**Template for writing a Bio for the ICT Thematic Site**

This template and an example serve only as a framework, so feel free to add or delete some sentences as you see fit. Use the step-by-step instructions below as a general guideline for customizing the short bio templates above, or write one from scratch.

**Step 1. Gather Information and Inspiration**

Answer the questions below to gather the information you’ll need to customize your professional bio.

* **Who will read your bio?** This depends on when and how it will be used. The ICT Thematic Group won’t appreciate people soliciting work using the website. Write one bio per target audience.
* **What does your audience need to know?**It should address how the the ICT Thematic Group is make SADC citizens life easier.
* **What do you want your audience to know?**This isn’t directly about your skills and academic qualifications but about the underlying feelings you evoke in the people working with you and the audience.
* **What’s in it for your readers?**Specify the problem or goal your audience can accomplish with your help?
* **What’s your story?**Tell a story about how you came into your current work in the ICT Thematic Group to show readers what sets you apart from other professionals. You can also write about your core values or why you’re in this group.
* **What do you want them to do?**State how you prefer readers to contact you.

Gathering all this information before you start writing prevents writer's block. But if that doesn’t work, try searching for bios of people in your industry to get some ideas. Take note of the phrases or words you like, so you can use them later (with some editing) in your own bio.

**Step 2. Have Your Nice Photo Ready and Start with Your Name**

Write your name at the start or first sentence of your bio so people will immediately realize what they’re reading.

**Step 3. Explain Your Business or Occupation and Contribution to the ICT Thematic Group**

This gets the readers’ attention so that they know who you are and the value you bringing to their lives.

### Step 4. Add Personal Interests and Other Humanizing Details

This is a subtle way to show the audience or readers that you’re a real person. If you've got something in common with your reader or a fascinating hobby, that may prompt more readers to contact you. Avoid humor, unless you’re absolutely sure that whoever reads your professional bio will appreciate it.

### Step 5. Contact Details and Call to Action

End with your contact information and a simple call to action asking people to get in touch with you. Phone numbers are totally optional, but email is a must. Feel free to replace your phone number with a link to your website.

**Example BIO**



*“Jacob Munodawafa is an Executive Secretary being the Chief Executive Officer at Southern Africa Telecommunications Association (SATA). SATA as a regional ICT business chamber is an ICT implementing agency of SADC, representing the interests of the investors primarily telecom operators in the ICT sector in the region. Jacob has research interests in business and ICT and is a passion believer in ICT and technology transforming the lives of people. Please email* [*jacob.munodawafa@sata-sec.net*](mailto:jacob.munodawafa@sata-sec.net) *or go to* [*https://sataconnect.org*](https://sataconnect.org) *and* [*https://www.sata-sec.net*](https://www.sata-sec.net) *to contact Jacob.”*