



INSTAGRAM **BIO**TRICKS

www.instagrambiotricks.com

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BIOTRICKS



WHY DOES A **BIO** MATTER?

“When I see a bio that's really nice and polished I get the feeling that it isn't just a "post anything and everything" page and it makes me scroll through the pictures and usually leads to me following them.”

@LivingLysha

“I think what makes me want to follow someone is how clear and concise their profile is. Tell me what I'm going to see. If it looks nice, and interests me, I'm going to follow. If the attention to detail isn't there, I'm going to assume you're no different than anyone else. I also think the clarity and concise-ness is going to turn off people who DONT want what you're going to offer...which is important because quality followers > quantity followers.”

@RobbInsanity

“A bio is a place to tell viewers about yourself. You can show your story, but I think words can give some details not seen in pictures. It can create a deeper connection.”

@ETalbot716

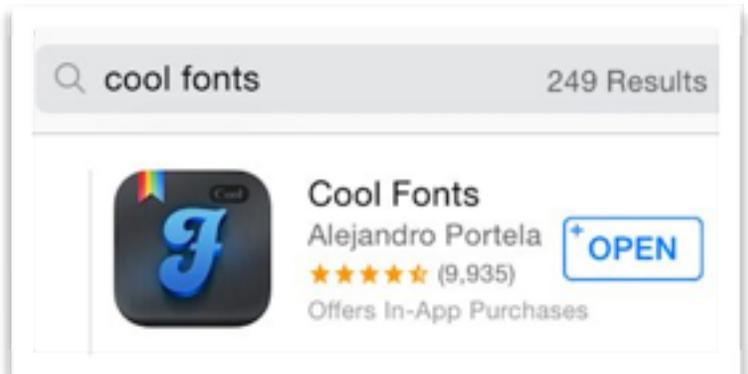


iPHONE APPS YOU WILL NEED

COOL FONTS

FREE DOWNLOAD/\$4.99 TO UNLOCK ALL FONTS

- Create various versions of special text to design a bio that matches your style.



UNICODE CHARACTER MAP FREE

FREE DOWNLOAD

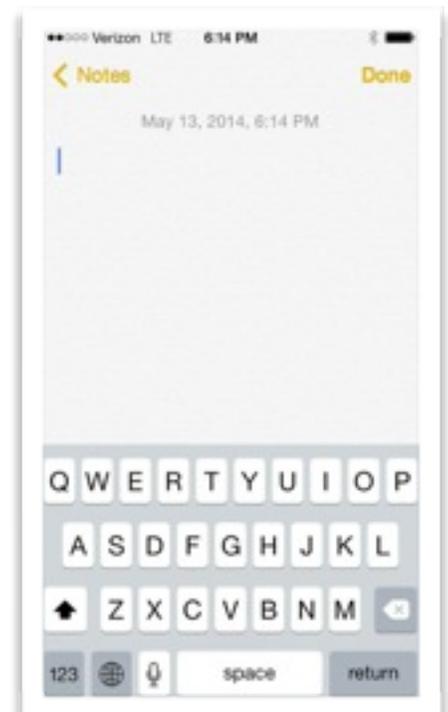
- Create blank spaces that allow blank lines in your bio.
- Align text left, center and right.



NOTES

INCLUDED ON ALL iPHONES

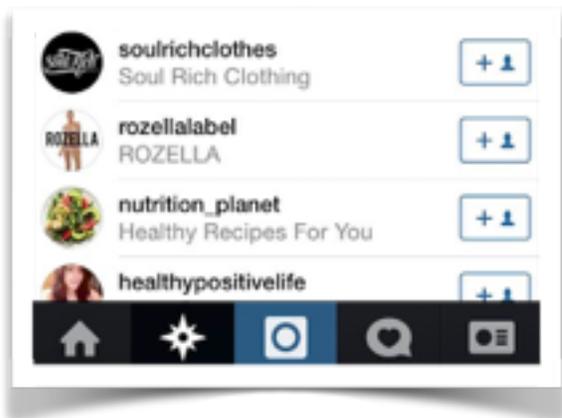
- This is where you do will create your content, do all of your rough drafts and store a copy of your bio.





YOUR PROFILE NAME

It's important to use **your name** or the primary name that you are using for your brand in the name field. It's all about you, bask in it. It's pretty incredible to be able to BE your brand, and the more FRONT and CENTER that you are, the better. You don't want your prospective followers or customers to be confused about the owner of your Instagram profile.



Remember that your name is ALSO what people will see under your **username** (see left) in the "Followers" and "Following" view of *other* profiles. For example, if someone follows you on Instagram, you will be displayed in their "Following" field. This may not seem like a big deal, but you have to remember that people are SEARCHING for people like you. Birds of a feather flock together. There are IG'ers who will find a profile that they love, and look at the people that *they follow*. A unique name may grab their attention as the scroll through.

Don't let the self-explanatory nature of this field fool you into leaving it alone.

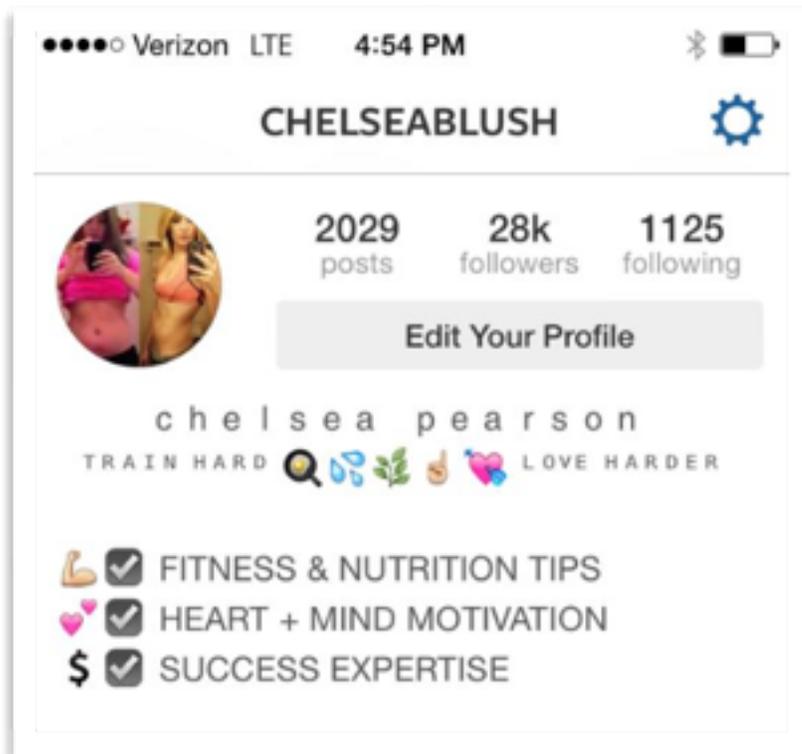
Here are a few options to add a little something to the name field:

• U P P E R C A S E (Spaces in between letters)	• Comic Font (Cools Fonts App)
• lowercase	• Petit (Cool Fonts App)
• l o w e r c a s e (Spaces in between letters)	• Underlined (Cool Fonts App)
• UPPERCASE	• Big Balls (Cool Fonts App)





CENTERING YOUR NAME

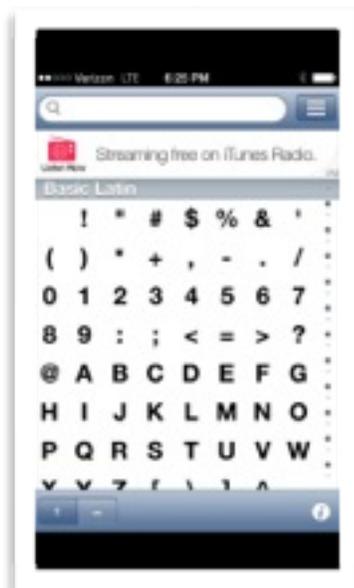


You've probably seen some Instagram profiles that have centered or aligned their name or bio content. I remember my jaw dropping the first time I saw it done, and I *had* to figure out how to do it. Having a perfectly centered profile gives your account an unmistakably polished look.

So why doesn't everyone do it? Well, there is a downside. You lose a significant amount of characters when you align your name or your bio content. Why? Because in order to center the text in your profile, you're actually adding a number of "invisible characters" before the text, creating the illusion that it is centered.

Enter the second new app in your arsenal, **UNICODE CHARACTER MAP FREE**. This app gives you the ability to utilize many different keyboards with different letters and symbols, and you will be using **"Braille Patterns"**.

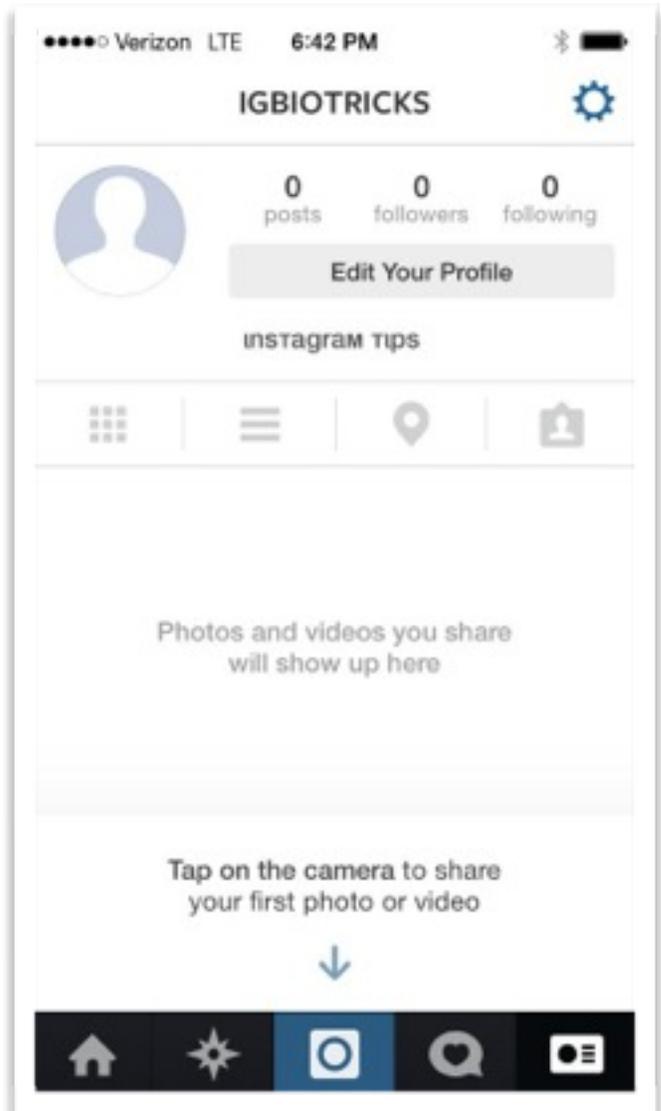
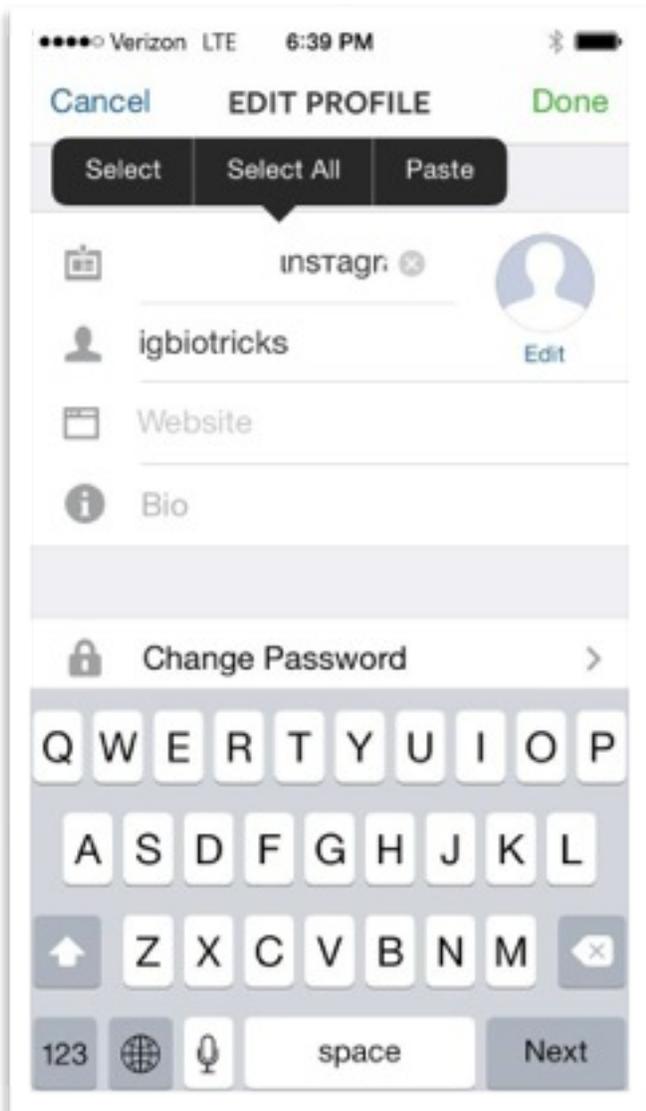
1. Open up the app **Unicode Character Map Free**
2. Touch the Button with three (3) horizontal lines in the Top Right corner.
3. Scroll down to the middle and select the "Braille Patterns" keyboard.
4. Touch the blank space to the left of the single dot under "Braille". That is the blank space that you'll use in your profile, and it will automatically be copied to your clipboard.



Next, you want to open up your Instagram, go to your Profile and move your cursor with your finger, right before the name you've entered in the "Name" field.

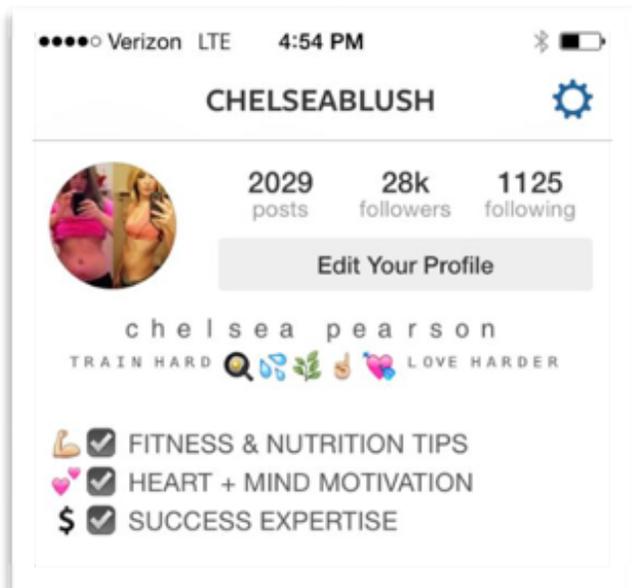
You're going to have to click "Paste" a few times and figure out how many invisible characters your Name will require in order to perfectly center the text.

- The more characters in your name, the fewer times you will need to paste.
- The fewer characters in your name, the more times you will need to paste.





NOW GIVE ME SOMETHING MORE



- What are you known for?
- What do you want to be known for?
- What is your slogan?
- What is your mantra?
- Do you have a catch phrase?

I'll use my profile as an example. I'm currently using, "Train Hard. Love harder." The reason behind this is because I use this account primarily for fitness and personal motivation. I've built my following sharing my 50 pound weight loss journey but I don't just post "workout selfies", I share what's behind them and what I'm going through emotionally, physically and mentally.

I don't want to be known just for fitness and nutrition advice. My heart lies in the heart. I want my followers

to know that by following me, my posts are not just about fitness. There is something behind the act of exercise. Above all else, there is love, self-love, love for one another, etc.

You can use a quote, a self-proclaimed title, an actual title.

Think of this as your Instagram tombstone. This is fun, let's not get morbid, but what do you want to be known for? This is a great technique for showing off your stuff, giving some context as to WHO you are and what your claim to insta-fame is.

OR

You can use it as a resume. You're a mom of ten, super hero, firefighter, photographer, sports junkie, ballet dancer, moon walker, the inventor of twerking, a pre-med student and a natural red head. Pick two or three and own them. We'll get into this a little bit later, but don't necessarily use this place to toot your own horn, use this area thoughtfully to appeal to your prospective followers, not your ego.



CAREFULLY CHOOSE **YOUR** WORDS

Now let's start with the foundation. What kind of follower do you want to attract?

Write your answers down to these questions and really think long and hard about your purpose on Instagram. You're here for a reason and you want to attract people for a reason. Whatever the reason may be, you need to confidently know why you want them following you. "Because" is not a good enough reason, and there are no wrong answers — this is your account!

After creating this follower portrait, brainstorm all of the things that would be attractive to that type of person. Remember that you are crafting your bio for your potential new follower, not for you and not for your existing followers

1. Is your reason personal or professional?

2. Are you looking for someone that is already an existing customer or are you looking for your product or service to be the first interaction for that individual?

3. Now I want you to think about the ideal set of eyes on your Instagram account. Who is that person?

4. Think about the three (3) BEST followers that you already have. What makes them so ideal? What similarities do they share with one another? List them below.

5. What problems do you solve for your followers?

6. What lifestyle or views do you share with your followers?

7. What means do they need in order to pay for/consume your product or service (i.e. employed vs. student, age range, income, technology requirements)?

8. How often do they interact and how much time do they spend on Instagram? How do they use it?



3 BIGGEST BIO MISTAKES

1. You either have too much humility or you're waiting for permission.

I have some great news for you. Social media is NOT about creating a brand. It's about pretending like you already have one. SO GIVE YOURSELF AN IMPRESSIVE TITLE. Use wording that will indicate that you're an authority, a guru, an expert — *the* place to get the goods.

If that scares you a little, that's a good thing, but you can also dial it back a little. Let's say for example you are an aspiring make-up artist. You aren't there yet, but you have so much passion about it and you post new tips all the time. You may not be able to call yourself "the world's most sought after makeup artist", but you can refer to yourself as "aspiring", "in the making", "enthusiast".

Don't forfeit fancy wording because you view yourself as an amateur. YOU ARE ALREADY a rockstar, as you are, and you should want aspiring make artists to want to follow you too!

2. You're using terminology that is not relevant to someone outside of your industry.

Yikes. This one is the worst. Think about the people you're looking to attract. They may not even know that they need your product, service or advice yet.

Why are you flashing around terminology like your rank, certification or other title that hasn't given you proven credibility? You have limited real estate in your bio. I'm not saying it doesn't work for some, there are always exceptions, but make careful choices. Don't sacrifice a line of valuable information for something that may be meaningless to your prospective follower. You may want to share that you're a personal trainer, but you may not need to say "NASM, AFAA, ACE Certified Personal Trainer".

It may be much more beneficial for you to share about where you started and where you are now, what you've overcome, what you offer or what you've been able to accomplish (only if it's relevant to the products/services or content that you're sharing on your account).

The best worst examples comes from network companies that give promotions. There are many different tiers and titles that are offered, and they are incredible and super relevant to the individual that achieved them. However, if I was someone that had never even used the products being sold, wasn't aware of the services offered alongside that product and wasn't sold on getting involved, I certainly wouldn't care how impressive that *their* title was. I want to know what *they* can offer *me*. I want to know what I can expect to see in my feed if I follow them.

3. You're not clear enough about what your account offers.

You're posting about your background, your life, your passions, but it has NOTHING to with the content you're sharing.

Let's take this example, you've shared your favorite passage of Scripture in your bio that means a lot to you. I may follow you thinking that I can relate to your lifestyle and your beliefs, and I want to see more of it. Unless you involve that in your content, it may not be the most relevant use of space. Unknowingly, you could be misleading your prospective followers into thinking that they're going to get more content about your faith, but you post nothing about it.

The opposite is also true, you are constantly sharing new hair cuts and beautiful coloring work that you create all day at the salon, yet at first glance there is nothing in your bio that would tell someone that they can get hair inspiration from your feed.

Be very specific and very clear about the kind of content you're going to deliver. **My favorite way to do this is a list.**

- Home Workouts, Simple Nutrition, Motivation
- Life Hacks, DIY Projects, Organization Tips
- Makeup Looks, Product Reviews, Pro Advice

It requires minimal characters and it highlights in a clear and concise way what kind of posts you put in your follower's feed. Your followers will also glance at the most recent photos you've posted underneath your bio (in thumbnail view) but they may not know that your captions also include content. This shares a little bit more about your account that may not be assumed through a photo thumbnail.

Make sure you don't sell yourself short. Highlight the goods. If they don't choose to follow you after you've delivered them a summary on a silver platter, they're not the kind of follower that would most likely engage with that sort of content.



HOW TO SKIP LINES IN YOUR BIO

There are two different ways that I've found to skip lines when creating your Bio. If you simply type into the "Bio" section, once you save the formatting, it will *not* be preserved.

1. USE YOUR NOTES APP:

I *always* recommend using your NOTES app as a drawing board for writing out content, copying and pasting emojis and using cool fonts. However, there is reason greater than just saving your rough draft.

If you create your bio within the Notes app, the carriage returns/spaces/line breaks are preserved when you copy and paste the final product directly into your Instagram app.

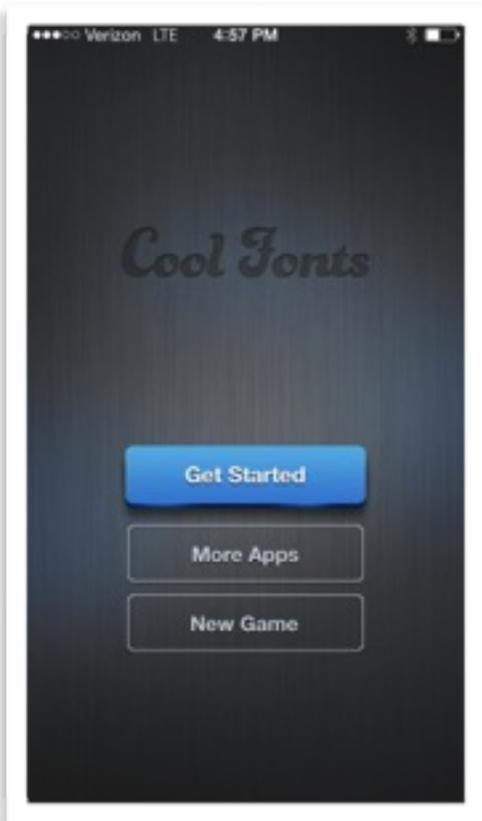
2. USE A FACEBOOK STATUS UPDATE:

The most consistent way I've found to preserve formatting (skipping lines, etc) is to write out my bio in as if I were going to post a status update from my Facebook app. Once you've created your desired bio, select the text, copy and paste directly into your Instagram app.

Make sure not to post it to Facebook by accident. You better believe I've accidentally done that a few times. It's pretty amazing how it's just second nature to hit "update".



HOW TO CREATE COOL FONTS



This app discovery changed everything for me. There is something really cool and eye-catching about using special text for your name, to accent a word or phrase, highlight your call to action above your website link or use for your entire bio.

My best advice is to select a one or two different fonts that work best for your own personal style, and stick with those. Too much of a good thing is a bad thing, and we want your message to read crystal clear.

1. Open "Cool Fonts" app
2. Touch "Get Started"
3. Click the "F" button and select a font
4. Begin typing
5. "Copy" font and paste into Notepad or directly into Instagram

Note: Sometimes if you select "Cut" instead of "Copy", text will not paste into other apps. To avoid this issue, simply select "Copy" every time.



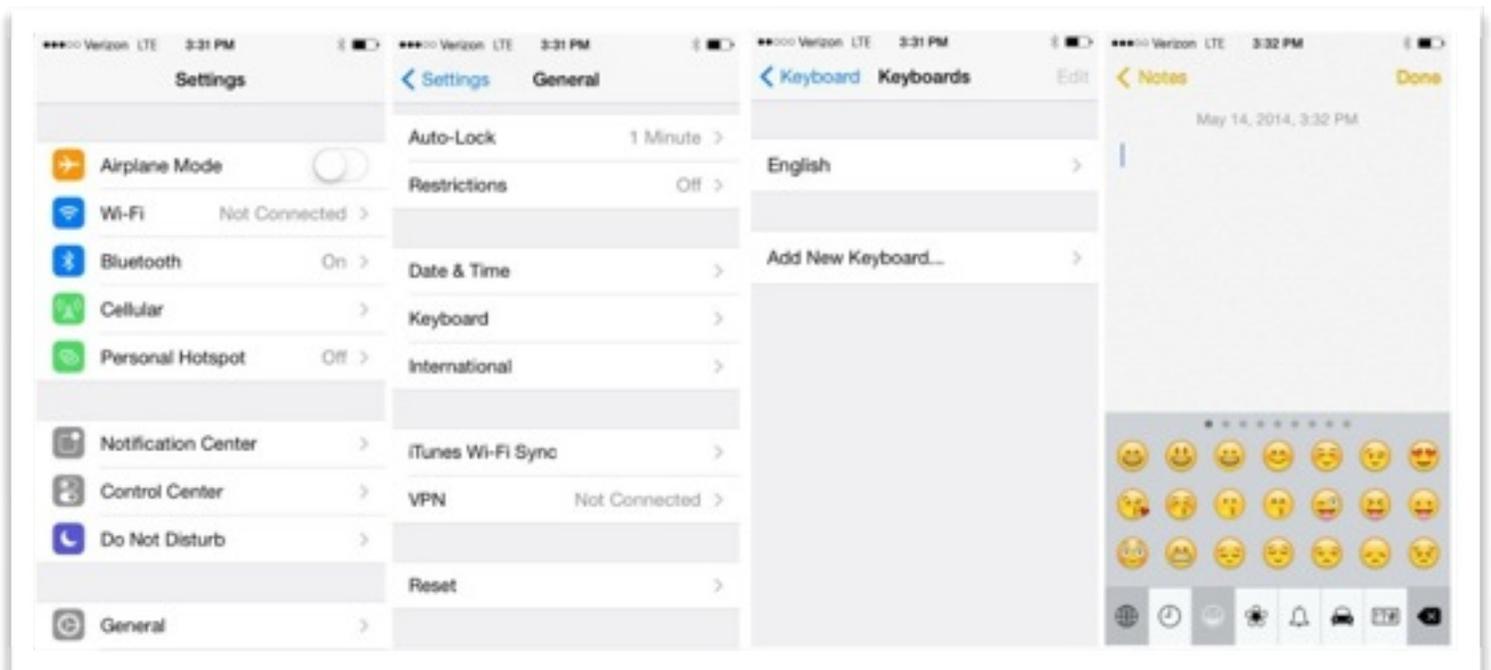


SHARE YOUR STYLE WITH THE **EMOJI** PALETTE

Emojis do it for some of us, while others don't prefer to include symbols other than text. There is no right or wrong, professional or unprofessional or popular or unpopular choice. It's simply up to you.

If you *do* choose to use Emojis' it's important to first understand how to access them.

1. On iPhone, click on "SETTINGS" (Grey app that looks like a gear)
2. Scroll down and touch "General"
3. Scroll down and touch "Keyboard"
4. Touch "Keyboards"
5. Touch "Add New Keyboard..."
6. Scroll down and touch "Emoji"
7. Open up New Text/Note entry (anything that will allow you to use a keyboard) and click on the globe next to "123".
8. Your Emoji palette is waiting for you.





USING EMOJIS TO CREATE LISTS

Remember the “list” suggestion that I made in the “Biggest Mistakes” section of this guide? Here is a great way to utilize Emojis, so you can really highlight the different things that you offer in your account that you feature on that list. Feel free to mix and match colors and themes, but I wanted to give you a good idea of all the different color palettes available.





PROTIPS

- Always copy and paste your existing bio into a new Notes entry before creating something new. You don't want to simply delete your bio. You may get writers block, you may decide you want an older version, or you may want to go back into your Notes archives in the future to pick an old bio.
- Screenshot the cool IG bios that you see and save for a rainy day on your camera roll.
- Follow @IGBIOTRICKS on Instagram for new tips and tricks as they are updated in the Instagram app. If you see an account that has a bio style that you like, tag us and we will figure out how it's done.
- Email us at InstagramBioTricks@outlook.com if this guide helped you craft the perfect Instagram Bio and we'll feature your testimonial on our Instagram!

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