



INSTAGRAM BIO PLANNING WORKSHEET

NAME	SKILLS
OTHER KEYWORDS TO INCLUDE	RELATED INSTAGRAM PROFILES @
BRAND HASHTAGS #	WEBSITE / OR URL
EMAIL	PHONE NUMBER
ADDRESS	HOURS OF OPERATION
CALL TO ACTION	

Use the following prompts to help you create an interesting Instagram bio.
Write down the first thing that comes to mind.

THREE WORDS THAT COME TO MIND WHEN YOU THINK ABOUT YOUR BRAND.

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Fill in the blank:

MY BUSINESS HELPS CUSTOMERS BY

MY IDEAL AUDIENCE IS INSPIRED BY

IF MY BRAND WON AN AWARD IT WOULD BE

MY BUSINESS' SUPER POWER IS

CREATE YOUR INSTAGRAM BIO

Using the information above, write the copy for your Instagram bio, Remember, you have 150 characters to explain what you do and how you help your ideal audience.

[illegible]