

3-2-1 Creating Your Bio





What is 3-2-1?

3 TIPS
2 EXAMPLES
1 CHALLENGE



Your Instagram Biography

Think of this as the front door of your business online!



3 Tips

Focus on Your Ideal Audience

Quickly define what your business is about and why you are an expert at it so you can find people who want what you have.

Use KEYWORDS or Link to Other Accounts You Own

for increased visibility and cross over. This helps people identify quickly and clearly who you are & what you are offering.

Issue a Call to Action

these work great when you utilize the link in your biography to capture interested leads. They can be as simple as:

- "Click to shop"
- "DM (or text) me for a consultation"
- "Join me at my next shake party"

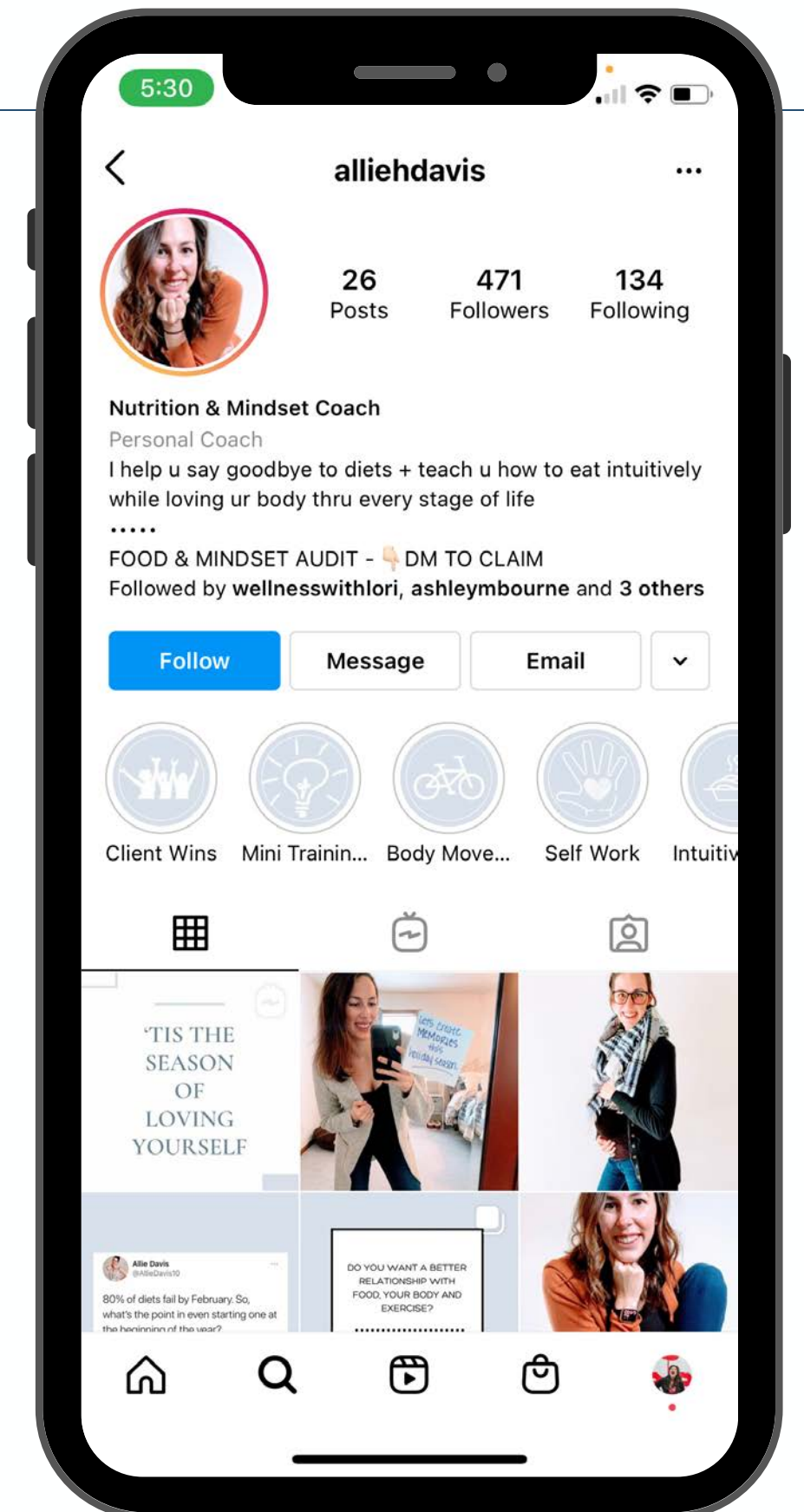
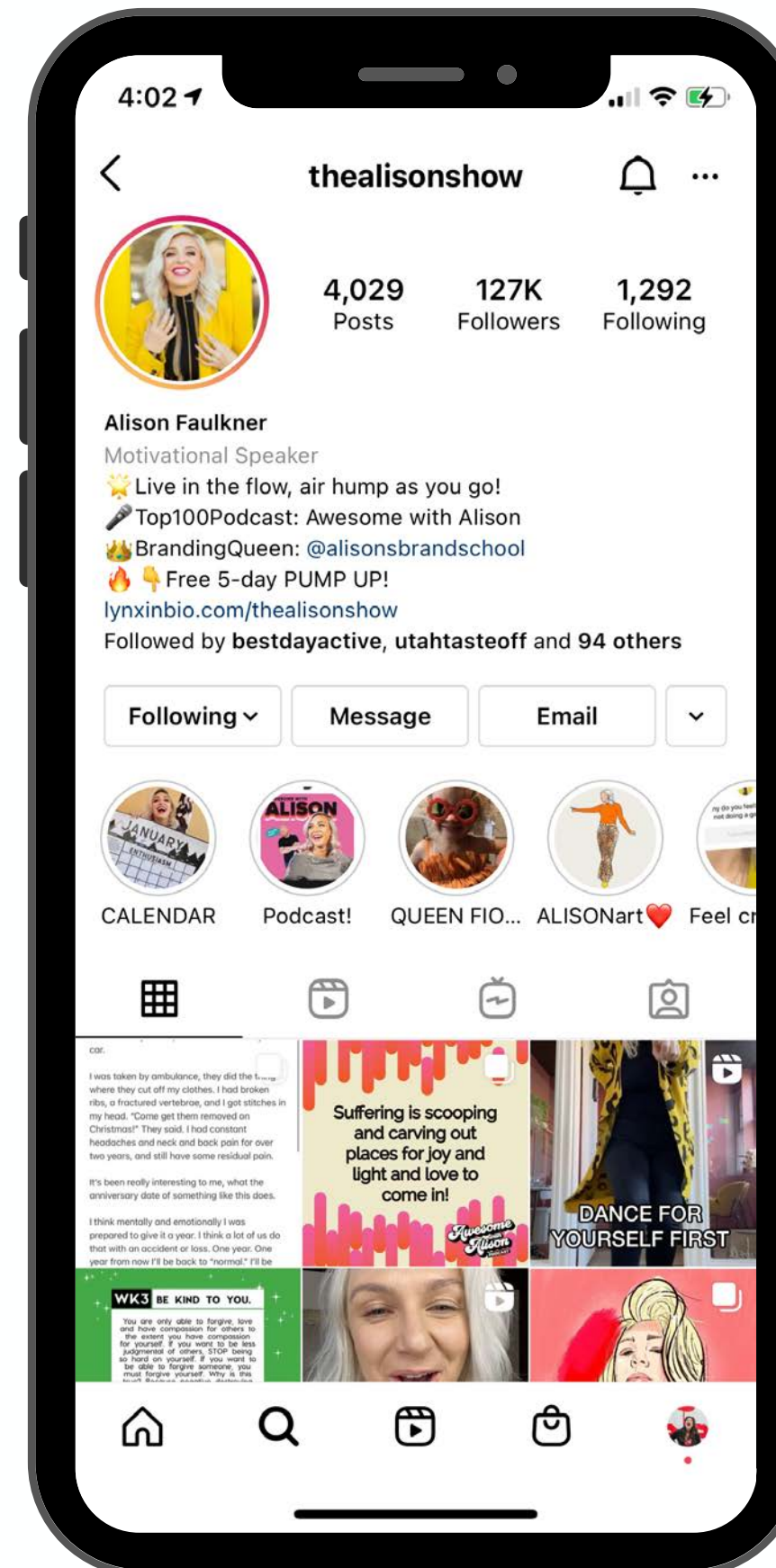
2 Examples

Alison Faulkner

- Uses a creator or business account so that she can utilize the "category" under her name
- Personal Catch Phrases
- Showcases what she offers
- Promotes her podcast & other brand account
- Offers a freebie and call to action to download

Allie Davis

- Uses a Creator or Business account so that she can utilize the "category" under her name
- Showcases what she offers and the services she provides
- Speaks to her ideal audience
- Offers an "Audit" and a call to action to claim it



1 Challenge

Update your Instagram Biography based on the tips & tricks here:

- Speak to your ideal audience
- Use keywords to define your niche
- Issue a call to action



YOU CAN DO IT!!!!

Don't overthink it.

Make it fun and hit "Save".