Porchlyte

HOW TO WRITE A KILLER BIO

Writing an Instagram bio may seem like a simple task, but it actually requires a strategic approach. Your Instagram bio is how you would introduce yourself to the social media world and making a good first impression is always important, especially if you are using Instagram for business.

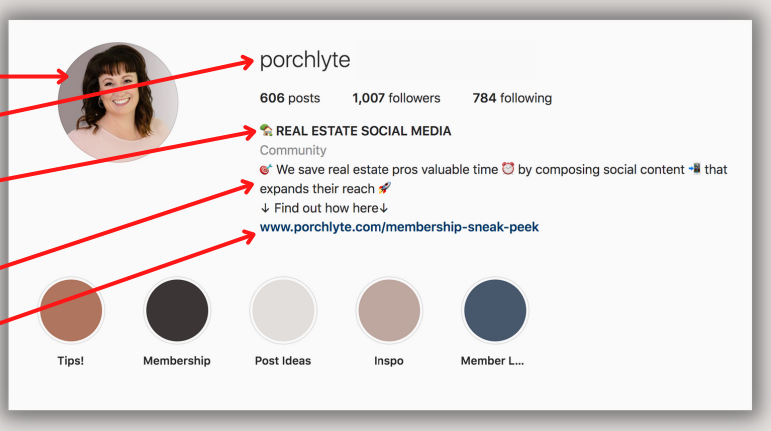
DEFINING A GOOD INSTAGRAM BIO

A good, eye-catching Instagram bio explains who you are and what you do in a few short sentences or bullet points. With Instagram, there is a 150-character limit so creativity plays a major role.

A well-written bio will succinctly communicate who you are and what you do with the perfect combination of your achievements, credentials, and personality. Think about your target audience and what image you would like to portray to them. When you create a concise and creative bio, you are easily building a connection with your audience right from the start.

THE ANATOMY OF AN INSTAGRAM BIO

- Profile photo
- Username
- Name
- 150-character bio
- Website/Link



PROFILE PHOTO

Profile Photo

Your profile photo on Instagram is one of the first things that users will see when visiting your profile so choosing the right photo is a must. Having the right photo will establish your brand's identity and build its credibility and trust among customers.

Tips on choosing the right profile photo:

First, you must decide between using a brand logo or a portrait image of yourself. Companies and small businesses will benefit more when choosing their brand logo. Real estate agents and other solopreneurs should choose a portrait image of themselves as they are the face of their own brand.

Here are some tips when using a portrait photo as your profile photo:

1. Choose a photo with good lighting and clear contrast. Make sure that you stand out from your background and that your face has good, natural lighting.
2. Don't use a full-body photo. Since there is only a small space for the profile photo, use a close-up shot of your face instead. Focus on framing your head and shoulders in the shot, and make sure that your face is fully recognizable in the photo.
3. Make it look professional. Make sure that your hair, makeup, and outfit look professional in the photo.

PROFILE PHOTO

When taking photos for your profile photo, make sure that you have a lot to choose from. Have at least 10-15 photos with different poses and angles so that you can have different options. It might even be worth it to invest in a professional photographer to have your photo taken as they can definitely provide you with a high-quality photo.

Instagram Photo Guidelines

Remember that your viewers will not be able to click the thumbnail or zoom in on your profile photo. So it's important that your portrait or logo is clear, high-quality, and shown in full view and not cropped.

- A clear and high-quality profile photo is a must.
- Choose a photo with a 1:1 aspect ratio.
- When uploading your photo, make that it is centered and not cropped.

CLEAN AND BRIGHT

01

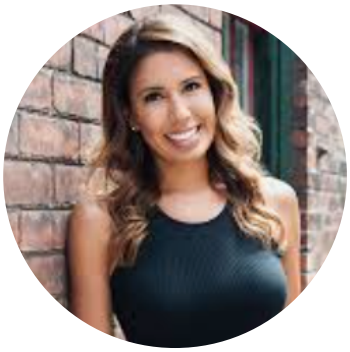
Natural lighting is your BFF

02

Use a close up of your face. This will build trust & people will see you better when scrolling

03

Use a plain background. It will give it a professional, clean look.



> Your goal is to make people know about what you can offer as soon as they visit your profile. Be brief and concise.

150-CHARACTER BIO

A lot of text can be overwhelming. One strategy on how to write a killer bio is by dividing it into four parts. Since the characters and the space are limited, allot one line for each part.

1. Username (this is different than your @profilename) - Be clear on what services you offer and where so you can immediately connect with the right market. Your username is searchable so adding your location will help bring your profile to people searching that area. Eg. Toronto REALTOR®
2. Personal info - Build a further connection with your audience by sharing your interests, values, and beliefs. Showing them the things you care about will make you more approachable as they will realize that there is a real person behind the profile.
3. Contact and location - Make it simple for people to contact you. Include your contact details and location so they know that they will be talking to a realtor in the right area. Also, some people prefer calling or sending an email instead of sending a message on social media.
4. Call to action - Don't let them leave your profile without giving them a call to action. It can be an invitation to visit your website. Feel free to change your CTA depending on your current campaign.

Bonus Tip: You can use emojis to separate each section or highlight specific parts.

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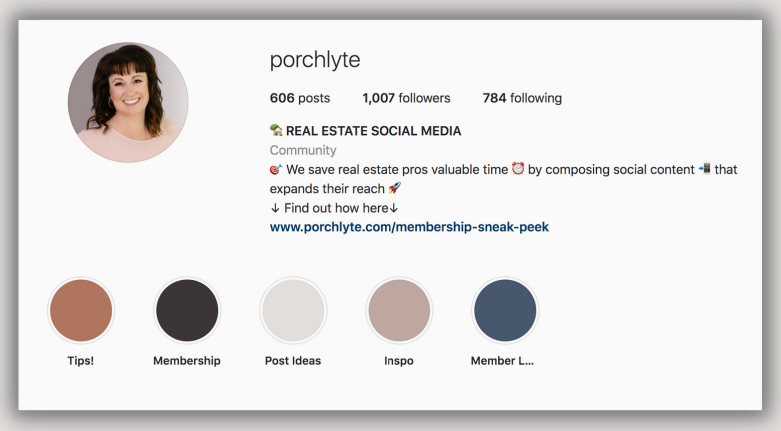

Website/Link

This part will appear on the last line of your bio. You can connect this one to your call to action. If you want to lead your audience to your website, add a link to your website. If you would like to promote an article on your blog, you may add the link to the article. Just remember to make sure that the link is aligned with your current CTA.

Create Your Own

It's time to squeeze your creative juices and try creating your own Instagram bio!

INSTAGRAM BIO TEMPLATE

Profile Name: Your Name or Team Name

_____

Username: What you do & where

_____

_____

Line 1: Personal info

_____

_____

Line 2: Share your contact info

_____

_____

Line 3: Add a Call-To-Action

_____

_____

Link: Website

_____

INSTAGRAM BIO EXAMPLES

juleepatterson

637 posts **2,551** followers **1,473** following

Julee / Placer County Realtor
🏠 I help fun-loving people upsize their home, without upending their life and budget.
✌️ Serving the NorCal Placer, Sacramento + El Dorado Counties.
www.juleepatterson.com/links

omahas_agent

687 posts **1,074** followers **2,162** following

Amber Tkaczuk, REALTOR
Real Estate Agent
✦ Nebraska REALTOR® based in Omaha
✦ Serving buyers + sellers since 2009
✦ Love hearing YOUR story!
www.omahasagent.com
More Info ↴
linktr.ee/omaharealtor_ambertkaczuk

leeboothrealestate

783 posts **740** followers **569** following

Edmonton REALTOR®
Real Estate Agent
🏡 Helping mom move to her dream home, with an extra bathroom just for her.
💁‍♀️ Real Estate Advisor with eXp Realty
↴ Freebies and Resources
bit.ly/3zroskk