



The Booking Bio

Stop Being Invisible on Instagram



Your bio is not there to describe you.

It's there to help the right client instantly recognise:

- This is for me**
- This person understands my problem**
- I know what to do next**

The Most Common Mistakes (DON'TS)



Most salons write bios like this:

**Hair Extensions Specialist
Award-Winning Stylist
Fully Qualified & Insured
10+ Years Experience
DM to book**

Why this doesn't work:

- **No location, so you're invisible in local search**
- **Talks about you, not the client**
- **No clear niche or specialism**
- **No outcome or transformation**
- **No direction on what to do next**



What Your Bio Must Include (DO'S).

Your bio should answer 4 things instantly:

- 1. Who you help**
- 2. Where you are**
- 3. What result you deliver**
- 4. What they should do next**

Example (High-Converting Bio).

**Hair Extensions for Fine Hair
Tunbridge Wells**

**Natural, undetectable blends that
protect your hair**

**Free consultation & colour match
Book below**

Outcome-Based Language (Upgrade Your Wording).

Instead of:

Hair extensions specialist

Say:

Natural, seamless extensions that look like your own hair

Instead of:

Fully qualified

Say:

Results that last, with no damage to your natural hair

Your Bio Checklist

Before you publish, check:

- **Is my location clearly stated?**
- **Is it obvious who I specialise in?**
- **Does it focus on the client, not me?**
- **Does it explain the result they'll get?**
- **Is there a clear next step?**

If not, it's costing you enquiries.