



# HOW TO: Create a Branded Bio

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Answer the following questions to write a knock-out bio:

**What Information Is Important to Share?**

Important and relevant qualifications.

Your approach or style.

Re-occurring testimonials or feedback from customers.

Industry awards, certifications, or third-party endorsements.

Your back story. (The important history of how you got where you are today.)

Keywords that may be used by your target audience when searching for you.

**Identify Your Target Audience**

Who are you writing to? Whom do you want to attract?

[Specific businesses or departments, universities, non-profits, students, consumers, parents, etc]

**Define the Value You Provide**

How do you compare/differ from the competition?

Answer these three questions:

What problem do you solve?

Who benefits from your solution?

How do you do it differently/uniquely?

**Make It Memorable**

What interests might you have in common with your audience outside of work?

Would your audience appreciate humor, sarcasm, or clever/witty zingers?

## WHERE TO PUT YOUR BIO

- Your website “About” page [almost unlimited characters]
- Twitter [160-character limit]
- LinkedIn Personal [Headline: 120 character limit; Summary: 2000-character limit]
- LinkedIn Business [Company info: 230-character limit]
- Google+ [Up to 77 characters will appear]
- Facebook About [255-character limit]
- Pinterest [Title: 100-character limit; Description: 200-character limit]

## TIPS

- Research other business profiles inside and outside your industry. Profiles you like can help inspire you to tell your story.
- Try to use similar key words across all your bios.
- Consider writing your bio in the first person for a less formal, yet still professional image.
- Use an appropriate and similar head shot across the social networks.