

# Personality Brand Bio Checklist

**Is your bio stiff and formal? Do you struggle to make it sound like you? You need a Personality Brand Bio!** Lucky for you, I've created a simple checklist to make that dream a reality. And more importantly, to help you attract the right audience and repel the wrong one.



## Please allow me to introduce myself

Pretend you're meeting someone in person. You wouldn't say, "Danielle is pleased to meet you," you'd say, "I'm pleased to meet you." Do the same in your bio. Use first person language always.



## A little less conversation, a little more action

Use contractions wherever possible to make your content more conversational and read like you actually speak.



## Simple minds

If you gave your bio to your Grandma, would she understand what you do? Banish jargon and all those "industry" terms you think you need to include and describe in clear, **simple language what you actually do**, not what your job description says.



## Bullet the blue sky

Want people to read all of your amazing accomplishments? Don't bury them in a gigantic paragraph. Use bullets and subheads to grab their attention, make it easy to skim and compelling to read.



## Hold tight

Your copy isn't a mammal, it doesn't need to breathe. Unless you're still using a Smith Corona to type your bio, web standards call for one space after a period. No exceptions.



## She's so unusual

Want to stand out? Words like veteran, seasoned and experienced do nothing to separate you from the pack. **Remove these generic terms** from your bio and think of more creative ways to talk about your expertise.



## Something to talk about

If you're struggling to go to Bragtown, population you, go ask five people in your life for three words that come to mind when they think of you. I guarantee that the same words will be used by most of them. Those are the things you do well and that you take for granted, but that clients, customers and employers are looking for.



## Awake my soul

Chances are you have some hobby or interest outside of work that you love. You love to do it. You love to talk about it. You love to find others who also do it. It lights you up. Adding that to your bio not only helps start a conversation, it makes you a fully dimensional human someone can imagine working with, not just a job description.



## What's wrong with being confident

Nothing sends audiences for the door like wishy-washy passive language. Your bio and all your content should be present tense and action oriented. Things like "I will help you" or "You will receive" should be replaced with "I help you" and "You receive." Own what you do with confidence. It's not you **Will**. It's you **Do**.



## Help!

Writing about yourself is hard, even for the most skilled individuals. That's why having someone from the outside — who can look at your bio objectively and highlight what really matters to your audience — can make all the difference in connecting with them (and finding them in the first place). If you need one on one help, **I've got you covered**. And if you want to DIY but need a little more assistance, **I've still got you covered**.

