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Rerun 1 Intro

Okay. This is the Profile Rerun and I'm going to do a basic introduction to it and go over the concept of it.

And it's basically designed to make you look like your profile images get a lot more traction than they actually do. The reason for this is because when somebody connects with you, friends with you or is trying to follow you and see what you're about, maybe think about doing business with you, one of the first things they do is look at your profile pictures.

That's because we're all visual people. We want to see what people look like. And it's the easiest photo album to access.

So, right when you click on someone' s page, you just click on their photo pics, their profile image and then just click and scroll through a bunch of their pictures. And you want it to be as interesting as possible because of this.

And you want to give the best first impression possible by having two things. One, quality images that tell your storyline. If it's all bad tiny pictures that are scanned in from a few years ago, it's not going to leave a good impression. You want to have good quality pictures.

You also want to have as many likes and comments as possible on each one. Why is that? Because you want to look like you're in the know. You're a mover and a shaker on Facebook because you have friends. You're a popular person. Go back to the 90210-type language, back to high school stuff. You want to have some stuff going on in your account.

And we've already gone over how to create quality images, and how to tell a storyline. But how can you get more interaction on your profile pictures?

Using the concept of reruns can work just as well with your profile pictures as it does for popular TV shows. All you do is rerun the same high quality storytelling profile pictures over and over and over again. Each time you do, you're going to get new Likes and comments each time, which can add up over time.

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Change your profile picture a couple of times a week, one to two times. If one gets no interaction, you post something you think is great and nobody does anything with it, you get no Likes, no comments, don't use it again. Just drop it.

Create another in that storyline and delete the one that didn't work. Build to getting a strong cycle of eight to twelve profile pictures.

So when I'm talking about doing ones in a storyline, just having a picture of you sitting there in front of your desk or in front of a wall smiling is not a storyline. You want to tell a story. You want to connect with your core group of one of your storylines with each profile picture.

So let's go on to the next video now.

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