

**Example: Nancy Matthews**

# Creating an Enticing Bio that Gets You Booked

**Step 1: Pulling the pieces together**

<b>About You</b>	
Field of Expertise	Leadership, Sales, Marketing, People Skills
Moniker (known as)	The Visionary with Guts  The One Philosopher
Year you started (how long have you been doing this work?)	Since 2008
Why you do this work? (your why, rally cry, vision/mission)	The most important things in life aren't things – it's people. And there's not enough focus on our people skills to see and value each other as "The One"
Awards, Accomplishments, Honors, etc.	6x Best Selling Author, International Speaker, 2011 Woman of Virtue, John Maxwell Founders Circle, featured on/in ABC, NBC, Fox, etc (I have logos), shared stages with Jack Canfield, Seth Godin, Bob Burg, Sharon Lechter and more
Personal passions, interests, charities	Loves music, especially bruce springsteen & eStreet Band, co-wrote a song about Everyone's The One
Obstacle or challenge you've overcome	Single mom struggling living paycheck to paycheck to build million-dollar businesses, global community of WPN
<b>About Them</b>	
Who you serve (ideal client/audience)	Growth-minded individuals who want to increase productivity, results, and relationships (life and business)
Problem you solve	People not cooperating, stress/frustration, poor sales, fractured relationships (business and personal)
Result you obtain (general)	Better life! More happiness and less stress which creates greater productivity, efficiency and teamwork.
Results you've obtained (historical data)	10,000+ served, 1800 speaking engagements (est) 1000 interviews (est)

Your Signature Solution	The One Philosophy: A Better Life for You and Humanity
<b>Your Reach</b>	
Social Media 78,000	Total Clients Served – 10,000+
Email List 10,000	# Stages / Podcasts EST 1800 and 1000
<b>Your contact info</b>	
Email – nancy@nancymatthews.com	Phone – 954-980-2134
Website nancymatthews.com/ thepeopleskillsacademy.com / womensprosperitynetwork.com	
<b>Social Media Links</b>	
<a href="https://www.facebook.com/NancyMatthewsSpeaker/">https://www.facebook.com/NancyMatthewsSpeaker/</a> <a href="https://www.linkedin.com/in/speakernancymatthews/">https://www.linkedin.com/in/speakernancymatthews/</a> <a href="https://www.instagram.com/nancymatthewsspeaker/">https://www.instagram.com/nancymatthewsspeaker/</a> <a href="https://www.youtube.com/c/NancyMatthews">https://www.youtube.com/c/NancyMatthews</a>	
Facebook Instagram YouTube Clubhouse	LinkedIn Twitter Pinterest TikTok

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

Elements	
<p><b><u>1<sup>st</sup> Paragraph:</u></b></p> <p>Your name, any moniker you go by, who you serve and how you serve.</p>	<p>Nancy Matthews is a Leadership, Sales &amp; Marketing Expert, known as The One Philosopher &amp; The Visionary with Guts whose unique blend of creativity, business savvy, and exceptional understanding of human behavior causes audiences far and wide to sing her praises.</p>
<p><b><u>2<sup>nd</sup> Paragraph:</u></b></p> <p>Accomplishments, experience, notable experiences as a speaker.</p>	<p>She is a 6x best-selling author, sought after international speaker and global leader who has shared the stage with today’s top thought and business leaders and has been regularly featured throughout the media.</p>
<p><b><u>3<sup>rd</sup> Paragraph:</u></b></p> <p>More about you and your passion, commitment to your</p>	<p>As a single mother of two (now all grown up) Nancy knows first-hand how to juggle the many demands on our time and energy to achieve extraordinary results.</p>

<p>work or other mission/vision related language.</p>	<p>She is the founder of The People Skills Academy and Women’s Prosperity Network and works with growth-minded individuals who want to increase productivity, results, and relationships (life and business).</p> <p>She’s a lover of music and long-time fan of Bruce Springsteen and The E Street Band, having seen more than 80 of their shows. One of her visions is to use the power of music to spread The One Philosophy and she’s co-written a song with Fiz Anthony, “Everyone’s The One” that she one day plans to sing with Bruce Springsteen!</p>
<p><b>4<sup>th</sup> Paragraph:</b></p> <p>Your contact information</p>	<p><a href="mailto:Nancy@NancyMatthews.com">Nancy@NancyMatthews.com</a>  Tel: 954-980-2134  Website: NancyMatthews.com  Website: ThePeopleSkillsAcademy.com  Website: WomensProsperityNetwork.com</p>

**Long Form Bio – 201 Words (including contact info)**

Nancy Matthews is a Leadership, Sales & Marketing Expert, known as The One Philosopher & The Visionary with Guts whose unique blend of creativity, business savvy, and exceptional understanding of human behavior causes audiences far and wide to sing her praises.

She is a 6x best-selling author, sought after international speaker and global leader who has shared the stage with today’s top thought and business leaders and has been regularly featured throughout the media.

As a single mother of two (now all grown up) Nancy knows first-hand how to juggle the many demands on our time and energy to achieve extraordinary results. She is the founder of The People Skills Academy and Women’s Prosperity Network and works with growth-minded individuals who want to increase productivity, results, and relationships (life and business).

She’s a lover of music and long-time fan of Bruce Springsteen and The E Street Band, having seen more than 80 of their shows. One of her visions is to use the power of music to spread The One Philosophy and she’s co-written a song with Fiz Anthony, “Everyone’s The One” that she one day plans to sing with Bruce Springsteen!

[Nancy@NancyMatthews.com](mailto:Nancy@NancyMatthews.com)

Tel: 954-980-2134

Website: NancyMatthews.com

Website: ThePeopleSkillsAcademy.com

Website: WomensProsperityNetwork.com

### Step 3: Trim it Down – 50 Words

Elements	
Your name and moniker	Nancy Matthews, The One Philosopher
Your audience	Works with growth-minded individuals who want to increase productivity, results, and relationships (life and business).
Solution you provide (make it sizzle!)	Improve your people skills and improve every area of your life.
Call to action	Live The One Philosophy and create a better life for you and humanity.

Nancy Matthews, The One Philosopher, is a Leadership, Sales and Marketing Expert whose life and work are grounded in one central theme, that is, that the most important things in life aren't things – they're people. Be "The One" - Improve your people skills and improve every area of your life.