

## Chapter Two

### Setting Up WhatsApp Business the Right Way

Before anyone buys from you, they make a silent decision:

**“Can I trust this person?”**

On WhatsApp, that decision is made in seconds—often before a single word is exchanged. Your setup either builds confidence instantly or creates doubt that kills the sale.

This chapter will show you how to set up WhatsApp Business so your account looks **legitimate, professional, and ready to receive money**.

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#### WhatsApp vs WhatsApp Business: Why the Business Version Matters

Many people try to sell using regular WhatsApp. That’s a mistake.

WhatsApp Business gives you:

- A verified business identity
- Tools designed for selling
- Automation features
- Better organization of customers

Using WhatsApp Business immediately signals: **“This is not a random person. This is a business.”**

It’s free, easy to install, and works alongside your normal WhatsApp if you want.

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#### Choosing the Right Business Name

Your business name should be:

- Clear
- Simple
- Easy to remember

Avoid:

- Too many symbols
- Random numbers
- Overly long names

Good examples:

- “GlowSkin Essentials”
- “FastPrint Lagos”
- “SmartCrypto Tutor”

Bad examples:

- “Boss\_247 💰🔥”
- “BestDeals4U\_Online”

Your name should look safe enough for someone to send money to.

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## **Profile Photo: First Impressions Sell**

Your profile photo is your visual handshake.

Best options:

- A clean logo
- A clear headshot (for personal brands)
- A product image on a plain background

Rules:

- Good lighting
- No blurry images
- No group photos
- No flashy filters

People trust what looks real and professional.

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## **Writing a Bio That Builds Confidence**

Your bio should answer three questions:

1. What do you sell?
2. Who is it for?
3. Why should someone trust you?

Simple formula:

**What you do + who you help + credibility or benefit**

Example:

Helping small businesses get more customers using WhatsApp marketing. Fast support. Proven results.

Keep it short. Clear beats clever.

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## **Business Description & Categories**

Choose the correct business category. This helps WhatsApp and customers understand you instantly.

Examples:

- Retail
- Education
- Beauty & Personal Care
- Professional Services

Then write a short description explaining exactly what you offer. Avoid exaggeration. Honesty builds long-term sales.

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## **Contact Details That Remove Doubt**

Fill in:

- Phone number
- Email (if available)
- Business address (even if it's "Online")

Missing details create suspicion. Complete profiles create comfort.

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## **Auto-Greeting Message: Your First Sales Assistant**

Your greeting message is what people see when they message you for the first time.

It should:

- Welcome them
- Set expectations
- Guide the conversation

Example:

Hello 🙌 Thanks for messaging [Business Name].  
Please tell me what you're interested in, and I'll assist you shortly.

This simple message:

- Confirms they're in the right place
- Shows professionalism
- Reduces awkward silence

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## Away Message: Protecting Your Time

You cannot be online 24/7.

Set an away message to:

- Acknowledge the customer
- Let them know when to expect a reply

Example:

Thanks for reaching out. We're currently unavailable but will respond within 24 hours.

Customers don't mind waiting—**as long as they are acknowledged.**

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## Quick Replies: Selling Faster Without Sounding Robotic

Quick replies let you save commonly used messages:

- Prices
- Product descriptions
- Payment instructions
- FAQs

This helps you:

- Respond faster

- Stay consistent
- Avoid typing the same thing repeatedly

Speed increases trust. Consistency increases conversions.

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## Using Labels to Stay Organized

Labels help you track conversations like a sales pipeline.

Recommended labels:

- New Inquiry
- Interested
- Awaiting Payment
- Paid Customer
- Follow-Up

This prevents lost sales and forgotten customers.

A messy inbox equals lost money.

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## Creating a Professional Sales Environment

Your goal is simple:

When someone opens your WhatsApp, they should feel:

**“This person knows what they’re doing.”**

Professional setup doesn’t mean corporate. It means:

- Clear
- Honest
- Organized

Once this foundation is set, selling becomes easier, smoother, and less stressful.

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## What’s Next

In the next chapter, you’ll turn WhatsApp into a **24/7 sales machine** using automation, structure, and simple funnels—so you don’t have to work every single chat manually.

Your WhatsApp is now dressed for business.  
Next, we teach it how to sell.