



## 10 Steps to Writing a Bangin' Professional Bio

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Before we get started, let me say this:

A bio is NOT an About Page. You see, a bio is a rundown of your street cred so the person reading it can get a feel for your qualifications. An About Page is the page on your website where you connect with your browser and have a one-on-one conversation. Two entirely different purposes.

Here, I'm serving up a few tips on writing a bangin' bio. Plus, you'll get an example at the end to put it all together.

Time to get started.

### **1. Determine your purpose**

If you're tired of me starting every writing training with this tip -- GOOD! It's super important to know exactly why you're writing a piece of content and whose eyes it's intended for and your bio is no different.

So give that some thought before you even think about writing your bio. Whether you're writing your bio for a new freelance project, an article bio or the back of your brand new book, write down the purpose of your bio.

### **2. Use third person perspective**

You'll rarely hear me suggest you write in the third person perspective, but your bio should sound as if you wrote it objectively, and it'll be super tough to do that in the first person. So write your bio in THIRD person perspective.

Want proof that the third person perspective is the way to go? Just pick up an *Essence* magazine or flip to the back of your favorite book and you'll see the



author bio in the third person. So instead of saying, “I speak three languages,” you’d say, “Jane speaks three languages.”

### **3. Write different versions**

You will undoubtedly need several different versions/lengths of your bio. Why? Because a publication you’ve written an article for may only allow a 75-word bio whereas you may need 150 words for the back of your book. And it’s always best to be prepared.

While some suggest having a micro (50 words or less), short (75 to 150 words) and a long version (150+ words), you can get away with having a short and long version. If someone needs less than 75 words, you should be able to trim it down to 50 without too much pain and suffering.

### **4. Start with your name and title**

The very first line of your bio should include your name and title. Starting with your name and title sets expectations early on and gives the reader a general idea of what and who they’re about to read.

### **5. Serve up your street cred**

Your bio is your chance to be “braggadocious” ... so do IT! Serve up your academic background, accomplishments, experience and anything else relevant to your audience.

Now, notice I said “relevant.” We’ll talk more in step #6 about why I used this critical word.

### **6. Eliminate unnecessary details**

Not sure what to include in your bio? Make a table with two columns. In one column, list out your accomplishments, education and experience. In the



second column, tie each line item to a benefit for your audience. If you can't match a particular line item to a benefit, then it probably should not go in your bio.

For example, I worked at the City Prosecutor's Office when I was in college. This information has absolutely no relevance for folks who want to hire me for copywriting and marketing communications projects. Therefore, I never include that information in my bio. However, they do want to know I have a journalism degree and an MBA in marketing.

### **7. Entice the reader**

Be specific enough about your background that it intrigues your reader. Give numbers, data, award names and anything else that will raise your reader's eyebrows. Remember, this is NOT the time to be humble.

### **8. Sprinkle in some flava**

Even though your bio is a professional document, you can still showcase your personality. Use words or phrases that make you stand out. Be witty and quirky when it fits.

### **9. Add contact details**

There's nothing worse than getting all the way to the end of a bio only to find the author has forgotten to add contact information.

If you're in business, add your company website or a landing page as the contact info. If you're representing yourself, you can include your email address and phone number or even a link to your LinkedIn profile.



## **10. Read it aloud and rewrite**

Your first bio will likely be horrible. But the good news is it will get considerably better each time you revise it. So read it aloud, note any awkward breaks and take another stab at it. You should also ask a friend or family member to take a look.