Start with your fans' words. Then cut it three ways.

One sitting, phone in hand. The words come first, the bio compresses them, the photos and posts follow.

Tonight: five years from now

- ☐ **The words** — You've come off stage. Your fans are talking about you. List every word you want to hear.
- ☐ **As many as you can** — No editing, no ranking. Fifty is normal. Contradictions are fine.
- ☐ **Two boards** — Hundreds of images, half an hour, gut feel. One for your world, one for how you look.
- ☐ **Editorial** — For the look board: editorial, never commercial. Think big; we scale down later.

Compress: two to five words

- ☐ **Go up** — Group the list. The word the others sit inside is the one you keep.
- ☐ **The unwritten one** — Ask someone who knows your music what runs through the list that you didn't write.

My words 1 _____ 2 _____ 3 _____ 4 _____ 5 _____

The one line

- ☐ **Familiar** — Something a stranger can place in a second: the sound, the genre, the form.
- ☐ **Plus one thing** — The one thing nobody else has. An instrument, a place, a word in the wrong spot.
- ☐ **The feeling** — If a new listener hears one song, what should they feel? The line carries it.
- ☐ **No names** — Use your comparison set to find the line. Put none of the names in the bio.

Three lengths from one bio

LENGTH	WHERE IT GOES	WHAT'S IN IT
One line, ~15 words	Profiles, site, top of everything	The line
Short, ~50 words	Pitches, listings, press last paragraph	Line, base, what's out, one proof
Long, ~150 words	Press page, streaming profile	Short version, the story, what's next, contact

Before you post it

- ☐ **Read aloud** — Every sentence is one you'd say. No 'versatile', no genre slash, no list of names.
- ☐ **Private** — Decided in advance what stays yours. Your city, family, health, old job: your call.
- ☐ **Dated** — Revisit every release or every six to twelve months. The words stay; the rest moves.