



Artist Workshop Series:

Bio Writing for Musicians

Introduction

- About Ivy Hill
- Artist Workshop Series reboot
- About Me



Importance of a Good Bio

- a. First impression
- b. Establishes credibility
- c. Shares what you stand for
- d. Shares what you do
 - i. In a concise and compelling way
- e. Communicates interests
- f. Forges connection
- g. *need several versions of bio to suit different needs



Types of Bios

- a. 25-word intro
- b. 75-word Byline
- c. 150-word story
- d. “About” page



Interview Yourself

1. What do you do? (all-encompassing)
2. *Why do you do what you do?*
3. What are some of your proudest accomplishments?
4. What 'problems' do you solve for your 'clients'?
5. *What do you do when you're not working?*



Adding Personality Into Your Bio?

1. A personal choice depending on intended audience:
 - a. Use vivid words
 - i. Soak in great storytelling via TV or reading
 - b. What to reveal vs. not reveal; what *is* too personal?
2. Aim for at least one non-professional/
non-musical fact about yourself



Echoing Your Client's Language in Your Bio

1. Avoid jargon!
2. Listen to your ideal 'client's' 'problems/desires'; think about your audience
3. Echo back that 'problem/desire';
4. The 'client' thinks you're a mind reader
5. Echoing exercises:
 - a. What are their frustrations?
 - b. What do they "wish" they could do?
 - c. What do they say constantly?
 - d. What things do you "overhear" them saying?
 - e. Insight into needs (via social media, for example)



Creating Your Bio-Thesaurus

1. Collect words that describe your 'brand' (by hand, in a google doc, etc.)
 - a. For ALL COPY you create for your 'brand'!
 - b. Jot down phrases that describe the spirit of your business
 - c. Rummage through your best writing
 - d. What things do you overhear 'clients' saying?
2. This is perhaps less important for independent artists



Creating a First Draft & Bio

1. Get the words on the page; do not edit as you write; Sit down. Write. It's that simple :)
2. Your 25-word intro
 - a. See template
3. Writing a 75-word byline
 - a. See template
 - b. Bylines needed for:
 - i. Blogs, podcasts, media
 - ii. Speaking engagements
 - iii. Workshops
 - iv. Spotlights
4. Writing your 150-word story (mini-bio)



Writing an “About” Page That Pops

1. Statistically speaking, your “About” page is the 2nd most visited page on your website
2. Three biggest mistakes:
 - a. Loading it with industry jargon
 - b. Edit out all personality
 - c. Trying to please everyone/worry about offending
3. Five Elements to Include on About Page
 - a. This is what I do statement
 - b. Your impressive credentials
 - c. Details to prove you walk your talk
 - d. Details on what you do when you’re not working
 - e. Clear action step - important!



Putting it All Together

1. Next Steps
 - a. Start your 25-word bio
 - b. Rough draft
 - c. Add language from your thesaurus
 - d. Keep in mind your 'audience'
2. Bios are always evolving, just as we are
3. Examples | Templates | Resources
 - a. Template guide
 - b. Onesheet

