

# The 3-Word Bio Trick

*That Instantly*

# Makes Your Page More Clickable



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# The 3-Word Bio Trick That Instantly Makes Your Page More Clickable

*(Most business bios are boring—this tiny tweak changes everything!)*

## Your Bio is Costing You Customers

Right now, potential customers are landing on your social media page, glancing at your bio... and leaving.

Why?

Because your bio is either:

- ✓ **Too vague** (*“Helping people live their best life.”*)
- ✓ **Too boring** (*“Founder | Coffee Lover | Dream Chaser”*)
- ✓ **Too self-focused** (*“We’ve been serving customers since 2017.”*)

None of these give a **new visitor a reason to stay, follow, or buy.**

But fixing this takes just **three words.**

## The “I Help [WHO] [DO WHAT]” Formula

Your bio should answer two questions:

**Who do you help?** (Your ideal customer)

**What do you help them do?** (The outcome they want)

The simplest way to do this? Say:

**“I Help [WHO] [DO WHAT].”**

Here’s how it works in action:

**Generic:** *“Helping people grow their business.”*

✓ **Clickable:** *“I help bakers sell more cakes on Instagram.”*

**Forgettable:** *“Social media expert.”*

✓ **Clear & Engaging:** *“I help small business owners get customers from Instagram.”*

**Too Broad:** *“Fitness coach & nutrition expert.”*

✓ **Magnetic:** *“I help busy moms lose weight without dieting.”*

This works because it instantly tells people:

✓ **Who you help** *(so the right people know they’re in the right place).*

✓ **What you help them do** *(so they see immediate value in following you).*

## Your 2-Minute Bio Fix

- 1) Write down your ideal customer.** *(Who do you help? Be specific!)*
- 2) Write down their #1 goal.** *(What do they want most?)*
- 3) Plug it into the formula:** **“I Help [WHO] [DO WHAT].”**

## Example:

If you're a bakery owner who teaches baking classes, your bio might be:

*"I help home bakers master pastries like a pro."*

If you sell handmade candles, it could be:

*"I help people create cozy spaces with handcrafted scents."*

This **tiny tweak** makes your bio **10X more compelling**—instantly attracting the right audience and turning profile visitors into followers (and eventually, customers).

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## One Last Thing...

Now that your bio is **clickable**, what should you post to turn followers into buyers?

I've put together a **simple, step-by-step toolkit** that shows you **exactly what to post** to grow your business online—without wasting hours figuring it out.

I explain it all in this short 7 minute video [\[here.\]](#)

Now go fix that bio—and watch what happens next.