

# The Social Bio + Link-in-Bio Blueprint

The executable build. Copy these structures into your profile this week and watch your conversion rate flip.

## 01 — The 3-Line Bio Formula

LINE 1 → Who you help + the result

LINE 2 → The proof or unique mechanism

LINE 3 → The call-to-action (↓ link)

### Example (Coach):

I help busy moms lose 15lb in 90 days  
Without meal plans, without calorie counting  
↓ Grab the free starter kit

### Example (Realtor):

Helping South FL families find homes that cash-flow  
\$42M closed in 2025 · 5★ on 187 reviews  
↓ Free buyer playbook

### Example (Salon):

Miami's go-to for silent suite rentals  
6 suites · 100% occupancy · waitlist open  
↓ Tour the space

## 02 — The Link-in-Bio Page Architecture

**Tier 1 — Hero CTA:** highest-intent action. One big button above the fold.

**Tier 2 — Tripwire:** \$7-\$97 entry. Lets casual visitors say yes before they're ready for the main thing.

**Tier 3 — Trust Stack:** 3 five-star reviews, logo bar, recent result. Not 'About us.'

## 03 — The 9-Tile Visual Grid

Rotate this pattern across the top 9 tiles:

Row 1: Hook | Result | Hook

Row 2: Story | Offer | Education

Row 3: Authority | Result | Hook

4-second test: visit your profile in incognito. Could a stranger tell what you do?

## 04 — Highlights: The Order That Sells

1. START HERE — 60-sec 'what we do' intro reel
2. RESULTS — wins, before/afters, screenshots
3. REVIEWS — 5-star DMs and screenshots
4. BOOK / SHOP — direct CTA path

Everything else (process, FAQ, team) comes after.

## 05 — Profile Picture Rules

Face, not logo (unless 7-figure brand).

Plain or single-color background.

Face filling 70%+ of the circle.

Smile or confident neutral — no sunglasses, no side angle.

Same photo across IG / TikTok / FB / LinkedIn.

## 06 — 27 Hook Templates

01. Most [niche] are wrong about [topic]. Here's why.
02. If I was starting [niche] in 2026, I'd do this first.
03. 3 mistakes killing your [result]:
04. You don't need [common belief]. You need [contrarian truth].
05. I made \$[X] in [Y] months doing this:
06. The fastest way to [result] (no one talks about this):
07. If you're [audience] and you're not doing this, you're losing money.
08. Stop [common action]. Start [contrarian action].
09. How I went from [before] to [after] in [time]:

10. The [N] [tools/habits/posts] that changed my [business]:
11. What nobody tells you about [topic]:
12. If I lost everything tomorrow, here's how I'd rebuild in 90 days:
13. POV: you just learned [insight] and your whole approach changed.
14. Read this if you're [pain point].
15. I tried [thing everyone recommends]. Here's what actually worked:
16. The \$[X] mistake [niche] keeps making:
17. Why [popular thing] is overrated — and what to do instead.
18. If you have [obstacle] you need to hear this:
19. [N] signs you're ready to [next step]:
20. Things I'd tell my [past-self] about [niche]:
21. Watch this before you [common action]:
22. [Niche] hack that took me 5 years to figure out:
23. Why [counterintuitive truth] (and what to do instead):
24. [Niche] checklist for [outcome] in [timeframe]:
25. The only [niche] strategy that's worked for me in 2026:
26. If you want [result] without [pain], do this:
27. Save this — you'll need it later.

## 07 — The 48-Hour Implementation Plan

**Hour 0-2:** Rewrite bio using the 3-line formula.

**Hour 2-4:** Rebuild link-in-bio with the 3-tier structure.

**Hour 4-6:** Reshoot or rename your top 4 highlight covers.

**Day 2:** Post 3 new tiles using the 9-tile rotation.

**Day 2 evening:** Incognito test on mobile — 4-second test.

Want us to build it WITH you on a private call?

[ikonikmktg.com/social-private-call](https://ikonikmktg.com/social-private-call) — Private 1:1 Social Strategy Call, \$2,000.