

# Political Candidate Biography Worksheet

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A candidate biography is a profile that allows you to introduce yourself to the voters. It can be a tool to persuade voters that not only are the right side of the issues, but you also are the right person for the elected position. It should provide both a compelling story and an interesting read.

## **Bio Writing Tips:**

- Say whatever you want in as few words as possible.
- Where you can, bullet text rather than put it in paragraph form.

Consider writing a version of your biography in third person for your website. While first person may come across as more personal, it's not especially useful for search engines.

Google doesn't know who 'I' and 'me' are. Writing in the third person gives you plenty of opportunity to use your full name, which can help the material appear in search engine results.

## **Start with a basic summary**

Begin by just writing a summary of who you are and what you are running for. Make it short enough that it would fit into your social media profiles. For example:

*Sam Smith is 2024 candidate for Mayor in TinyTown, NY.*

Good. Now you've created your micro-biography. Hang onto this.

## Write your full biography

**A little bit about you personally goes a long way.** Voters want to know about you, but maybe not every detail of your life. Include some photos and even video for the page. Include both personal and professional content that helps provide a rounded idea of who you are. It's a bit like writing an autobiography, but just using the good stuff.

**Start with your name and who you are.** Are you a businessperson, a family man/woman, a person with strong ties to the community?

**Give a bit of background about yourself.** Where were you born and where did you grow up? If you did not grow up in the area you are running, explain why you moved and when. Try to show some ties to the larger community.

**What are your experiences, and how do they relate to the voters?** What hardships have you faced, and how did you confront them? This can relate to your background.

**Explain what you are running for and why.** This is where you state exactly what position you are seeking and your primary reason for running. You should include your previous political experience, if you have any.

*"I am running for town supervisor because I want to restore economic growth to TinyTown."*

**What do you want to accomplish during your time in office?** Perhaps your goals can relate to previous accomplishments in your life. Use specific examples if you can. Take a situation, describe how you handled it, and use it as a template for this section.

*"I have 10 years of business experience with a background in finance. I know how a budget works... I want to bring fiscal accountability to our local government..."*

**What do you want to accomplish during your time in office?** Perhaps your goals can relate to previous accomplishments in your life. Use specific examples if you can. Take a situation, describe how you handled it, and use it as a template for this section.

**Finish your candidate biography with a strong statement** about your purpose for running and what you hope to accomplish in the office you seek. Be inspirational. Be specific in what issues you hope to tackle. Leave the reader knowing that you deserve their vote.

***What is in it for the voter by supporting you?***

## **Now break it down for your elevator pitch**

Now that you have written a full candidate biography, it's time to *break it down*. You should create a concise version for your 'elevator pitch'. Your elevator pitch will be short description of yourself that explains who you are so that a listener will learn the basics about you very quickly.

It should be no longer than 20 to 30 seconds long. It should only state who you are and what you want to do.

**For more campaign tips and ideas, visit:**

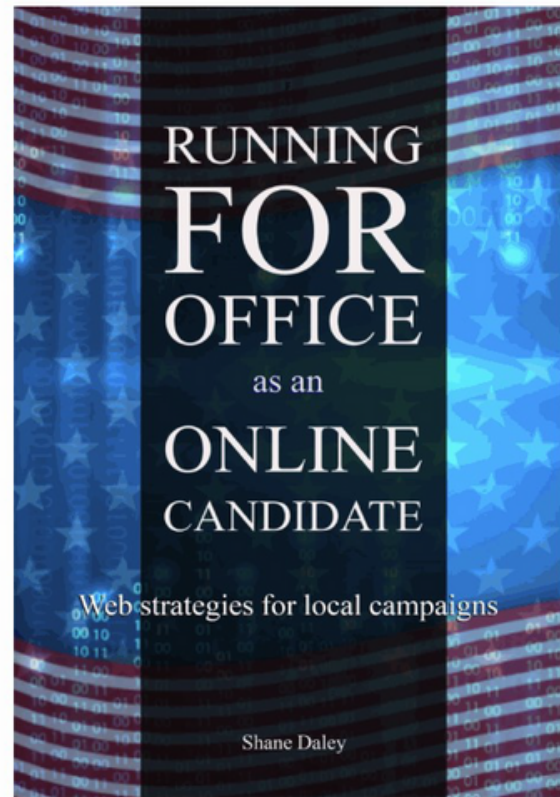
<https://www.onlinecandidate.com/articles/tips-writing-candidate-bio>

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Topics include establishing your online identity, creating a social media presence, campaign websites, search optimization, online fundraising, email and web marketing strategies.

Today, it's not a matter of whether you put your campaign online – *it's a matter of how you do it.*



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