

Professional bio *template*

Write the long bio first, then cut it down: the short and two-line versions should say the same things in fewer words. Use the third person for press, events and your company website, and the first person for LinkedIn and your own site.

01 Before you write

Who will read this bio, where, and what should they do next? A bio for a conference programme and one for an investor deck lead with different facts.

Reader: [who]

Where it appears: [where]

What they should do next: [book, hire, invite, read]

02 Two-line bio

About 25 to 35 words. Name, role and company, what you do and for whom, and one proof point. For speaker introductions, bylines and social profiles.

[Name] is [role] at [company], which [what it does, for whom]. [One proof point.]

03 Short bio

About 50 to 100 words, one paragraph. Add your background and your strongest achievement to the two-line version.

[Short bio, 50 to 100 words]

04 Long bio: your work now

First of three paragraphs, 200 to 300 words in total. What you do today, for whom, and what it has achieved. Specific numbers beat adjectives.

[Paragraph 1]

05 Long bio: how you got here

Your background: the career steps, training or turning point that explain why you do this work.

[Paragraph 2]

06 Long bio: beyond work

One or two sentences on something human, and what is next. Keep it relevant to the reader.

[Paragraph 3]

07 First-person version

The short bio rewritten as "I" for LinkedIn and your own website. Same facts, same order.

I am [role] at [company] ...

08 Proof points

A bank of facts to swap in for different readers: results with numbers, awards, press, publications, credentials. Date them.

[Result, with number and date]

[Award or credential, year]

[Press coverage, publication and date]

09 Next step

Where the reader goes next: a link to book, hire, invite or read more.

[Website, booking link or email]

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