

Improve your BIO

Who do you help? (Target Audience)

What service(s)/product(s) do you provide

Social Me

HOW TO USE THIS TEMPLATE:

On the next page, fill in the spaces with your own information. Say as much as you want for each box.

Then transfer that information onto the third page, considering keywords that your ideal audience may be searching for.

Freelance

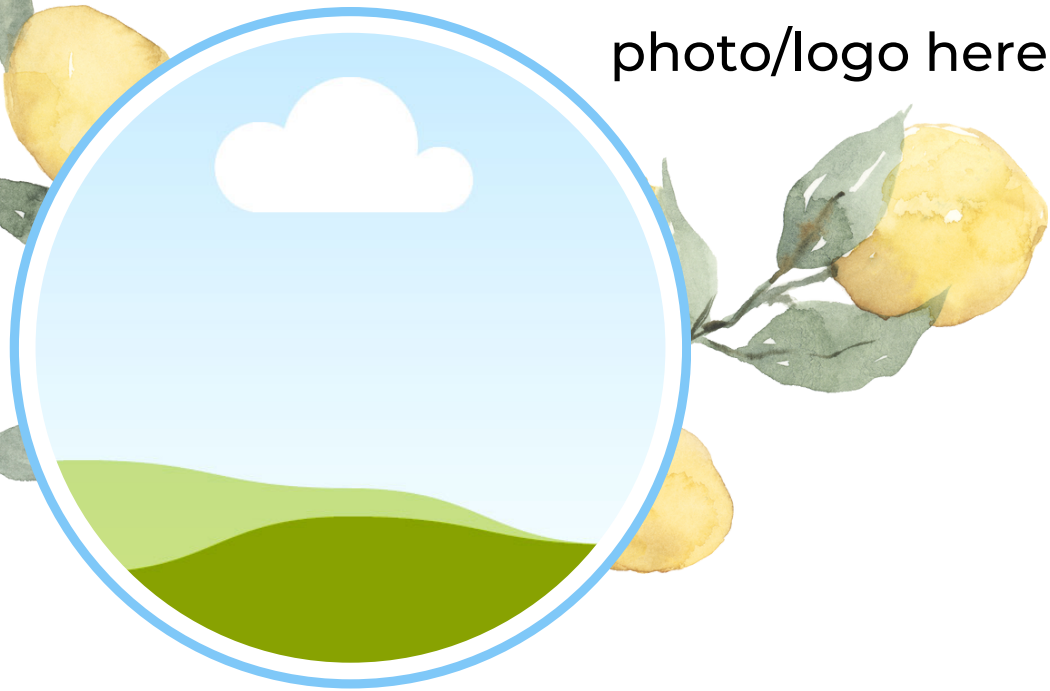
Freelance

out?
awards,

Business name:

testimonials

photo/logo here



Who do you help?
(who is your Target Audience)

What service(s)/product(s) do you provide)

Social Media handle

What problem do you solve for them?

What outcome do you supply?

Freelancer name:

Freelancer title:

Business name:

How do you help your customers

What does your account talk about?
Can you add in social proof? e.g. awards,
testimonials

Now put all the details from the previous page together to create a biography
e.g. Sue Smith - Dog Trainer for anxious rescue dogs. Online & inperson training. Tips & hacks for creating a better connection with your dog. Free download: 10 games to play with your dog.

Character limits: Twitter 160 / Instagram 150 / Facebook 150 (more space in the about us section) / LinkedIn 220 / TikTok 80

Contact number & address

Other social media accounts

Website link

Area/Location served

Call To Action or Freebie offered