

Instagram Bio Formula Sheet

Your Instagram bio has 150 characters. Use this formula to make it clear, professional, and searchable.

THE FORMULA

Line 1: What you do (keyword-rich, for search). Line 2: Who you help + what result. Line 3: Location or service area. Line 4: Call to action + link.

FORMULA 1 â FOR PRODUCT SHOPS

[Product type] for [target customer]

[Key benefit or unique point]

Based in [City] | Ships [area]

Order via link below / WhatsApp [number]

FORMULA 2 â FOR SERVICE BUSINESSES

[Your service] for [target customer]

Helping you [get result]

[City] | [Years] years experience

Book your appointment below

FORMULA 3 â FOR RESTAURANTS / CAFES

[Cuisine type] restaurant in [City]

[One unique thing about your food]

Open [days], [hours]

Reserve: [phone] | Order: [link]

FORMULA 4 â FOR TRAVEL AGENTS

Travel packages | [Speciality destination or type]

Helping [type of travellers] explore the world

[City] | Worldwide packages

WhatsApp us for custom packages: [number]

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BIO TIPS

- [] Use keywords people search for â not your name alone
- [] Use line breaks to make it readable
- [] Add a call-to-action on the last line every time
- [] Add a link (WhatsApp link, website, or Linktree)
- [] Update your bio when your offer or service changes
- [] Use emojis sparingly â one or two per line maximum