



Author Bio

Your author bio is a small piece of text with a big job. It introduces you to readers, sets the tone for your work, and helps people feel a sense of connection. A good bio isn't about listing achievements, it's about giving readers a simple, human snapshot of the person behind the book.

A Quick Prompt to Get You Started

Ask yourself: *What do I want readers to know about me in thirty seconds?*
That's the heart of your bio.

What an Author Bio Does

A bio helps readers:

- understand who you are
- feel a sense of trust and familiarity
- see why you wrote this book
- connect with you beyond the page

It's not a CV. It's a welcome mat.

Tone and Style

Your bio should match the tone of your book.

- Fiction authors often lean warm, personal, or playful.
- Non-fiction authors often lean clear, confident, and purposeful.
- Memoir authors often lean honest and grounded.

The tone is part of your presentation, it signals what kind of storyteller you are.

What to Include

Most strong bios include a few simple elements:

- your name
- what you write or specialise in
- a detail about your background or interests
- where you live (optional)
- a personal touch that feels genuine
- a link to your website or newsletter

You don't need all of these, just the ones that feel natural.

What to Avoid

Common pitfalls include:

- long lists of achievements
- overly formal language
- trying too hard to be funny
- vague statements that don't say anything
- bios that are longer than the book description

Short, clear, and human always wins.

Short vs Long Bios

You'll often need two versions:

- a short bio (1–2 sentences) for retail pages
- a longer bio (one short paragraph) for your website or back matter

Both should feel like the same person, just different lengths.

A Simple Structure You Can Use

Here's a flexible pattern many authors find helpful:

- who you are
- what you write
- one personal detail
- where readers can find you

It's simple, adaptable, and works across genres.

A Simple Exercise

Write three versions of your bio:

- one sentence
- three sentences
- one short paragraph

You'll quickly see which details matter most, and which can be trimmed.

A Final Thought

Your author bio doesn't need to impress anyone. It just needs to feel like you. When your bio is clear, warm, and authentic, readers feel welcomed, and that connection is far more powerful than any list of accomplishments.