

WRITING A COMPELLING BIO THAT HOOKS CUSTOMERS IN

# Template for a short bio



All about you and your business.

everyday **copy**

# Template for a short bio

## Your bio should include:

- Your name
- What you do and who you do it for
- Notable professional accomplishments
- Something personal (and interesting)



### PRO TIP #2

Adapt your bio to focus on the points your audience will resonate with most strongly.

## Short bio template (50–80 words)

**#1** – [Your name] is a [what you do] for [who you do it for], so they can [big benefit]. [Call to action]

**#2** – [Your name] helps [who you help] figure out how to [problem you solve] so they can [big benefit]. [Call to action]

### Calls to action:

- To find out more about [your primary service/product], go to [URL].
- To discover how you can [big benefit], go to [URL].
- To download your [free download], go to [URL].
- To start [transformation], grab your [free download] at [URL].

## Your bio: