

3 Questions for Creating a Professional Bio



Many find the task of creating a professional bio daunting. It doesn't have to be. Ask these three questions and you have the framework for an effective bio.

1. **Who are you?** This information forms the base of your building blocks.

Start by making a list to answer the following questions.

- What positions have you held? (e.g., salesperson, public speaker, manager)
- What are past and present business titles? (e.g., CEO, Vice President, Account Executive)
- What companies have you worked for? (current and past)

2. **What credibility do you have?** This is the "prove it" stage for establishing your credibility.

Create a list, including —

- Accomplishments – e.g., awards, recognition
- Experience – years in your industry, education, associations

3. **What makes you unique?** Here you get to sing your praises. What makes you or your business any different from all the rest?

Start by listing the following.

- Attributes – e.g., creative, decisive, innovative
- Success stories – e.g., case studies, inventions, testimonials
- Personal interests – e.g., family, sports enthusiast, marathon runner

Now, you simply add up 1+2+3 and tell your story. Like any good story, there is a beginning, middle and end. Follow this layout for your bio.

Beginning – Take something from each building block for your opening to your bio. This is the grabber – what message do you want readers to remember?

Middle - Build the middle portion of your bio with your previous experience – i.e. former companies/positions – and your education. Add in your accomplishments.

End - Wrap up with a dash of your unique and personal information.



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Sample Bio Using the 3 Questions Method



There are different types of professional bios.

- **Longer bios** – like your LinkedIn® profile
- **Mid-size bios** - like profiles for public speaking
- **Mini-bios** - like Twitter profiles or publication bios

Create a longer bio first, then edit for the mid to mini-bios.

Who are you?

Cathy Miller is a business writer who has been writing professionally for over 30 years. Cathy helps businesses create their unique message and deliver it simply and clearly.

Note: The highlighted area is my “grabber” – what I want readers to remember.

What credibility do you have?

Cathy has created professional communication for Fortune 500 and other large companies including Prudential Insurance, Lockheed Martin and Northrop Grumman. She was the keynote speaker for a series of Health Insurance Portability and Accountability Act (HIPAA) privacy seminars sponsored by Barney & Barney, LLC, a top 50-ranked U.S. Broker.

What makes you unique?

In 2008, Cathy started her own business writing service, specializing in ghostwriting, white papers, and case studies. Cathy's love of storytelling provides her customers with a unique approach for all their business writing needs.

Cathy enjoys reading, sports and is a seven-time walker in the San Diego 3-Day, 60 Mile Walk for Breast Cancer.

Mini-bio: Cathy Miller, a 30-year professional writer, helps businesses create their own unique message, and deliver it simply and clearly.



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