

Lesson Nº3

A PROFILE THAT SELLS:

Create a Magnetic Instagram Profile

Hello everyone! Today, we'll dive into a topic that will help you to create a profile that truly grabs attention and drives sales. By the end of this lesson, you'll have a clear understanding of how to properly set up your profile.

You'll no longer struggle with questions like: *"What should I write in my bio?"*, *"Which profile picture should I choose?"*, or *"How can I make my profile stand out?"* Everything will become much more simple and clear!

WHAT IS PROFILE PACKAGING?

Profile packaging refers to how your Instagram account looks - starting from your username to your profile picture.

This is the **first touchpoint with potential clients**, and it must capture their attention.

Think about LinkedIn, where the goal is to appear as professional as possible, however, Instagram works differently.

Your personality and the vibe you create matter more on Instagram. If you use a formal passport-style photo, you'll likely attract users with the same stiff aesthetic.

A well-optimised profile should:

- Grab attention
- Build trust
- Clearly communicate your values and unique advantages

For example, if your profile states that you're a marketing expert who has generated \$10 million in revenue for your clients over the past year, it immediately establishes credibility and shows that you're a trustworthy professional.

Let's dive deeper into how to create a compelling profile package.

Remember, your profile's visual and textual elements (from your username to your profile picture) should work together to attract and retain your ideal audience.

Let's explore some examples and best practices.

CASE STUDY:

ALEX HORMOZI



Alex Hormozi is a great example of a well-optimised profile.

His bio includes a **call-to-action (CTA)**: "*Check out my audiobooks.*" This phrase acts as a magnet, drawing users in by offering something valuable.

Additionally, he has a bold profile picture where he wears a cap with his website address printed on it.

This not only catches the eye but also reinforces his brand identity. This strategy is called **anchoring** - consistently using the same elements so your audience starts associating them with you.

KEY ELEMENTS OF A STRONG PROFILE PACKAGE

1. PROFILE PICTURE

Your profile picture should be **clear, eye-catching, and relevant** to your brand. It serves as your visual anchor.

2. BIO CTA

This is the most important part of your bio.

Offer something specific and valuable, such as "Download my free guide" or "Check out my website".

3. HIGHLIGHTS

Use Instagram Highlights to showcase key aspects of your profile.

They help new visitors to immediately understand what you offer.

4. PINNED POSTS

Pin your most compelling success stories, client testimonials, or key insights.

This builds trust and reinforces your expertise.

VISUAL HOOKS

Unique visual elements can help to set you apart from the competition. For example:

A content creator who **dunks his head in ice water at 5 AM** made himself unforgettable because of his consistent, eye-catching intros.

Tai Lopez used his **Los Angeles** mansion as a recognisable background in his videos, reinforcing his luxury brand image.

PROFILE PICTURE BEST PRACTICES

Your face should be **clearly visible** in your profile picture and align with your brand's style and values. Using **signature colors** or **accessories** related to your niche can enhance brand recognition.

GOOD EXAMPLES:

Grant Cardone:

A smiling businessman in a suit, symbolising success and positivity.



Thomas Kralow:

Displays luxury items (watch, private jet), reinforcing a premium brand.



Leila Hormozi:

A clear, close-up portrait that builds trust and relatability.



WHAT TO AVOID:

- Photos where your face is **obscured**
- Old pictures that no longer reflect your current brand
- Overly complex images that lack clarity

CHOOSING THE RIGHT USERNAME

Your username should be **simple, memorable, and relevant** to your niche. Avoid unnecessary numbers and symbols (e.g. @james2345). Instead, opt for something that clearly conveys what you do.

EXAMPLE:

@instacoachmike immediately tells people he's an Instagram coach, making it easy to remember and recognise his expertise.

CRAFTING AN EFFECTIVE BIO

Your Instagram bio should immediately **capture attention** and create a strong first impression.

Bio Structure:

- 1. Headline:** A short, impactful phrase (e.g. *"Helping businesses grow profitably" or "I generate \$\$\$ for my clients in 3 weeks"*).
- 2. What You Do:** A quick summary of how you help people.
- 3. Call-to-Action:** Encourage the user to take action (e.g. *"Visit my website/Check out my highlights for more"*).
- 4. Contact Info:** Provide links to other platforms or an email using tools like Linktree.

A strong bio is **concise, informative, and action-driven**.

HIGHLIGHTS OPTIMISATION

Instagram Highlights allow you to showcase key aspects of your personal brand and business.

At a minimum, include:

- **"About Me"** – Share your background and approach.
- **"Success Stories"** – Highlight your client results and achievements.
- **"Work With Me"** – Explain how people can benefit from your services.

Additional categories like travel highlights or hobbies can make you more relatable and engaging.

Best Practices:

- **Keep it simple** – Overcomplicated designs don't perform as well.
- **Limit to 10–15 stories per highlight** – Avoid overwhelming your audience.
- **Engaging First Frames** – Use attention-grabbing visuals or text.
- **Mix Content Formats** – Combine text, videos, and photos for variety.
- **Ensure Content & Visuals Align** – Use relevant images for each topic.
- **Add Subtitles** – Many users watch stories without sound.
- **Maintain a Consistent Style** – Stick to a unified look for a professional appearance.

PINNED POSTS

Your **pinned posts** should include:

- Your best success stories
- Engaging, viral-style content
- Personal or business insights that build trust

These posts help to create a strong **first impression** and turn visitors into followers.

CONCLUSION

In this lesson, we covered all of the essential elements for creating a **compelling and high-converting Instagram profile**.

Now, you know how to optimise your **profile picture, bio, highlights, and pinned posts** to attract attention and build trust.

Remember, a well-structured profile isn't just about looks, it's about **establishing credibility and providing value** to your audience.

By applying these strategies, you'll significantly improve your Instagram presence and achieve your desired results.

Thank you all for participating! I hope you now feel more confident in creating an engaging Instagram profile.

WHAT'S NEXT?

In the next lesson, we'll dive into **content that captivates**.

You'll learn how to generate ideas for posts that evoke emotions and encourage sharing. We'll explore the types of posts that work best and how to create viral content.

ASSIGNMENT:

Optimise Your Profile:

- Choose the **right profile** picture that represents you well.
- Write a strong **bio** including:
 - *Headline*
 - *Call-to-action*
 - *Description of what you do*
 - *Contact information*
- Set up your **highlights**: start with an "About Me" section.

Additional Resources:

A **PDF list** of recommended influencers and experts to follow for Instagram profile optimisation.