

My Short Author Bio

Crafting Your Personal Bio

Writing a short personal bio is a valuable exercise for online engagement. It encourages you to clarify and condense your experiences and achievements into a compelling narrative. It also creates a lasting impression to help others quickly understand who you are – at-a-glance and enhances engagement to build trust quickly. This will be displayed at the bottom of your posts.

Choose a Style and Perspective

Decide if you want to write your bio in first or third person. First person (“I have been writing for 10 years”) tends to be more personal while third person (“John Doe has been writing for 10 years”) sounds more professional. Think about your audience and writing style to determine which perspective fits best. You may find first person more engaging for the MKE blogs.

Choose what to include in your personal bio

The principles of what makes a good bio remain the same for most audiences. Choose what to tell and, even more importantly, what to leave out. You can’t cram your whole resume into one sentence. You have to be ruthless. Over-explaining dilutes personality and connection. Remember, it’s a short bio, not an about me page.

Chose a high quality personal photo

It's important to point out that “your bio photo is you. Props or location are not the point. The point is to portray you – in a simple, authentic way that connects with your audience. Smile, eyes open, clear, sharp photos are best. Head and shoulder formats are usually better than close cropped 'head shots'. Remember to connect your photo in [Gravatar](#) to the same email you use to submit your MKE blog posts so it displays on posts and comments by you.

Keep it short to make a strong first impression

For a three-sentence bio, consider these objectives:

- Tell readers who you are and what you do
- Reveal a glimpse of your personality
- Encourage readers to find out more

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Professional Example - bio from an successful blogger - written in 3rd person

*“Henneke is an irreverent writer on a mission to stamp out gobbledegook. Get your free **16-Part Snackable Writing Course for Busy People** and learn how to enchant your readers and win more business...”*

In three sentences, she explains what she does (writing), what she's passionate about (stamping out gobbledegook), and she invites you to join her course so you can learn how to write more persuasively. (business call to action)

Business Example - similar pattern with business call to action - written in 3rd person

*“Jessica is a registered dietitian, longtime Ayurvedic practitioner, and yoga teacher. She's on a mission to dispel dietary myths and make healthy habits accessible to everyone. Grab your free **7-Day Meal Plan at stopfeelingcrappy.com** and feel healthier and fitter one bite at a time...”*

MKE Guide Example - blogger author bio - written in 1st person

“I love life and its adventures. I'm thrilled to live and play here. Recently, I left General Electric to start a new journey. My goal is to serve and help others achieve their dreams. I'm excited to be part of the MKE community and connect with you, sharing this fantastic program...”

How to write your short, engaging author bio

Open a new Word Doc on your PC or Pages on a Mac and craft your personal bio in ideally 35 - 45 words. Limit yourself to less than 60 words maximum.

Want to make a big impression with only a few words? Communicate less instead of more:

1. Start with answering the question “What do you do?” Think about an adjective describing you well; “reclusive”, “relentlessly helpful”, “irreverent” to present a quick glimpse into your personality
2. Consider a metaphor to communicate more with fewer words, such as the “pit bull” or “delicate as a hand grenade” - you get the picture, right?
3. If you have space, have a clear call to action to your personal content

In short, communicate what makes you different, and tell readers/clients what you can do for them. Remember, your author bio is not only about you. It's about your audience, too.

When you have completed your personal bio, copy it and paste it into the form at the bottom of this page: <https://2024-25.masterkeyexperience.blog/author-bio/>