

LASH MOB ACADEMY PRESENTS

# ***THE SOCIAL GUIDE***

***BIO EDITION***

BY: MACKENZIE GRAHAM  
@ITSMACKENZIEG



# Before we get into it...



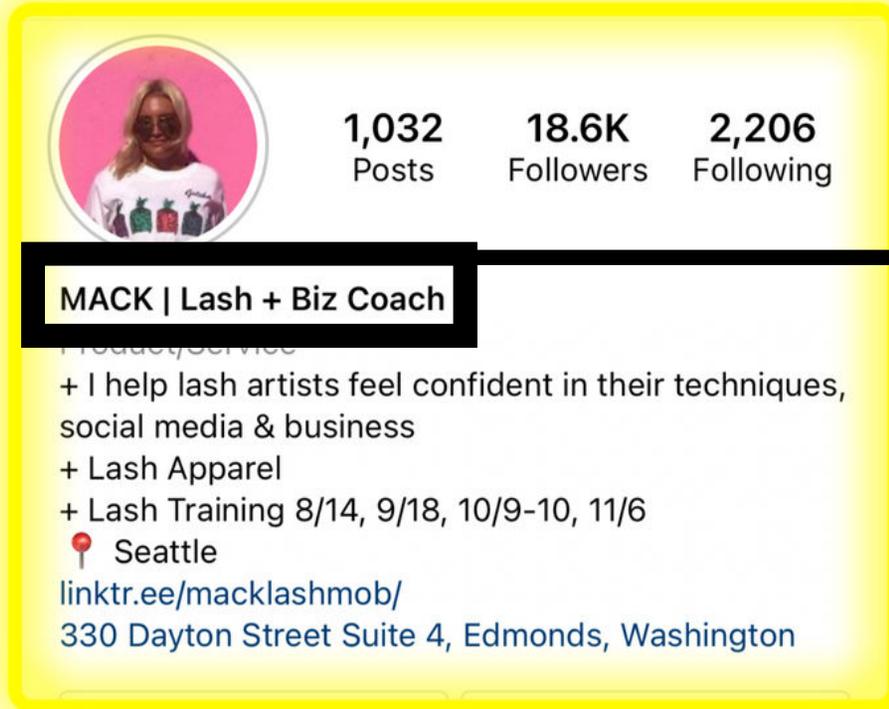
I want you to take a screenshot of your current bio and then another after you've finished the mini course.

DM me afterward so I can see!

**@ITSMACKENZIEG**

# THE BIO

This section is **searchable**.



Here are 3 things that you want to have in this section. We are limited on characters so fit what you think is most important

1. Your name
2. What you do
3. Your location

*People may not remember your handle - you have a better chance of them finding you by your name/what you do/your location*

*When I was taking clients full time mine read "MacKenzie | Seattle Lash Artist"*

# THE BIO

**macklashmob** 9+  



968 Posts   13.9K Followers   2,146 Following

Seattle Lash Coach  
Product/Service

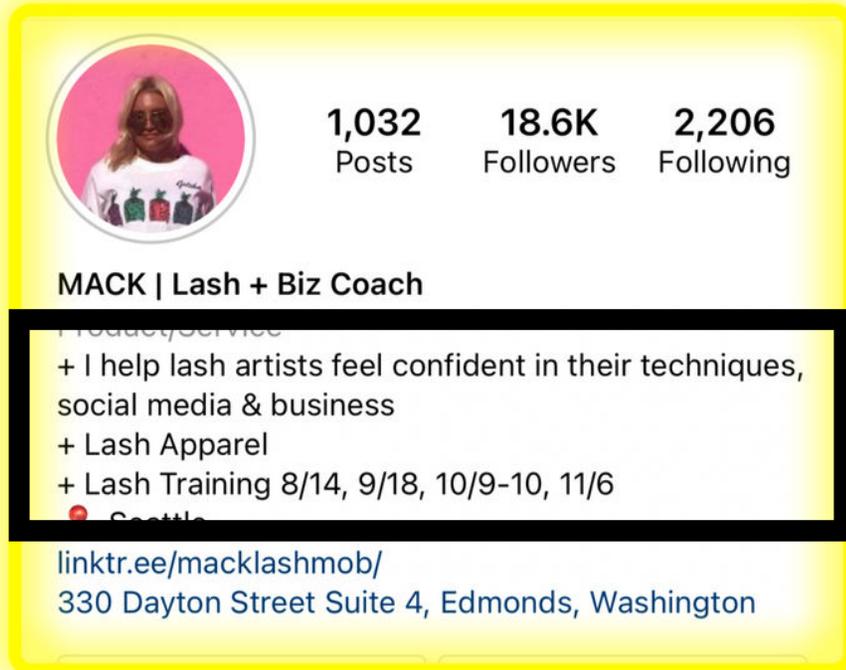
Hi, I'm MacKenzie 🙋

*Here's a past screenshot of how I included my name when it wasn't in my searchable tab*

If you don't have your name in the searchable tab you **MUST** have it in your bio

Not sharing your name makes it confusing. Potential clients want things to be **EASY**. They want to know who they're booking with.

# THE BIO



You have a few sentences to tell your audience exactly what you do. Think of a clever way to write to your ideal clients. Mention important dates if things are time sensitive.

I have my upcoming training dates listed in my bio so potential students are aware

And remember KISS

*write about a problem you're solving. maybe you help clients save time getting ready in the morning with lash extensions, maybe you help them feel more confident, etc.*

**Keep  
It  
Simple  
Stupid**

Don't overthink it!

# THE BIO

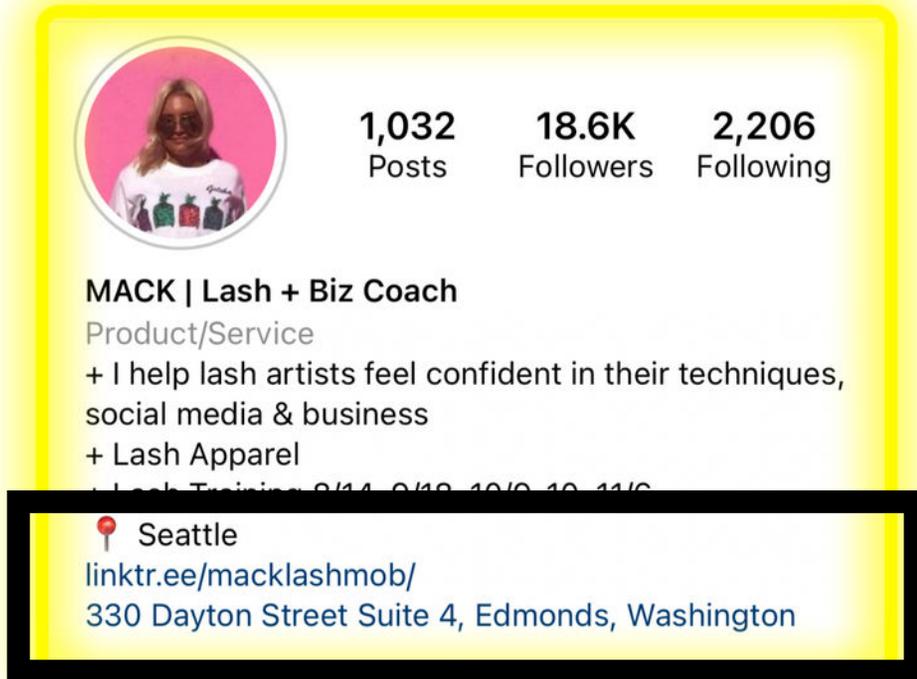
Last but not least

1. Your city

2. Links

3. Your exact location

This makes it simple for potential clients to see exactly where you are!



The image shows an Instagram profile card for 'MACK | Lash + Biz Coach'. The card is highlighted with a yellow glow. It features a circular profile picture of a woman with blonde hair wearing a white t-shirt with colorful graphics. To the right of the profile picture, the statistics are listed: 1,032 Posts, 18.6K Followers, and 2,206 Following. Below the profile picture, the name 'MACK | Lash + Biz Coach' is displayed, followed by the category 'Product/Service'. The bio text reads: '+ I help lash artists feel confident in their techniques, social media & business' and '+ Lash Apparel'. Below the bio, there are several dates: 'Lash Training 8/14, 9/18, 10/10, 10, 11/6'. At the bottom of the card, there is a location pin icon next to the text 'Seattle', a link 'linktr.ee/macklashmob/', and the address '330 Dayton Street Suite 4, Edmonds, Washington'. A black arrow points from the location information to the text on the right.

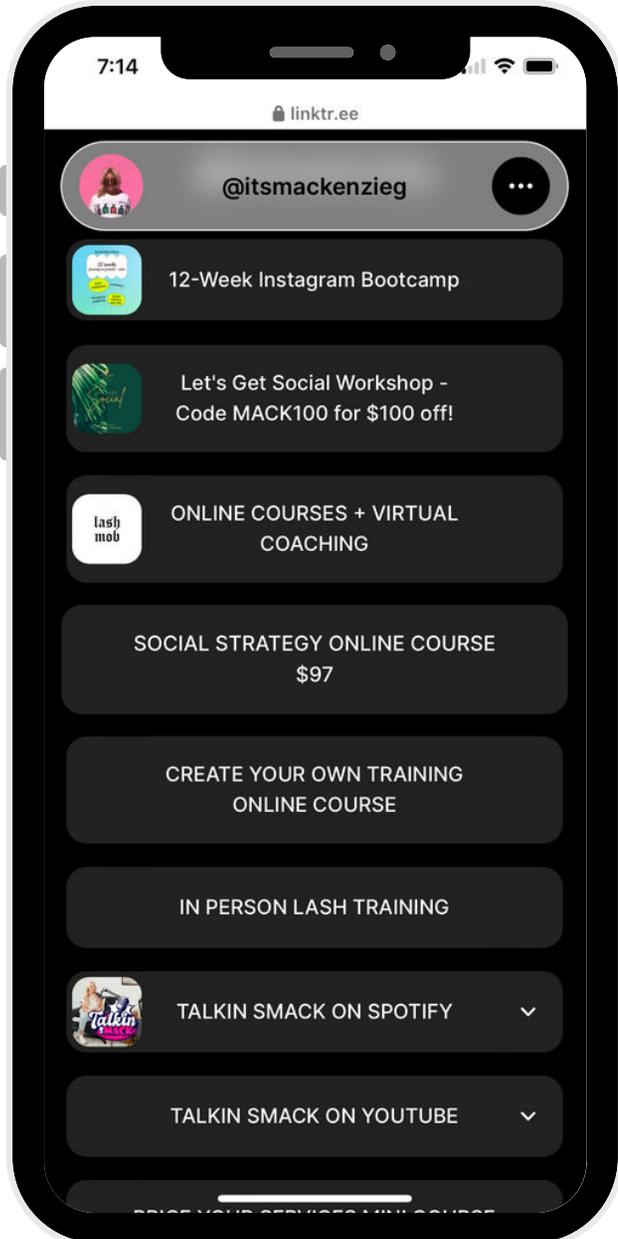
1,032 Posts    18.6K Followers    2,206 Following

**MACK | Lash + Biz Coach**  
Product/Service  
+ I help lash artists feel confident in their techniques, social media & business  
+ Lash Apparel  
Lash Training 8/14, 9/18, 10/10, 10, 11/6

Seattle  
[linktr.ee/macklashmob/](https://linktr.ee/macklashmob/)  
330 Dayton Street Suite 4, Edmonds, Washington

# THE BIO

"link in bio"  
Using a service like linktr.ee can be very useful! You can put multiple links all in one place to make it easy on your potential clients



- My first link is time sensitive - this training starts in less than 2 weeks so I've made it my priority link
- An affiliate link for an event I'm speaking at, also time sensitive
- Link directly to my online courses + coaching, typically this would be my priority link when I don't have any time sensitive links
- My most popular online course - this is its own link for anyone new who finds me + might be interested
- Other trainings I have currently open
- Links to my podcast episodes

*remember these links are to make our potential client's lives easier! Make sure you have a "book with me" link, even if it's in your BOOK NOW section on Instagram as well*

**@ITSMACKENZIEG**

GET READY TO UPGRADE YOUR BIO + HELP  
YOUR IDEAL CLIENTS FIND YOU



**MacKenzie**

Now

Tag me in your Instagram stories  
with your brand new bio!  
[@itsmackenzieg](#)



**MacKenzie** 3 minute ago

If you are interested in more, DM  
me **SOCIAL** for a link to The Social  
Strategy full online course