

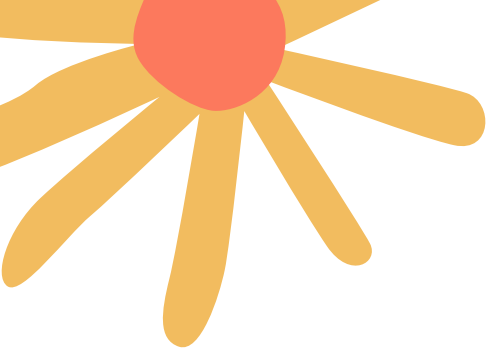
# Ready, set Magnetize

*The Ultimate*

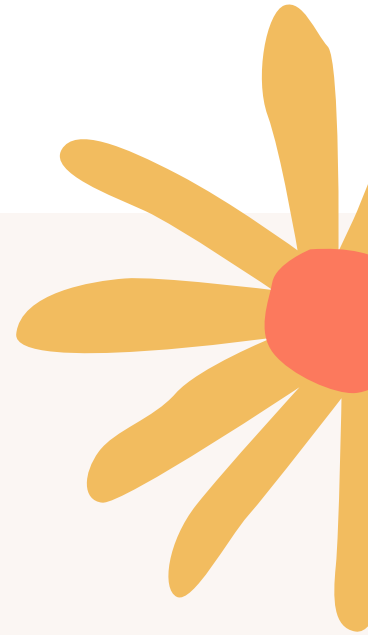
INSTAGRAM BIO FORMULA



[OmSocialMedia.com](https://www.omsocialmedia.com)



Crafting a clear & personality packed IG profile bio is like writing a haiku. It takes patience, soul, and touch of whimsy.



Let's break this down....

There are 4 categories in your profile.

1. Name
2. Username
3. Website
4. Bio

**There are two searchable sections in your profile.**

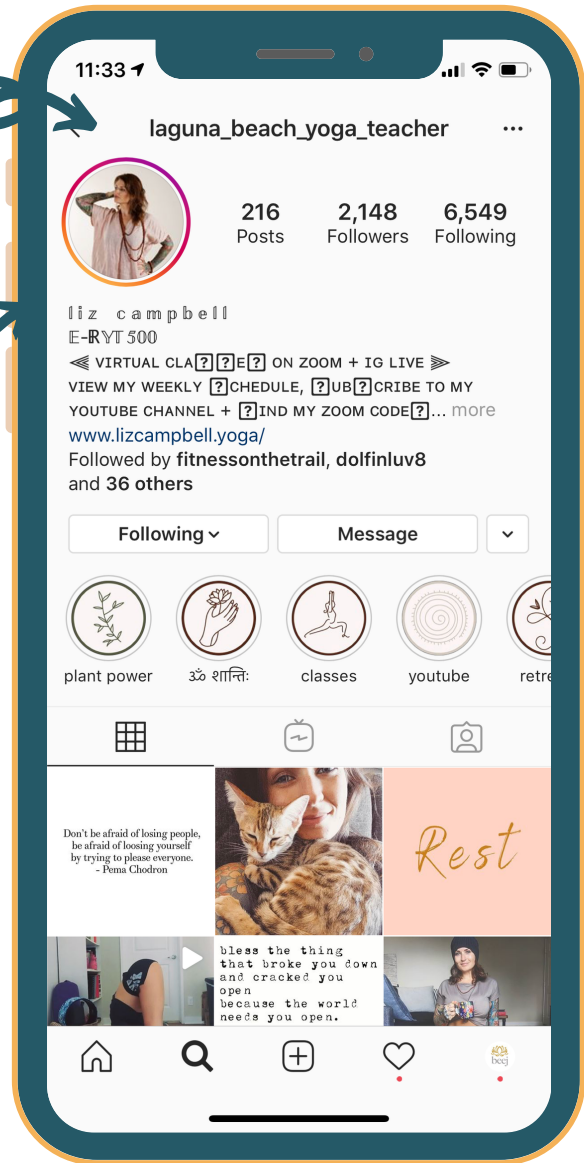
Your username aka @Kellysparkels and your 'Name'. Using the same content for both your username and your 'name' is like washing the dishes twice - the horror!

Using specific keywords helps people find you. Hot tip: if your business is site-specific **use your city in your name or user name.**

# FOR EXAMPLE:

Searchable

Searchable



*Used with permission from wonderful Liz!*

# 01

Now that you know what you know, Please create your name and username below:

Username: \_\_\_\_\_

'Name': \_\_\_\_\_

# People don't buy what you do; they buy the transformation.

In the next section, I'm going to ask you to do some soul searching. Brain dump using the prompts below. We'll pull in all together in my formula when you're done.

**Who** do you work with? Describe your clients. \*Bonus point if you use a unique descriptor. E.g., 'Fed-up women' 'advanced yogis' 'courageous families.'

**What is the transformation that your service provides:**

E.g., 'take back control of their health' "reset their coping mechanisms" "gain vitality" "have an empowered birth experience."

How do you get your clients from point A (where they are now) to point B (where they want to be)? Do you have a unique **class, book, service, or lead magnet to help them?**



If something **personal** shows up in your feed regularly, add it into your bio if you have space! E.g., roller coaster junkie, avid book reader, cat parent.

Ok, it's time to pair down and put your thoughts into the formula. Circle the words and phrases above that really resonate with you and harness your client's pain points, desired transformation, or desire. You can revise and switch the order of these sections until you feel your bio click into alignment with your vision.

Let's pretend that you are a yoga teacher that specializes in Mommy and Me classes...

I help yogini mamas  
(unique adjective + ideal client)

introduce their little ones to yoga  
(benefit of your service to your client)

using my workshop series: Baby's First Asana  
(niche or unique service offering)

Mom of 🧘‍♀️ 🧘‍♀️ 🧘‍♀️ and 🐶 ❤️  
(fun personal info)

# 02

Now it's your turn....

I help \_\_\_\_\_  
(unique adjective + ideal client)

\_\_\_\_\_

(benefit of your service to your client)

using \_\_\_\_\_

(niche or unique service offering)

\_\_\_\_\_

(fun personal info)

Congrats! You've rounded out your Instagram brand bio - that is no easy feat! You have also created a bio that not only introduces who you are but also puts whom you serve in the center of your mission!



## 03 Finishing Touches...

Let's talk about your CTA or **call to action**. If you do not have a website, you can use the **direct message feature** on instagram to get in touch with folks that are interested in working with you.

For Example:

- Send me a dm for a consultation
- Message me for my birth plan workbook
- Reach out for 20% off of my new book

If you do have a website, make sure it is listed in your profile.

## 04 It's time to put it all together!

Name:

Username:

Bio:

Location (optional):

Call To Action (optional):

Website (optional): \_\_\_\_\_

# REALITY CHECK

The bio is a living breathing thing that you will most likely keep adjusting.

I believe wholeheartedly in the power of Instagram to attract your tribe, expand your vision, & create abundance.

If you are interested in one-on-one coaching or would like us to take Social Media off your plate, reach out and we'll set up a time to talk! [arias@omsocialmedia.com](mailto:arias@omsocialmedia.com)

Our greatest hope is that you saw your business with fresh eyes and felt immensely proud of what you do. We also hope you see **who** you truly want to magnetize, build relationships with, and serve with all your heart!

♡ Om Social Media

