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Professional Bio Refresh

Design a bio that answers questions, engages attention, and tells readers what they need to know

Everyone needs a professional bio on LinkedIn, a company website, or for speaking or publishing opportunities. These short blurbs are notoriously difficult to write. If your bio is too wordy or boring, at best people won't read what you've written. At worst, they won't realize what you bring to the table.

This webinar will teach you to make your bio stand out and match your goals for every occasion. Instead of a dry reiteration of your resume, your bio can function as your personal value proposition, showing who you are professionally in an easy-to-read format.

Makes a great series with *Writing & Your Personal Brand*, *Resume Refresh*, *Writing with Confidence & Clarity*, and *Better Networking Messages*.

YOU WILL LEARN TO

- Plan your bio with your audience and goals in mind
- Adjust your bio for different purposes
- Optimize the structure for people's reading patterns
- Keep it short, easy to read, and written in your personal brand voice



60 MINUTES

Delivered virtually
Great for large groups

"Participants worked on their bios and resumes throughout the workshop and left the event with an improved product. Casey and Grace were prepared for everything, and participants unanimously found the session engaging and informative. As one attendee remarked, 'Thank you so much! This was the most useful and practical writing workshop I've attended. We would love to work with Bold Type again in the future!'"

—Elizabeth Cahan, Women@Capco
Event Lead

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