#  Writing Your Branded Bio

When most people think of professional biographies they think of a boring laundry list of accomplishments and experiences. However, when you create a branded bio, you have the opportunity to infuse your biography with the personal brand attributes that differentiate you from the crowd and energize your readers. You will paint a picture of your unique promise of value helping to draw in your ideal audience. Your objective is not merely to impress, it is to generate chemistry and create a deeper interest. By giving your audience a sense of who you are as a person they become more receptive to what you have to offer. This is not to say your branded bio should be a sappy romance novel, however. It is definitely important to highlight your skills, education and expertise. It just needs to be presented in a compelling way.

### Getting Started Tips

* Write your bio in the first person. This will help establish an emotional connection.
* Think about your audience. Who is going to read your bio and why? Are you trying to appeal to executives or stay at home moms?
* Use your personal brand statement as your first line. Make sure you include your personal brand attribute words. Also include in this line what your niche is and who you serve.

Example: “With her can-do attitude, Jane supports single parents struggling with behavioral issues with their children by giving them concrete and proven tools to create joyful and disciplined homes.”

### Tell a Story

You are trying to engage your audience and the best way to do this is to tell a narrative and connect with them emotionally. Here are some questions to help you think about your own story.

* Why do you do what you do?
* Why do you feel passionately about what you do?
* Which of your brand attributes have been most helpful to you in your career and why?
* What were the defining moments in your career?
* What challenges have your overcome?
* What was the turning point in your career journey?
* If you changed careers, what was the catalyst?
* What are the top two or three lessons you have learned that you can pass on to others?
* Who have your mentored or touched and what was the impact of that experience for them and for you? \*This is a GREAT thing to include in your bio because it focuses on results.

### Weave in your accomplishments

 You do want to include your accomplishment in your bio, especially those that apply to your current niche.

* Do you have any awards, certifications or memberships? These booster your credibility.
* What do you do to stand out from your competition? Do you have any side projects or any unique qualifications? Those should be included.
* What, if anything, do you do to contribute to your niche or your community? Here is your opportunity to talk about any volunteering you do or any special causes you support.

### Don’t be afraid to get a little personal.

At the end of your bio it is ok to talk a little bit about your family or any special interests you have. For example, if you have a passion for fly fishing you could include that. You never know, someone reading your bio made also love fly fishing and they may be the one thing that convinces them to try you over the other gal. Just don’t be too personal. A few lines about something unique is fine, however, you need to remember, even though this is a branded bio, it is still a **business** bio.

# Ready, Set, GO!

Ok, it’s time to get started. I know it can be intimidating, but once you start things will start to flow. Remember to use your personal brand statement as your opener and you’ll be off. Then you can choose a few of the questions from each section above to start filling in the rest. My advice is to just write something out. Don’t try to make it perfect the first time. More than likely you will edit it several times before it feels just right.

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