



Your 5 FAST steps to an Instagram profile that converts

and still feels like you!

FREE GUIDE

LEAH WILLIAMS

Let's create an Instagram profile that showcases your brand, feels like you & converts!

If you're wondering why your Instagram profile isn't getting the love it deserves, let's talk about why it matters.

Your profile is like your online business card - it's usually the very first impression someone get of you. So we want to make it count! A well-crafted profile invites people in, showcases your personality, and gives them a taste of what you offer and what you can give them!

An engaging profile attracts people into your world and converts them into followers.

More followers = more potential customers & clients

If you've been asking, "What's the secret to getting more followers?" - you're in the right place! This guide simplifies the process so your Instagram profile tells your story clearly and authentically.

Let's get started! With a few tweaks, you'll have an Instagram profile that makes people stop, look, and want to follow you while building a community and bringing in those sales.

For heart-led
entrepreneurs who
value authenticity.



HEY, I'M LEAH

Mum of three, digital creator & business coach.

I'm a marketing expert and digital creator who's all about helping female entrepreneurs turn their big ideas into thriving, authentic businesses - without burning out or losing themselves in the process. With over a decade in the marketing world, I transformed my Instagram into a thriving hub of over 80K followers - showcasing raw, relatable content that resonates with real people.

What started as a side project quickly grew into a full-time thing, surpassing my marketing salary and completely transforming my career. Now, I'm here to guide you in building a successful business that reflects your passion and purpose - without sacrificing your authenticity along the way!

I love all things photography, fashion, social media, music and a bit of quiet time kid free (don't we all?).

Think of me as your go-to marketing expert and business coach, ready to give you the strategies, insights, and motivation you need to create, grow, and scale a brand that feels truly authentic.



YOUR 5 FAST STEPS

1

STEP ONE

MAKE YOUR NAME FIELD COUNT

Set up your Instagram name field with keywords so your target audience can find you.

2

STEP TWO

SELECT YOUR PROFILE PHOTO

Select a profile photo to match your brand identity and make a good first impression.

3

STEP THREE

WRITE THE PERFECT BIO

Craft a bio that clearly tells people what you do and who you help.

4

STEP FOUR

CREATE HIGHLIGHTS

Create Highlights to showcase your top stories, giving people a quick snapshot of your brand.

5

STEP FIVE

REELS COVER IMAGES

Use reel covers to attract new followers and help your audience find the content they need.

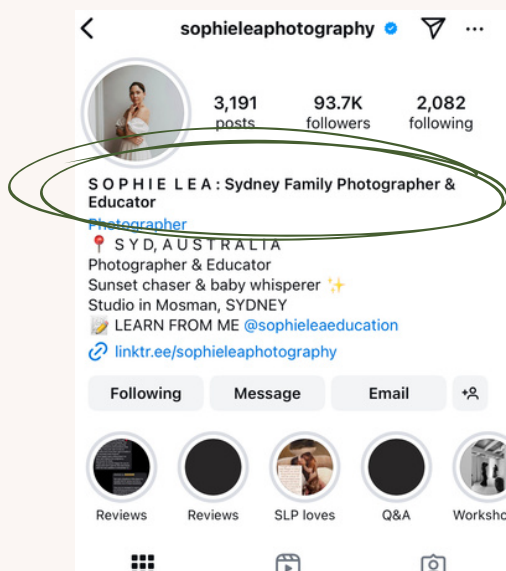
01

STEP ONE

Make Your Instagram Name Field Count

Your Instagram profile's name field is one of the most powerful (and underused!) tools for helping your ideal audience find you. It's more than just a title - it's searchable. That means when someone types in keywords related to your business, your profile could be the one they find!

To make the most of it, think about the words your ideal customer might use when looking for what you offer. Are you a "healthy meal planner" or a "wedding photographer"? Get those key terms into your display name to help Instagram connect you with people searching for exactly what you provide.



THE SIMPLE FORMULA:

1. Use clear, relevant keywords that describe what you do and who you serve
2. Stay direct—no need for cleverness. You want to be found
3. Remember, you have 64 characters to work with, so make every word count

HOW TO UPDATE YOUR DISPLAY 'NAME' FIELD

1. Go to your Instagram profile
2. Tap 'Edit Profile' under your bio
3. Tap the 'Name' field & type in your new name
4. Hit 'Done' in the top right corner

Let's take a look at some examples...



Photographer

You can see how Bec has her location, niche (family & motherhood) & her service (photographer).



Baby Brand

This brand has selected keywords based on the products they sell (baby blankets) and a unique selling point (organic).



Sleep Consultant

Claire has her name, and then keywords that relate directly to what her and the team offer.

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STEP TWO

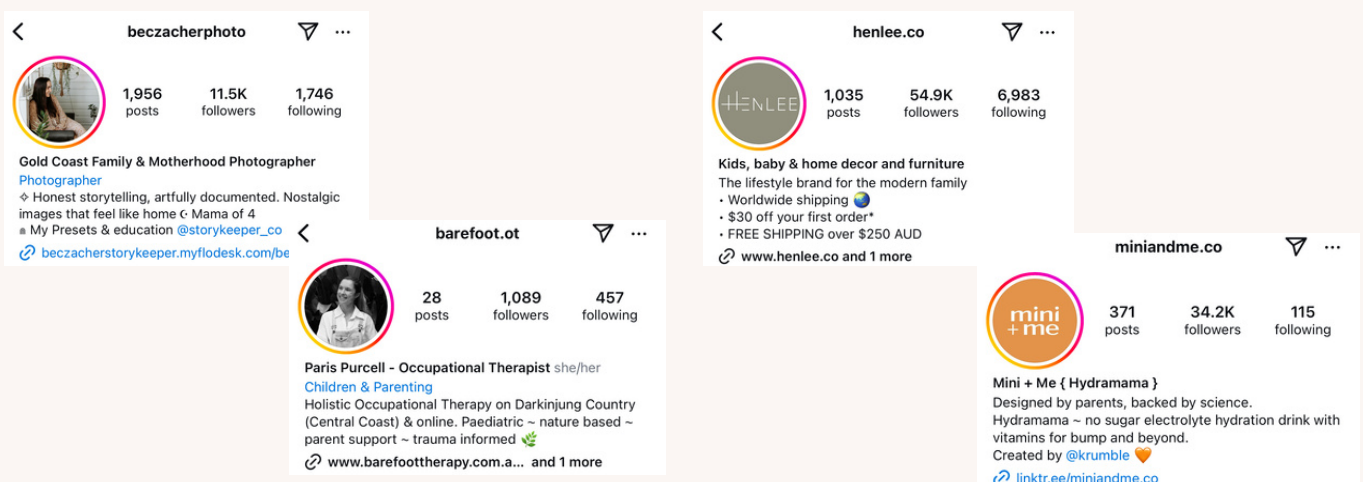
Select the right profile photo

First impressions matter, and your profile pic is no exception. It's one of the first things people notice when they come across your page, it sets the vibe, so let's get it right.

For service based businesses, a clear, high-quality headshot is the way to go. Think about what makes you, you - whether you're bright and bubbly or calm and grounded, let your personality shine through. People want to see the person behind it all.

While for e-commerce or product-based brands, your logo is your key visual asset. Using it as your profile photo creates a cohesive identity that's instantly recognisable, fostering familiarity and trust. This connection helps your audience associate your logo with your Instagram, website, and packaging, making it easier for them to remember and engage with your brand.

Whatever option you choose, make sure it looks sharp even in that tiny circle, and keep it consistent across platforms so people can spot you in a flash no matter where they find you.



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STEP THREE

Write the perfect bio

Your bio is your golden opportunity to tell the world what you do and who you're here to help. The most common mistake people make? Focusing too much on themselves. Remember, it's not just about YOU; it's about your audience, the people you want to attract!

This is your moment to make a strong, lasting impression. Your bio should clearly convey who you're calling in and showcase your personality too.

OPTION 1 BIO FORMULA:

example - holistic sleep consultant

1 WHO you help:
Supporting exhausted parents seeking restful nights for their little ones.

2 HOW you help them:
Gentle, holistic sleep solutions tailored for babies and families.

3 Social proof, fun fact about you, credentials or brand value:
Trusted by over 200 happy families in 3 years.

4 Call to action:
Join our free community 🙋

OPTION 2 BIO FORMULA:

example - kids clothing brand

1 Your Ideal audience:
Fun & stylish outfits for playful kids.

2 Your unique selling point:
Kind on the environment & little ones' skin.

3 Social proof, fun fact about you, credentials or brand value:
Aussie owned + designed.

4 Call to action:
10% off 1st order 🌿

03

STEP THREE

Write the perfect bio



Do

Include your location in your bio when relevant eg. photographer, doula, OT.

Be specific while still inserting your personality and brand tone.

Make it about them, not you.

Use a link in bio tool to promote a few offers.



Don't

Use industry terminology that no one outside your field understands.

Go broad & try to appeal to everyone.

Be fancy with fonts - stick with the standard Instagram font.

Include too many emoji's! 1-2 is perfect.

The ChatGPT prompt to your perfect bio.

Not sure how to sum up what you do in just a few words? I've got you! Use these simple ChatGPT prompts to craft a bio that connects with your audience and shows off what makes your business unique. Whether you run a service-based business or sell products, these prompts will help you find the words to say who you are and what you offer.

Just remember the more specific you are with ChatGPT - the better your results will be.

OPTION 1 - SERVICE BASED

"I run a service-based business that helps [describe your ideal audience, e.g., busy parents, new entrepreneurs, etc.]. I provide [describe the service you offer and how it helps, e.g., gentle sleep coaching, digital marketing strategies, etc.]. I want my bio to include [a fun fact, credential, or brand value, e.g., trusted by over 200 families, eco-friendly approach, certified coach, etc.]. Finally, I need a call-to-action that encourages people to [describe your CTA, e.g., book a free consult, join my community, sign up for my newsletter]. Can you help me create a friendly, relatable bio that fits this format?"

OPTION 2 - ECOMMERCE

"I own an eCommerce business that sells [describe your products, e.g., eco-friendly clothing for kids, handmade candles, etc.]. My ideal customers are [describe your audience, e.g., parents who want sustainable options, people who love unique home decor, etc.]. I want to highlight [a unique selling point, brand value, or fun fact, e.g., made from organic materials, cruelty-free, Aussie-owned, etc.]. Finally, I need a call-to-action that encourages people to [describe your CTA, e.g., shop now, get 10% off their first order, etc.]. Can you help me craft a bio that fits this?"

04 STEP FOUR

Create highlights that work for you

If there's one feature you absolutely want to nail, it's your Instagram Highlights. This often-overlooked space is an amazing place for connecting with your audience and giving them the info they need to know about you & your brand.

Your highlights sit just below your bio, so they're the next thing people see. This is your chance to showcase the best bits of your brand! Think of them as a curated collection of your standout stories that you want to keep around longer than the usual 24 hours.

Highlights are basically a catalog of your best stories. Just keep in mind that you can add up to 100 stories per highlight, but less is totally more. If you overload them with too many slides, your audience might bounce out before they even dive in.

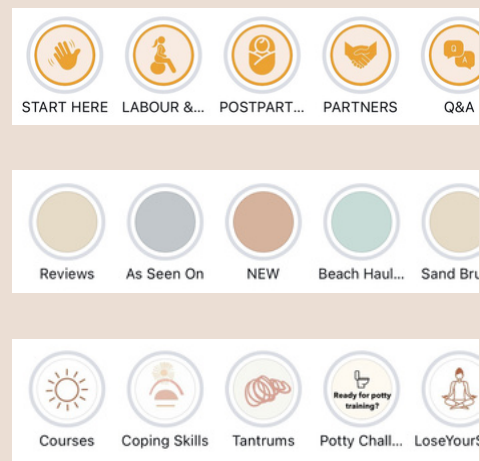
Your highlights should reflect everything your audience needs to know about you, kind of like a navigation menu on your website. They're a place for your audience to learn more about you and for you to nurture and educate too.

Highlights to include:

About me Work with me Freebies Offers Meet the team
Customer love Products FAQs New launch Testimonials

Just remember to keep it relevant and specific to your brand, niche and offers eg. if you're a clothing brand - 'New Launch' might be named 'Summer Collection'.

Once you've mapped out your highlights, don't forget about the covers! You can use images directly from your stories, create custom designs in Canva, or simply stick with your brand colors. Just keep it clean, don't over complicate it; if you don't pick a cover, Instagram will grab one randomly, and that can look a tad messy - so get yours set up!



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STEP FIVE

Use cover images for Reels

Do cover images really matter? The short answer: yes, if you want to increase the chances of people clicking on your reel from your profile or following you after coming over from the explore page.

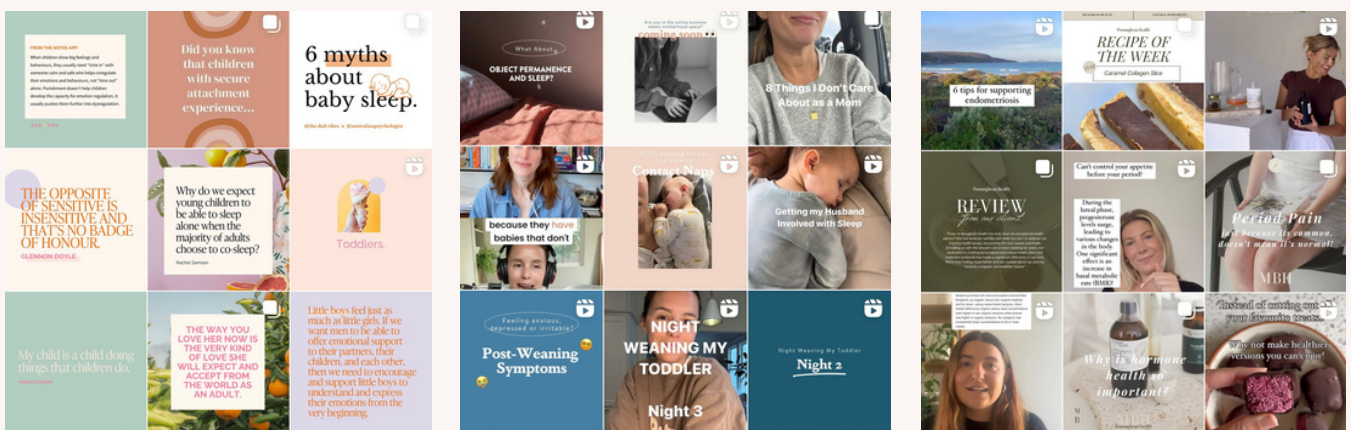
Reel covers aren't just about looking pretty - they help new people discover your content and find out what you're all about when they first land on your profile. They also give your existing followers a way to easily find older content they loved or missed. Whether they're scrolling your feed or exploring a hashtag, your reel covers can make a huge difference in converting to a follower.

Here's the goal with your reel covers:

- Make it clear what your reel is about, so people instantly know if it's for them.
- Use a hook – spark curiosity and interest.
- Stay on brand to create a consistent look for your profile.

Think about it this way: if someone's scrolling Instagram, they're looking for content that catches their eye. If your cover is just a random photo or doesn't clearly show what the reel is about, they're likely to keep scrolling. For example, imagine you're a naturopath, and all your reel covers are just generic images of herbs and supplements. How would someone know which reel has the tips on balancing hormones or boosting immunity that they're looking for?

Examples I love



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STEP FIVE

Use cover images for Reels

There's two ways to create covers: the **fast** way or the **fancy** way. Pick what works for you based on your time!

The **fast** way? Take a screenshot from your video, add text in your stories, and save it. It's quick and easy, plus it gets your face in your feed more, which helps humanise your brand. Don't forget to use your brand colours!

The **fancy** way? Design a custom cover in Canva. I love a good Canva design, but if you're a perfectionist, it can take forever. Sometimes, it's better to keep it simple and get your content out there instead of fussing over the cover!

What do I suggest? If you have time, a bit of both!

The Fast Way

covers in Instagram via stories

1. Take a screenshot of a clear part of your original video (crop).
2. Load that into IG stories.
3. Write out your text (short, catchy - a hook).
4. Place it in the most uncluttered, clean spot of the image.
5. Tap on the 3 dots top right corner and tap save.
6. Go back into your reel & select this image from camera roll



The Fancy Way

covers designed in Canva

1. Open Canva and select a Reel cover template.
2. Add your brand colours & a clear, catchy headline.
3. Keep the design clean and readable, with large text.
4. Download the cover to your phone.
5. Select this image from your camera roll as your reel cover.



One last tip - create good content!

At the core of Instagram growth is consistently creating **valuable** content. Start by focusing on your audience - what problem are you solving for them? Every post should bring value, whether it's tips, insights, or inspiration. Show up as the go-to person for their needs.

Don't forget the basics like using good lighting and clean visuals - people are drawn to well-lit, high-quality content. Experiment with different formats like storytelling reels, talking head videos, trending styles, or carousels. Keep things fresh!

Always lead with a strong hook on your reels - something that grabs attention in the first few seconds. Weave your personality and story throughout your content, letting people connect with you on a human level. It's this authenticity that draws people to you.

And remember, Instagram is about connection - so show up as your true self, share what matters, and keep delivering content that genuinely serves your audience.

Pre-Post Checklist

Use this checklist to ensure your content has all the important bits! It's a quick way to make sure you're not missing any key details.

1

Value: Solve a problem, offer a tip, or teach something valuable. Make it resonate and worth their time.

2

Emotion: Is your content emotionally engaging? Aim to inspire, entertain, or touch your audience on a personal level.

3

Visual: Will your content grab attention? Is it true to you and your brand?

4

Call to action: Clearly tell them what to do next - comment, click a link, or share thoughts. Keep it compelling and easy to follow.

I'm cheering *you* on!

As you put these steps into action, remember that the best results come when you stay true to yourself. These strategies are just a starting point - your personality, passion, and unique approach are what truly make your profile stand out.

Instagram is a space where your voice and story can resonate with the right people. So be confident, have fun, and let your authenticity shine through as you build a profile that not only converts but feels like you!

p.s let's be friends on Instagram @[theleahwilliams](https://www.instagram.com/theleahwilliams)



Ready to stop feeling totally overwhelmed on Instagram?

The Instagram Growth Guide gives you simple strategies to attract your ideal audience, create content that converts, and grow your brand—all while staying true to who you are.

IM IN

