



# BIO WRITING 101

## 6 BASIC STEPS TO WRITING A SOLID BIO

Follow these steps to make sure your bio conveys who you are, generates excitement, and helps an audience understand where you are coming from.

### CREATE BIOS OF DIFFERENT LENGTHS

Depending on the purpose, you will be asked for bios of different lengths. Avoid last minute mad-dashes and have bios prewritten in these four formats: 25-word intro, byline, 300-word story, an "About" page. These four commonly requested formats will have you covered. See [here](#) for more information.

### KNOW YOUR AUDIENCE

You need to understand your target audience. What do you want them to know about you, and what do they care about? Your bio is a stranger's first impression of you: it establishes credibility, communicates what you are all about, and forges an emotional bond with the reader.

### PROOFREAD YOUR BIOS

Go over your four bios a few times to fix anything obvious like typos or awkward sentences. Then consider style, the order of the information, and how you are presenting yourself. Can it be more to the point, more clear? If yes, then give it a rewrite or two.

### INTERVIEW YOURSELF

Why do you do what you do? What are your surprising superpowers? What are some accomplishments you are proud of? What makes you who you are? These kinds of questions help you create a bio that is not just informational, but also compelling for the reader.

### AVOID JARGON AND INFORMATION OVERLOAD

We've all seen them, the music bios that are impossibly dense with names of people that an artist has played with. Limit the amount of name dropping to avoid visual overload. Avoid getting too technical with music terms and industry jargon, as well.

### WRITE A CAPTIVATING INTRO

By starting with a 25-word intro, you are laying the groundwork for all your bio writing to come. Pushing yourself to create such a short glimpse of who you are will require you to choose the words, information, and tone that you will use to talk about yourself in all of your longer bio writing to come.

