

Guide

What is a Bio?

A bio is a multi-purpose body of text that describes to a promoter, employer, audience member, curator, competition judge or the general public who you are and what you do. It is often used for publicity and securing performance opportunities. Your bio may appear in a printed program, in a press release about the performance, on a website for marketing, in an application or on a concert flyer. Depending on the intended function of your bio and stage of your career, your bio can range in length from one paragraph to one page. A good bio will generate excitement and an understanding of your work, your career and your background.

Your bio should tell us the story about who you are as an artist. **Typical details included in a bio are when, where and from whom you received your training, well known names you have worked with, competitions or awards you have won, and notable projects, festivals and ensembles you have participated in.** It is important to use descriptive language that not only communicates the quality of what you have to offer but also differentiates you from the pack. *If you are a performer*, try to paint the picture of what the experience of one of your performances is like to participate in. *If you are a composer*, the bio should clearly articulate what your music sounds like, what your influences are and why the audience should be excited to hear what you have to present. Pull excerpts of quotes from reviews you may have received, or mention well known artists who you are influenced by. **Use information about yourself that will entice your intended audience and generate a buzz.**

Use good writing fundamentals when you construct your bio. Begin with a topic sentence that encapsulates the contents of the sentences to follow. **Do not string together a list of your accomplishments in chronological order.** Instead, link your phrases together in a logical way. Construct a narrative around yourself as the artist by outlining your strengths and uniqueness. **It is important to take stock of your experiences and try to define yourself as an artist and professional.** Incorporate this into your résumé, bio, and visual presentation and avoid clichés such as “Jane Doe began her classical piano training at age 4.” If you are just starting out, talk about things that excite you or current goals you have set for yourself. If you don’t have much performing experience yet, mention works you have studied. Take the time to think about what you want to communicate and ask several colleagues for feedback on your bio.

Thoughtful writing and presentation are a reflection of your professionalism and