



DESIGNING INTELLIGENT GROWTH SYSTEMS

PROMPT LIBRARY
The Instagram Bio

Ready-to-paste AI prompts to turn your 150 characters
into a working sales asset.

7 ready-to-paste AI prompts for a bio that actually does its job.

Your Bio Is Doing More Work Than You Think

Before anyone reads a post or watches a Reel, they read your bio, the shortest piece of writing you own. Most bios do not lose people because they are badly written. They lose people because they try to say everything at once, or nothing at all.

Below are seven prompts for ChatGPT, Claude, Gemini, or whichever AI assistant you already use. Paste one in, fill in your own detail, and treat the result as a first draft, not a finished bio.

Before you prompt, write down:

1. Your one-line positioning: what you do, and for whom.
2. Your proof: a number, result or credential that backs it up.
3. Audience language: the words your ideal follower actually uses.
4. Tone: three words that describe how you want to sound.
5. The action: what you want someone to do after reading your bio.

Keep these five answers close, you will re use them in the prompts below.

Prompt 1 · Find what makes you different

Prompt: I run [business or account name], and I help [who you help] do or get [outcome]. Compared to others in [your niche], I think what is different about me is [your honest guess, even if rough]. First, ask me clarifying questions one at a time until you can state what makes me different in a single sentence. Then turn that into 3 alternative bio opening lines, each under 40 characters, in plain English with no jargon or clichés like 'passionate' or 'game-changer'.

Why it works: Confirming your angle before you write it stops the AI inventing one you never actually agreed with.

Prompt 2 · Speak your audience's language

Prompt: Here is a description of my ideal follower: [role, problem, what they search for]. Here is my current bio draft: [paste draft]. Rewrite it using words and phrases this audience would actually use themselves, not marketing language. Flag any phrase in my draft that sounds like it is written for other business owners rather than for them.

Why it works: The flag-it instruction does the real work, it surfaces jargon you have stopped noticing.

Prompt 3 · Turn an achievement into proof

Prompt: Here are things I have done or achieved: [numbers, results, credentials, years in business]. Turn the single strongest one into one bio line under 50 characters, stated as fact, with no adjectives like 'amazing' or 'proud'. Suggest two versions: one number-led, one outcome-led.

Why it works: One well-chosen fact carries more weight than three adjectives.

Prompt 4 · Calibrate the tone

Prompt: I want my bio to sound [three tone words (e.g. confident, warm, direct)]. Here is my current draft: [paste]. Rewrite it to match that tone exactly, and tell me which specific words or phrasing you changed and why.

Why it works: Asking for the reasoning teaches you what 'confident' or 'warm' actually looks like in your own copy.

Prompt 5 · Write a clear call to action

Prompt: My goal for people who land on my profile is for them to [specific action (e.g. book a call, shop now, join the waitlist, read the latest post)]. Write 5 calls to action, each under 20 characters, that state that action plainly, rather than relying on generic phrases like 'link in bio' or 'DM me'.

Why it works: Naming the action outperforms naming the mechanism, people respond to 'book a free call' more than 'link in bio'.

Prompt 6 · Draft the full bio

Prompt: Build my bio using these inputs: Who I am / what I do: [] Who I help: [] What makes me different: [] Proof point: [] Tone: [three words] Call to action: [] Write 3 complete bio options, each within Instagram's 150-character limit, laid out line by line as it would appear on the profile. After each, list the exact character count.

Why it works: This is the only prompt that needs every input from the checklist above — worth doing once each earlier prompt has sharpened its piece.

Prompt 7 · Audit an existing bio

Prompt: Here is my current bio: [paste]. Assess it against these questions only, does it say who I am, who I help, what makes me different, and what to do next? For anything missing, tell me plainly rather than softening it. Do not rewrite it yet, just diagnose it.

Why it works: Separating diagnosis from rewriting stops you jumping to a fix before you understand what is actually missing.

AI Drafts. You Decide.

Read every output aloud, cut anything that could apply to any other account, then publish.

If you would like a second pair of eyes on it, we are glad to have a look.

www.seaflowstudio.com · info@seaflowstudio.com