

HOW TO WRITE A BIO THAT SELLS YOU

Let's write a bio that builds **trust, authority** AND **sells your coaching** for you!

WHY DO YOU NEED A BIO?

Anytime you speak from stage or get featured online (summits, articles, giveaways, interviews, etc) you'll need to provide a bio. They are also great for business pages, group descriptions, and additions to your About Page on your website.

Don't wait until you need it before you write one! Take the time to craft one that you feel really sells you and your service.

Things to consider when writing a bio that sells you:

- Write it in 3rd person
- Tell your audience who you are, and what you do
- Share your accomplishments that qualify you for the audience you are attracting (client success stories, avg success rate, testimonials)
- Tell them how you solve their problem
- Highlight skills and personal expertise
- Say something personal and add interesting fact and hobbies
- Tell people where to find you (web address, etc.)
- You might want to have different lengths -- 100 words or less, 150+, and a regular bio

EXAMPLE BIO:

Katie Collins Official Speaker Bio 2021

Katie Collins is a sales-boosting, client-generating Business Coach who helps Online Coaches and Course Creators get over their fear of sales and visibility so they can finally make the impact -- and the income -- of their dreams.

Always through the lens of 'sales', Katie uses her expertise to teach women how to have successful sales conversations (without being pushy), how to gain message clarity, how to craft their offer with profitable packages and programs, and how to structure program content, including your launch strategy with an offer that really sells.

Katie is gifted with the ability to create a safe, nurturing space for clients to explore their limiting beliefs and transform their fears. She is trained in the Art of Feminine Presence and teaches both strategies and mindset tips that ensure business cash flow.

She is the Founder of Katie Collins Coaching LLC, and co-founder of The Launch Squad, a full service launching agency. She is often hired by 7-figure coaching companies to serve as a lead on their sales teams during launches. She has brought in over \$4.5 million in coaching program sales.

Her astute guidance and intuitive nature has supported thousands of clients to make powerful choices and commitments to get them into action so they have a steady flow of incoming clients, AND a steady flow of cash each month, with a scalable, repeatable process for launching.

👉 YOUR TURN: 👉

1. State your name (a) and what you do (b):
 - a. _____
 - b. _____

2. Recall accomplishments and note-worthy successes:
 - a. _____
 - b. _____
 - c. _____

3. State the group of people you work with (a), and the problem you help solve (b):
 - a. _____
 - b. _____

4. What skills do you have that qualify you / make you unique?
 - a. _____
 - b. _____
 - c. _____

5. What are personal (and funny!?) things to mention that make you relatable?
 - a. _____
 - b. _____
 - c. _____

6. Where do you want to send people to find out more about you? You can include #hashtags, web addresses, @handles and more, but keep it easy for them!
 - a. _____
 - b. _____
 - c. _____