



Write the Perfect Three-Line Bio

A Formula for Crafting Your Media, Speaking Bio
[slash] Elevator Pitch (i.e. It's Versatile!)

By: Amanda Berlin

“I didn’t have time to write a short letter. So I wrote a long one instead.”

-- Mark Twain

The short stuff is hard to write, which is why I found myself spending the better part of an hour the other day trying to write the single perfect sentence to cap-off a two-to-three-line bio requested by a website to which I’m contributing.

If I’m agonizing, I know you are, too.

Here’s my formula for writing that elusive short bio.

You can use this as part of your elevator speech, as a the beginning of your About Page, or perhaps the use that will come at the greatest relief, as your media bio required by a podcast producer or at the end of a guest post.

Let’s get to it.

WHO ARE YOU? AND, WHY SHOULD THEY CARE?

You want to talk about who you are and what you do so it feels relevant to the audience you’re writing for.

Feel free to add some passion to this sentence. Talk about what you’re devoted to or what you really and truly believe.

Think about these prompts when writing this sentence: What’s “The World According to YOU?”

WHAT DO YOU KNOW TO BE TRUE ABOUT WHAT YOU TEACH PEOPLE TO DO?

WHAT’S POSSIBLE WHEN SOMEONE EMBRACES THIS IDEA?

If you were having a foot-stamping, fist-shaking moment talking about what you do, what would you be saying about what you believe?

What makes you perfect to be doing this work and/or what is your favorite professional accomplishment or most memorable professional moment?

Think about the most exciting thing you’ve done or something you tried that makes you interesting.



If, before you became a professional fashion designer, you made Halloween costumes for your dog, that might be a something fun to share, provided it's consistent with the tone of your brand and the audience you're seeking to connect with.

If you're going for something a bit more professional, you might say that you are the creator of the online course (italicize) How to Style Your Puppy or author of the e-book (italicize) Hey, Where's My Tie: Advice on Closet Organization.

WHAT ARE YOU PASSIONATE ABOUT OUTSIDE WORK THAT BOLSTERS YOUR CREDIBILITY IN YOUR WORK?

Write one sentence that casts you as a relatable person, in a way that's relevant to the outlet you're writing for or contributing to.

This could be something about a hobby or piece of entertainment you're passionate about, or it could be something from your past or an experience you really value.

ISSUE A CALL TO ACTION:

Take this an opportunity to direct your readers to learn more about you on your website or relevant webpage.

You can also use this as an opportunity to direct readers, viewers, or listeners to a free piece of content. As in, "Be sure to download her free guide for writing the perfect three-line bio at amandaberlin.com/perfectbio

Here are some examples:

[Mine:](#)

After more than a decade in corporate communications, Amanda Berlin now uses her pitch powers for good, helping entrepreneurs write web content, position themselves as experts and tell their story in the media. She's the creator of the online course in pitching the media, PITCH School. She's guided clients in getting placements on The Huffington Post, The Change Blog, Inc., Business Insider, and more. The best career advice she ever got was from her dad: "Be happy." Learn more at amandaberlin.com.



[Emily Bennington:](#)

A bestselling author and teacher of contemplative practices for both secular and spiritual audiences, Emily Bennington inspires thousands around the world each day to live and lead with Grace. Emily has been featured in media outlets ranging from CNN to Marie Claire and she regularly hosts training programs on mindfulness, spiritual intelligence, and nonviolent communication. Emily is the author of three books, including *Miracles at Work: Turning Inner Guidance Into Outer Influence*.

[Jenny Fenig:](#)

Jenny Fenig is a brand strategy coach to spiritual entrepreneurs ready to boost their message, reach and faith. Through Jenny's courses, coach certification school, podcast, and bestselling book , she guides you to cash in on your calling®. Her husband and three children make the journey sweet.

Please share with me your new three-line bio! If you thought this guide was useful, [share it with your friends!](#)

