



The Author Bio

From Twitter to Goodreads

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How to Craft Perfect Author Bios

by Nate Hoffelder

If you Google "author bios" you will find a million different articles, each with their own recommendation. Be short and to the point. Use the third person. Simply say who you are, and give your publishing credits.

A lot of this advice is good, but I also think it is incomplete. Authors need bios that can be used on social media profiles, Goodreads and Amazon author pages, on the web, and in an introduction at a writing workshop. Since we are looking at radically different lengths, this essentially means multiple different bios.

Depending on who is counting, this could mean up to five different bios.

Yes, **five different bios**. Writing all those bios isn't as hard as it looks, but the idea can be daunting, which is why I created this workbook to help you write your bios.

Instructions

The following pages have specific details on the lengths for each bio, and space for you to write them out.

You don't have to put your entire life out on display, but you do need to concentrate on the things you want to be known for. Your goal is to establish your brand, and consistently display it across all platforms.

Try to define yourself in a single word or phrase. For example, Joe Konrath could be described as contentious self-pub evangelist, and anyone who knows Check Wendig would describe him as inventively foul-mouthed.

You should also try to answer the following questions.

- What's your purpose, your cause, your belief?
- Why do you get out of bed in the morning?
- Why should anyone care?
- Who likes your work?

Protip: Don't forget to also update your headshot, profile graphic, and other graphics at the same time that you are writing your bio. The graphics need to convey the same message as your bio, and should really work hand in hand with the bio.

Facebook

Every Facebook user has a bio on their profile page. It is 100 characters long, and is located at the top of the left-hand column. Since space is at a premium, be succinct.

EXAMPLE: *TBC*

Twitter

The Twitter bio is 160 characters long, and can be found on your profile page. It's a little longer than a FB intro bio, so you can add more details. If you have room, you might want to also reference your other Twitter accounts.

EXAMPLE: *TBC*

TIP: Did you know you can pin a post to the top of your Twitter profile? That is an extra 280 characters you can use to promote yourself.

Podcast / Interviews

At some point in your career you will be interviewed on a podcast, for a radio show, or on tv. It would be a good idea to give the interviewer a twenty to thirty word bio they can use to introduce you. (Obviously the Twitter and Facebook bios won't do.)

EXAMPLE: *TBC*

Guest Blogger

Writing guest blog posts is a highly effective way to get your name out there. Not only do you get to speak to the audience of a popular blog, you can also add an author bio to your post and use it to promote yourself. While you should keep the bio under sixty words, that still gives you plenty of room to say what you do, talk up your accomplishments, and give a personal detail for readers to connect to.

EXAMPLE: *TBC*

Amazon / Goodreads profile

At 250 to 300 words, the profile bio is long enough that you can really go into detail. At the same time, you will probably want to tailor your bio to each site you use it on.

For example, on Amazon the bio is going to be displayed in a sidebar on the left side of the screen next to a column of books, so it would make little sense to focus on the books you've published. On Goodreads, however, an author's bio is displayed at the top of the page, followed by the FAQ and a list of the author's books. This would be a good place to focus first on the works you are currently promoting and second on the author.

Amazon / Goodreads profile (cont.)

Now that you have a bio, why not get a site to go with it? My name is Nate, and I build websites for authors, writers, and other creators. Just wave your hand and tell me to take care of it, and I'll build you a site that suits your personality, never crashes, and is guaranteed to help you grow your career.

Contact me today!

Notes

Feel free to use the space below to jot down any ideas inspired by this exercise,
or just for doodling.