

# 90 DAY INSTAGRAM PROFILE A/B TEST CHALLENGE

## Phase 1: Profile Picture

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5

Head  
shot

.....

DAY 6	DAY 7	DAY 8	DAY 9	DAY 10

Candid  
shot

.....

DAY 11	DAY 12	DAY 13	DAY 14	DAY 15

Your  
Work

.....

DAY 16	DAY 17	DAY 18	DAY 19	DAY 20

Bullet  
Points

## Phase 2: Bio

.....

DAY 21	DAY 22	DAY 23	DAY 24	DAY 25

Emojis

.....

DAY 26	DAY 27	DAY 28	DAY 29	DAY 30

Plain  
Text

# 90 DAY INSTAGRAM PROFILE A/B TEST CHALLENGE

DAY 31	DAY 32	DAY 33	DAY 34	DAY 35

Follow  
me  
for...

Phase  
3:  
Call-  
to-  
Action

DAY 36	DAY 37	DAY 38	DAY 39	DAY 40

Join  
my...

DAY 41	DAY 42	DAY 43	DAY 44	DAY 45

Click  
to  
follow..

Phase  
4:  
High-  
light  
Bubble

DAY 46	DAY 47	DAY 48	DAY 49	DAY 50

Icons

DAY 51	DAY 52	DAY 53	DAY 54	DAY 55

Words

DAY 56	DAY 57	DAY 58	DAY 59	DAY 60

Colors

# 90 DAY INSTAGRAM PROFILE A/B TEST CHALLENGE

DAY 61	DAY 62	DAY 63	DAY 64	DAY 65

**No  
Pinned  
Content**

.....

DAY 66	DAY 67	DAY 68	DAY 69	DAY 70

**Top  
Performing  
Content**

.....

DAY 71	DAY 72	DAY 73	DAY 74	DAY 75

**Intro  
or FAQ**

.....

DAY 76	DAY 77	DAY 78	DAY 79	DAY 80

**/Instagram**

.....

DAY 81	DAY 82	DAY 83	DAY 84	DAY 85

**/CTA  
(follow  
or click)**

.....

DAY 86	DAY 87	DAY 88	DAY 89	DAY 90

**/links**

**Phase 5:  
Pinned  
Content**

**Phase  
6:  
Link in  
Bio**