

HOW TO WRITE A BIO

Your musician biography (bio) is a vital tool for introducing yourself to potential audiences and industry stakeholders.

It's a concise representation of your artistic journey, achievements, and aspirations. The who, what, where and why of you and your musical journey to date.

Below is a list of things to consider when writing a short bio.

STYLE: A bio should be written in the 3rd person.

EG: "John Smith is an emerging artist known for his soulful vocals and innovative songwriting, captivating audiences with his genre-blending music that transcends boundaries."

CLARITY

- Keep it concise and to the point, aiming for around 250-300 words for a longer bio.
- One paragraph of 100-200 words max for a shorter bio.
- It is good to have both versions.
- Use clear and simple language to ensure your bio is easy to follow.

tone and voice

- Choose a tone that reflects your musical style and personality, whether it's serious, quirky, or heartfelt.
- Let your unique voice come through in the writing.

introduction

- Who are you? What do you do?
- Where are you from? 'Who's your mob'? (example: Wiradjuri).
- Consider also spelling out the pronunciation of your mob. For someone that is potentially talking about you and your music on radio as a presenter you want to give them the most accessible and appropriate way to introduce you to listeners.
- Also consider adding what land you are living on? (example: Gadigal Land)

THE BEGINNING OF YOUR STORY

- Consider starting with an engaging personal story or anecdote that reflects your passion for music. Create some curiosity and intrigue for the reader.
- Highlight your musical journey so far, including when and why you started, key influences, and pivotal moments that got you to where you are now.

ACHIEVEMENTS TO DATE

- List any notable achievements, such as awards, or collaborations.
- If you are already releasing music, make sure to include your discography, mentioning key releases and their significance.

LIVE PERFORMANCES

- If you are already taking the stage, highlight any memorable live performances, tours, or festivals you've participated in.
- Share personal experiences or highlights that demonstrate your stage presence and connection with live audiences.

MEDIA COVERAGE

- Mention any media coverage you've received, including quotes from reviews, interviews, or features in magazines, blogs, or airplay on radio stations.

AUDIENCE ENGAGEMENT

- Discuss your engagement with fans, such as social media following, streaming statistics, and consider pulling some fan testimonials or quotes to include.
- Emphasize any unique fan interactions or community-building efforts.

COLLABORATIONS AND NETWORK

- Showcase collaborations with other artists, producers, or industry professionals.
- Highlight any affiliations with record labels, management, or music organisations.

FUTURE PLANS

- Share your upcoming projects, releases, or tours to generate excitement and anticipation.
- Express your long-term goals and aspirations within the music industry.

CONTACT INFORMATION

- Include your professional contact information for booking inquiries, interviews, and collaborations.
- Provide links to your official website, social media profiles and streaming platforms.

EDITING AND PROOFREADING

- Ensure your bio is error-free and well-written to create a positive impression.
- Consider seeking feedback from peers or a professional writer.

PHOTOS AND VISUALS

- It is really important to include high-quality photos that capture your image as an artist.
- Visuals can enhance the appeal of your bio, making it more engaging.

Crafting an effective musician bio requires a balance between professionalism and authenticity. By presenting a compelling narrative of your musical journey, achievements, and future plans, you'll create a powerful tool that resonates with both potential audiences and industry stakeholders, helping you build a strong presence in the music industry.