



Personal Bio Worksheet

Crafting Your Wired Profile Bio

Your personal bio and business bio work together to make you both relatable and referable. While your business bio explains what you do, your personal bio helps members understand who you are, what drives you, and how to connect with you. People refer those they remember and trust. This is where you build that trust by giving others something to relate to beyond your title or category. A strong personal bio makes it easier for members to talk about you, remember you, and feel confident introducing you to others. Your bio should provide a clear picture of your role, your background, and a few personal details that make you memorable. These human elements—interests, family, community involvement, or hobbies—help create connection, and connection drives referrals.

The 3 Paragraph Structure

Paragraph 1 – Who you are and what you do

Introduce your name, profession, who you help, and the problem you solve.

Write your bio in third person so it's easy for others to share (use "Cindy is..." not "I am...").

Example: Cindy is a professional dog groomer who helps busy pet owners keep their dogs clean and comfortable.

Paragraph 2 – Experience and credibility

Share your experience, specialties, and what makes you distinct or trusted.

Example: With over 8 years of experience, she specializes in working with anxious and senior dogs and is known for her calm approach.

Paragraph 3 – Personal connection and call to action

Include personal interests or lifestyle details, along with a clear idea of how to refer you.

Example: When she is not grooming, Cindy enjoys spending time with her husband and two kids and hiking with her two rescue dogs, Ginger and Lola. If you know a pet owner looking for a caring groomer, Cindy would appreciate an introduction.

Full Example

Cindy is a professional dog groomer who helps busy pet owners keep their dogs clean, healthy, and comfortable. With over 8 years of experience, she specializes in working with anxious and senior dogs and is known for her calm approach and attention to detail. When she is not grooming, Cindy enjoys spending time with her husband and two kids and hiking with her two rescue dogs, Ginger and Lola. If you know a pet owner looking for a caring and reliable groomer, Cindy would appreciate an introduction.

Before You Post Your Bio

Review to ensure your bio is written in third person, clear and easy to understand, and accurately reflects what you do. It should build trust, show personality, and make it easy for others to remember and refer you.

Final Thought

Your personal bio builds connection; your business bio provides clarity. When both are done well, people don't just understand what you do—they remember you and talk about you.