Ideal Instagram Bio Template for Creators

When people visit your Instagram profile, your picture and bio should immediately convey who you are, what you're about, and most importantly, how you can help them 🎯

Fix your Instagram bio with this template 👇

Instagram Bio Template

👉 **Line 1: WHAT do you and WHO do you help?**
✅ "I help / Helping [your target audience] achieve [specific outcome]."
Example: "I help new moms lose weight and regain confidence."

👉 **Line 2: What is your unique offer / solution / value proposition?**
✅ Highlight what makes you unique, a method, or your core offering.
Example: "No diet fads, just sustainable results."

👉 **Line 3: Highlight your achievements / credentials to demonstrate credibility**
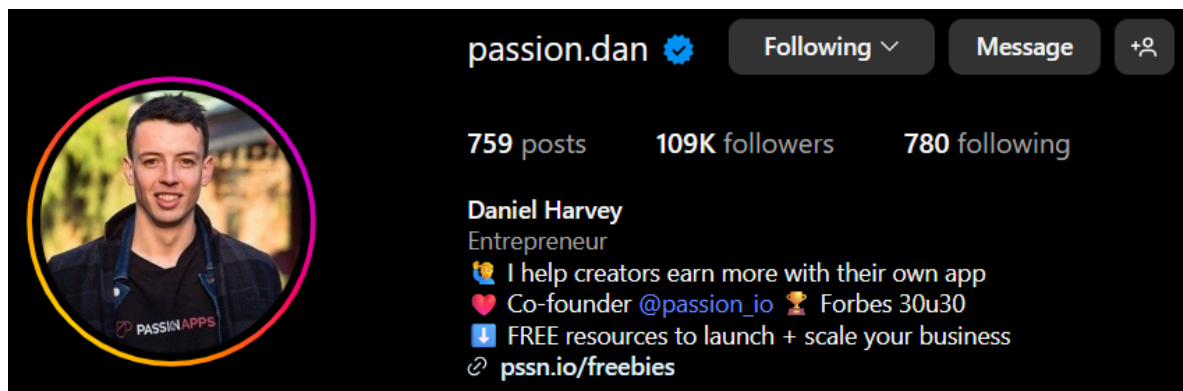✅ Show social proof, experience, client results, or awards to that add trust.
Example: "Certified Nutrition Coach | 5+ years helping moms feel amazing"

👉 **Line 4: Give your audience a Call To Action with a link**
✅ Encourage people to tap your link for a freebie, quiz, or course waitlist.
Example: Free Guide: 5 Tips for Sustainable Weight Loss

BONUS ChatGPT Prompt

If you want to start fresh and write a new bio from scratch, use this ChatGPT prompt to draft the perfect Instagram bio ✨👇

Prompt 1:
"Create a one-line Instagram bio for me as an online coach/creator specializing in [add your niche, e.g., fitness for busy moms]. It should clearly communicate my unique value: [add your unique value, e.g., 'helping moms get fit in 20 minutes a day'] and attract my ideal audience."

Prompt 2: Bio Structure
"Help me structure my bio in three parts:
- What I offer: [describe your offer, e.g., 'personalized workout programs']
- Who I serve: [describe your audience, e.g., 'moms with limited time']
- CTA: [your CTA, e.g., 'click to start a free trial!']

Include tips for making each section visually stand out."