

BLOG BIOGRAPHY

Your author bio is an excellent way to show your audience who you are and why they should trust you. It also serves as a means to succinctly define your expertise. Your online bio should be constructed with a focus on your blog's goal and your audience. If you do that, your bio will become an incredibly useful tool.

But what are you supposed to write in that brief paragraph, anyway? How do you make your author bio compelling, powerful, and effective -- without a whole lot of space? Here are some things to keep in mind while you are writing your biography.

1. Introduce yourself like a real person

- a. Always start with your name. People need to know who you are before they learn what you do.
- b. Write in the third person
 - i. Never overuse your name when writing your bio or include it in a way that seems unnatural. Instead, use your name when it is appropriate.
 - ii. Writing in the third person makes information about you shareable and accessible. From a branding perspective, this alone is reason enough to write in the third person!

2. Tell the reader how or why you will help them

- a. What is the purpose of your blog? Why are you focusing on this topic in particular?
- b. Are they going to get fashion inspiration? Business advice? An encouraging community of supportive women? Let them know what they can expect in reading your blogs and visiting your site.

3. Establish credibility

- a. In your bio, establish your credibility, and be honest. Why are you qualified to write on this subject? Why should readers believe you?

4. Be (appropriately) personal

- a. You need to think about where your article is appearing, and who's likely reading it. It's good to remind readers that you're human, but still, keep it to a minimum -- readers are only marginally interested in your personal life, so your bio isn't the place to divulge a lot of those details.
- b. Now, it's okay to include *some* random, relatable bits of info into this page. Adding things like the city you live in, what your hobbies are, and anything that is very "you" can be a great way to connect with your audience. But, don't fill your About Page/Bio with *only* this type of information.

5. Avoid writing something too long

- a. Just as you want to avoid bragging too much, you should probably avoid *saying* too much in general. Writing a super long bio might make you seem less than humble.

And Don't Forget:

- Edit Ruthlessly
- Write a story not a list
- Include a high resolution photo of yourself