

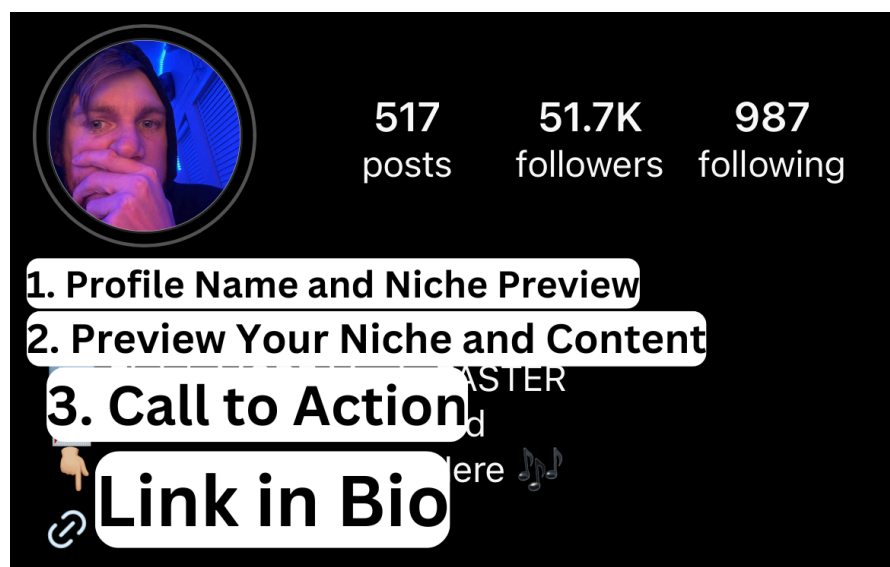
Optimizing Your Bio

1. **Profile Name and Niche Preview:**
 - Artist Name (or your name) and optional: a preview of your niche.
2. **Preview Your Niche and Content:**
 - What you do: (Preview your niche and the type of content you create.)
3. **Declare What You Are:**
 - What You Are: (State your role or identity.)
4. **Craft a Clear Call to Action:**
 - Call to Action: (Specify what action you want your audience to take.)

Additional Tips on Crafting a Call to Action:

- Change your Call-to-Action based on your page goals.
- Ensure that the link in your bio aligns with your branding and appeals to your target audience.
- Consider directing your audience to something valuable, such as a guide or resource they would find beneficial.
- To enhance engagement and future communication, explore options for collecting email addresses. For instance, offer a free guide in exchange for joining your email list.

Example:



BONUS TIP

Switch your Instagram account to a professional account. This provides insights and analytics on your content, as well as tools to boost your overall reach and engagement.

You can choose **Creator** or **Business** when selecting a type of professional Account.

Creator: Use this option for managing a personal brand and building a following

Business: Use this option if you have products you'd like to sell directly through Instagram