



HOW TO: Create a Branded Bio

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Answer the following questions to write a knock-out bio:

What Information Is Important to Share?

Important and relevant qualifications.

Your approach or style.

Re-occurring testimonials or feedback from customers.

Industry awards, certifications, or third-party endorsements.

Your back story. (The important history of how you got where you are today.)

Keywords that may be used by your target audience when searching for you.

Identify Your Target Audience

Who are you writing to? Whom do you want to attract?

[Specific businesses or departments, universities, non-profits, students, consumers, parents, etc]

Define the Value You Provide

How do you compare/differ from the competition?

Answer these three questions:

What problem do you solve?

Who benefits from your solution?

How do you do it differently/uniquely?

Make It Memorable

What interests might you have in common with your audience outside of work?

Would your audience appreciate humor, sarcasm, or clever/witty zingers?

WHERE TO PUT YOUR BIO

- Your website “About” page [almost unlimited characters]
- Twitter [160-character limit]
- LinkedIn Personal [Headline: 120 character limit; Summary: 2000-character limit]
- LinkedIn Business [Company info: 230-character limit]
- Google+ [Up to 77 characters will appear]
- Facebook About [255-character limit]
- Pinterest [Title: 100-character limit; Description: 200-character limit]

TIPS

- Research other business profiles inside and outside your industry. Profiles you like can help inspire you to tell your story.
- Try to use similar key words across all your bios.
- Consider writing your bio in the first person for a less formal, yet still professional image.
- Use an appropriate and similar head shot across the social networks.