

THE COMMUNICATION LENS

Why Writing Your Own Agent Bio Is Harder Than You Think

“The person who knows you best is often the least qualified to introduce you.”

Most real estate professionals believe writing their own biography should be easy. After all, who knows their career better than they do?

The challenge is not knowing your own story. The challenge is deciding which parts of that story matter most to someone who has never met you.

That is why many self-written biographies become lists of accomplishments rather than introductions to a professional.

01

Why This Matters

A biography is not written for the person whose name appears at the top. It is written for the person trying to decide whether to make contact. Readers are asking questions such as:

- ? What does this person actually do well?
- ? What kind of clients do they serve?
- ? Why should I trust them?
- ? What makes them different?

Your biography should answer those questions before it answers your own.

02

Common Problems

Many self-written biographies:

- ◇ become chronological career histories
- ◇ include too much information
- ◇ rely on generic adjectives
- ◇ never identify one clear professional idea
- ◇ assume readers understand why past experience matters

The result is often accurate but difficult to remember.

03

What Strong Bios Do

Strong biographies organize experience around one central idea. Rather than listing everything you have done, they explain what your experience allows you to do for clients today.

Readers leave understanding the professional, not simply the career.

COMMUNICATION INVESTIGATION

“What one professional idea would someone remember tomorrow?”

Read your biography and ask yourself that question. If the answer is unclear, the biography probably needs stronger organization rather than more information.

04

Final Observation

Writing your own biography is difficult because you already know too much. The reader knows almost nothing. A strong biography bridges that gap.

RELATED READING

- 01 What Makes a Strong Real Estate Agent Profile?
- 02 How Buyers Decide Whether to Trust an Agent Profile
- 03 Common Real Estate Agent Profile Mistakes That Cost You Trust

NEED HELP?

Request a Communication Investigation

A Communication Investigation identifies what your biography communicates before prospective clients ever contact you.

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