



The Ultimate Profile Makeover Checklist

Quick steps to make your profile findable, clear,
and converting

Phase 1:

First Impression

Searchability

- Simple, easy-to-spell handle
- Add your role in name field for SEO
- Use a clear, well-lit headshot
- Same photo & name across platforms



Phase 2:

The Bio

(Your Elevator Pitch)

01

Say who you are

Lead with your identity in one clear line.

02

State the problem you solve and who you help

E.g., "I help busy moms organize their homes."

03

Include one line of proof

Award, years of experience, or results that build trust.

04

Keep it searchable + add location

Short lines, few emojis, city/state if you're local.

Phase 3:

Link & Call-to-Action (Conversion)

- 01 Tell people exactly what to do next
Guide visitors clearly toward their next step.
- 02 End bio with a clear CTA
"Grab your free guide" or "Book a consult."
- 03 Use a single link tool
Linktree or a custom landing page works best.
- 04 Limit link choices to 3–5
Avoid decision fatigue with fewer options.



Pin Your Best Posts

Pin 2-3 posts: intro, top offer, and a high-value post.



Create Story Highlights

Build 4-5 highlights: About, Services, FAQs, Testimonials.



Audit Your Grid

Review your last 9 posts — do they show your vibe & expertise?

Phase 4:

Visual Real Estate (Your Portfolio)

Next Steps



Let's Connect!

Turn your makeover Into leads.

Book a free discovery call or paste your current bio and I'll edit it for you.

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