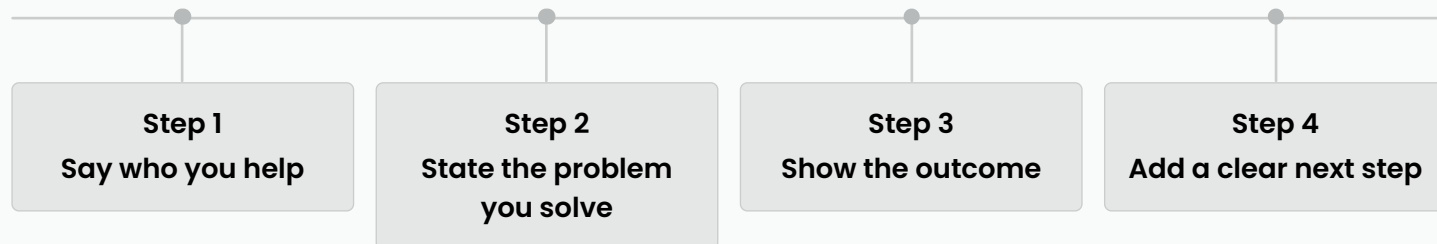


The 4-Step IG Bio Rewrite

A simple guide to make your profile instantly clear. Your Instagram bio is often the **first impression** of your brand — in 5 seconds, people decide whether to follow or move on. This 4-step framework helps you rewrite your bio so it is clear, specific, and inviting.



Step 1 — Say Who You Help

Most bios talk about the founder. Strong bios start with the audience.

✗ Entrepreneur | Coach | Speaker

✓ *Helping early-stage founders build confident brands*

Prompt: I help _____

Examples: women leaders · founders scaling their business · professionals transitioning careers

Step 2 — State the Problem You Solve

People follow accounts that solve problems they care about. Your bio should answer: **Why should someone follow you?**

✓ helping founders clarify their brand

✓ helping leaders build emotional intelligence

✓ helping professionals transition careers

Prompt: I help _____ solve _____

Step 3 — Show the Outcome

Show the result or transformation — what changes after working with you.

✓ so they can build a confident brand

✓ so they can lead with clarity

✓ so they can scale without burnout

Structure: I help [who] solve [problem] so they can [result]

Step 4 — Add a Clear Next Step

Tell visitors what to do next with a direct call-to-action.

✓ Join the founder circle ↓

✓ Download the Brand Audit ↓

✓ Explore the program ↓

Examples: Join the community · Book a discovery call · Download the guide

The 4-Step Bio Formula

Put everything together into one powerful, clear bio that works for you around the clock.

The Formula

01

Line 1

Who you help

02

Line 2

Problem you solve

03

Line 3

Outcome / transformation

04

Line 4

Call to action

Example Bio

Helping founders clarify their brand
so they can show up with confidence
Branding • Positioning • Founder Growth
Download the Brand Audit ↓

❏ A strong bio doesn't try to impress. It helps
the right people recognise you.

Quick Bio Checklist

Before you finalise your bio, run through this checklist:



Audience Clear

I clearly say who I help



Problem Visible

The problem I solve is easy to
spot



Outcome Easy to Grasp

The transformation is easy to
understand



No Vague Words

Avoided words like "empower" or "passion"



CTA Present

There is a clear call-to-action

Reflection

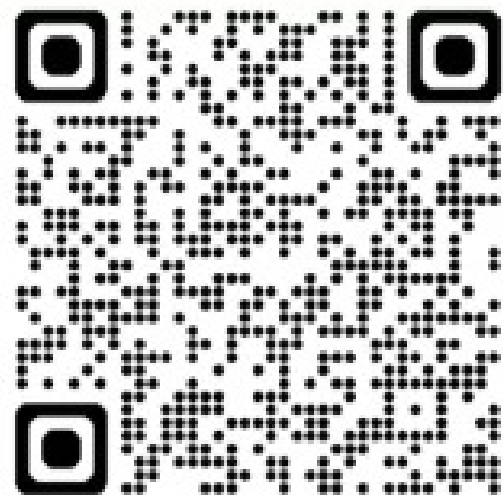
When someone visits my profile, will they instantly know: who I help, what I do, and why they should follow?
If the answer is yes — your bio is working.



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