

# How to Write Your Professional Bio



Develop Your Personal Brand

 **Competitive  
Edge**  
ONLINE MARKETING AND BRANDING



# Your Bio Should...

- Be written in third person
- Be 250-400 words
- Serve as a resource of information about you for your ideal client

## FIRST PARAGRAPH

- In this paragraph, focus on introducing yourself to your ideal client. Answer these questions:
  - Who are you?
  - How long have you been in real estate?
  - Why do you like what you do?
  - Are you new to real estate? If so, let your reader know what you did in your previous career.



## SECOND PARAGRAPH

- Focus on your unique selling proposition here.
- What types of clients do you work with?
- What area of town do you focus on?
- What value do you bring to the table when working with your clients?
- What solutions do you provide? For example, are you a great contract negotiator? Do you love helping your clients stage their homes? Do you enjoy educating young home buyers on the process?



## THIRD PARAGRAPH

- Use this section to show your human side.
- What hobbies do you take part in?
- What talent or special skill do you have?
- How long have you been married? How many kids?



## YOU'RE NOT DONE!

- At the end of your bio include a call to action.
- An appropriate call to action will encourage your ideal client to contact you.
- You can include your phone number, link to your facebook page or your website.
- Example: For more real estate tips, visit my Facebook page here: (include a link to your page)



# Use this Worksheet to Write Your Bio

**First Paragraph. Introduce Yourself: Who Are You? How Many Years Have You Been in the Real Estate Industry? What is the Name of Your Company?**

**Second Paragraph. What Value Do You Bring to the Table? What Sets You Apart? What Do You Do Best? Awards? Recognitions? Do You Volunteer or Serve Your Community?**

**Third Paragraph. Show Your Human Side: Any Hobbies? What is Your Family Like? Do You Have Pets?**

**End with Call to Action**

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Get clear about your goals by taking action today. Get on my calendar for a complimentary 15 minute marketing consultation

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