

# Business Bio Template

## NAME & TITLE

This part is easy. Your name, in third person, and your title.

Example: "Emma is a biographer"

## IDEAL CLIENT

Name your favorite kind of people to work with. Try to use no more than 5 words.

Example: "Retired grandparents"

## UNIQUENESS

What makes you different than other professionals in your field. This can be the way you do business, or a unique qualification in education or experience. Or a famous client.

Example: "Instead of writing their stories for them, I help them write their own. I am certified in Guided Autobiography."

## CONVICTIONS

Name a strong belief you hold that challenges what people believe about your field of work.

Example: "writing down our stories isn't about recording the life we've lived so far, it's about understanding the lessons we've learned so far so we can fully enjoy the time we have left."

## PERSONAL

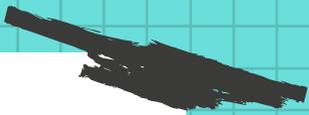
Something personal. Usually hometown, family, and/or hobbies.

Example: "Emma lives in Sacramento with her husband and two kids. When she isn't writing, you'll find her plein air painting or burning something for dinner."



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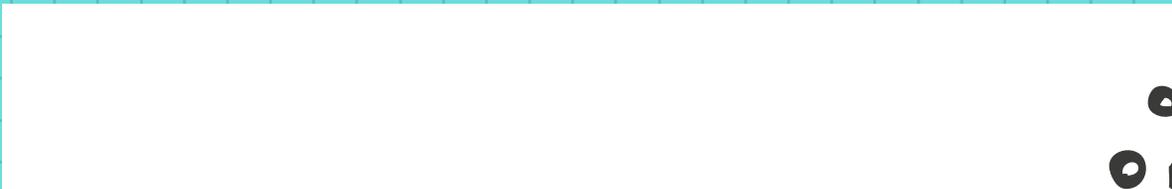
## NAME & TITLE



## IDEAL CLIENT



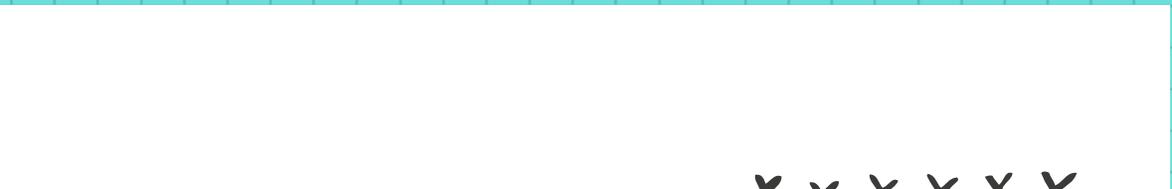
## EXPERIENCE



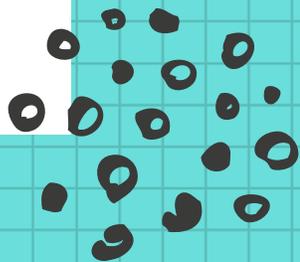
## CONVICTIONS



## PERSONAL



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# Business Bio Template

## PUT IT TOGETHER

Play around with it. Try to fit the pieces of your bio together into a cohesive story about you in a way that feels natural and at ease.

### Example 1

"Emma is a biographer who helps grandparents write their own memoirs instead of hiring a ghostwriter. She believes that writing down life stories isn't merely about recording the past, but about understanding the lessons we've learned so far so that we can fully enjoy the life we have left. Emma lives in Sacramento where she conspires with her husband to raise the two goofiest kids on earth."

### Example 2

"Emma is a biographer who teaches retirees how to write their memoirs as gifts for their grandkids. She is certified in Guided Autobiography, a therapeutic form of memoir writing that helps people to overcome depression and rediscover their sense of purpose. When she isn't writing, you'll find Emma plein-air painting in the Sierra Mountains where she lives with her husband and their two kids."

### Example 3

"Emma is a biographer who teaches memoir writing as a fun new way for grandparents to bond with their grandkids and maintain their mental well-being. She believes that we learn more from our own life experiences when we write them down and share them with others. Her clients include amateur writers in their 20's all the way up to bestselling authors in their 90's. Emma lives in Sacramento with her husband, Thomas, and their children, Avila and Rudi.



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