

Lesson 3:

A Profile That Sells:

Create a Magnetic Instagram Profile

Hey everyone!

Today, we'll cover how to create a profile that grabs attention and drives sales.

- ✓ By the end of this lesson, you'll have a clear understanding of **how to optimise your Instagram profile for maximum impact.**

Your **profile packaging** includes everything
from your **username** to your **profile picture** –

**it's how people
perceive you at
first glance.**

A well-optimised profile **should:**

- ✓ Attract attention
- ✓ Build trust
- ✓ Clearly communicate your value and unique advantages



Alex Hormozi

is a great example of a well-branded profile.

Key elements of a powerful Instagram profile:

🔥 Eye-catching **profile picture**

📢 Strong **call-to-action (CTA)** in bio

📌 Well-organised **Highlights**

📌 **Pinned posts** to showcase key content

Visual Hooks

– these are unique elements that make you instantly recognisable.



*For example, a creator who **wakes up at 5 AM and plunges his head into ice water** has built a memorable personal brand by repeating this in every video.*

The perfect profile combines:

- Unique visual elements
- Clear CTAs
- Consistent branding and storytelling "anchors"

Your profile picture is the first thing people notice

IT SHOULD:

- ✓ Clearly show your face
- ✓ Represent your expertise
- ✓ Match your brand's style and values

EXAMPLES OF GREAT PROFILE PICTURES:



Grant Cardone

A smiling businessman in a suit,
representing **success and confidence.**



Thomas Kralow

Features elements of **luxury (watches, private jets)** to highlight his **status and work ethic**.



Leila Hormozi

A clear **portrait**, building **trust and approachability**.

Avoid profile pictures that:

- ⊗ Don't clearly show your face or where your face is obscured
- ⊗ Are **outdated** and don't match your current image
- ⊗ Have too **many distracting elements**

CHOOSING THE RIGHT USERNAME

Your username should be:

- ✓ Simple
- ✓ Easy to read
- ✓ Directly related to your brand or service

⊗ Avoid **complex usernames** with **random numbers or letters**, like @james2345.

✓ Instead, pick a **clear and relevant** handle.

Example:

@instacoachmike – Instantly tells people he's a coach specialising in Instagram.

Your Instagram Bio is the first thing visitors read – it should be **short, engaging, and action-driven**.

Structure of a strong Instagram bio:

- **Headline** – Who you are/what you do
- **Short value statement** – How you help people
- **Call to Action (CTA)** – What they should do next
- **Contact info** (if relevant)



Instagram Highlights

are key for introducing yourself and showcasing your brand.

At minimum,

include these three Highlights:

1. **About Me** – Introduce yourself and your mission
2. **Case Studies & Success Stories** – Build credibility with real results
3. **My Process** – Explain how you work

Bonus: Add personal interests like travel, fitness, or hobbies to create a stronger emotional connection with your audience.

How to Optimise Your Highlights:

- ✓ Keep them clear and simple
- ✓ Use engaging cover images
- ✓ Alternate between text, images, and videos
- ✓ Stick to a consistent brand style

Pinned Posts **should include:**

- ✓ Your biggest case studies
- ✓ Success stories
- ✓ Viral content
- ✓ Interesting facts about you

Remember:

A well-branded profile isn't just about aesthetics
- it's about building trust and showcasing value.

 Thanks for tuning in! Good luck with your **profile transformation**, and see you in the next lesson!