

# 5 TIPS FOR YOUR SOCIAL MEDIA BIO



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HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

## 5 QUICK TIPS FOR YOUR SOCIAL MEDIA BIO GUIDE:

*This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!*

**Objective:** Write a bio that gets you noticed. Create a new bio or revise an existing one so that it speaks to your "vision" and "brand". Bios may differ slightly depending on the platform.

**What's the Benefit for YOU:** The "Bio" is similar to first impressions. We want to impress potential client and earn referrals from existing clients. *People do business with people they know, like and trust.* As a real estate professional you should be showcasing your unique strengths and personality in the bio section. The bio space is limited, so we must get creative.

**Time Frame:** 15-30 minutes

### Steps (Difficulty Level = easy)

Download the accompanying FREE BIO WORKSHEET from [www.digitaldom.com/realestatetools](http://www.digitaldom.com/realestatetools) If you would like to have a "soft copy". You can save this guide to your desktop. Type into PDF, using each text field I created. Write your bio, but it keep in mind the K.I.S.S Methodology (keep it simple...silly) Less is more, especially when we are working with roughly 150 characters.

### 5 TIPS FOR YOUR SOCIAL MEDIA BIO:

1. Write your Strengths & Business Purpose/Experience (Unique Selling Proposition)
2. Write your specific region/state
3. Sprinkle personal interest/passion (People want and need a human connection point)
4. Write several versions of the Bio. Find bios you admire and create your own flavor.
5. Get a proof reader! Visualize your clients reading it out loud, Revise and edit often.

**Bonus Tips:** Change the [url links](#) in the bio to point to relevant items such as your website, open houses, new blog posts or interesting articles. Use a current photograph (within the last 5 yrs.) Professional Attire/Good Quality/Good lighting and preferably smiling.

That's it. Take a look at the quick tips above. Download the Bio Worksheet. Get started today.

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Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute

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