

Creating an Enticing Bio that Gets You Booked

Step 1: Pulling the pieces together

About You	
Field of Expertise	
Moniker (known as)	
Year you started (how long have you been doing this work?)	
Why you do this work? (your why, rally cry, vision/mission)	
Awards, Accomplishments, Honors, etc.	
Personal passions, interests, charities	
Obstacle or challenge you've overcome	
About Them	
Who you serve (ideal client/audience)	
Problem you solve	
Result you obtain (general)	
Results you've obtained (historical data)	
Your Signature Solution	
Your Reach	
Social Media	Total Clients Served
Email List	# Stages / Podcasts
Your contact info	
Email	Phone
Website	
Social Media Links	
Facebook Instagram YouTube Clubhouse	LinkedIn Twitter Pinterest TikTok

Step 2: Start Your Longer Version Bio (150 to 200 words)

Elements	
<p><u>1st Paragraph:</u></p> <p>Your name, any moniker you go by, who you serve and how you serve.</p>	
<p><u>2nd Paragraph:</u></p> <p>Accomplishments, experience, notable experiences as a speaker.</p>	
<p><u>3rd Paragraph:</u></p> <p>More about you and your passion, commitment to your work or other mission/vision related language.</p>	
<p><u>4th Paragraph:</u></p> <p>Your contact information</p>	

Step 3: Trim it Down – 50 Words

Elements	
Your name and moniker	
Your audience	
Solution you provide (make it sizzle!)	
Call to action	