chair. Ask questions. Share what you are working on. It is simply the place where the conversation continues.

JOIN THE FACEBOOK GROUP >

Keep learning. Keep paying attention.

TRUST BEFORE TRAFFIC

Free resources: theauthorityshift.net | Assessment: theauthorityshift.net/find-your-shift/

Facebook Privacy & Visibility Audit

A practical five-minute checklist for digital, affiliate, and network marketers. Make your intended introduction visible without making your private life public.

Use with: The Authority Shift Profile Blueprint, pages 39 and 48; Beginner Marketer Problems & Answers, TAS-169.

1 | First impressions

☐ My profile photo clearly represents me.

☐ My cover photo communicates something useful about me.

☐ My public bio explains who I am or what I do.

☐ Relevant business information is visible to non-friends.

2 | Public post visibility

☐ Recent public posts reflect who I am and what I know.

☐ Educational or business posts use the audience I intend.

☐ My visible feed offers value beyond promotions and links.

☐ My pinned introduction (if I use one) is visible to non-friends.

3 | Privacy and personal boundaries

☐ Family and personal content has appropriate audience settings.

☐ I reviewed visibility of my friends list and personal details.

☐ I reviewed tagging and profile-review controls.

☐ I reviewed who can follow and comment on public posts.

4 | The stranger test

☐ I checked my profile using Facebook's View As feature, where available.

☐ My profile does not appear abandoned to non-friends.

☐ A first-time visitor can understand who I am in about 10 seconds.

☐ A visitor can find a sensible way to connect or learn more.

Duey’s real-talk tip: You cannot build trust with information people cannot see. Keep private things private. Make the right things visible.

Before & After: The Friend Request Test

A profile can look inactive to a stranger and active to a friend. Test what visitors can see before they decide whether to connect. Do not assume a quiet public feed means the person never posts.

Step 1 | Check your public view

On your Facebook profile, open the three-dot menu and choose View As if available. Check your photo, cover, bio, recent posts, featured content, and introduction. Menu names and features can change.

Step 2 | Record what a stranger sees

Date checked: _____

Most recent visible public post: _____

What would a stranger think I do? _____

What important information is missing? _____

Step 3 | Make one intentional change

☐ Post or update a public introduction if appropriate.

☐ Check the audience selector on posts intended for non-friends.

☐ Keep personal details restricted according to your boundaries.

☐ Check that links and featured resources work for a non-friend.

Step 4 | Recheck and compare

One change I made: _____

What is now visible? _____

Next review date: _____

Visitor test: Ask a trusted person who is not your Facebook friend what they can actually see and what they understand about you. Do not ask them to bypass privacy controls.

Remember: Public visibility is a choice, not a requirement to expose everything. Facebook audience settings may differ by post, profile field, follower settings, and featured content.

Related reading: Profile Blueprint pp. 39 and 48 | TAS-169: Public settings that hide information visitors need.