

Ideal Instagram Bio Template for Creators

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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**

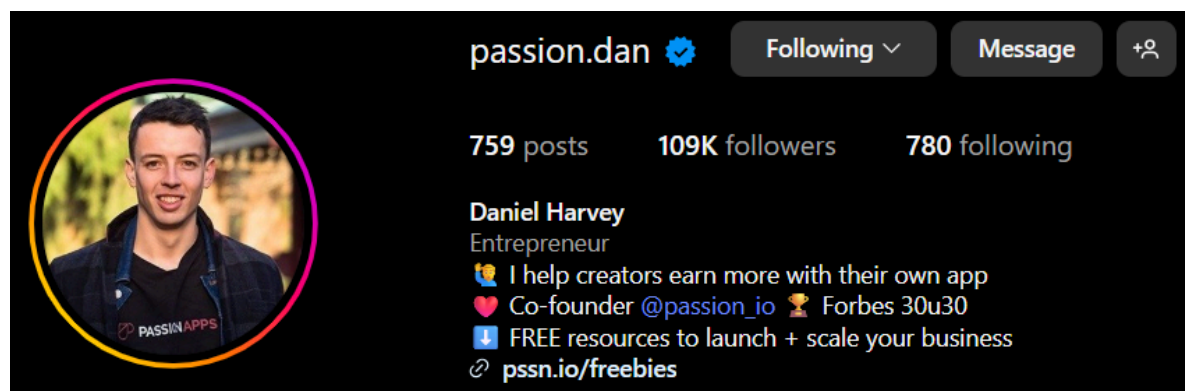
✅ Show social proof, experience, client results, or awards to that add trust.

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."