



WRITING A BIO

There is plenty of advice on writing a good bio. A great bio evolves over time as we do. Visit and revisit it from time to time. Review where your bio is showing up and make sure you keep it spruced up, alive and current.

For consistency's sake, for the AAIT Practitioner's Page, keep your bio to 150 words. Often, your bio will need to be limited to 50 words. Please include a picture.

A couple of general guidelines to get you started to answer the who do you serve, how do you serve them and why you question.

1. What can people get from you they can't get anywhere else? Own what makes you different? (From Michelle Pippin, www.bmichellepippin.com.)
2. What kind of issues, problems or experiences do you address in collaboration with your clients?
3. What lights you up about your work?
4. Include at least one professional accomplishment. What experience, training, etcetera validates your ability to help them?
5. Do you work with individuals, groups, teens, couples? Who do you serve? Do you work virtually or in person only?
6. How can they reach you? Website, Email, Phone.

I found this article interesting and helpful. I'm sure there are many more.

<https://www.mindbodygreen.com/0-7327/how-to-write-an-amazing-professional-bio-for-yoga-and-beyond.html>