Slides:

https://natehoffelder.com/slides

Workbook:

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workbook

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Tips and Tricks for the Essential

ONLINE BIOS

INTRO

Q: Why Do Online Bios Matter?
A: MARKETING!

About
THIS PRESENTATION

This talk has three parts. I will cover:
- What your bio(s) need to <u>SAY</u>
- What they need to <u>DO</u>
- How <u>LONG</u> they need to be

Part 1
WORDS MATTERS

What does your online bio
NEED TO SAY?

It should answer these questions:

- Who are you?

- What genres or topics do you write?

- How long have you been writing?

- How many books have you written ?

What does your online bio
NEED TO SAY?

It *could* also tell readers:

- Where do you come from?
- What drives you?
- Something personal and unique to you (hobbies, accomplishments, etc)

What does your online bio **NEED TO SAY?**

You might also mention:
- Your latest release
- The free ebook available via your mailing list
- Your next public appearance

Part 2
INTENT MATTERS

Basic
RULES

- Write in third person
- Focus on deeds, not hopes
- Avoid clichés
- Keep the writing tight
- Customize each bio for its target audience

It's not just what you say,
IT'S HOW YOU SAY IT.

Your bio needs to hook readers.

THE HOOK

- Get the readers attention.
- Set the tone for who you are and how you work
- Must be relevant to your audience.

EXAMPLE

"First Name Last Name knows the difference between a BLANK AND A BLANK.

Alernative

EXPRESS AN OPINION

"First Name Last Name believes BLANK, because BLANK."

THE BODY

- Consists of answers to questions in Part One.
- Must flow smoothly.

THE CLOSING

- It needs to make you stick in the mind fo the reader.
- Personal details work wonders.
- This will vary by your industry/audience
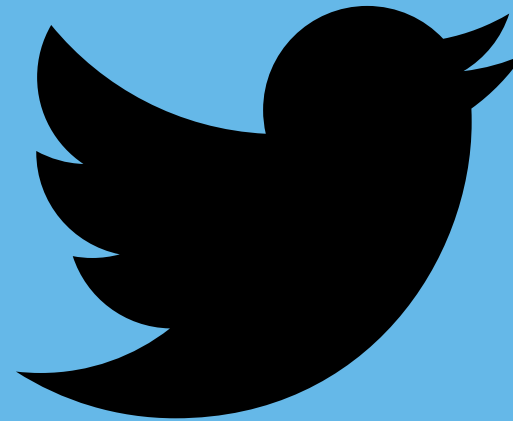
Part 3
SIZE MATTERS

FACEBOOK

- 100 characters
- Shown on the personal profile
- Keep it brief, and on point

TWITTER

- 160 characters
- (plus 280 character pinned tweet)
- Skip verbs (space is limited)
- Use hashtags

Podcast /
INTERVIEW

- 20 Words
- Used as introduction for interview
- Will be spoken aloud, so avoid acronyms!
- Keep it brief, and on point

Guest
BLOGGER

- 80 to 100 Words
- Used in the author bio section found at the end of articles
- Talk up accomplishments
- Add personal detail

PROFILE
Bio

- 250 to 300 words
- Used on About Pages
- Can be a synopsis of your career to date

Origin
STORY

- 800 to 1000 Words
- Background, in detail
- How you work
- What you do
- Who you are

QUESTIONS?

THANK YOU!

for your time

Tips and Tricks for the
Essential Online Bios
by Nate Hoffelder

CONTACT

Nate Hoffelder

- nate@NateHoffelder.com
- (571) 406-2689
- NateHoffelder.com

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