

**Orange Coding Academy**

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introduction

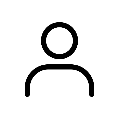
There are many different formats you can go for when [writing your bio](https://www.wix.com/blog/2020/07/how-to-write-a-bio/). However, the most recommended, based on today’s internet standards, is the story told in the “I” form. You’ve probably heard about the marketing trend of storytelling, which consists of brands switching from the traditional advertising pattern (“Buy our drinks because they taste better!”) to a more elaborate narrative (“Our unique drinks were created in 1886, in the charming city of Atlanta…”). Why? One theory is that it echoes those warm memories of when, as a kid, your parents used to tell you stories in bed, just before falling into the arms of slumber.

To set you on the right path, make sure your text answers all the following questions: who you are (name, hobbies, etc.), your professional background, where you’re located, what you’ve achieved (prizes, clients, etc.), why you enjoy what you do, and how you can help potential clients. An important tip for this last part: make sure you don’t repeat the same offers as your [photography services page](https://www.wix.com/blog/photography/services-page-photography-website), but rather explain what makes you truly unique within a huge market of photographers.

As for the tone you should adopt, try not to sound too rigid. While you shouldn’t write like a teenager on TikTok, your readers must get a sense of your personality. Secondly, don’t brag. Even if you’re a super sought-after photographer, visitors want to read about your current challenges, because they’d like to know that you’re the kind of person who’s always eager to excel in order to satisfy their needs. Finally, don’t write a short novel. Good 'About Me' text should be 150 to 200 words long, broken into a few paragraphs in order to lighten up the page.

**Pro photographer bio example:** If you don’t feel comfortable crafting a structured narrative, take a look at this original example by [KARY Photography](https://www.kary-photography.com/), who included a series of random facts on the 'About Me' page of her photography website.

Sycle user



Sycle Photographer

Technology and tools used

* Client side:

-HTML

-CSS

-Bootstrap

-JavaScript

* Server side:

-Laravel

-MySQL

* Tools:

**-**Figma

**-**Trello