



HOW TO CRAFT THE PERFECT BIO TO REPRESENT YOU AND YOUR BUSINESS ON ALL OCCASIONS

Created by Isabella von Philippovich
www.businesswithpersonality.com

Table of Contents

THE STORY OF YOU IN YOUR BUSINESS

THREE VARIATIONS OF YOUR BIO FOR THE MOST COMMON USES

1. YOUR ONE SENTENCE MISSION STATEMENT
2. SHORT PROFESSIONAL BIO IN 100 WORDS
3. PROFESSIONAL BIO IN THE LONG VERSION
4. BONUS

Picture: © jctabb - Fotolia.com

The story of you in your business

Your résumé or curriculum vitae (CV) is not a one-version-fits-all-occasions representation of you and your business. I wish it would be as easy as this, but once you write one version of your bio, you'll need to tweak it for different purposes.

You're going to need different versions of your story and your professional bio depending on the different spaces and occasions that you are going to submit it. You may use one version for your online LinkedIn profile and another for your TED Talk introduction and a very short one for your Twitter account.

You will need a mission statement bio as well as a short and a longer version. You will find that your bio will be requested in different lengths, and therefore, it's helpful to have three or, even more, versions that differ in style and length.

Your bio is an excellent vehicle for quickly communicating who you are and what you do. You are likely to have a bio already, i.e. on your about page of your website. It is useful to have a version at hand when asked to be a guest speaker in a podcast or video interview, or when submitting a guest article, or for your marketing materials, and for your general networking.

Your bio plays a significant role in your overall communication about your business. You should make sure it brings out your personal brand and style. The following tips, templates and examples will help you craft the right version of your story for your specific needs and purposes.

This guide is little, but effective. It is meant to inspire you to craft your most brilliant descriptions of you and your business which will make you shine in the spotlight.

To your authentic success

Isabella

www.businesswithpersonality.com

www.facebook.com/businesswithpersonality

www.facebook.com/groups/businesswithpersonality

www.twitter.com/lvPhilippovich

Three variations of your bio for the most common uses

This little guide effectively shows you how to craft variations of your bio to make it easier to present yourself and your business whenever you need it.

1. Your one sentence mission statement

Finding a mission statement that expresses all of you and your service to the world is a bit of a challenge, but not as difficult as you might think. I will show you how to craft your own one-sentence statement that will express how you add value to your industry and your audience.

These are the steps you use to create your mission statement:

1. Identify the WHO ☐ who do you serve (audience, target market)?
2. Identify the WHY ☐ what is the benefit and value of working with you?
3. Identify the HOW ☐ hat is your mode/manner of delivering results?

In a formula it looks like this:

I do/help/create/support/sell + AUDIENCE + BENEFIT/RESULT + MODE

It is always written in present tense, positive, emotional and personal.

Example:

I help working moms (audience) find balance (benefit) through online meditation audios at their convenience (mode).

Another example from myself:

I am a personal branding strategist. I teach (mode) entrepreneurs (audience) to shine by finding their unique business style and an authentic voice for long term integrity that will always stand out in a noisy market (benefit/result).

Tell people who you serve, the benefit they get from working with you, and how you get them that benefit.

You can adapt your statement over time as your business and your brand evolve.

Now it's your turn!

Craft your mission statement here:



1. Short professional Bio (100 words)

This version should be one paragraph long (75-100 words) and tell the short story of you and your business in a powerful statement. It should cover all the things your audience needs to know. Here are some guidelines for writing your bio and what to include:

1. Write in third person perspective
2. Keep in mind who you are writing for. Who will read it and what do you want them to know about you. Your bio is your introduction to your audience. When you write from the perspective of what people will want to know about you – and not only from the point of view of how you would summarise your story – it will get easier to write those paragraphs.
3. Start with your name and what you do for a living.
4. Insert your expertise and what you are known for.
5. Write down the key things you want others to know about you and your business.
6. How do you help others? What is your service?
7. Show your personality. If your personality, values and beliefs are some of the key things you want people to understand about you, incorporate them as well.

As an example here's mine in exactly 101 words:

Founder of Business with Personality, Isabella von Philippovich is a personal branding and marketing strategist. It is her mission to help entrepreneurs enhance their business and marketing with uniqueness, authenticity, and personality. Having made the move from being a public figure in her career as a managing director to now running her own personal branding and marketing strategy company, she knows first-hand the challenges of stepping outside one's comfort zone and being publicly visible.

From new business founders to celebrities and already successful entrepreneurs, she works with people who want to overcome the uncomfortable feeling of being in the public eye.

Your space to write your bio in 100 words:



3. Long Professional Bio (200 + words)

This version of your professional bio can be at least 200 words long or fill one page maximum.

Keep in mind that the bio you would write for your website might be very different than the bio you would write for a speaking or teaching engagement. Adjust your tone to make your bio appropriately formal, professional or personal.

This version is going to include all of the steps that are mentioned in the short bio. Additionally, it gives you space to add some of the following aspects:

1. How much experience or expertise do you have? This longer version gives you the opportunity to state some more details about your professional background. Mention your most important accomplishments. If you have earned achievements or awards that are relevant, include them.
2. Also, state why you do what you do in your business. What's the motivation behind your business?
3. Know Yourself. This bio shouldn't consist mainly of a list of accomplishments. Instead, use it to show the person behind your business. Think about the strengths that make you good at what you do.
4. Knowing yourself also means understanding your voice and style. Be true and be authentic. If your bio readers might ever meet you in person, they should feel as if they already knew you and not be surprised or even disappointed to see someone unexpected.
5. This is a nice way to invite the reader to care. It's also your chance to get some of your personality across. If you want to include a sentence or two to help people get to know you even better, share your "why", your passions or quirks – but keep it short.
6. Insert your contact details when requested and appropriate.

Again, here's mine:

Isabella von Philippovich is a personal branding and marketing strategist. It is her mission to help entrepreneurs enhance their business and marketing with uniqueness, authenticity, and personality. She is known for her clarity and ability to see the bigger picture to help people redefine what's possible.

From new business founders to celebrities and already successful entrepreneurs she works with people who want to overcome the uncomfortable feeling of being in the public eye. She is passionate about supporting people at all levels, in exploring their inherent strengths and in building foundations for personal success.

Isabella has a degree in Economic Geography and Economic and Social Psychology. Her professional career led her to leading positions in the consulting and tourism industry, where she became executive director of a tourism-marketing organisation. Isabella teaches at universities and training academies on a regular basis. Her professional skills are complemented by a certificate in life and business coaching, in addition to various transformational techniques. She has developed a unique way of blending her varied qualifications and life experiences to create an approach to life and business that is both soulful and practical.

Born in Copenhagen, Isabella was raised in the beauty of the Austrian Alps and has since lived across Europe, the UK and Spain. She currently resides in Berlin and loves living a healthy lifestyle by growing her own vegetables as well as making (raw) chocolate. Apart from that she engages in music events and enjoys the cultural and international life Berlin offers.

www.businesswithpersonality.com

www.facebook.com/businesswithpersonality

www.facebook.com/groups/businesswithpersonality

www.twitter.com/lvPhilippovich

Your turn! Fill in the box with your version:

4. An unexpected but helpful Bonus

I was doing a little research on how other thought leaders write the perfect bio and I came across Alexandra Franzen's approach with a template. You'll find it on her website here:

<http://www.alexandrafranzen.com/2013/08/13/need-a-totally-profesh-sounding-bio/>

This is what her version of a bio looks like:

Alexandra Franzen wants to live in a world where emails are short, love letters are brave and every “thank you” note is scribbled by hand. A sought-after writing instructor and communication specialist, she’s been spotlighted on [The Daily Love](#), [The Daily Muse](#), [MindBodyGreen](#), [Fast Company](#), [Forbes](#) and [The Huffington Post](#).

When she’s not scribbling up a storm, you can find her re-reading the collected works of Oscar Wilde, watching obscene amounts of television without a trace of shame, and optimistically checking her mailbox for brown-paper packages tied up with string. Her first book — [50 Ways To Say You’re Awesome](#) — hits the shelves in October 2013. Learn how to write with style, simplicity and ease at [AlexandraFranzen.com](#).

This is her template for you to fill in the blanks:

{Your name here} wants to live in a world where {describe the kind of world you want to live in}.

As a {your job title here}, {he's / she's} been {spotlighted / featured / showcased / honored / applauded} on {list of blogs / websites / podcasts / theaters / art galleries / places that have recognized or shared your work}. When {he's / she's} not {describe whatever your normally do}, you can find {him / her} {describe whatever you do when you're not doing ... that}.

{His / Her} {first / next / latest / recently-released} {book / program / project / collaboration} — {title of your new and cool thing} — hits {the shelves / airwaves / silver screen / internet / an inbox near you} on {date}. {Discover / learn / explore / find out} how to {describe whatever you help people to do} at {your website here}.

Your turn! Fill in the space:

