

How To Create An Engaging Instagram Bio For Your Business

Congratulations on taking the first steps in setting your social media profile up for business! We are going to cover the areas to include in your Instagram bio to better position yourself to connect with your ideal target audience.

BASIC INFORMATION

Let's get started by brainstorming & collecting some information!

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 name so you are able to be found easily.

Hashtags:

If you have any brand hashtags

Website:

Google form/Linktr.ee/linkin.bio/milkshake/url:

Email:

Call to Action:

Ideal audience/target customer:

LET'S

Below, write down three words that come to mind when you think about your brand/leadership style/personality.

1.

2.

3.

BRAINSTORM YOUR BIZ:

Through my business, I help my customers _____

My ideal audience is inspired by _____

My ideal audience is turned away by _____

I'm the best at _____

When you shop from me, I create a unique experience by

If my personal brand was a song it would be _____

My business super power is _____

My friends would describe my business as _____

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. If you've switched to an Instagram business profile, you don't have to add your contact information because that is added by Instagram.

EXAMPLES

Sally Smith | Skin Care Tips

Skincare lover

Teaching women my simply 5 minute anti-aging hacks.

Shop my go to products

(insert website link)

Kaitlyn Meyers | Healthy Momma

Healthy lifestyle

Safe skin care solutions for the mom on the go.

Check out my favorite products below

(insert website link)

PROFILE PHOTO

This is the first impression that you will make on your potential followers. Envision a storefront to your business.

What do you want your storefront to look like?

You want people to know you are open for business and you are the face of your business. That means people want to see your face. A clear profile photo that is your face is ideal.

We encourage you to stay away from:

- Group photos
- The Jordan Essentials logo
- Graphics with text on them
- Family photo

USERNAME

This is what 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. If you use your name, they can type your name into the search bar to find your account.

NAME FIELD

This is a searchable description of what you do and who you are.

For example:

Melanie Mitro- Social Media Strategist

Katy Ursta- Story Telling Expert

Jamie Sue- Skin Care Expert

Kim Lane- Anti-Aging Tips

Amy Smith- Nontoxic skincare specialist

WEBSITE

I am sending my potential clients and team members to this site:

Pro Tip:

Do not put the Jordan Essentials website. The reason being is you want to know who is interested vs. people just going to the website and not necessarily purchasing from you.

CALL TO ACTION

Remember to create a call to action so that people know why they should connect with you.

For example:

Join My Healthy Skin Care VIP Group (down arrow)

Shop from the comfort of home (down arrow)

Let's empower women together (down arrow)

EXAMPLE BIO

Name Field: Kim Lane - Skin Care Tips

Username: Kim_Lane

Helping women learn the importance of a healthy skincare routine.

Skincare with a purpose.

#skincareobsessed

Shop my go to products (down arrow emoji)

Website: <http://smart.bio/KimLane>

Hashtags:

#essentialoils

#facecareexpert

#essentialoilsforthewin

#facecaretips

#essentialoilsforhealing

#antiagingproducts

#essentialoilstips

#antiagingtips

#toxinfreeskincare

#allnaturalskincare