

Creating a Better Professional Bio



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Do you dread creating

a professional bio?



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Don't know what
to write?



Afraid it sounds
boring?



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Simplify the process



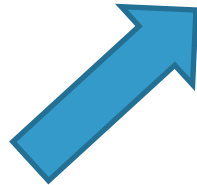
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Examples of Bios

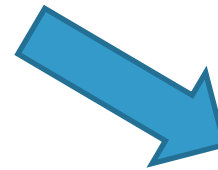
Start here



Longer bio
LinkedIn profile



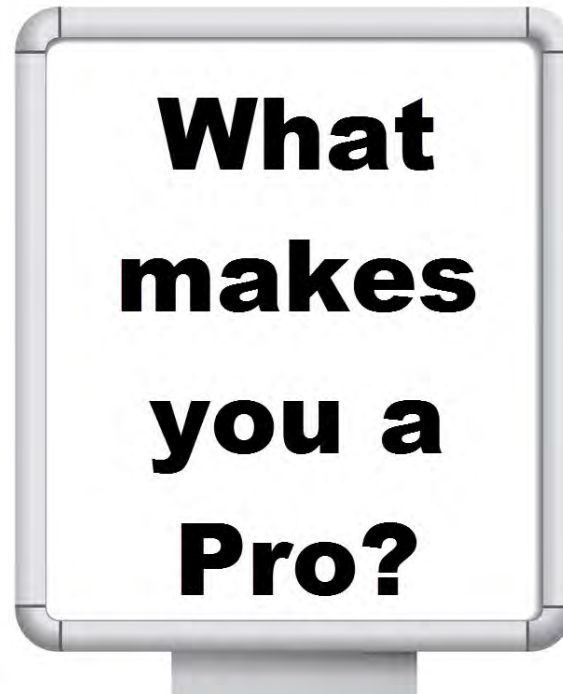
Mid-size bio
Conference speaker



Mini bios
Twitter profile



People want to know





- # 1. Your background
- What positions have you held?
 - What management or executive titles?
 - What companies have you worked for?





**What
makes
you a
Pro?**

2. Your credibility

– Experience

- Years in industry
- Education
- Associations

– Accomplishments

- Awards
- Recognition





3. Your uniqueness

- Attributes
 - Creative, innovative
 - Decisive
- Success stories
 - Case studies
 - Testimonials
- Personal interests



Now add 1 + 2 + 3



and create
your story



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Beginning

- Open with a “grabber”
- A message you want remembered

Middle

- Build your credibility
- Your experience, accomplishments

End

- Wrap up with your unique traits
- Add a dash of personal information



Open with a “grabber”

Passion is life-altering. It drives great leaders to make a difference in the lives of others. Mary Smith is such a leader.

A youth development specialist, Mary has over 20 years experience in helping young people realize their full potential.





Build on your story

- How did your story begin?
- How did your career progress?
- What experiences brought you to today?





What makes you – you?

- Creativity in solutions
- Ability to simplify
- Entrepreneurial spirit

TIP: Weave examples into your story





Add a dash of personal

- Black belt in Taekwondo
- Enjoy hiking, outdoors
- Avid mystery reader

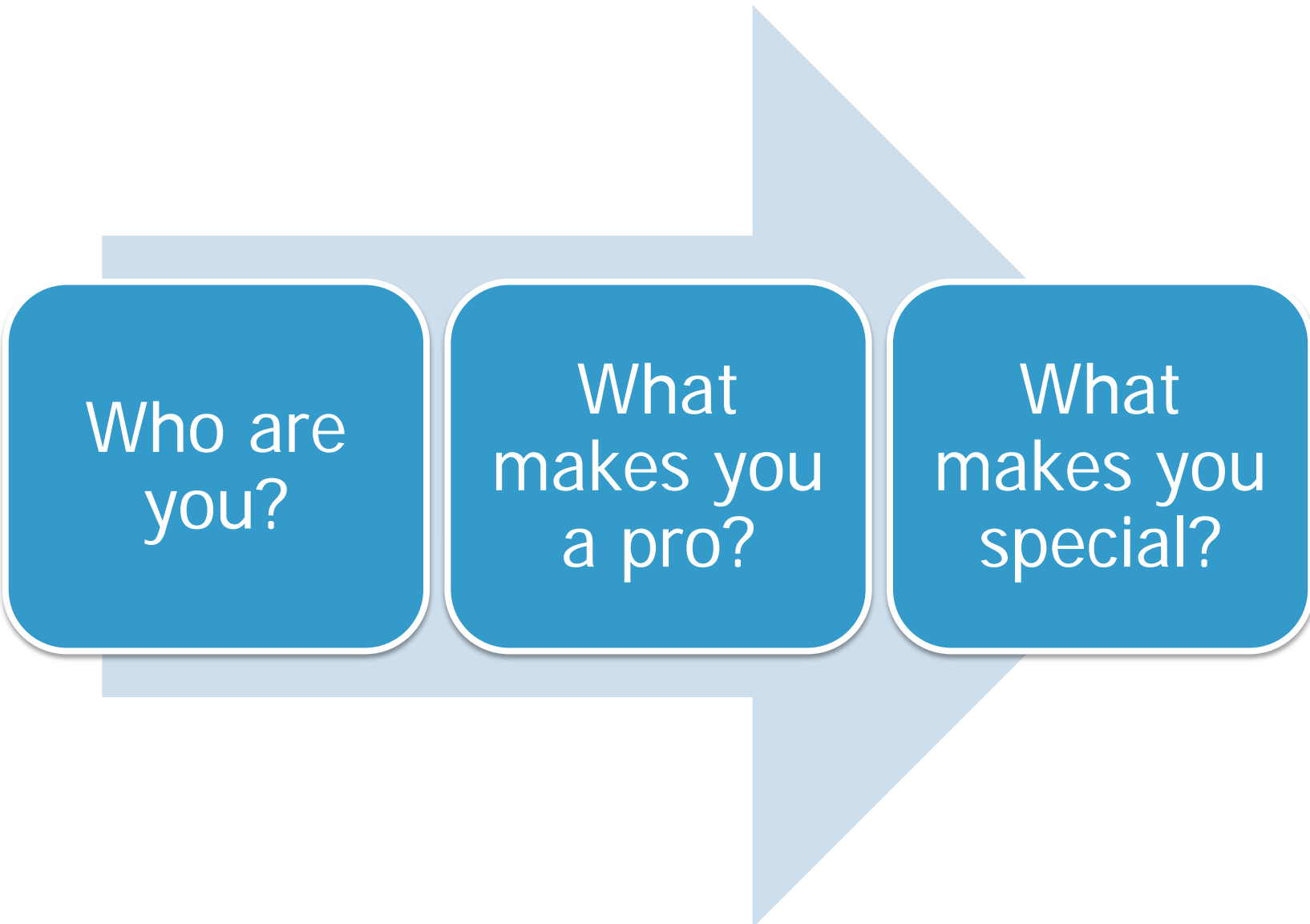


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Tell your story



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Who are
you?

What
makes you
a pro?

What
makes you
special?



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