



## How To Write Your Biography

1. A bio is important so that others can learn more about you and your experience. Consider your audience before you begin to write the bio. You will want to plan carefully and understand clearly what you are sharing and what you are trying to achieve. It might be a good idea to put together two different bios. One that is more professional and one that is a little more casual.
2. Have a purpose for the information you are including. Things you will want to include should be information about who you are, your related experience, what you stand for in social enterprise, your passions, and accomplishments and why you are involved a particular area of social enterprise.
3. An outline of your bio may also be considered. This will give you an easier way to bring it all together when. The outline is a high-level overview of the headlines you will include. Take a few days and think of things you want to include and write all the ideas down. You will be able to give them context and dig in deeper when writing the bio.

The bones of an outline might include:

- Name
  - Location
  - What I stand for and why this is important to me
  - What is my claim to fame or something people know me for?
  - List your achievements, awards, acknowledgements
  - Contact information
4. Now, it is time to put everything together and write your bio. It is best to write your bio in the third person. Meaning, it should look like somebody else is talking about you. Writing it from your own perspective is fine too, however, you run the risk of ‘pumping your own tires’ a little. When somebody else appears to have written the content, it presents as more palatable. Try them both out and you can determine which one feels better for you.
  5. Before sharing your bio with anybody you should proofread it and edit further. You want to make sure it is perfect! There are plenty of tools that can help you with typos, spelling mistakes, grammar and more. Microsoft Word by default has excellent tools to review your copy. Use your own perspective for feel and then let some of the tool’s work for you. Be aware that some of the tools (including Microsoft) that may be defaulted to English from the USA. They may try to correct your Canadian spelling they deem is incorrect.



6. Once you finish the writing, proofreading and edits, you will want to have somebody else look at it to review. It seems excessive but you should remember that you only have one chance to make a good first impression. Even one spelling mistake can send the wrong message. It might even be worth sending it to a few people that you know have a great command of language to review. You may even want to ask their input on the context and content of your bio. It is always good to have an extra set of eyes and a different perspective.
  
7. Once you have a bio and it is perfect, you can upload it to your website, share with your marketing materials and generally, have it available for meetings and the public. Make sure you keep your bio up today and treat it as a 'living document'. As you experience and achieve more and more, add them to your bio.