BUILD IT WITH ME · FREE CHECKLIST

INSTAGRAM *Profile* CHECKLIST

Turn profile visitors into followers with a profile that answers one question: “Why should I follow you?”

by Claudia Gonzalez



your Reel gets their attention.
your profile gets the follow.

Look at your profile like *you've never met yourself.*

Someone sees one of your Reels, taps your name, and decides in a few seconds whether to follow. Work through this list with fresh eyes and check off each item once it's done.

PROFILE PHOTO

- [ ] A clear, close photo of your face (not a logo)
- [ ] Good natural light, simple background
- [ ] The same photo you use on your other platforms

NAME FIELD

- [ ] Your name plus a searchable keyword
- [ ] Example: *Claudia | Business From Scratch*
- [ ] Words your person would actually search for

USERNAME

- [ ] Easy to spell and say out loud
- [ ] No extra dots, dashes or random numbers
- [ ] Matches your other platforms if possible

BIO

- [ ] Says who you help (or who it's for)
- [ ] Says what they get by following
- [ ] One personal detail that makes you relatable
- [ ] Ends with one clear call to action

LINK IN BIO

- [ ] One link-in-bio page, not five random links
- [ ] Your free resource is the first thing they see
- [ ] Every link works on a phone (test it!)

HIGHLIGHTS

- [ ] 3–5 highlights, not 15
- [ ] Ideas: Start here · About me · Freebie · Wins · FAQ
- [ ] Simple covers in your brand colors

PINNED POSTS

- [ ] Pin 1: who you are and why you started
- [ ] Pin 2: your most helpful, saveable post
- [ ] Pin 3: your freebie or offer

YOUR GRID

- [ ] The same 2–3 fonts and colors on covers
- [ ] Reel covers make sense on the grid
- [ ] A Professional account so you can see insights

Write a bio that *does its job.*

A great bio isn't clever. It's clear. Use this simple formula, then fill in your own version below.

THE 4-LINE BIO FORMULA

01 **Who it's for / what you do.** "Helping busy moms start a business from scratch"

02 **What they'll get.** "Tools, real numbers and simple next steps"

03 **Something personal.** "Mom of 3 · coffee-powered · Day 20 of 180"

04 **One call to action.** "↓ Grab my free Business From Scratch Blueprint"

YOUR TURN

Line 1: who it's for / what you do

Line 2: what they'll get

Line 3: something personal

Line 4: your call to action

THE FRESH-EYES TEST

Show your profile to a friend for 5 seconds, then ask:

- What do I post about?
- Who is it for?
- What should you do next?

If they can't answer all three, tweak and test again.

My next step

Pick one item from the checklist you can fix today. Done is better than perfect.

"Getting discovered is only half the job. The other half is giving people a reason to stay.