

## THE DO'S AND DON'TS OF WRITING YOUR BIO

### DO

- Give the impression you have a unique characteristic – set yourself apart from other people
- Focus on the needs of the recipient of this knowledge. Eg. Bio for clubs/pubs and bio for festivals etc
- Only say six major points about yourself so you don't overload them with irrelevant information. You need to expand these points
- Be up to date! If you have things written from three years ago, the judges will think you haven't achieved anything since then. Things ok to talk about when being up to date are: golden guitars, starmaker, Champion of Champions and Tamworth Songwriters Association(TSA) awards.
- A quote in a bio is always good if you have one... make sure it sounds really good though
- Quote yourself all the time.
- Write your bio from a third persons perspective as it looks more stunning.
- Write your bio so people from newspapers, magazines etc don't have to change it once you give it to them. They like being able to put their name on the bottom of things and sticking them in the paper. It's less work for them, and you have everything you want written about you in the paper. (eg. Newspaper person writes:) Speaking to \_\_\_\_\_ I discovered: *Insert inspiring bio here*
- Make the most of what you've got and make it interesting. *Be a brighter can of beans*
- Have an appropriate photo. Know what you want and how you want to look like. How are you trying to project? The photo speaks more than the bio
- Make the most of what you've got. If you don't play electric guitar, learn a catchy lick on the guitar (like Beccy Cole has done) as a 'Party Piece' In your bio you are now a 'gifted guitarist'
- Showcase what you've got and what you want to object
- Write down any info that is appropriate to your career position. Eg. Don't sound like you're Lee Kernaghan
- When you're writing to pubs/clubs, a clever thing is to print your bio on both sides so it never becomes a 'phone note'

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### DON'T

- Talk about others. Eg. Being a support act to someone. You are better off talking about the achievements you have done. You can mention them, but don't talk about them
- Put yourself in the background. Eg. A member of the pumpkin band for 20 years
- Don't talk about people or stuff they don't know about.
- Be repetitive with anything you say. You need to make every point matter
- Avoid listing talent quest entries. Awards that are ok to mention are golden guitars, starmaker, Champion of Champions and Tamworth Songwriters Awards
- Name dropping and over exaggeration are not good
- Make it long. An A4 page only with room on the top for photo and room down the bottom for contacts
- If you are writing a Club/pub bio: don't over promote yourself – people will think you are too expensive.
- Don't write your bio as if you are writing to a pub to play every week
- At a first glance your photo is the first thing they look at, so don't make your act look like something it's not.