

Powerful You!

Profile/Bio Worksheet

The following is a guideline for creating your Profile/Bio for Powerful You! Remember, this is simply a guide. It is not necessary to include all information for each question listed below... these are points of reference only. Include what you feel is important and necessary for potential clients to make them feel good about you, to make them want to learn more about you, your products & services and to compel them to come to you for more information. Your Bio is a starting point. Be brief. Be clear. Be specific. Have Fun!

1. What is the main **purpose** of this specific bio?
2. What **feeling** would you like someone to have about doing business with you when they read this?
3. What is the **most important thing** you want people to know about you?
4. What is the **most important thing** you want people to know about your services, products &/or company?
5. What other specific things would you like people to know? (list of products, services, fees, classes offered, any introductory/complementary offerings?)
6. What differentiates you from your competitors?
7. Why do you do what you do... What do you love about it?
8. How did you get into this type of business/line of work?
9. Who will benefit most from your services, products?
10. What are your credentials? (licenses, degrees, certifications, titles, etc.)... What might these mean for a layperson and potential client?
11. What partnerships and alliances do you have with other people/businesses... and how will these be of benefit to prospective clients?
12. Who are your mentors and teachers... what did you learn from them?
13. What is your mission, your vision, your goal?

**** Your photo and your logo – does it look inviting, friendly, professional, caring and knowledgeable??? If you don't like how it looks... change it!**