

# Writing Your Own Professional Biography

Your professional biography is one of the most important pieces of copy you'll ever write about yourself. It's the first thing people will see on social media platforms, your personal website, or on a company's "About Us" page. What you choose to highlight may play a role in others deciding to follow you, call you in for an interview, or invite you to participate in an event. It's an opportunity for you to—in a few lines—showcase your work, competence, and areas of expertise. In short, it's the first look at your personality.

Because of this, writing it is not only important, it's also really hard. Contemplating who you are as a human being is like practicing mental gymnastics. You're basically tasked with trying to distill who you are and what you do in a way that's compelling to job seekers, potential clients, colleagues, and influencers all at once.

In spite of the myriad ways bios can vary—from super serious to light and fun—fortunately, the standard ones all follow a similar format and are somewhat formulaic in their approach. Check out the easy-to-follow template below for getting started on writing your own.

## The Template

*[Name] is a [title] who works with [who you help] to [how you help them].*

*[First name] [knows/believes] [what you know/believe about the work you do].*

*[First name] has [landed/secured/garnered/worked at/supported] [insert your most compelling experiences and wins].*

*[First name] is a [trained/certified/awarded] [insert relevant trainings, awards, honors, etc].*

*[First name] holds a [insert degree] in [insert area of study] from [insert university].*

Note: That second sentence is the most important—in addition to listing your credentials, you want to give people a sense of why you do what you do. If you're not sure how to answer this, ask yourself: Why do I do what I do? What inspires me to do this work? What do I believe about it?

## The Example

Now that you've got the general framework down, here's an example of what a completed bio looks like with all the blanks filled in:

*Edward Miller is a local real estate attorney who partners with Landtrust National Title and reputable real estate brokers to grow their personal and professional brands. With more than two decades of experience, he offers well-honed legal counsel with the personalized responsiveness of a small, intimate law practice, providing big-city training and experience at suburban rates. His practice areas include [real estate transactions, corporate law, civil law and civil & commercial litigation...].*

*Edward is a licensed and practicing Illinois real estate broker. This allows him to better understand both the realtor's and his clients' experiences as they all work together to buy and sell property. These collective experiences have and continue to help Edward in his ability to work together with diverse clients to successfully achieve their goals.*

*Edwards holds a JD from the Pritzker School of Law at Northwestern University and is a member of the Chicago and American Bar Associations.*

A few last things to keep in mind as you finalize your bio: One, this template is meant to offer you a general framework only—if you find that you need to add an extra couple of sentences or determine that a section I've included doesn't feel relevant to how you wish to present yourself, feel free to tweak it. Just don't make it too long; more than 10 sentences, and you're starting to get wordy.

Two, if you're looking for a bio for your social media platforms, this example is going to be several sentences too long. But instead of starting from scratch, grab the first two sentences of the bio we just drafted. We've crammed a lot of great info in there: who you are, what you do, who you do it for, how you do it, and what you believe about the work you do.

Finally, this bio should evolve as you do. If you start looking for jobs in different industries, have a new, exciting accomplishment to note, or if you just feel ready to update it, go for it.

Good news! Now that you've got this draft down, it'll be easy—and less harrowing—to rework it from time to time as your interests grow and change and you get more comfortable describing who you are and what you do.

<https://www.themuse.com/advice/the-professional-bio-template-that-makes-everyone-sound-accomplished>