



# HOW TO WRITE A SHORT BIO FOR YOUR BEATSTARS 'ABOUT' SECTION



## About You

Your bio, whether it's on your Instagram, Twitter, Facebook, or BeatStars profile, is a gateway for your audience to better understand who you are, where you come from, and what you have to offer. Follow our best practices for writing the perfect bio:

### Make Sure To Include:

- 1 Your Name (+ Producer Name)
- 2 Where You're Located
- 3 What Your Specialty Is (Hip-Hop beats, trap beats, mixing and mastering, sampling, etc.)
- 4 Your Website



## 5 Best Practices:

- 1** Talk in the 3rd person, not 1st. This displays an unmatched level of professionalism that makes you appear more formal and legitimate.
- 2** Establish your credibility. A bio is your elevator pitch, and it is an opportunity to tell your potential clients why they should trust you. Select your most impressive accomplishments and experience (as long as they are relevant to your beat business or music career).
- 3** Social media drives 31% of all website traffic, so be sure to provide some type of link in your bio, whether that's your website, blog, Twitter profile, SoundCloud, etc.
- 4** Show off your personality. It's important to showcase your accomplishments and credibility, but your potential fans also want to know that there's a real, authentic person behind the screen. Include some humor in your bio to warm up your audience. Remember, you don't want to make off-color jokes so pretend like your mother is reading it.
- 5** Keep it short and sweet. The average human attention span is 8 seconds, so be sure to keep your bio concise and to the point to avoid reader dropoff.



## Did you know?

Your BeatStars 'About' section also appears as your meta-description in Google search results. This can help your page ranking, so be sure to include some search keywords (i.e. Hip-Hop Beats, Trap Producer, etc.)

[www.beatstars.com](http://www.beatstars.com) › mantra ▼

### Mantra Feed | BeatStars Profile

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**Mantra**  

USA

Certified Platinum Producer | Credits: Future, Rihanna, NeYo, Bad Bunny... more...

