# LESSON Transcript

00:00:00

Why are we doing this?

Because you have chosen and recognised the fact that Instagram can grow. Your business can attract your ideal audience and help them get to know like and trust you. Don't just think about your social media platforms Being a place to sell, it's a place to take people from.

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Not knowing you to getting to know you getting to trust you and taking them onto another level of relationship with you at the end of the last nation, we started Attracting your ideal audience with building a profile

and a bio that looks inviting.

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If it hasn't got all the components I've given you, and when you come back to update your bio in four months time, you can refer back to the notes.

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It's important to keep your bio interesting to update, , change it, to try new hashtags, put new emojis and your niche has

00:01:09 Hashtags they like to use and using those in your BIO , are much like your Facebook cover photo People see it once.

00:01:20 When they discover you, they will find you in a post And click through To your profile and go and have A look.

00:01:28 And that has got to make them feel I want to click on follow.

00:01:33 I Want to hang in this space.

00:01:36

We're gonna deal now with the next part, your BRAND IDENTITY. We've started with your BIO r and your HIGHLIGHTS, so it looks good

NEXT and hashtags

then a follower strategy that I know pays off and I look forward to sharing that with you in doable bite size.