

Sales & Marketing

Use a biography to gain trust

Five tips for a biography that will impress prospective clients

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Gain trust with prospects by incorporating a biography in marketing materials, from your website to brochures.

"[A biography] can be a very powerful sales tool," says Sylvia Garibaldi, principal and founder of SG and Associates in Toronto. "It represents who you are and tells a prospect and the client all about you and your philosophy."

Follow these tips to craft a professional biography that will impress prospective clients:

> Set yourself apart

Use a professional biography to highlight what makes you stand out from the competition, says Garibaldi.

For example you might write something like: "I believe strongly in revisiting my clients financial plans on a regular basis to ensure their successful retirement" or "Susan believes it's not what you make but what you keep that can make a difference in her clients' financial lives and futures."

As well, remember to mention your target market, she says, so readers know exactly the kind of clientele you work with.

> Get personal

Show prospects a little bit of your personality by including some personal details in the biography.

In the bio's last paragraph you should include some personal information, says Garibaldi. For example, you might mention where you live, your hobbies and interests or something about your family.

> Showcase your experience

Outline your credentials and experience in the biography to build trust with prospects.

Mention your areas of expertise, designations, any published articles, books or white papers and any industry associations you belong to in the bio, says Garibaldi. This information gives readers a sense of your knowledge and connections in the industry.

> Summarize your business

For people who don't have time to read the whole bio, get to the point with a descriptive headline.

Your name should be in big, bold lettering at the top of the biography, says Garibaldi, and right below that should be your headline.

Garibaldi describes a headline as a short description of your mission statement. For example, a headline might read: "helps clients retire with ease" or "successfully builds clients' financial futures."

"Some people won't read your profile," she says, "they'll just look at your picture and your headline and decide whether they want to read it or not."

> Keep it simple

Maintain the prospect's attention with a short and clearly written biography.

The bio should be about a page long, says Garibaldi. Use short sentences and paragraphs and write in plain language. Do not use jargon.