



## Writing a better business bio.

Do you hate your current bio?

Did you shrug? Maybe laugh at the truth in that? Most people do.

Your business bio is a critically important sales tool that most entrepreneurs aren't using.

On the Internet or on your print based materials, if someone is taking the time to read your bio they are **already** looking for your product or service. They want to know why **you** are the person they should buy it from.

Is that bio that you wrote late one night because you absolutely had to get something up on your website going to tell them how great you are? Probably not.

As a culture we, particularly women, have been trained not to brag. I have yet to speak to a woman entrepreneur who doesn't have the voice of some (probably) well meaning elder in her head saying "Who do you think you are, missy?"

Well, if you aren't willing to tell people how qualified and amazing you are, who will? How will they know what they're missing when they pick the other guy? Because if your bio is tired and lifeless and unappealing, then why wouldn't they pick someone else who has more or less the same skill set?

Let's fix it.

Where do you start?

## ***What your bio should be:***

### **Short.**

Your business bio isn't a full resume. It isn't designed to tell everything about you. It's a teaser. Tell me something a little unexpected. Why are you in this business? What is your outside hobby? Be professional, but unique. You want potential customers to be intrigued enough to call or email to learn more.

People are busy. You have a few seconds to get their attention. Use them wisely.

### **Fun.**

If you can make someone smile while you're selling then you're already half way to the sale. We, as a culture, hate being 'sold'. We hate being pressured. So don't approach your potential customers that way. Add a little humor to your story and encourage the idea of building a relationship. Fun doesn't have to be unprofessional.

One of my favorite ways to put a little fun in a bio is to use some unexpected adjectives that paint a picture.

- T. is a maverick.
- A. is bodacious.
- P. is a gift you give yourself.

Doesn't that just make you want to learn more?

Another option for fun is to tell part of your story. My business started with a conversation. A friend started her jewelry business because of a rock. How did you get your start?

### **Conversational.**

Along with fun, let's get away from 'stilted'. You do not want your bio to read like corporation speak. Yes, I 'create business documentation enabling entrepreneurs to maximize attraction and retention of their target demographic through their website and marketing content'. Did you fall asleep in the middle of that? I write unique and interesting business bios. Which would you rather read? Which makes more of an impact when you read it? Your customers are people. Talk to them!

**Appropriate.**

What does that mean, exactly? If you are a lawyer people are going to have certain expectations of your education and self presentation, your words should be longer and more formal, your sentences more complex, and they probably expect you to be a little stuffy. If your best customers are mompreneurs, then you should really think about building your own children into your story. I'm not saying to buy into stereotypes, but they exist for a reason. If your presentation is too far from the expectations of your demographic, then you won't resonate with them, and they'll move along to someone who does.

***What your bio shouldn't be:***

- A list of skills: This isn't your resume, it's a teaser.
- Long: Less is more. If you provide too much information people will be overwhelmed and they just won't read it anyway.
- Boring: If you let your bio be boring, your customers will assume that you, personally, are boring and have nothing to offer.
- Poorly written: If you aren't gifted in writing, have a friend write it for you or hire a professional. Never, ever publish anything more significant than a blog article without having a third party edit it.

Alright, your bio needs to be fun and interesting and short. How do you do that?

## Getting Started

There is a balance you want to strike between being a professional and being a person. The days when business and personal were kept strictly separate are gone. Here are a few questions to get you started thinking about your bio in a new way.

### What is your why?

Are you familiar with the work of Simon Sinek? I urge you to Google him if you aren't. He says, among other brilliant things, "People don't buy what we do; they buy why you do it".

Let's talk this through. I'm a writer. I write because I have the skill set. I write because I like to earn an income doing something I'm good at. I write because even when I have held jobs that weren't focused on writing, I still write.

Yawn.

So let's ask again. Why do I write? What do I get out of it for *myself*?

I think everyone has a gift and a purpose that they need to share. When people don't think they communicate clearly, or don't feel empowered, they can be afraid to own that purpose. I love taking a jumble of ideas and information and building it into a cohesive story that takes a message out into the world. I love empowering people by showing them how amazing their message is when it's all laid out clearly. I want to see the world change because of something I helped create. What I create are powerful stories. When I write for others it isn't MY message, but that doesn't change my satisfaction.

That's my why; to empower people to change the world through good stories.

What's your why?

Once you understand what you get out of your business or profession, then your marketing copy becomes much easier to write. It should all come together.

### **Who is your target demographic?**

Who is your target market, really? Have you thought about it? You can't market to everyone. Sure, anyone can be a potential client, but you need a real focus for your marketing. Do you know how old, how educated, what gender, what education level? All these things are critical to your marketing success. I find I like to keep a mental image of exactly my perfect client in mind when I write something. In fact, I often imagine that I am speaking directly to a specific client I already have. That helps me know what words to choose, how to present the information, and how much information I really need to share.

Almost as important is the reverse question of who isn't your target. Who do you *not* like to work with? What kinds of clients are unsuccessful or more trouble than they're worth? What client's expectations don't meet with your preferred services? By understanding both sides of the question you'll be more successful in choosing what information to share.

### **What 3 services that you offer are most critical to your business success?**

These can be the most lucrative, the most often requested, or the ones you just plain prefer to provide. You may offer a whole long list of things that you can do. The question really is which services to you want to do the most? Highlight these. Focus on them in your copy and when you network. When you speak on the things you like to do you get excited and enthusiastic. This makes a good impression, whether written or in person. If people want another service and they're engaged with you, they'll ask if you do that as well.

Now you know who you are, and who your clients are. There's one more critical secret to building a good bio.

### **Why you?**

What is the one thing that you do better than anyone else in your market? What is your personal unique sales proposition? Why would I hire you over anyone else?

You probably aren't sure. I certainly wasn't. So I asked. When I was considering revising my business, I called a friend and asked her "When you call me for help, what is it that you want me to do for you?" And she said "You make me sound better."

Oh.

We tend to think our talents and strengths are normal and everyone has them. We miss marketing our most unique and valuable abilities because we just don't see them. That's a huge lost opportunity.

Call friends who are also your clients. Ask them, why you? What do you bring that makes the critical difference? It will help if the friends you ask are also business owners, because they'll be able to understand the business perspective of what you do as well as the service you provide.

### **Did you get all that?**

Alright then, what are you waiting for? Tell everyone how amazing you are!

If you have any questions feel free to drop me an email or call me to schedule some time to talk about YOUR story.

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Are you still looking for just a little more to go on? Try reading the bios I have listed on my sample page.

<http://www.inyourvoicespeaks.com/writing-samples/>