

# Discover THE Advantages Of Writing A BIO

By Bob Brolhorst

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A well written bio can make all the difference whether a person or company wants to do business with you or not. First impressions, most of the time are everlasting, so it is imperative that you come across as someone who is knowledgeable and honest in the subject of your field. Your BIO will also let your customers read into what are your strengths and achievements.

The way to start out your bio is with first person references and halfway through your bio you should change to the third person. When Referring to yourself use your full name or by using pronouns such as him and her. By using combination of first and third person tenses, you can give a professional touch to your bio. By using your own personal experiences you will be able to sell yourself through your bio. Most people can identify more with personal experiences than they can with A BIO using technical jargon.

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The first line or two of your bio should include your name, profession, and marital status if you wish.

Try to include the reason that you want to be in your particular profession also. If you are a nurse, tell us why you want to be a nurse. If you are a teacher, tell us what inspired you to become one in your bio. When a potential advertiser or business associate is touched by something in your bio, you will become much more tangible to them. Be sure to reveal a few personal tidbits about who you are and just what motivates you.

When you have multiple talents listed, you also show that you are a very diverse individual. Use wit in your bio and show everyone that reads it that you can be funny and down-to-earth when you want or need to be. By showing

a breadth of your interests, you will enable the reader to see different aspects of your personality. If you do this, people will be able to really understand your abilities and motivations.

If you are honest in writing your bio, people will be able to sense it too. Readers are very observant creatures that can smell weakness or read into it even with the subtlest hints. This is true of any author, but this is especially true for one that writes a bio.

These short one or two paragraphs can make you very real to whoever reads them. It is usually very acceptable to include a certain amount personal info about yourself. Of course, you must keep in mind just who your audience is. A favorite quote can add a nice touch also. Whether the quote is your own or someone else's always include this info. A definition of your profession can also be a nice addition also. You can give a Webster's Dictionary definition of teacher or nurse, depending on your job title.

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