

Day 8 - Optimise Your Bio

These days, there are a million places that people might find us. But whether it be your socials, your website, your flyers or meeting you in person, we want to make sure it's clear and consistent.

So we need to make sure your bio (in whatever form it takes) is clearly stating who you help, how you help and what they get out of it.

Today's action step?

Update one bio, about section, or written description of what you do. It could be:

- Your Instagram or Facebook bio
- The 'about' section on your website
- A business card, flyer, or intro blurb

Want an offline option? Write a blurb on a Post-it and stick it somewhere your brain can soak up your new biz identity!

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!





Let's talk about your bio

If someone saw your IG bio, website, or biz card - would they know what you do and who you help?

Does your online presence match the energy you bring in real life?

What small update would make it feel more 'you'?