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100 Word Bio Examples

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It's just 100 words (or fewer) so why is it so freaking difficult? You know what I'm talking about...the [short bio or brief description](#) that you need for social media platforms such as Twitter, Instagram, Pinterest and all the others. I always find it so much easier to have bio examples to follow, so here are some fill-in-the-blank templates for you to customize for your own short social media profiles. Pick and choose the parts that work for you.

How many words exactly?

- Executive
- Hair Stylist
- Human Resources
- Law Enforcement (Police)
- Loan Officer
- Management Consultant
- Military
- Mortgage Broker
- Office Administration
- Professional Services
- Program Administration
- Program Director and Training Coordinator
- Sales & Marketing
- Speaker
- Writing & Media
- Career Advice
- Coaching
- Financial
- Healthcare
- Legal

Twitter: 160 characters, which means only 20 – 25 words. Make each word count!

Pinterest: 200 characters, which translates into approximately 30 words.

Instagram: 150 characters, or about 20 words.

First-Person or Third-Person Format?

Before you get started though, you're probably wondering if you should write in first-person (I am a ...) or third-person (your name, such as "Barbra is a ...").

In the past, experts would tell you that bios should always be written in third person. These days, particularly with informal social networks such as Pinterest and Instagram, first person is common. On the other hand, on professional networks such as LinkedIn you'll normally see bios written in the more formal third-person voice. It all depends on whether you want to project a formal, business-like feeling (third-person), or an informal social feeling (first-person).

Choose whatever works best for you

- Management
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In the example templates below, I used both first-person and third-person formats. Choose whichever works best for your needs, but keep it consistent throughout your bio. In other words, don't switch back and forth from first-person to third-person.

Fill-in-the-blank templates

_____ (your name) is a _____,
 _____, and _____. He/She
 helps _____ (who you help, i.e. your clients
 or customers) to _____ (what you help
 them with, usually a problem you solve).

(your name) has always enjoyed starting and
 running businesses. In fact, by the time she/he
 was _____ (age), she/he had already
 _____. Soon afterwards,
 _____ (your name) began a
 _____ and a _____. Now
 she/he is the _____ (your title) of
 _____ (your business name), which
 _____ (short description of your
 business).

I'm the owner/operator of
 _____ (your business name,
 linked to your website). _____ (your
 business name) provides _____ (your

service or product) to _____ (your customers) so they can _____ (what your customers do with your service or product).

I got into this line of business in _____ (year) when _____ (tell how you got started).

My favorite part of having a _____ (type of business) business is _____, because it allows me to _____ (why you enjoy it). Also, _____ (a part of your job) can be a lot of fun!

When I'm not working on _____ (your business name, linked to your website), I like to _____ (your hobbies).

I'm a _____, _____ and _____ (list three things that describe you, e.g. small business owner, writer, cat lover, devoted father) from _____ (list the general area you live in, e.g. country, state or city, but obviously: don't ever give your address).

I think of myself as a _____ (your temperament e.g. quiet, bubbly, shy, outgoing) person, although I've also been known to _____ when _____.

The things I love most in life are _____,
_____ and _____ (list your
favorite things, e.g. hanging with friends, my
relationship with God, photography, cycling,
family, my kids).

I've been _____ (your profession or
hobby) for _____ years, and I really love it.

My idea of the perfect day would start with
_____. And then I'd _____ and
finish off by _____. The kinds of people I'd
like to meet are ones who are _____ and
_____. That's important to me because
_____.

3 comments

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