

Keyword: online writing jobs

# MAIN TIPS FOR WRITING AN INSTAGRAM BIO FOR YOUR BUSINESS

Social media is like a part of today's generation. Not just to check friend's pictures and post but you can also hire peoples from social media as a freelancer or a full-time employee. Furthermore, people can also find jobs from social media.

For example, you are searching for [online writing jobs](#). Just search on [Instagram](#), use hashtags to make your search easier and eventually you can find one for sure. One thing is for sure if you are running a business on Instagram, you will need a perfect bio so that it attracts customers.

It might look simple after all it is just a couple of lines. However, it is not as easy as it looks. Your bio will define your business which means you need to make it attractive and concise. Below are some tips which will help you to write a perfect bio for an Instagram business page.

## 1. What You Need to Add in Bio

Before you start writing a bio, ask a question from yourself that what your bio needs to achieve? There are different goals for bloggers, businesses, freelancers and influencers. That is why it is a very important step to think about the goals.

Below are some goals that will help your business to grow:

- Tell the audience what is the purpose of your business
- Address, email, working hours, website link – mention that so they can communicate with you
- Show your portfolio or brand's personality
- Attract your customer by telling your unique part. You need to convince them why to choose you not others
- Show them your latest products or services

Your bio will create an image of your brand or services in the customer's mind. You need to mention all the answer to their questions.

## 2. Pick a Good Photo

A good picture says everything. If you are promoting yourself as a professional businessman/woman then you need to choose a photo in which your face is clear. According to the statistics, photos with faces get 38% more likes. That is why your profile photo will help your business grow faster.

Do remember that your face should be clear in the photo and it doesn't mean that you took a selfie and use it as your profile photo. People are expecting you to be professional, make sure that there are not too many details around you otherwise your picture will be unclear. People do judge, they are looking for professional people to do business and you can't take risks.

However, you can also add a logo on the profile picture. That also works and the best part is that people are more likely to remember your logo so if they want to recommend or do business with you again, they can easily remember your logo and search your business on Instagram.

### **3. Your Bio Represents Your Business**

Often people ask that bio should be concise or long? Can we include emojis in bio? To be honest, it depends upon your business. Take your time and think about what you should put in your bio. Your bio shouldn't be too long because it will lose the reader's interest. Just short and simple, talk about your business and specialties about your business.

**A Pro Tip:** You can check other business's bio. Brainstorm all the bios and create your unique bio. However, don't copy-paste! Not only it is considered as plagiarism but unprofessional as well.

### **4. Break It Up**

Create shorter sentences because people find it easier to read and understand. That is why breaking your bio into small pieces is more effective than writing it in one line. You can use bullets or numbers to make a list too.

**PRO TIP:** You can't break your sentences when writing a bio within Instagram but you can do it through different ways. Use Google Keep or the Notes app to create your Instagram bio. Once you finished writing a bio, just copy and paste it on Instagram biofield.

### **5. Emojis**

Virtual graphics always influence on customers. Do you know that almost 50% of the captions, as well as comments, contains emojis? People love showing expression through emojis so why not using it in bio?

Let's create a scenario, you are offering writing jobs. You need to explain your business with some emojis such as pencil, pen, paper, etc. This will attract people to do business with you.

### **6. Hashtags**

The biggest feature of Instagram is the hashtag feature. You will be surprised to know that out of 10 at least 7 brands use hashtags to market their product on Instagram. Furthermore, your audience can also help you to market your product or services on Instagram by sharing and putting hashtags.

A hashtag is a very effective tool for gathering feedback from your customers. For example, #onlinewritingjobs

### **7. Links**

Instagram provides another feature of clickable links. When you post a link in your bio, it converts into a hyperlink which means it will redirect you to the link if you click on that link.

Remember, you need to add a link at the end of your bio so that customers who want to hire your service or buy your product can visit the page for further information.

## Conclusion

You can only add 150 characters in your bio but it doesn't mean it is less important. It helps you to media market your products or services. Moreover, it can also drive more traffic to your website.

Like it is said before, take your time and come up with a unique bio to attract customers. It is your choice to write a serious or a funny bio but write something that represents you and your products or services to get better results.

