



Who?
What?
Wow!

HOW TO WRITE AN INSTA BIO
THAT WOWS

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W WELCOME!

Ready to add some WOW to your bio? One of the questions we get asked the most is how to write an Instagram bio that hooks people in and makes them click follow

The PR writing technique we've used for decades is the 5 Ws:

Who?
What?
Where?
When?
Why?

Great questions to answer when you're writing your sales pages and press releases but what about your bio? Easy!

Simplify it to:

WHO?
WHAT?
WOW!

Make sure your bio answers these questions and you'll have your Insta profile visitors understanding who you are, what you'll do to help them and the WOW! transformation you'll give them in no time.

WHO, WHAT WOW!

The three question your insta bio needs to answer.

WHO

Who are you and who do you help.

Let your audience know they're in the right place.

For example our bio says: Helping female founders (who we help)
Best mates, mamas and story queens (who we are)

WHAT

What do you do to help them.

Let your audience know theyre in the right place

For example our bio says: helping female founders
bring their ideas to life with more than just words.

WOW

Wow what's the transformation.

What's in it for them if they stick around

For example our bio says
Make your story your superpower

Still struggling? Fill in these blanks.

I help WHO to do WHAT, so that they can WOW!
