

# How to Write A Stellar Dancer's Bio

For the Dancer, your bio should be a SALES PITCH. You are trying to "sell" yourself as an industry professional and convince the reader that they should work with you.

Whoever reads your bio should be able to swiftly scan it and know all of your best points without being confused or bored. Here's where my secret sauce for sales comes into play. Keep your bio "Bold, Brief, and Beautiful."

## **Bold**

Be confident in who you are and show off your strengths. List your best achievements, highest education or training, and awards. Don't exaggerate but show off your best self. Never add your age. If you are an expert, your age is not significant.

## **Brief**

Keep it short, between 150-300 words, depending on where or how your bio will be showcased. Avoid listing dates like in a resume unless the date is relevant to a significant milestone. Employers don't care about your life's story. They are interested in how you will add value to their company, and they want to know this within 3 seconds of reading your bio! So make every word count.

The only exception is if an employer requests a bio that will be used as an "About Page" for you, the artist. You will see this in large companies where dancers get a full page for their bios. However, if your bio becomes a "word salad," readers will lose interest no matter how famous you are.

## **Beautiful**

Errors are a massive turn-off for readers. For extra help with proofreading, try using grammar software like Grammarly or Writer to catch basic errors. Ask a friend or mentor to review your bio, and ALWAYS read your bio out loud.

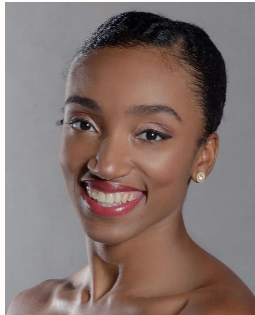
## Extra Links

Nowadays, including your Instagram Handle is almost mandatory, but be cautious about this. It can be great for those with lots of followers and less great if you're Instagram is average.

You will need to research the company and use your best judgment. Because this is a newer practice, there isn't a steadfast rule about how to use your handle. Some artists include it at the top under their name (display depending), and others include it at the bottom. I always recommend including it at the bottom of your bio.

Additionally, if you have a presentable website, it's often beneficial to put your URL at the end of your bio.

## Great Examples



### Traditional Bio

[Carmen Cage - Dallas Black Dance Theatre](#)

A native of Jacksonville, Florida, Carmen began her pre-professional training at the Jacksonville Center for the arts and the Douglas Anderson School of the arts. She is a 2018 graduate of SUNY Purchase Conservatory of Dance, with a Bachelor of Fine Arts in Dance, and a minor in Arts Management. Carmen has performed works by Martha Graham, Christopher L. Huggins, Ronnie Harris, Katarzyna Skarpetowska, Darrell Grand Moultrie, Kameron N. Saunders, Elisa Monte, Hope Boykin, and many more. She has completed intensives at The Ailey School, Dance Italia, Movement Invention Project, Bates Dance Festival, and Dallas Black Dance Theatre. She has performed at the Kuandu Arts Festival in Taipei Taiwan, New York Live Arts, New York City Center, and Peridance Capezio Center. Carmen is in her second season with Dallas Black Dance Theatre.



## Social Media Focused Bio

[Francis Chung - San Francisco Ballet](#)

SFB is taking a modern, streamlined approach to display bios. Brevity is key, and the Instagram handle is a top feature! Click the link to see why.



## "About Page" Styled Bio

[Isabella Boylston - American Ballet Theatre](#)

Isabella's bio is lovely but lengthy. It works perfectly for an "about page" or "blog post." I won't include it here, but you can easily search for it via the link above.



## Engaging From The Start Teacher's Bio

[Desmond Richardson - Broadway Dance Center Teacher's Bio](#)

Hailed by the New York Times as "One of the great modern dancers of his time," Desmond Richardson is a multi-talented artist who has mastered a wide range of dance genres from his roots in hip hop, classical, modern and contemporary ballet. Praised for his powerful dancing and singular performance quality, Richardson has been the hallmark performer who has shaped the essence of the Complexions style.

*Note: Richardson's bio has a drop-down feature. However, the first paragraph packs a punch with the most impressive highlights of his career.*