

# The Instagram Traffic Takeover Workshop

## Day 1 Checklist

- Define what you're going to be using Instagram for in your business.
- Use your name or your business name for your username. This will be your @.
- Make sure you have turned on the "business profile" option.
- Fill out your bio with a strong call to action.
- Make sure you include a link. Either link to your squeeze page or your "link in bio" page.