

Your Bio on Steroids!



Let's get you started. Please answer the following questions so I'll have something to work with to create your killer bio. Tap the box for each section to add your info to this doc, then save and return to info@writeyourlife.net

Your name

Your company/business name and website

Your title

How long have you been at your current company/business?

Name of the industry/business sector (i.e. legal, marketing, coaching, government, nonprofit, etc.)

How long have you been in this industry?

What one incident/event/person/observation caused you to begin your work in this field? (Share the single, most influential event or person in your career/business decision). Use the following guide:

At a time when I was (Where were you emotionally, intellectually, personally, professionally?) . . .

I met someone/noticed, experienced, or realized something (What happened that caused you to change or create a solution? Describe it here) . . .

So I decided to (Explain what you did; the action you took, the solution you created.).

As a result, (What has been the result of the change you made — either for yourself or for others?)

What is your super power, your ninja skill, your secret sauce? This is the ONE thing you do better than anyone else in your field.; the thing your clients/customers/advocates rave about; the thing they tell others about; the thing that gets them really excited.

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In one sentence, **describe your ideal client.** Think of this as one person, not a group. Include any of the following that apply: gender, age range, job title, industry, marital/family status, social status, interests.

My ideal client is

What does your ideal client ultimately want that you help with? This could be something they want to have, do, release, know, experience, or avoid.

My ideal client wants to

I help by (Describe what you do — your process, system, approach)

What one piece of advice do you give each of your clients/customers during your work with them? Think of this as a great quote you'd love for a reporter to use in an article written about you.

List any awards you've won in this industry and/or with this company/business. Include the year the award was received.

List any media you've been featured in. This includes radio, TV, newspapers, magazines, blogs, and podcasts (whether interviews you've given or articles/posts you've written).

List major industry events where you have appeared (as a speaker, panelist, guest, etc.).

List current certifications in your industry.

List your book titles.

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Do you have a moniker or tagline that relates to what you do or offer? (i.e. “The Real Deal Realtor,” or “Your Ninja Accountant,” or “The VA With Heart,” or “Atlantas’s only chemical-free lawn treatment.”)

Is there a saying you use often in your work with clients/customers? Perhaps this is a word of encouragement, a directive, or a promise (i.e. “You’re going to love the way you look!” Or “There’s no one better.” Or “It’s not about you.” Or “Everyone deserves the best life ever!” Or “It’s not as hard as you think.” Or “Everything takes longer than you think.” Or “You’ll wonder how you lived without this.” Or “Do this or you’ll regret it.”). If so, include it here.

Include any other pertinent information you would like considered as part of your killer bio.

Paste your current bio here (no links please):