

FIRST IMPRESSION REVIEW · €95

Run

What a stranger sees in the first ten seconds of your profile, and the three things they cannot work out.

10

seconds, which is all anyone gives you

05

fixes, all free, all doable today

01

rewritten bio, ready to paste

Portfolio sample. Run is an invented running shop, built to show what a €95 first impression review contains. Short on purpose — its honesty is the product, and padding it would be the failure. Credited in full against a bigger booking within a month.

WHAT A STRANGER SEES

A shop that clearly loves running, and no way to tell what it sells.

Ten seconds on the profile, on a phone, cold. Bio, first nine squares, highlight covers. No scrolling.

THE THREE THINGS THEY CANNOT WORK OUT

01 · What you actually sell

Eight of the first nine squares are race photographs of customers. Admirable, and it reads as a running club rather than a shop. Nowhere in the first screen is a shoe, a price, or the word *shop*.

02 · Whether gait analysis is a thing you do

It is mentioned in one caption from March. It is the single most valuable thing you offer, it is what people search for, and it is invisible.

03 · Where you are

The bio says *Galway*. It does not say which part, and there is no address, no map link and no opening hours anywhere on the profile.

FIVE FIXES, IN ORDER

01

Put gait analysis in the bio, with the price

It is the thing that gets somebody through the door and the thing no website can sell them. €25, redeemable against shoes, in the first line.

02

Make three of the next nine squares a shoe on a shelf

One shoe, one price, one line about who it suits. It will feel boring to you and it is the post that answers the question everybody has.

03

Add the address and hours to the bio

Not the link tree — the bio itself. Somebody deciding whether to drive across town will not tap through two screens to find out if you are open.

04

Rename the highlights

They are currently *Races*, *Club*, *More*. Make them *Gait analysis*, *Shoes in stock*, *Find us*. Highlights are navigation, not a scrapbook.

05

Stop posting other people's race results without a shop line

Keep posting them — they are why people like you. Add one line: *Aoife ran this in the Novablast, fitted here in March*. Same photograph, now it is also an advert.

THE BIO, REWRITTEN

Ready to paste.

What is there now: *Run* — *Galway*. For runners, by runners. 🏃 Est. 2018. Link below for club nights.

NEW BIO · 148 CHARACTERS

Run · Running shop, Woodquay, Galway

Gait analysis €25, redeemable against shoes.

Mon-Sat 10-6, Thurs till 8.

Fitted properly, by people who run.

WHAT CHANGED AND WHY

says what you are and where — the two things missing.
leads with the service, not the stock, because the
service is what you have and the internet does not. is
the hours, because it is the most-asked question.
keeps *by runners*, which was the only good thing in the old one
— but puts it last, where a personality line belongs.

WHAT WAS CUT

The emoji, because it is doing the job a word should do. *Est. 2018*,
because seven years is not long enough to be an argument. And
link below for club nights, which was giving your only link to the
thing that makes you no money.

What to do first

Change the bio. It takes ninety seconds, it is free, and it fixes two of the three things a
stranger cannot work out. Everything else on this page can wait a fortnight.

Run is invented. A real review looks at your actual profile, dated and
screenshotted. This is credited in full against any plan booked within a month —
so if it is useful, it costs nothing.