



About My Business Bio Worksheet

Crafting Your “About My Business” Wired Profile Bio

While your personal bio helps members connect with you and remember who you are, your business bio ensures they can clearly explain what you do and confidently refer you. Together, these two pieces present you as both relatable and credible.

This section should focus on your business—what you do, who you serve, and the problems you solve. The goal is clarity and consistency, so that others can easily understand your services and describe them in conversation.

Your business bio should clearly communicate your core services, ideal client, and what sets you apart. If relevant, include your service area and any helpful context that makes referrals more specific and natural. If you are part of a larger company, you may adapt language from your company’s “About Us,” but it should feel natural and easy to repeat.

The 2–3 Paragraph Structure

Paragraph 1 – What your business does

Introduce your business name, core services, who you serve, and the primary problem you solve.

Example: Mark’s Cleaning Services provides professional residential cleaning for busy homeowners who want reliable, high-quality service.

Paragraph 2 – Services and differentiation

Highlight your key services, specialties, and what makes your business distinct or trusted.

Example: The company specializes in detailed home cleaning, including deep cleans and move-in or move-out services. Mark’s Cleaning Services is known for its consistency, attention to detail, and dependable team.

Paragraph 3 (Optional) – Service area and additional details

Include your service area and any helpful details that will guide referrals.

Example: Mark’s Cleaning Services proudly serves homeowners throughout Suffolk County and surrounding areas.

Full Example

Mark’s Cleaning Services provides professional residential cleaning for busy homeowners who want reliable, high-quality service. The company specializes in detailed home cleaning, including deep cleans and move-in or move-out services. Mark’s Cleaning Services is known for its consistency, attention to detail, and dependable team. Mark’s Cleaning Services proudly serves homeowners throughout Suffolk County and surrounding areas.

Before You Post Your Bio

Review to ensure your bio is written in third person, clear and easy to understand, and specific about what your business does and who it serves. It should highlight what makes you different and include your service area if relevant.

Final Thought

A strong personal bio helps people remember you. A strong business bio helps people refer you. When both are clear and aligned, others can speak about you with confidence.