



Writing a Bionic Bio

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Getting Started

Your bio is one of the most essential marketing pieces you have. Don't underestimate its power and effectiveness.

Your bio is one of the most essential marketing and networking pieces you have. Studies have shown you have about 10 seconds to grab someone's attention.

Your Bio is like the front door to your shop. It is used in many places such as:

- Website
- Job Applications and Resume



- LinkedIn Profile
- Social Media profiles
- Networking intros
- Speaker Introductions
- Conference programs
- Employee Profiles
- Book Covers
- Media Kit
- Author pages
- TV Appearances
- Interviews
- Podcast
- And more!

In order to have a memorable bio, there are certain elements that need to be included. This worksheet will guide you through writing a bio that tells your clients how you solve their problems. Keep in mind, your bio is short, but it requires a lot of effort to perfect it. You may be working on versions of your bio 5 years from now, and that's okay. It is always a work in progress.

A magnetic bio is a powerful tool to help you stand out in a crowded marketplace. It's your chance to share your unique approach to the problems you solve for your customers!

Let's get started creating a bio that:

- Positions you as an expert
- Magnetically draws attention
- Sets you apart from the competition
- Builds credibility
- Tells your clients how you solve their problems
- Establishes more connections

Follow these practical exercises to help you craft a BIONIC BIO that people will remember.

NOTE: Save the different versions of your bio, don't edit the same one. Simply cut and paste, then edit the latest version. You will likely go back and want to capture some phrase or word you used in a previous version. You may want to go back and get a phrase or word from a previous version.



Step 1: Your Current Bio

Go to your LinkedIn Profile and copy and paste your current bio here:

Go to your Facebook profile and copy and paste your current bio here:

Copy and paste your current website bio here:

Copy and paste any versions of your bio you have on your computer:

Practice

Combine the different versions into one bio and edit it here to eliminate any redundancy.



Step 2: All About Your Client

Yes, a bio should be about you, but it is much more effective if it is about how you solve your client's problems. It is really *about your ideal client*.

Example: A bio that doesn't work

Chelsea Bunker is a 4th generation Coloradan with a B.A. in Communication and a passion for volunteering. She is a mother, an active community connector and the founder of Sunshine Creative, an Applewood-based marketing and events agency. Chelsea loves to stay involved in many different community nonprofits and events. She currently sits as the board president of the Applewood Community Foundation.

After reading this, how do you think Chelsea can help you solve a problem?

Example: A Bionic Bio that works

As the lead doctor of naturopathic medicine at Mission Health in San Diego, Amanda Phillips helps women balance their hormones naturally so that they always have an abundance of energy. She coaches them on nutrition for optimal health and for flexibility and balance, she leads weekly yoga classes, often on paddleboards. Amanda can be reached at AmandaPhillips.com.

Notice the word choices here:

- *doctor of* gives her immediate credibility
- *helps women balance their hormones* naturally and tells exactly what she does in a concise way.
- *always, abundance of energy* - connecting with your client's pain points
- *flexibility and balance* - conveys her whole body approach
- *weekly yoga classes* - conveys consistency and support

This 2-sentence bio gives a clear message with just enough information to know what Amanda can do for her ideal client. The bio could be 3 sentences. For a book cover, it needs to be around 100 words or less.



Think of your short bio as more of an elevator pitch than a list of your accomplishments. Save that for the bottom of the About page of your website. If people really want to know all about you, they'll look there for the nitty-gritty details of your education and awards. A full CV on your About page is appropriate. It is not necessary for your bio.

Your bio should only include things that your ideal client cares about - how you're the solution to their problem. They don't care where you got your degree or if you even have one.

Practice

What are your client's most urgent wants? Then go through your services and skills and match them to your client's problem. What problems do you solve that you want people to know about? These could be related to emotion, relationships, finance, health, mindset, or desire.

CLIENT'S URGENT WANTS/PAIN POINTS	YOUR SERVICE SOLUTION
	(tab for more spaces)

EXAMPLES:

- Financial Planner: Retirement Plan | Budgeting, advising on investment options
- Yoga Instructor: More peace and flexibility | Group or online classes
- Therapist: resolve family conflict | individual and family therapy sessions
- Naturopath: lack of energy | balance hormones, eating plan
- Energy Healer: relief from suffering | Reiki, soul alignment
- CPA: saving money on taxes | guidance on their finances
- Social Worker: help to make ends meet | resources and classes



- Realtor: finding home | knowledge of the locale, connection to resources
- Book Publisher: book to grow your business | author coaching and editing
- Web Design: website that brings in clients | content writing and design
- Massage Therapist: relief from stress | hot stone massage

Lowest common denominator of what you do. You could easily have 10 to 20 services.

If your education is part of the solution your client is looking for, include it. If a past career helps connect you, use that. Just pick and choose what you include so that you're touching on the high points.



Step 3: Refining Your Bio

Avoid Irrelevant Details. People don't really care about your career path or your degrees. They might not even be interested in your hobbies until they're convinced you can make their problems go away. Include details that your audience can connect to.

Practice 1 - Avoid Irrelevant Details

Paste your edited bio from STEP 1 here, then cross out any details you think are irrelevant. Think *show not tell*. What words or phrases from STEP 2 can you include in your bio, perhaps replacing some to show your reader the problems you can solve for them?



Practice 2 - Cramming in too much

Your short bio doesn't need to be more than 2 or 3 sentences. Be picky about what you include in it. My general rule is not to list more than 3 of anything. Sometimes even that is too much. Highlight points of your career that your ideal client would be interested in ... or leave them out. Don't go back too far in your history, people don't care. Focus on showing your reader how you can solve their problem.

Copy and paste your work-in-progress bio below. Print it out, then grab a pencil and read it out loud. Put a checkmark next to any phrase that has energy. Put an X next to any phrase that drags you down. Then go back and rewrite the sections that have an X and omit anything that won't make any difference to your audience.

- What information will make a difference to my reader?
- What information can I leave out?
- Have I included the main ways I solve my client's problems?
- If your bio is longer than 2 or 3 sentences, what can you omit?
- Are the main pain points or problems I solve clear enough?



Practice 3 - Introduce yourself with energy

Tell what sets you apart or makes you different and spark some curiosity to know more. Try to make it fun and memorable. There could be several approaches to this, so play around with 3 or 4 versions of your opening phrase. Keep in mind your name does not have to be first.

Copy and paste your work-in-progress bio here and answer these questions:

- What is one thing about you that people are most impressed by?
- Do you have a superpower that connects you to your audience?

Is there an approach that establishes your credibility or significant accomplishment? It could be the amount of money you handled, a type of client you worked with, a percentage of success, an interview or TedX Talk you gave. Some that will pique your audience's interest.

Write Version 1:

Write Version 2:

Write Version 3:



Practice 4 - Tell your audience how you help them

Go back to STEP 2 and tell the problems you solve for your audience. It could be related to emotion, finance, health, mindset, or desire. Connect with them on an emotional and practical level. Use words that mean something to them.

Too Vague Or Woo-Woo. Your bio should be easy to understand. Don't use ambiguous phrases. Try not to use phrases that leave it open to interpretation. If someone has to ask any clarifying questions, you'll need to revise it until it is clear. Phrases that have a nice ring but don't mean anything to your audience are unmemorable. This is especially true for healers when explaining what you do to solve emotional and trauma problems can be complicated. But keep working at it until you can find a way to simplify it.

Write your bio in third person, but avoid being formal. Make it conversational. Don't use words that someone has to find a synonym for to understand. Keep it simple so they can remember it. If someone can't understand what you do on the first hearing, it is too complicated and will go right over their head.

Get to the point - you only have 2 or 3 sentences in a short bio anyway.

- Who do you help?
- How do you help them?
- What problems do you solve?
- How can you write your bio to show them you're credible and can solve their problem?

Version 1:

Version 2:

Version 3:



Practice 5 - Get your audience to DO something

You want your audience to take some action, but you have to tell them what to do. What Call to Action do you want?

What do you want your audience to do? Can you include a call to action they can't resist?

Do you have a free offer they can click on or ask about?

How can you get the link or offer in your bio?

Write Version 1:

Write Version 2:

Write Version 3:



Practice 6 - Get feedback

Again, copy and paste your work-in-progress bio below, then read it out loud and see how it sounds to you. Read it to 3 other people and ask them to tell you what you do and who they can think of to refer to you. Then get some unbiased feedback.

SOCIAL MEDIA POST

Post it on social media and ask for feedback - people love to give their opinion. You can literally post this:

Would you do me a favor? I'm working on my bio and could use some feedback. When you read this, what do you think I do? Who do you think I serve? Here's my bio: [post it]. Thank you for your response! Let me know how I can support you.



Practice 7 - Revise

After getting feedback from some people, are there any places in your bio where you are using words that someone will have to interpret? If so identify them and find some alternative ways of saying them.

Paste your work-in-progress bio here and begin your final revisions.



Step 4: Writing a Long Bio

When writing a long bio you can include a lot more information. A long bio can be used on your website about page, the author page at the back of your book, and on some social media profiles.

Your long bio starts with your short bio in the first paragraph. Then you can go into more detail all the time showing your reader how you solve their problem. Here are some questions to consider when writing a long bio.

Tell us about your family and kiddos.

- What brought you to your passion and purpose?
- What has been your biggest challenge as an entrepreneur?
- What has been your biggest success?
- What book or podcast has changed your business?
- What separates you from your competition?
- What special events do you have coming up?



Examples of good bios

Here are some examples of bios that work. They may give you more ideas.

<https://rigorousthemes.com/blog/best-short-bio-examples/>

Keren Kilgore Bio



Keren Kilgore

As an author coach and book publisher, Keren guides coaches, authors, speakers, and entrepreneurs in refining their message and writing books that add value, cause people to take action, and make an impact in the world. As an intuitive ghostwriter and editor, she connects with you and the energy of your project and guides you to make a quantum shift in your messaging whether that is communicated in a blog, social media, or a book.

Long Bio

As an author coach and book publisher, Keren Kilgore guides coaches, authors, speakers, and entrepreneurs in refining their message and writing books that add value, cause people to take action, and make an impact in the world. As an intuitive ghostwriter and editor, she connects with you and the energy of your project and guides you to make a quantum shift in your messaging whether that is communicated in a blog, social media, or a book.

Keren works with visionary leaders and entrepreneurs who are stuck. They are gifted at what they do and know that becoming a published author would create a quantum shift in their business. But they don't know how to get started.

Keren coaches authors on how to plan for and write a successful book. Then she taps into her writing, editing, and design skills to create a page-turner with a kick-ass cover. And finally, she'll help you customize a best-selling marketing blueprint to sell as many copies as possible.

She facilitates writing workshops each month and helps entrepreneurs write stories to use in public speaking, closing sales, social media, and books. She has ghostwritten and published hundreds of books for authors and is currently writing a book entitled *Can I Call You Mom?* about her experience as a foster Mom to 26 teenagers and *Blink* a book about an abused and abandoned colt for young readers.



Always ready for a new adventure, Keren was an avid motorcyclist and completed an Iron Butt ride on her BMW 1200RT touring bike. She gets recharged by spending time in nature playing golf, hiking, biking, kayaking, and paddleboarding. She also loves watercoloring, cooking, entertaining, game nights, and especially enjoys a scotch on the back porch by the fire with Michael, her beloved husband of 43 years.

Keren has two children—Abby (graphic designer) and Derek (financial advisor). Then six more awesome people joined the family when Abby met Jeremy and they had two children (Sydney and Wyatt) and Derek met Amber and they had two kids (Addy and Ethan). The 10 of them spend several weeks a year vacationing, camping, playing games, and cooking together.

Keren is gifted at launching visionary thought leaders. She loves learning about you, your passion, and your vision, then infusing you with energy to create a quantum shift in the world. You can reach Keren at QuantumShiftMedia.com.