

Set up your profile.

By lunch, you will have real business accounts on 3 platforms with your WhatsApp attached for bookings.

IN THIS SESSION

Bio formula · Facebook · Instagram · TikTok · WhatsApp booking channel

Personal vs. business. Big difference.

P E R S O N A L P R O F I L E

-  For your friends and family
-  No analytics — you don't know what works
-  No booking or contact button
-  You can't run promotions

B U S I N E S S P R O F I L E

-  For your customers and tourists
-  See views, reach, and who saved your posts
-  Contact buttons: call, message, WhatsApp
-  You can boost posts when you're ready

Your bio is a booking sign.

5 parts. In this order. In one sentence if you can.

1

WHAT

"Tharu-style homestay" · "Wildlife safari guide" · "Traditional food & culture tours"

2

WHERE

"in Bardiya" · "in Thakurdwara" · "5 min from the national park"

3

WHY YOU

"family-run since 2015" · "authentic Tharu meals" · "tigers spotted 4/5 trips"

4

CONTACT

"WhatsApp: 984-xxx-xxxx" · A booking phone/link is essential

5

CTA

"DM to book" · "Message for prices" · "Tap the WhatsApp button below"

Bad bio. Good bio.



B A D B I O

"Nature lover 🌿 living my dream in Bardiya · following my passion · life is beautiful ❤️"

Sarah has no idea what you do, where exactly, or how to contact you.



✓ G O O D B I O

"Tharu homestay in Bardiya · authentic local food · tiger safaris arranged · WhatsApp: 984-xxx-xxxx to book"

Sarah knows WHAT, WHERE, WHY, and HOW — in one line.

Create your Facebook Page.

A Page (not a personal profile) is what tourists find and follow.



- 1 Facebook app → Menu → Pages → Create a Page
- 2 Business name (same as your bio) · Category: choose Hotel, Tour Agency, or Restaurant
- 3 Add profile photo (your logo or a clear photo) + cover photo (your best hero shot)
- 4 About section: paste your bio
- 5 Add address, WhatsApp number, and website (if any)
- 6 Tap "Add action button" → choose "Send WhatsApp Message"

Create your Instagram Page.



- 1 Instagram app → Profile → Menu (three lines) → Settings
- 2 Account → "Switch to Professional account"
- 3 Choose "Business" · Pick category (Hotel, Tour Guide, Restaurant, etc.)
- 4 Add contact options: phone, email, WhatsApp (if listed)
- 5 Update profile photo + bio (paste the same bio you drafted)
- 6 Add website field: your Google Maps link or Facebook page

TikTok Business: the visibility engine.

This is the platform most likely to bring you strangers. Take it seriously.



- 1 Install TikTok if you don't have it · Sign up with your phone or Gmail
- 2 Add website (Google Maps or FB page) · Add email
- 3 Bio: paste your bio · Add profile photo (same as FB/IG)

Raise your hand.

Where are you right now?



I've done 1 platform.

You're doing great. Keep going.



I've done 2 platforms.

Almost there. Push through.



All 3 platforms — done!

Help your team members next.



I'm stuck on something.

Wave to Prashant or Satish - help incoming.

THE BOOKING CHANNEL

WhatsApp is where the booking happens.

Every profile you just built must lead a tourist here.



FACEBOOK

Add "Send WhatsApp Message" as your Page action button.

INSTAGRAM

Add WhatsApp in profile contact options
OR put the number in your bio.

TIKTOK

TikTok can't link WhatsApp directly — put the number in your bio.

CROSS-LINK YOUR ACCOUNTS

Make one, find them all.

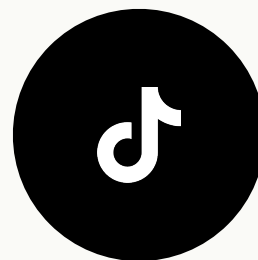
A tourist who finds you on TikTok should reach Instagram in one tap.



Facebook



Instagram



TikTok

Add the link to each account in every OTHER account's bio or website field.

The team profile audit.

In your team, check each other's profiles against this list.

-  Bio has WHAT, WHERE, WHY, CONTACT, and CTA
-  Profile photo is clear (logo or a face — not a landscape)
-  WhatsApp number is visible on all 3 platforms
-  You've cross-linked at least 2 of the 3 accounts
-  You'd click the message button if you were a tourist

Profile Picture

T I M E F O R L U N C H

Your doors are open.

You now have a Facebook Page, an Instagram Professional profile, and a TikTok Business account - all connected to WhatsApp. Real tourists could find you TODAY. This afternoon: we learn what to feed them.