



HOW TO WRITE YOUR BIO

to attract your ideal customers

BEST PRACTICES FOR WRITING YOUR BIO

Your bio plays a SUPER significant role in your customer experience. When prospects discover your website or online profile, they're looking for a snapshot of who you are so they can decide if you're the right person to help them reach their goals. If your bio is incomplete, uninspiring (read: boring), or outdated, your potential clients may move on to the next option. With a well-written bio, though, you can showcase your qualifications and expertise, introduce your uniqueness, and generate a warm lead in just a few sentences.

HERE IS WHAT YOUR BIO IS NOT...

Your bio is *not* your origin story. A bio is meant to be a concise paragraph (150 words or less is ideal) that summarizes your professional background and foreshadows your uniqueness. While your origin story is effective in positioning your brand, touting your credentials, and establishing an emotional connection with your audience, you need to have a separate bio ready to go.

Your bio is also *not* your resume or CV, so don't list every job you've ever had. You only have a few sentences to capture someone's attention. Focus on the most important information for your target audience. You don't want them skipping over the most important sentence because the twentieth-most-important-sentence caused them to lose interest!

HERE ARE THE THREE THINGS YOUR BIO NEEDS TO ACCOMPLISH:

STEP 1:

Establish your expertise

STEP 2:

Foreshadow your superpower or origin story

STEP 3:

Overpower apathy to make **you** matter to the reader

Answer the prompts on the following pages to start crafting your perfect bio.

OUTLINING YOUR BIO

ESTABLISH YOUR EXPERTISE

What is your job title and company name? How many years of experience do you have?

Describe what you do.

How can you distill your previous answer into one phrase? For example, Brittany Hodak helps companies turn their customers into superfans.

List any relevant awards or professional achievements.

OUTLINING YOUR BIO

FORESHADOW YOUR SUPERPOWER

What is your favorite part about your job? What ability are you most proud of?

What are your top three professional and personal strengths?

Professional:

Personal:

What type of customer gets you the most excited to work with?

The people who know you best know that you LOVE:

OUTLINING YOUR BIO

MAKE IT MATTER TO THE READER

What are the top three values that are most important to you in your business?

How do you put these values into action?

What is the one underlying problem you help your clients solve? Try to answer this in one or two words. For example, Brittany Hodak solves the problem of *apathy* (customers who don't care about your business).

What are the positive outcomes your customers will experience after solving this problem (High profits, lower turnover, increased productivity, lower stress, etc.)?

PUTTING IT ALL TOGETHER

Now that you've outlined the necessary components of your bio, it's time to tie it all together into a succinct paragraph. Make sure you incorporate at least one answer from each of the three sections in your bio.

PRO TIP:

Use the template below as the first sentence of your bio to hit all three objectives right off the bat! You can repurpose that sentence on your social media profiles, website headings, business card, or anywhere else you need an abbreviated bio.

[Full Name] is a **[job title/trade]** who helps **[describe your ideal customer]** with **[the underlying problem you solve]**.



Joe Smith is a licensed real estate agent who helps out-of-town buyers make Nashville feel like home from day one.

Next, round it out with a few more sentences touting your favorite part about your job, the outcomes your customers have after working with you, and your credentials or achievements.



He moved to Green Hills from Tampa with his wife and three kids in 2008. While he misses the beach sometimes, he'd never trade it for the comfort of small-town charm mixed with big-city buzz — and, of course, the best hockey and hot chicken in the world! After spending nine years as a teacher in the community, Joe has transferred his problem-solving ability, attention to detail, and genuine heart for people to his real estate clients.

PUTTING IT ALL TOGETHER

Finally, end your bio with a call to action (CTA). Your CTA should be the next logical step in your customer journey, whether that's learning more about your offerings, reading testimonials, or scheduling a free consultation.



Whether you're moving across the country or across town, Joe will help you find the perfect spot for your next adventure. Call him today and find out why he's been named Friendliest Realtor in Nashville six years in a row.

IMPACTFUL VOCABULARY FOR YOUR BIO

If you're struggling to articulate your job and the problems you solve for your clients, use these words to help elevate your description:

- advise
- alleviate
- amplify
- assess
- assist
- benefit
- boost
- build
- collaborate
- consult
- deliver
- design
- direct
- enhance
- educate
- encourage
- focus
- guide
- identify
- influence
- inform
- improve
- partner
- provide
- remedy
- revive
- serve
- shape
- share
- stimulate
- transform

MAXIMIZING IMPACT

BE SPECIFIC

You want your dream prospects to read your bio and think, "This person seems like the perfect one to help me!" Be as detailed as possible when describing your ideal customer, professional strengths, and experience. The more specific you are, the more memorable you'll be.

READ THE ROOM

The tone of your bio should match your profession and personality. Be mindful of the people that will be reading your bio. If your audience is more corporate, keep the tone more professional. However, if you're in creative services, your audience might *expect* to read something more fun. Regardless, don't be afraid to inject a little bit of your personality when you can. After all, the point of a bio is to give them a taste of who you are!

KEEP IT CURRENT

As a rule of thumb, remove any mention of awards or accolades that are more than 10 years old, with the exception of your degree, applicable certifications, or something REALLY impressive. Even if it's cool (e.g. Guinness World Record!), if it's not relevant, you don't have to mention it.

MAKE MODIFICATIONS

Once you finalize your bio, you'll need to make a few tweaks to modify it for certain platforms. The bio on your social profiles or the first page of your website should be written in first-person, while the version you'd share with a conference or put on your "About" page should be in third-person. If your bio on your website is long, make sure you have another version that's 150 words or less.

SHARING YOUR BIO

Every time you make a change to your bio, make sure you update it on all platforms immediately to ensure a consistent experience for all prospects, regardless of where they are reading about you. If you're a contributor for a news outlet or other publication, always send your contact an updated version of your bio. When in doubt, Google yourself to identify all of the places that your bio is published and where you'll need to update it.

HOW OFTEN SHOULD I UPDATE MY BIO?

There's no set rule for how often your bio should be updated, but you should jazz it up a bit any time you experience a:

- Job change
- Title change
- Years of experience (if you mention exact years of experience in your bio, update it every year!)
- Location change
- New launch, like a book, podcast, or major project
- New degree, certification, or major award

Even if you *don't* check any of those boxes, update your bio every two years to keep this fresher than a prince from West Philadelphia.



IS THAT IT?!

Yes and no, my friend! While this concludes our time together talking about your bio, I hope you'll keep the fun going! If you haven't read it already, you'll find lots of great tips and insights in my new book, *Creating Superfans*. Check it out, and then let me know what you think!