



## *Foster Your Clubhouse Bio*

First of all, welcome to Clubhouse. I am just loving this app and everything about it. The education it provides is priceless and the connections I have been making are off the charts, some of the greatest people. This app can work for you in so many different ways but in order for it to work for you, you've got to give your bio what it needs.

### *A Headshot That Stands Out*

Your headshot on Clubhouse is the visual representation of you, your brand, and your business. It's the first impression someone on the app has of you and what you represent so you need to make sure it has the following:

1. COLOR - give yourself a background that either stands out or tells a story about who you are and what you do. I'm not a fan of logos as your picture. People want to connect with you as a person.
2. Brightness - your picture should be bright so people can see your face.
3. Personality - your picture should show your personality in some way - if you're an energetic person, make sure your picture shows energy. If you're very professional and want to come across as someone that works directly with C-Suite, then wear something that communicates that. I've seen everything from women in bathing suits to men in tuxedos to women in Yoga poses. Let your personality shine.

# A Bio That Engages

What's with all the emojis?



CH loves emojis. Adding them to your bio helps you come up in more search results. To find the emojis that sync with CH: Click on your head, click on the settings gear. Go to the 'Interests' page. Check out the icons that CH uses for the interests on this page and use the ones that are relevant to you.

## Your Intro:

The first 80 Characters of your bio are the ones that show up when someone selects your profile. Choose strategically.

Start with your strongest assets of WHO YOU ARE/WHAT YOU DO.

Here are some good examples from the rockstars that I follow and respect:

@drNataliephillips - her profile has it all - links, info, emojis

Business Owner/CEO, LIVE show host, and award-winning podcast host

@sloan\_reid - clean and simple and perfectly aligned with her brand GLOW

Empowering leaders to gain a better sense of self awareness and embrace their true identity

@themattstorm - great use of emojis

PRO Husband and Father FIRST, People lover and grower, professional athlete

@ALON(e) - hard hitting, impactful opening

Changing the world, one life at a time. Here to eradicate suicide and mental health struggles

Others:

Passionate about creating spaces that enrich lives (impact)

Want the secret to healthy habits that stick? Step 1: Follow Me. (immediate call to action in the first line)

Culture Shaper/Community Maker

Network Marketing Professional - I'll help you attract your ideal Clients

I am personally not a fan of the people that start with their achievements but that's totally up to you.

Follow your first 80 characters with any of the following in any order you want:

What I do

Who I help

My WHY

Talk or Ask me about...

About Me

Things I love

Quotes that Inspire me

People that inspire me

Books that inspire me

Make an Offer - do you have a lead magnet you want to lead people to? Add it!

ASK - ask for a follow on CH or Instagram - if you don't ask, you don't get.

ADD your Twitter and Instagram handles - this is a must. The first thing people look for in your bio as a way to connect with you is your IG handle. If you don't have either, add your LinkedIn or a link to your Website.

Need help or more guidance with you bio?

Sign up for my discounted 1-on-1

50-minute consulting session at:

**<https://calendly.com/hayleyfoster/discounted-one-time-50-min-consult>**