



*Easy Steps to a
Professional Bio
That Sells*

By Mike Russell
Pivotal Writing

In this age of dwindling attention spans, heightened expectations for transparency, and a deepening desire for authentic human connection, a well-written professional bio can help you:

- stand out from your competition,
- align more closely with your ideal clients, and
- make more sales.

You've heard it before, and you know it is true: "People do business with those

whom they know, like, and trust." But does your professional bio really help your ideal clients know, like, and trust you faster?

Writing about yourself is very hard. As the world's foremost expert on 'you'; it's immensely difficult to declare your credibility without overwhelming your readers with a sawdust-flavored résumé set in prose.

That's why I wrote "5 Easy Steps to a Professional Bio That Sells." Having

helped plenty of intelligent, successful professionals with their bios, I realized that other people might benefit from the same advice.

After you've worked through these steps, contact me for a **FREE** 20-minute feedback session on your professional bio. Just act quickly; I only have time to help a few people each month.

Engaging, professional writing can help you attract more of your ideal clients and boost your bottom line. Your bio is

no exception. As an impartial observer and a professional writer, I'll help you ensure your bio makes the most of your first impression and magnetizes your ideal clients.

To your success,



Mike Russell
Portland, Oregon

bios@pivotalwriting.com
(541) 513-1453

BY THE END OF THIS WORKBOOK...

...you'll be ready to write a professional bio that attracts more of your ideal clients, boosts your business, and expands your reputation.

Not a bad deal, right?

I'll help you to write one sentence for each of the following five sections, which you'll polish into a professional bio that sells!

The basic formula consists of five easy steps you can make today:

1. Hook Your Reader: Name, Title, Primary Benefit to Your Client
2. Entice Your Reader with Remarkable Results
3. Stake Your Claim: Experience and Professional History
4. Profess Your Passion: Professional Philosophy
5. Close with a Clear, Compelling Call to Action

Of course, if you need a longer bio, you could easily write two or three sentences for each of the above ‘sections.’

BONUS: I’ve written three fictional bios that follow this formula: one each for a small business lawyer, a chiropractor, and a life coach. Each profile has been broken apart to demonstrate the lesson in each section. You’ll find them whole in the appendix.

READY?



HOOK YOUR READER: NAME, TITLE, AND PRIMARY BENEFIT TO YOUR CLIENT

Take the opportunity to brag. It's time to dust off that horn (the one you use to toot about yourself...), and be brazenly honest. What do you do better than anyone else? What makes you stand apart from your competitors? What ONE thing do you want readers to remember you for? As always, less is more. Be concise. One primary benefit may seem more credible than a list. Draw on your 'elevator pitch' for language.

Clarify your ideal client. Whom do you want to read your bio, and get excited to contact you? Who should finish reading and say, "This is the person I've been looking for!" Try envisioning your favorite client now; write to him or her. Clearly state whom you want to work with.



Focus on the bull's-eye. Sure, by identifying your ideal client you'll lose some curiosity seekers. I say 'good riddance'! By speaking clearly and confidently to your ideal clients, you'll reinforce your credibility as 'the best' in your niche and you'll save yourself time wasted on those curiosity seekers conspiring to distract you from your sweet-spot group. Your professional bio is supposed to generate leads for the clients you want, not just the clients whom you'll take, right?

Lead with your primary benefit. Why? Today's readers lose interest quickly; you have to lead by answering their fundamental question "What's in it for me?" (The ultimate guiding question for all marketing writing.) Only after you've hooked interest can you elaborate on whom you serve best.

EXAMPLES

Rebecca the Small Business Lawyer

“Rebecca Watkins, of Willumbia Counsel, ensures her small business clients receive the best outcome for their legal needs and the best advice for their money.”

Paul the Chiropractor

“Paul Allen, of Catalyst Chiropractic, fosters focus, pain relief and stress reduction for people plagued by chronic discomfort.”

Sarah the Life Coach

*“If Olympians, presidents and CEOs rely on advisors, mentors and teachers to succeed, don’t you deserve a coach to help you unlock your full potential? Sarah Strauss, certified Life Coach with Achievement Today, will help you overcome self-limiting beliefs.”**

* Best practices for persuasive sales writing tend toward ‘you-centricity’.



ENTICE YOUR READER WITH REMARKABLE RESULTS

Align your results with your primary benefit. You deliver results that invariably raise your clients' eyebrows. What professional accomplishments are you most proud of? Are you, in essence, the 'cat's pajamas'? Regardless of feline clothing preferences, choose the results that align best with the primary benefit you promise in the opening sentence.

Quantifiable results attract more attention, but qualitative results can work, too. If possible, name well-known employers or clients. If you're bound

by privacy laws or a Non-Disclosure Agreement, can you still allude to your results in general terms?

If you're new to the field, voice your passion. Why are you so excited to help your ideal clients? What drew you to your field? What do you love about your work? What are your proudest moments/achievements related to this work?

EXAMPLES

Rebecca the Small Business Lawyer

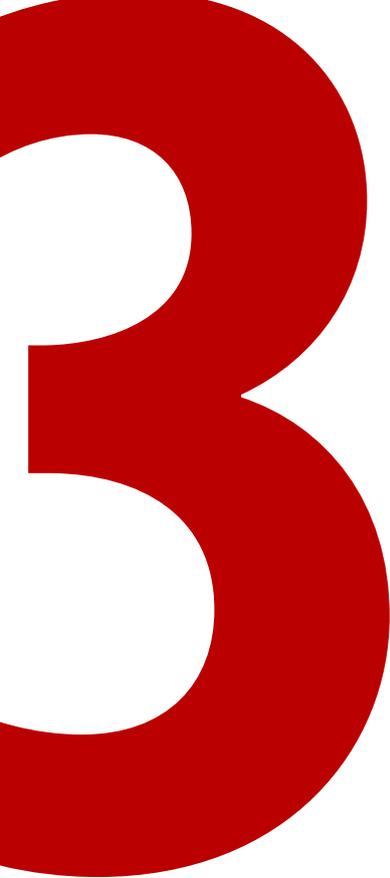
“From facilitating complex negotiations to patiently answering any lingering questions, she loves to help people like you overcome their legal challenges.”

Paul the Chiropractor

“On average, 80% of Paul’s patients report reduced pain after their first session, and 95% report sustained relief after six sessions.”

Sarah the Life Coach

“Since 2005, Sarah has helped dozens of people just like you to turn their dreams into goals, and goals into reality.”



STAKE YOUR CLAIM: EXPERIENCE AND PROFESSIONAL HISTORY

State any professional experience that makes you a credible source of your promised benefit. Have you worked or consulted for well-known brands in your field? How long have you been doing this work? Have you won any pertinent awards or recognition?

Your experience reinforces your assertion that you're good at what you do; so include the most relevant and impressive highlights.

Beware of reformulating your résumé. Readers aren't interested in a list of where you've worked. They can find that information on your résumé. While your résumé can just 'tell' readers about your experience, let your professional bio 'show' why you're the real thing.

EXAMPLES

Rebecca the Small Business Lawyer

Tell: *“Having passed the bar, Rebecca spent six years practicing contract law for Schmidt Nast Law, after which she worked as junior counsel for four years at Duey, Chitum & Howe.”*

Show: *“Before launching her own practice, Rebecca delighted clients for over 10 years at two of the top business-law firms in the region: Schmidt Nast Law; and Duey, Chitum & Howe.”*

Paul the Chiropractor

Tell: *“Paul started practicing chiropractics in 1999 when he completed his studies at Central College of Chiropractics.”*

Show: *“Having practiced chiropractics for more than 12 years, Paul draws on a wealth of training and practical application to help people like you live pain-free lives.”*

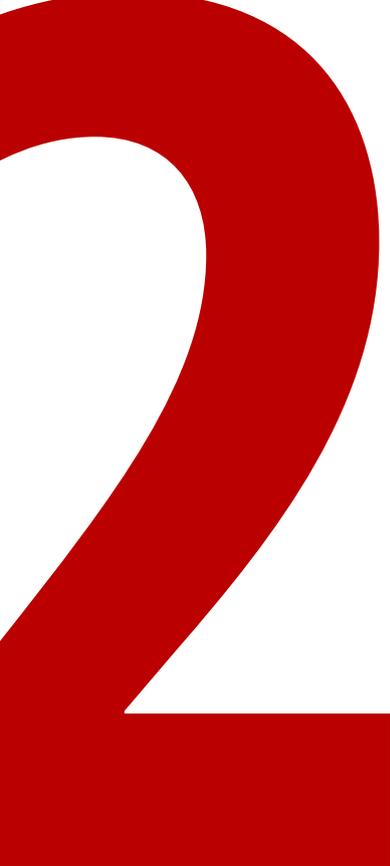


Sarah the Life Coach

Tell: “Sarah received her life coach certification in 2005, after which she launched *Achievement Today*.”

Show: “Since 2005, Sarah has helped dozens of people just like you to turn dreams into goals, and goals into reality.”*

* Correct, this is the same sentence as in part two. I’ve blended ‘enticing results’ and ‘professional history’ into one sentence. This makes up for the two-sentence benefits opening. Just giving you choices for your bio.



PROFESS YOUR PASSION: PROFESSIONAL PHILOSOPHY

Include underlying beliefs that drive your work. How are you helping people in your work? Why do you do what you do? What informs your passion and energy?

At this point in your professional bio, you've got your readers' attention. Tell them a little about yourself. Just keep it related to your primary benefit.

Describing what drives the interest and energy in your work will help readers imagine the person behind the profes-

sional. It bears repeating: your ideal clients have to know you, like you, and trust you before they'll buy from you. Start building that trust now.

EXAMPLES

Rebecca the Small Business Lawyer

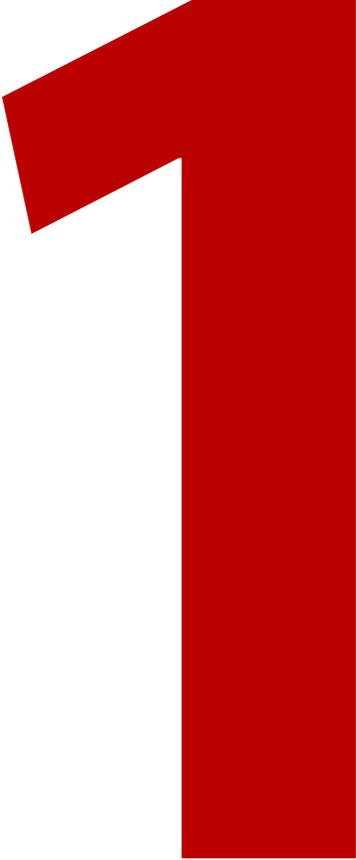
“Rebecca’s passion stems from her conviction that small businesses are a cornerstone of healthy communities and economies.”

Paul the Chiropractor

“Paul’s energy for chiropractics bloomed after recovering from a severe bike accident; through patience and persistence, he’s now pain-free and eager to help others.”

Sarah the Life Coach

“Sarah fervently believes that everyone can achieve a full, enriching life; some people just need a little extra help getting there.”



CLOSE WITH A CLEAR, COMPELLING CALL TO ACTION

Make the most of your reader's attention. By pre-qualifying your ideal clients in the first sentence, declaring the benefits you offer and the results you promise, those who read through to the end will be primed for a clear, compelling call to action.

Don't stop short by humbly "inviting them to get in touch". Take this final opportunity to reiterate what you can do for them and ignite their desire to reach you.

If you've been so bold as to tout your experience, accomplishments, and philosophy, your professional bio will be incomplete without clearly directing the reader to contact you for your services.

You'll be amazed at how few of your competitors fail to take this last, pivotal step. (All the better for you, of course!)

EXAMPLES

Rebecca the Small Business Lawyer

“To settle your legal needs and get on with your success, contact Rebecca today at rebecca@willumbria.com or (964) 357-2468.”

Paul the Chiropractor

“If it’s time to relax and reinvigorate your body, schedule an initial consultation today: e-mail appt@catalystchiropractic.com or call (964) 357-2468.”

Sarah the Life Coach

*“If you’re ready to push your potential and surpass your ambitions, contact Sarah for a free 30-minute consultation. Expect breakthrough results from your very first session. E-mail sarah@achievementtoday.com or call (964) 357-2468.”**

*Make a compelling offer in your call to action. This could be a free sample, a few minutes of your time, or a free report offered on your website.



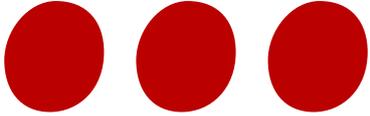
A NOTE ON PERSONALITY

This is up to you. If you work in a more staid industry, you may be inclined toward a reserved tone. Fair enough.

With that said, have you noticed how more businesses and brands are taking on a familiar tone these days? No coincidence. They've recognized that personality, humanity, and humor are viable differentiators.

Don't be afraid to let 'Who You Are' shine through your professional bio. This is particularly important if your

professional bio could be used to generate trust with prospective clients. You may be leaving money on the table if your professional bio reads like a narrative version of your résumé (i.e. with all the flavor of sawdust). Show some personality—add some small piece of personal information, let your own voice inform your writing—and you'll help your ideal clients to feel familiar with you; one step closer to trusting you and choosing to work with you.



An open invitation. I sincerely hope that this workbook has been helpful for you.

can be improved, please don't hesitate to let me know.

Again, feel free to contact me for a **FREE** 20-minute consultation to discuss your professional bio. Just act quickly; I only have time to help a few people each month.

Call me at (541) 513-1453 or email me at bios@pivotalwriting.com.

Finally, I thrive on feedback. If you think there's any way that this workbook

TO YOUR SUCCESS!

APPENDIX:

COMPLETE FICTIONAL PROFESSIONAL BIOS

Rebecca the Small Business Lawyer

“Rebecca Watkins, of Willumbia Counsel, ensures her small business clients receive the best outcome for their needs and the best value for their money. From facilitating complex negotiations to patiently answering any lingering questions, she loves to help people like you succeed.

Before launching her own practice, Rebecca delighted clients for over 10 years at two of the top business-law firms in the region: Schmidt Nast Law; and Duey,

Chitum & Howe. Rebecca’s passion stems from her conviction that small businesses are a cornerstone of healthy communities and economies.

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Having practiced chiropractics for more than 12 years, Paul draws on a wealth of training and practical application to help people like you live pain-free lives. Paul’s

passion for chiropractics bloomed after recovering from a severe bike accident; through patience and persistence, he’s now pain-free and eager to help others.

If it’s time to relax and reinvigorate your body, schedule an initial consultation today: e-mail appt@catalystchiropractic.com or call (964) 357-2468.”

Sarah the Life Coach

“If Olympians, presidents and CEOs rely on advisors, mentors and teachers to succeed, don’t you deserve a coach to help you unlock your full potential?”

Sarah Strauss, certified Life Coach with Achievement Today, will help you overcome self-limiting beliefs. Since 2005, Sarah has helped dozens of people just like you to turn dreams into goals, and goals into reality. Sarah fervently believes that everyone can achieve a full, enrich

ing life, but some people may need a little extra help getting there.

If you’re ready to push your potential and surpass your ambitions, contact Sarah for a free 30-minute consultation. Expect breakthrough results from your very first session. E-mail sarah@achievementtoday.com or call (964) 357-2468.”

...AND A REAL ONE

Mike the Copywriter

“How much is an hour worth to you? Can you afford to invest the time and energy it takes to craft clear, concise, and compelling copy that will attract more clients and boost your business? Why not focus on your priorities and pass your writing needs to a professional who will deliver the results you need in less time, with less hassle?”

Since 2008, Mike Russell, principal of Pivotal Writing, LLC, has helped busy

professionals like you to build on their strengths and get more done. A helpless word addict, Mike thrives on the challenge of finding the right word, aligning a meaningful message with its audience, and making a difference for his clients.

Call Mike today at (541) 513-1453 or email him at mike@pivotalwriting.com to attract more of your ideal clients and boost your bottom line with engaging, professional writing.”

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