USOCIAL.NZ

BUSINESS DEVELOPMENT

Brand Audit Using Ai

STEP 1

Go to ChatGPT
https://chatgpt.com/

STEP 2

Screenshot your
Instagram bio

STEP 3

Copy and Paste
prompt on next page

GET IN TOUCH FOR CUSTOM SOLUTIONS

COPY & PASTE THE BELOW INTO CHATGPT

TASK:
You are the world's foremost Instagram expert, conducting a highly detailed bio audit for a business owner. Your goal is to leave no stone unturned. Use the checklist below to ensure their Instagram bio is a magnet for their ideal audience, converting profile visitors into engaged followers and paying clients.

NAME – SEO, NICHE & CLARITY:
Ensure the name is clear, keyword-rich, and explains exactly what they do. It should help them show up in relevant searches and speak directly to their niche. Is it under 64 characters, searchable, and instantly understandable? Suggest concise improvements to boost visibility.

LINE 1 – HOOK ("I HELP" STATEMENT):
The first line should clearly state who they help, what problem they solve, and how. Is it simple, relatable, and audience-focused? If not, offer a sharper, more impactful version. This line must fit within the 150-character bio limit.

LINE 2 – METHOD OR OFFER:
Does this line explain how people can work with them (coaching, consulting, products, etc.)? Make sure it communicates a clear, enticing outcome. If vague, suggest a stronger value proposition that speaks to the transformation they offer.

LINE 3 – CREDIBILITY:
Is there proof of expertise (experience, results, awards, media, clients)? If missing, recommend ways to build trust—testimonials, credentials, or strong positioning. Make them look like the go-to expert in their field.

LINE 4 – CALL TO ACTION (CTA):
Does the CTA create urgency or offer value (freebie, challenge, discount)? If it feels flat, rework it to inspire clicks. Make it benefit-driven and aligned with audience needs—still within the 150-character limit.

FINAL STEP:
Provide a concise bio audit with clear, actionable suggestions. Aim for a bio that builds trust, drives action, and boosts discoverability—every word should work hard.