

INSTAGRAM BIO

Worksheet



YOUR INSTAGRAM BIO BREAKDOWN

In your Instagram Bio, you have 150 characters to tell the world all about you, explain why they should follow you, and even highlight a lead magnet or call to action.

- Above your bio, you have 30 characters to display your “Name.” Your name is not to be confused with Username which is what people follow and use the @ symbol to tag you.
 - If your username is something branded like “Your Kentucky Realtor, Jeremy,” I’d make sure to include your actual name and applicable title (ex. REALTOR®) in the name section.
 - *Tip* Your “Name” is searchable. So if somebody types a keyword or phrase into the Instagram Search Bar, it will display names. Consider trying “Your Name | Orlando Realtor” to be found when someone types in “Orlando Realtor.” Likewise, you could change your name to be a keyword phrase such as “Homes in Orlando.”
- There are four lines of text that display in your bio. If you go over the four lines, a “more” option will appear.
 - By sticking to four lines in your bio, you’re ensuring that everything will be seen. You don’t want to have your call to action or valuable info be hidden by the “more” option.
- You can include links back to other accounts and clickable hashtags.
 - This is a great option if you have more than one Instagram account, are associated with another account, or want to tag your hashtag.
 - Hashtags can be used to further emphasize something or filter your own posts! For example, if you do a lot of open houses you could include in your bio - “See Saturday’s Open Houses in Orlando - #JeremysOpenHouses”. You might even say, “get tips for first-time homebuyers in Orlando follow #JeremysNewBuyerTips.” That way, when they click the hashtag it sorts to your posts with this hashtag. The trick here is that you want to use a branded hashtag that nobody is using or would use.
- Visually, you can also include emojis to break up your bio or draw your attention to a specific part of your bio.
 - It can be fun to describe yourself using short words punctuated with emojis.
- The bottom of your bio (which you edit in the profile section) has room for a clickable website link.
 - Always link over to your own personal sites. If you link over to your Zillow profile or listing link, you run the risk of somebody stumbling upon another REALTOR on one of the search sites.
 - You can also use the fourth line of your bio to give info about what your website link is all about and encourage them to click on it.

INSTAGRAM BIO Worksheet



TEMPLATES TO GET YOU STARTED

Use these easy templates as a framework to create your own bio!

Note- Before you type these in Instagram, it's helpful to ormat first on the notes app of your phone.

Example 1: The Foundation

This is a solid foundation that highlights everything that's important. Who you are, what you do, a little about you, how to contact you, and a solid call to action.

The Framework

Name: Agent or Team Name

Line 1: What you do & where

Line 2: Personal info

Line 3: How to contact you

Line 4: CTA or Call to Action

Link: Website

An Example

Name: Nancy Jones

Line 1: Realtor at @(brokerage) name in (location)

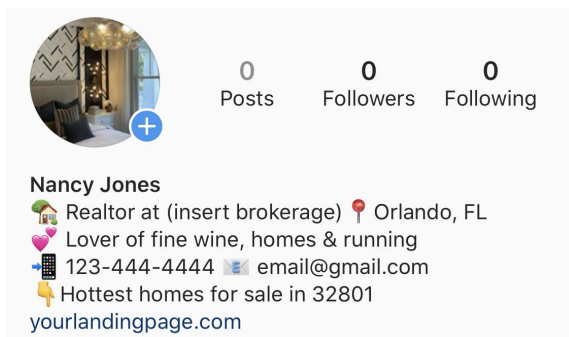
Line 2: Lover of fine wine, homes & running

Line 3: C: 123-456-7899 or email@email.com

Line 4: Hottest homes for sale in 32801

Link: Website page with homes for sale

How it Looks on Instagram



Your Turn

Name: Agent or Team Name

Line 1: What you do & where

Line 2: Personal info

Line 3: How to contact you

Line 4: CTA

Link: Website

INSTAGRAM BIO Worksheet

Jeremy Collins
@Marketing_Savvy_Coach



Example 2: Personal Branding

This template highlights your personal branding and allows you to express any signature slogans, branding elements, or messages you want to convey.

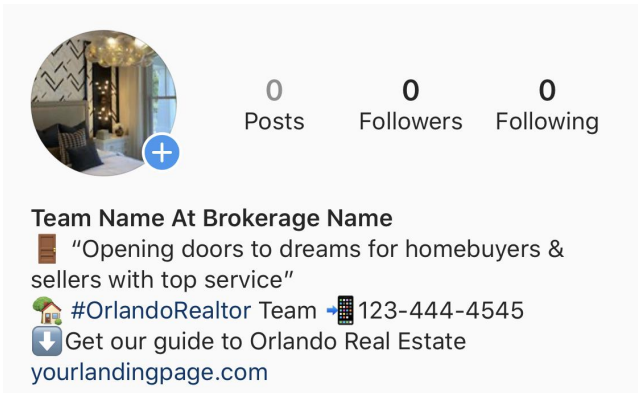
The Framework

- Name:** Team Name or Agent Name
- Line 1:** Slogan, tag line, or summary of personal brand
- Line 2:** (Same as above. These tend to take two lines)
- Line 3:** Location & contact
- Line 4:** Branded CTA
- Link:** Website Page

An Example

- Name:** Team Name or Agent Name
- Line 1:** "Opening doors to dreams homebuyers & sellers with top service"
- Line 2:** #OrlandoRealtor Team | 123-456-7899
- Line 3:** Get our guide to Orlando Real Estate
- Link:** Website Page

How it Looks on Instagram



Your Turn

- Name:** Agent or Team Name
- Line 1 & 2:** Slogan, tag line, or summary of personal brand

- Line 3:** Location & contact

- Line 4:** Branded CTA

- Link:** Website

INSTAGRAM BIO Worksheet

Jeremy Collins
@Marketing_Savvy_Coach



Example 3: Niche Marketing

This template allows you to narrow in on a specific market (farming area) or type of customer you're trying to work with.

The Framework

- Name:** Team Name or Agent Name
- Line 1:** Highlight your niche market
- Line 2:** Location & contact
- Line 3:** Personal Info
- Line 4:** CTA
- Link:** Website Page

An Example

- Line 1:** Urban living & luxury real estate in South FL
- Line 2:** Miami REALTOR | 123-456-7888
- Line 3:** Loves a mojito & beach view
- Line 4:** Download the list of hottest condos in 305
- Link:** Landing Page

How it Looks on Instagram



Your Turn

- Name:** Agent or Team Name
- Line 1:** Highlight your niche market

- Line 2:** Location & contact

- Line 3:** Personal Info

- Line 4:** CTA

- Link:** Website
