



Bios with Style: Quick Tips

What kind of bio do you need? Bios can be used for...

- Authors
- Social Media
- Websites
- Professional/Career

Basic Rules

- Always write in the third person.
- Remember, this is a bio, not an autobiography.
- Include verifiable facts, not pie-in-the-sky hopes.
- Include relevant education and experience.
- Namedrop memberships and volunteer positions.
- Keep the writing tight.

Author Bios

- Don't be a bore.
- Choose facts readers will care about.
- Sound smart, not snotty. No one likes to be talked down to.

Social Media Bios

- Know the required length.
- Use hashtags wisely when possible.

Website Bios

You might need a website bio if you are:

- A guest blogger
- A business owner
- A member of a professional team
- A page owner on a larger website or network of sites



If this describes you:

- Ask how long your bio should be.
- See what others have written.
- Choose the best bios to use as models.

Professional/Career-related Bios

Bios can be used for many other reasons. Sometimes they are required for:

- Job or school applications
- Professional papers
- Online directories
- Boilerplates for articles published

Length: Number of words can range from one sentence to one page.

Style: It is always safer to err on the side of seriousness.

Advanced Tips

- Pay attention to tone.
- Choose verbs carefully.
- Use imagery but not fluff.
- Answer unspoken questions

Which is the best bio?

John Dunlap III was born and raised in the little town of Kilpatrick, Idaho where he learned to grow potatoes at early age. He hopes to own his own potato farm someday. In the meantime, he writes and teaches.

John Dunlap III writes regularly for *Cow Toon Magazine* and other local publications. Holding a master's in agriculture, he serves as an adjunct instructor at Kilpatrick Community College and volunteers at Kilpatrick High School, where he teaches students to grow potatoes.

John Dunlap III writes regularly for *Cow Toon Magazine* and several other local publications. He holds a master's degree in agricultural science and occasionally teaches at the local community college. He enjoys growing potatoes and volunteering.