

How To Create An Engaging Instagram Bio For Your Business

Congratulations on taking the first step in setting up your social media profile for business. This worksheet will include information on how to brand yourself and connect with your ideal client.

Let's get started by brainstorming and collecting some basic information for your bio.

Name:

Your name and your username on Instagram are the only fields that Instagram considers in the search queries. We encourage you to use your first and last name so that you can be easily found.

Brand Hashtag:

Include a hashtag relating to your brand in your bio.

Do you have a clickable link?

Pro Tip: Do not include your company's website. Add your own personal website/link/google form.

Email:

Include your email in your bio.

Pro Tip: Make sure you include your personal email rather than your company's email.

Call to action:

Your call to action is a statement that calls people to act.

Example:

Shop with me ↓

Empower women with me ↓

Ideal audience/target customer:

Who do you serve?

In this section of your bio, you will clearly state who you serve/ help.

Example:

I empower women out of poverty and trafficking.

EXAMPLE BIO

Profile Pic →

Name → **Kim Lane**

Hashtag → **#fairtradefashion**

Website → **smart.bio/KimLane**

Username → **kimlane_ 9+**

Ideal audience → **9 Posts 0 Followers 0 Following**

CTA → **Let's empower women together! 📌**

Edit Profile

Grid of Posts:

- 1. Kim Lane by a river
- 2. Kim Lane in a black top and hat
- 3. Kim Lane holding a dog
- 4. Protest sign: "WHEN INJUSTICE BECOMES LAW RESISTANCE BECOMES DUTY"
- 5. Kim Lane on a camel
- 6. Kim Lane with friends
- 7. Kim Lane with a friend
- 8. Kim Lane in a green dress
- 9. Kim Lane on a stage

Navigation: Home, Search, Post, Heart, Profile



It's time to brainstorm your Instagram bio.

Below, write down three words that come to mind when you think about your brand:

- 1.
- 2.
- 3.

Let's brainstorm more about your business.

My business helps customers by _____

My ideal audience is inspired by _____

My ideal audience is turned away by _____

I'm the best at _____ in my business.

If my personal brand was a song it would be _____

My business' super power is _____

My friends would describe my business as _____



It's time to create your bio.

Using the information above, write the text for your bio. Remember you have 150 characters to explain what you do and how to help your ideal client.

Name:

Who you serve:

Branded hashtag:

Email:

Call To Action:

Website:



Profile Photo

This is the first impression you make on your potential followers. Envision your profile photo as a storefront to your business.

The ideal profile photo will show just your face.

Stay away from

- Group photos
- The company's logo
- Graphics
- Family photo



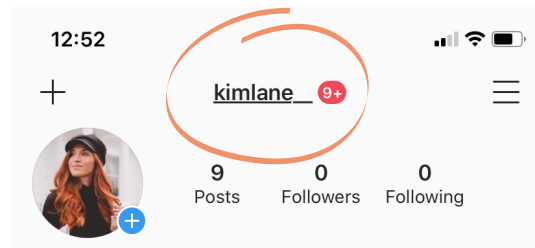
Username

Your username will show up at the top of your Instagram account.

We highly encourage you to make this your name.

This is how people will be able to find you.

When you use your name, followers can type your name into the search bar to find your account. If you have a common name, add an underscore.



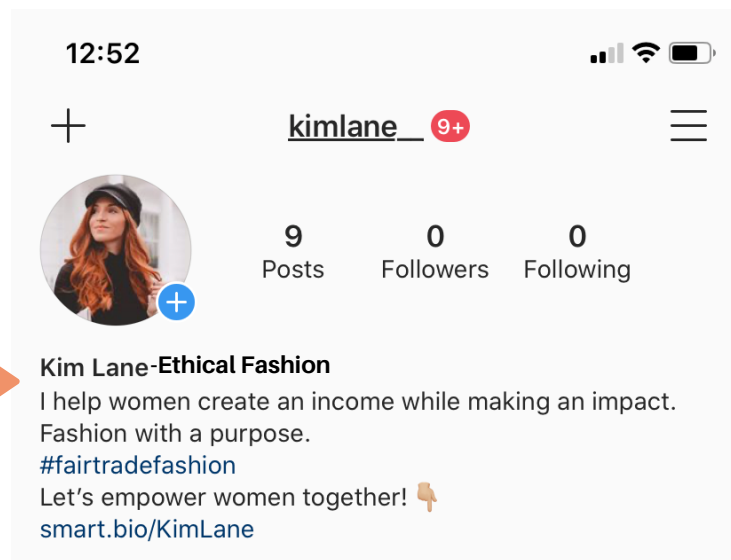
Name Field

This is where you can include a few words describing what you do.

For example:

Jamie Sue- Fair Trade Blogger

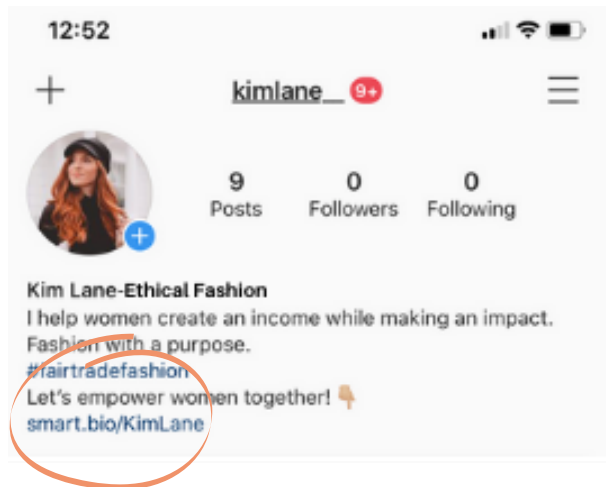
Kim Lane- Ethical Fashion Stylist



Website

The purpose of the website is to collect information. You can also use a smart.bio or Linktr.ee in this place.

This is where you are directing people to go.



Pro Tip: Do not put in your company's website. Instead, you are drawing people to you as the business owner, not just your marketing affiliation.

Call to Action

A call to action asks a follower to do something with the information you provide.

For example, Join My Fair Trade Fashion VIP Group

Let's shop together ↓
Get your free style consult ↓
Let's empower women together ↓

