

# Bio Formula Worksheet

Draft your business bio here first. Then paste it into Facebook, Instagram, and TikTok.

YOUR NAME

YOUR BUSINESS

**The formula:** WHAT + WHERE + WHY + CONTACT + CTA. One sentence if you can. Write in Nepali or English — mixing both is fine.

1

## WHAT — do you do?

e.g. "Tharu-style homestay" · "Wildlife safari guide" · "Traditional food & culture tours"

2

## WHERE — are you?

e.g. "in Bardiya" · "in Thakurdwara" · "5 minutes from the national park"

3

## WHY — should tourists choose you?

e.g. "family-run since 2015" · "authentic Tharu meals" · "tigers spotted 4 out of 5 trips"

4

## CONTACT — how do they reach you?

Your WhatsApp number — this is the booking channel

5

## CTA — the invitation

e.g. "DM to book" · "Message for prices" · "Tap the WhatsApp button below"

## My Final Bio (one sentence)

Combine the pieces above into ONE strong sentence. This is what you'll paste.

Now paste this into:

Facebook

Instagram

TikTok