

HOW TO WRITE A PROFESSIONAL BIO



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Make three versions :

- **Short, medium and long.**
 - One sentence bio (social media bio)
 - 100-word bio
 - 250-word bio
- Each bio has its place. You will save time and energy when someone requests it and establish consistency between every professional bio about you that is published.



A ^a good Bio portrays who you are

- Unlike a résumé, which lists isolated facts, a professional bio tells a story.
- A bio takes the form of a paragraph, or two or three, that portrays who you are and what you've done.
- It tosses completeness and chronology to the wind and includes only what is relevant to your story.

Introduce yourself

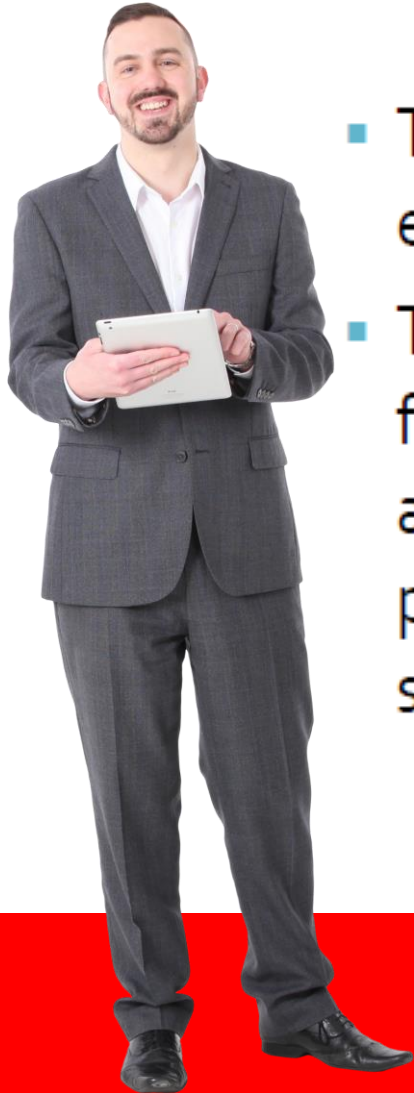
- Introduce yourself as if you're meeting a stranger.

- Lead in with your name. People need to know who you are *before* they hear what you're all about.

Use third person

- **Talk in the third person.** Since your bio is something other people use to describe you, make it sound like someone else is talking about you.
 - Good: “John Doe is a portrait photographer with six years of hands-on experience working with clients... etc.”
 - Bad: “I am a portrait photographer... etc.”

Showcase your expertise



- To demonstrate that you are a leader in your field, establish that others recognize you as such.
- To this end, make a list of media outlets that featured you; books and articles you published; awards you received; venues where you presented; and VIPs with whom you worked in some capacity that are related to your profession.

Keep it short and simple

- Your main professional bio, which among other things should be used for press releases and press kits, should be one or two paragraphs long, depending on how extensive your accomplishments are.

Examples

- Lisa McQuerrey has been a business writer since 1987. In 1994, she launched a full-service marketing and communications firm. McQuerrey's work has garnered awards from the U.S. Small Business Administration, the International Association of Business Communicators and the Associated Press. She is also the author of several nonfiction trade publications, and, in 2012, had her first young-adult novel published by Glass Page Books.



Examples



- Chris Brogan explores how people use content and community to build marketplaces around areas of belonging. He is CEO of Owner Media Group, a sought after public speaker, and the New York Times bestselling author of eight books and working on his ninth, *Belong: A Framework for Embracing Community, Driving the Economy and Building the Future*. Learn more about him at chrisbrogan.com

Longer examples

- Melinda F. Emerson, SmallBizLady, is one of America's leading small business experts. She is an author, speaker and small business coach whose areas of expertise include small business start-up, business development and social media marketing. As CEO of Quintessence Multimedia, Melinda develops audio, video and written content to help her Fortune 500 clients engage small business customers.
- She publishes a resource blog, www.succeedasyourownboss.com and hosts a weekly talk show on Twitter called #Smallbizchat for today's entrepreneurs. Forbes Magazine named Melinda Emerson one of the Top 20 Women for Entrepreneurs to follow on Twitter.
- Melinda has been featured on MSNBC, Fox News, NBC Nightly News and in The Washington Post, New York Times, Fortune, Essence and Black Enterprise. She is also the author of the bestselling book "Become Your Own Boss in 12 months; A Month-by-Month Guide to a Business That Works." She writes a monthly column for www.secondact.com, and is an instructor for the Black Enterprise Small Business University. Melinda is a graduate of Virginia Tech

Examples : Mohamed Aly

- More than 20 years of executive experience in Egypt and Gulf area in several industries have qualified Mohamed to quit his last job as a business development manager in 2013 and to start his own entrepreneurship journey! he is contributing as well in many startups as a mentor, business development consultant & intrapreneur.
- Aside from being a consultant, Mohamed is living an exciting journey as a futurist researcher, searching for the latest inventions and tracing business model innovation challenges. He is currently a researcher in the social entrepreneurship field & lecturer in different educational institutions for executive business coaching and MBA programs.
- Mohamed believes that Success is the ability to go from one failure to another with no loss of enthusiasm. He has developed several startups with many failures and harvest stories, that's why he can guide you how to avoid failure. As a social impact strategist, his main vision addressed by www.egyptreneur.com as an initiative is to empower Egyptian entrepreneurs by raising global opportunities via a professional networking practices and knowledge guidance. He believes that success is simply a set of failures but with persistence, commitment and insanity to your ideas regardless your resources.



Recap



- Keep your bio short
- Tell people what you do
- Write in third person
- Highlight your main achievements
- Reveal something personal (but not TOO personal!)
- Show a little personality
- Don't include religion or political affiliations unless necessary for your target audience

It's your turn

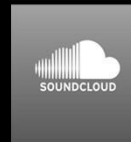
- Write your professional short bio and pitch it in our Egyptreneur meetups in Clubhouse

<https://www.clubhouse.com/club/egyptreneur-club>

Our community members and moderators will review it and help you reach the best version of your Bio. It'll be a great opportunity as well to know more details about you. Who knows, you may meet your future business partner 😊 .



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