

A.I. & AUTOMATION FOR ELECTRICIANS



WORKBOOK
DAY THREE #TASK 3

Task 3 Day 3

Connecting Business Profiles to Zapier

Today, our goal is to connect your Facebook Page and Google Business Profile to Zapier so they can be used in automations.

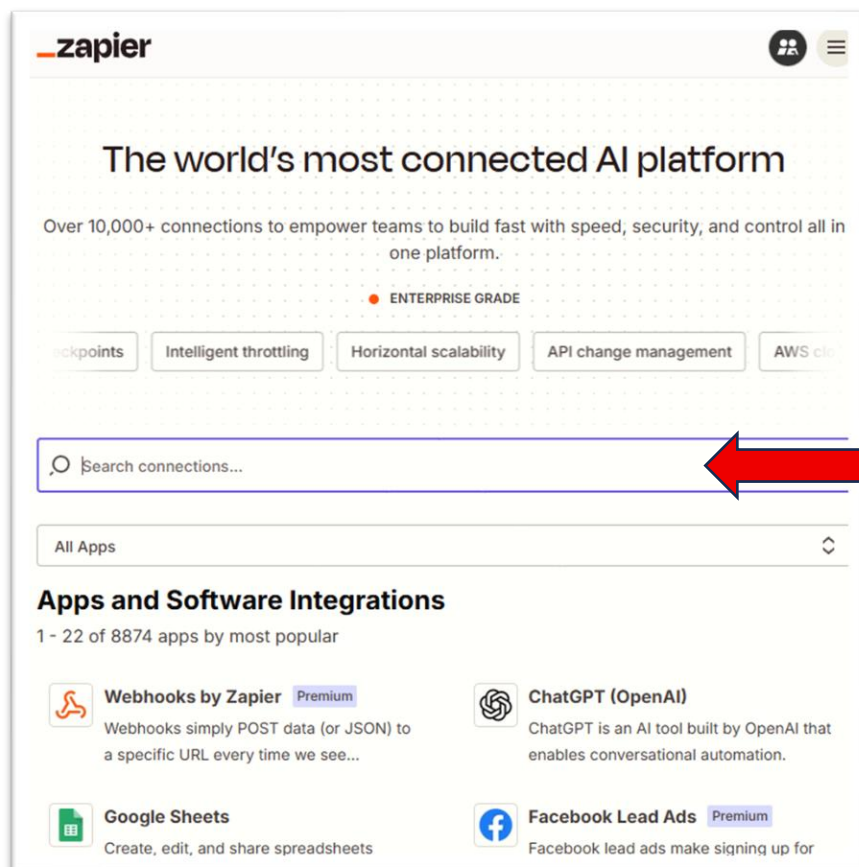
Why is this important?

To automate tasks like sharing reviews or posting updates, Zapier needs access to your business accounts. Today you'll connect Facebook Pages and Google Business Profile so Zapier can automate activity between them.

Today's Task

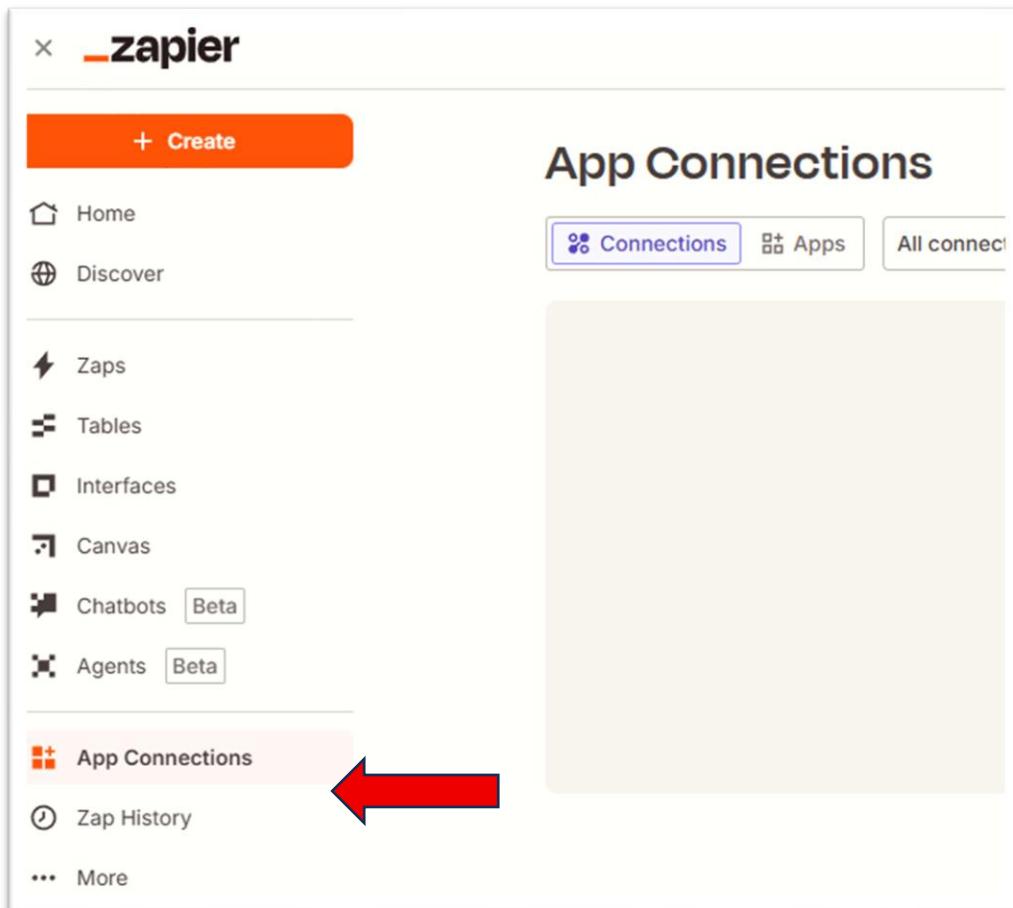
Step 1: Open the Zapier Apps Section

- Go to www.zapier.com/apps
- Explore the available apps. Look for the Facebook Pages and Google Business Profile apps.

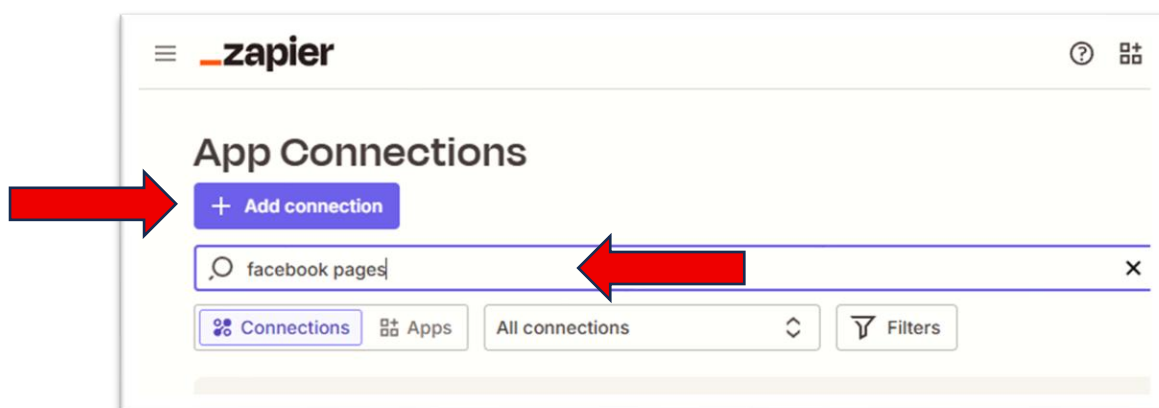


Step 2: Connect Facebook Pages to Zapier

- In Zapier, go to the left menu and click 'App Connections'



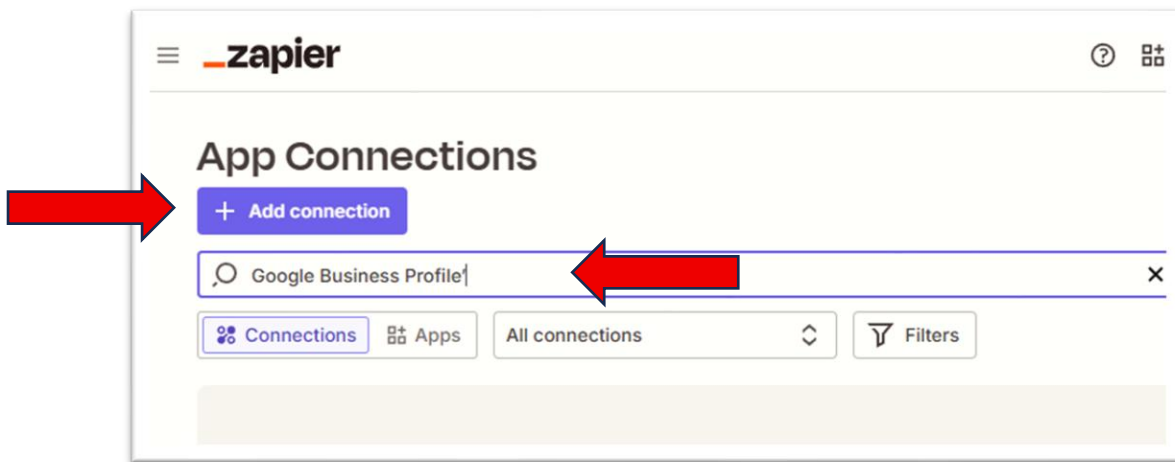
- Click 'Add Connection'
- Search for 'Facebook Pages'
- Select it and click 'Add Connection'



- Login to Facebook and allow permissions when prompted
- Approve access to your Facebook Page
- Once connected, Facebook Pages will show in your Connections list.

Step 3: Connect Google Business Profile to Zapier

- From Connections, click 'Add Connection' again
- Search for 'Google Business Profile'
- Click 'Add Connection'



- Sign in using the Google account that manages your GBP
- Complete 2-factor authentication (if required)
- Approve access permissions
- Once connected, GBP will appear in your Connections list.

Day 3 Action Steps:

- Connect your Facebook Page to Zapier
- Connect your Google Business Profile to Zapier
- Verify both connections show in your Zapier 'Connections' list

Then, **Return to Today's Task Post** in the Group and **Post a Screenshot of your Zapier Connections List.**

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