

Just Add a SMILE and a HANDSHAKE



A Starter Guide to Writing Your Bio

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WeWriteBios.com

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WHAT IS A BIO?

So, we all know that having a well-written, professional bio is one of the most critical tools in your marketing arsenal. Whether you're climbing the corporate ladder, starting your own company, or developing your personal brand as a performer or expert, a professional bio is often one of the first things someone reads and learns about you.

Today, we are going after our goals at different times in our lives. Whether you're 25 or 65, this change in lifestyle or career can come at any time. For this reason alone, it is critical to have a professional bio ready.

But just what is a professional bio? And how do you write one?

In this ebook, we are referring to the professional business bio used for websites, social media, and marketing materials. This is not a how-to book on how to write a full-length autobiography.

While a bio as we refer to it is a brief story about your life achievements, an autobiography is a lengthier account that shares different elements of one's life, including career, family, education, and relationships. It is also written by the subject rather than another writer.

Essentially, your professional bio is a written overview of your life, describing in a short format how you arrived at where you are today. It is a written representation of who you are as a person.

Typically, depending on the format and where it's being delivered, a well-crafted bio starts with an engaging introduction about the subject. The goal is to inform the audience about the subject, informing of important details about career, personality, goals, and some personal information such as hobbies and family.

The tone of the bio can range from authoritative to aspirational; again it just depends on where the bio will be published. This is what sets the bio apart from another document, like a resume or CV. A bio is not a laundry list of accomplishments. It is supposed to tell your story, which is unique and special in its own right.

Think of a bio as a roadmap of where you've been thus far. As we live our lives, a story is being created, and this is a representation of who we are and what we have done. This story includes what you have actually accomplished and what we are symbolically doing.

With our world becoming a smaller place due to the advances in technology and the internet, the importance of having your story told in a short format is becoming more significant. This is regardless of the industry you're in.

However, what is also important is how this story is communicated, which is why you bought this ebook, right? To learn how to write a creative, thoughtful bio that really shares what kind of person you are?

A great bio will take the reader on an imaginary journey into your life! Regardless of where you are in your life, you're worth getting to know.

WHY BIO?

Let's face it. Today's fast-paced world has two realms: the actual physical world, and the galaxies of websites on the internet. Both of these realms exist side by side and feed off each other. In the physical world, you have the opportunity to introduce yourself and tell about your life, business, product, or talent. But on the internet, your bio becomes the virtual vehicle you will use to introduce yourself and highlight your story.

Where do we see these bios appear on the internet?

- They can be seen on social media platforms such as LinkedIn, Facebook, Instagram, and Twitter.
- Company and organization websites.
- Online dating sites such as Match or Tinder.
- Personal websites from bloggers, influencers, artists, musicians, actors, inventors, or those in a profession where one's talents are on display.

If you exist, you need a bio, because you have a story and it is important to others. It is how people will connect with you, very much as they would connect in real life.

A well-written bio is the first impression that you make, so make it a lasting impression, just in case the reader doesn't get the opportunity to meet you in person. As the saying goes, "You never get a second chance to make a first impression."

Your bio, complete with a theme, will capture your essence, thus providing you with your unique brand. That brand becomes your calling card and part of your persona. Your bio represents who you are; it is your life up to this point. The goal is for the reader to be left with a sense of your adventure.

All of us at WeWriteBios.com feel that whether it's a short bio for a company or social networking site, or a more extensive bio for a book cover or personal website, everyone is aspirational in their own way. We try to capture that in the bios we write for our clients.

Truth be told, the well-written bio is the best marketing tool there is, and believe it or not, the world is interested in your story. If you don't believe this fact, just go onto any website where you can view and read bios about others, and see if you aren't immediately drawn to read their story.

Although a well-written bio is part of your legacy, it is meant to be updated as your life moves on to another chapter. But remember, a bio is not a resume. A bio is a highlighted version of your life's journey or adventure up to that point, complete with achievements and anything that you deem important as part of your journey.

We cannot overemphasize the importance of a bio. Let's put this in perspective. We've listed here several great notable people that impacted you personally but that you may have never heard of:

Maurice Ralph Hilleman: This doctor is responsible for creating over 40 vaccines that saved lives globally. The MMR vaccine he invented saved billions of children from the discomfort and consequences of measles, mumps, and rubella all over the world, including you.

Philo Farnsworth: He was the true inventor of the television, but the credit went to John Logie Baird, who positioned himself demonstrating the first color TV in 1928. Farnsworth was a technology prodigy from an early age. He attended Brigham Young University while still in high school. Farnsworth also attended the American Naval Academy. He remained true to his calling as an inventor until his death in 1971.

Nils Bohlin: He invented the seat belt!

The moral of this is that while there were probably other factors at play, a bio that highlighted and chronicled their life's adventure early on could have helped give these notable people the fame they deserved. They still achieved what they were destined for, but the world was interested and deserved to know. This acclaim would have added to their legacies.

So, we can't emphasize enough the importance of creating your bio and sharing your story with the world!

ABOUT WEWRITEBIOS.COM

WeWriteBios.com works with professionals of all types, from CEOs and IT directors to actors and real estate agents. Our goal is to help our clients shine in their respective industries. We handle all types of specialized content, including:

- Professional Bios
- Company Profiles
- LinkedIn Profiles
- Social Media Bios
- Personal Statements
- Press Kits
- Press Releases
- IMDB Pages

We feel that the process that we have used for our clients in the past has worked extremely well, and have had a great amount of success with capturing each individual's essence. We consult with each of our clients individually, enabling us to produce high-quality, tailored content. We produce unique bios and profiles, with the only common denominator being that our clients are happy with their results!