SHORT BIO DRAFTING GUIDE

Section 1: LinkedIn Bio

Characteristics

- Word Count: Typically, between 40-100 words
- Character Count: About 200-300 characters (with spaces)
- Example: "Experienced non-profit leader specializing in community engagement and strategic planning. Passionate about driving social change and empowering underserved communities. Proven track record of increasing donations and program impact. Let's connect to make a difference!" (is approximately 29 words and 176 characters)

General Guidelines

- Aim for a bio that is concise but engaging, offering a snapshot of professional identity and inviting connection.
- The character limit for the LinkedIn Summary section is 2,600 characters, but some feel shorter, impactful bios around 200-300 characters are often more effective for quick reads.
- This bio can also be used on your LinkedIn profile for Headline.

Writing Prompts

- How do you want to be perceived by your LinkedIn network?
- What specific skills or expertise do you want to highlight?
- How do you want to be perceived by your professional network?

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Section 2: Resume Bio

Characteristics

- Word Count: Usually 20-50 words
- Character Count: Around 100-200 characters
- Example Length: “Non-profit management professional with over 10 years of experience in community engagement, fundraising, and strategic planning. Recognized for leadership skills and a commitment to social justice.” (approximately 20 words and 131 characters)

General Guidelines

- Keep it brief and focused, highlighting only the most relevant qualifications and achievements.
- This bio should fit comfortably at the top of the resume, generally not exceeding 2-3 lines.
- Can replace the professional summary at the top of the resume.

Writing Prompts

- What are the top achievements that align with your resume objectives?
- What role or industry are you currently focused on?
- What are your career goals or aspirations?

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Section 3: Personal Website Bio

Characteristics

- Word Count: Typically more detailed, ranging from 50-150 words.
- Character Count: About 250-600 characters.
- Example Length: "Welcome! I’m Joan Taim, join me in making a difference” is approximately 47 words and 288 characters.” (approximately 47 words and 288 characters)

General Guidelines

- You have more flexibility here, so the bio can be longer, more narrative, and personal, reflecting both professional and personal elements.
- A longer bio helps in establishing a connection with the audience.

Writing Prompts

- What is one major achievement or accomplishment you are proud of?
- What drives or motivates you in your professional life?
- How do your personal values align with your professional work?

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