

# How to Optimize Your Clubhouse Bio Profile

Your bio is where all Clubhouse members can learn a little about you. When creating your profile, you want it clear and concise, not wordy. It should include these five things.

## 1. WHAT?

Be succinct when describing what you do. Don't list out every detail of what your job entails. It should include the key details, but in a short, clear message. *"I manage the creation of digital products for entrepreneurs and internet marketers."*

## 2. WHY?

Include why you do what you do. Followers want to be able to resonate with you. By sharing why you are passionate about your profession, you give them the chance to connect with you on a deeper level.

## 3. WHO?

The 'who' in your bio is your target audience, not so much you. As much as you may hate to hear it, what you offer and how you offer it is not right for everyone. By sharing who you are right for, you can create a much more targeted community of followers who will be more interested in what you have to offer.

## 4. CONTACT

While links are not clickable, you can still include your website URL and any profile names for your other social media accounts in your bio. This will help followers connect with you in a variety of ways. If you work with local customers, be sure to include your location in your bio.

## 5. CALL TO ACTION

Include a call-to-action in your bio. Make it short but enticing such as

- Download the free...
- DM me for a discount code...
- Get your free trial at...
- Follow me on...

If you link to a lead magnet or enter another URL in your bio, consider creating a short redirect. Not with something like bitly where the link is a set of random letters and numbers, but a link that is easy to remember or write down since it is not clickable. For example, [inspiredinfluencers.com/free-downloads](https://inspiredinfluencers.com/free-downloads) or [inspiredinfluencers.com/shop](https://inspiredinfluencers.com/shop)