

"If you need to position yourself ahead of your competition, you need Nancy Juetten's practical, easy to adapt, high impact advice."

- *Patricia Fripp*, Past President, National Speakers Association
PatriciaFripp.com

Bye-Bye **BORING BIO** 2020



**MORE CONNECTIONS, CLIENTS & CASH FOR
SPEAKERS, EXPERTS AND AUTHORS**

NANCY S. JUETTEN

Bye-Bye
BORING BIO
2020

GUIDING
SPEAKERS, EXPERTS, AND AUTHORS
TO ATTRACT CONNECTIONS, CLIENTS & CASH

NANCY S. JUETTEN
GET KNOWN GET PAID MENTOR

Bye-Bye Boring Bio 2020

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If you would like to make quantity purchases of *Bye-Bye Boring Bio 2020* for your
organization, hire Nancy to lead a live or virtual workshop, or invite her to be a guest on your
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“ ADVANCE PRAISE FOR BYE-BYE BORING BIO 2020

“If you need to position yourself ahead of your competition, you need Nancy Juetten’s practical, easy to adapt, high impact advice.”

Patricia Fripp,
Past President, National Speakers Association,
PatriciaFripp.com

“Nancy Juetten has created a wonderful resource for writing an effective bio so you can speak up and share your message virtually. Your new bio will impress your followers and intrigue them so they will want to know more about you. This is definitely a ‘must buy’ workbook I highly recommend.”

Nancy Marmolejo,
TalentandGenius.com



“*Bye-Bye Boring Bio 2020* is a step-by-step guide to create a powerful bio that allows you to position yourself as an expert and share your message on all kinds of stages, including virtual stages such as podcasts and virtual summits. I love that this book is a reflection of the current times, when virtual guest appearances are prevalent. Also, I found very appealing the workbook-style of this book as well as the many examples that Nancy includes. Leveraging the teachings and examples in the book, you will be ready to create your own sizzling bio and speaker sheet or optimize your current ones. Finally, as a podcast host and specialist in influencer marketing, I can appreciate Nancy’s guidance on how to best pitch ideas to a podcaster. She is right on! So, if you are ready to be featured on virtual and live stages, this book is for you.”

Cloris Kylie,
Bestselling Author of *Beyond Influencer Marketing*
BeyondInfluencerMarketing.com

“... My intro to Nancy and her *Bye-Bye Boring Bio* is relatively new, but I already know she’s the real deal because I’ve lived through what she teaches. What that is is kind of funny. It’s the fact that I’ve accomplished a 7-figure marketing agency without spending a dollar on marketing. I found success through the very methods that Nancy teaches, which was exciting to meet her through podcasting and to know someone is out there teaching these things that I’ve learned. By bringing transparency to your audience and clarity in your message, that is how you get ahead. By clearly and consistently communicating your area of experience in your bios online – now the key is consistently – you have a 24/7 open for business light on to attract sales and leads. It’s super cool to now know someone like Nancy to help you cut the learning curve. She’s one of the good guys bringing actionable advice to you.”

Damon Burton,
Forbes.com contributor, President of SEO National and
Author of the #1 Amazon Best Selling Book *Outrank*
SeoNational.com

“I have long called Nancy Juetten the rock star of PR. She always shows up with her sassy sound bites, tips of witty wisdom and her arsenal of resources, one of which is her original book *Bye-Bye Boring Bio*. My current bio was written using her template, which is easy to use and leaves you with a classy, customized curation of awesomeness about who you are, what you do, whom you serve, what results clients will receive and why you are different. Nancy has now updated and upgraded her gift for current times, including how to position yourself with video, and the importance of that now. She does not disappoint with her up-leveled offering. If you are looking to turn your bio from woeful, snores-ville to WOW! and Hire-Me-Ville, you need *Bye-Bye Boring Bio 2020*.”

Amy Woidtke,
COO, *Making Space for You*,
AmyWoidtke.com



ADVANCE PRAISE FOR BYE-BYE BORING BIO 2020

“I’ve had the good fortune of working with Nancy Juetten since way back when she launched *Bye-Bye Boring Bio*. I had no idea how much time, effort, and angst I would be saving by getting my bio completed using Nancy’s information and templates. Nancy and *Bye-Bye Boring Bio* helped me to clarify what I had to offer, who I served, and why I was qualified to best serve them. Priceless. I’ve repurposed my bio and what I learned from and created using *Bye-Bye Boring Bio* time and again; for radio and TV hosts, for magazine editors, for meeting and event planners, for book publishers, for websites and social media, and even for a Hollywood producer. I was ready – thanks to Nancy and *Bye-Bye Boring Bio*. Nancy is truly a gem. She is brilliant and knows what she is talking about. She thinks in sassy sound bites. She talks in sassy sound bites. And I imagine she even dreams in sassy sound bites – and you will too after using *Bye-Bye Boring Bio*. There is no substitute for being prepared for opportunities that may come your way. Nancy Juetten and her *Bye-Bye Boring Bio* will get you prepared. *Bye-Bye Boring Bio 2020* is even more powerful as you build your virtual platform. So, if you’re ever called by a Hollywood producer AND you’ve worked with Nancy and her *Bye-Bye Boring Bio*, you will be ready. Set yourself up for success and invest in yourself and *Bye-Bye Boring Bio 2020*.”

**Coach Katherin,
Creator of “Date to Mate Secrets” and “Cracking the Cupid Code”**

“All I can say is, ‘Look out Oprah there’s a new girl in town!’ When you read Nancy Juetten’s workbook, you feel as if she is in your home giving you bio advice while the two of you enjoy a cup of coffee. Nancy’s personal experiences, generosity with advice, warmth, and humor, show through on every page she has written. Her new workbook will help you get un-stuck in creating the perfect bio that shows off your unique talents and skills in an authentic way. For every author, coach or speaker who wants to get seen, heard, and PAID, *Bye-Bye Boring Bio 2020* is the workbook to light your way.”

Elizabeth Venturini,
Owner, College Career Results
CollegeCareerResults.com

“If you are struggling to write your ‘about us’ page for your website or any place you need your bio, Nancy Juetten’s *Bye-Bye Boring Bio 2020* Workbook is the thing you need. It guides you find the pizzazz in your accomplishments and to stand out and attract the connections, clients, and income you seek—especially if you’re a speaker, expert, or author up to big things and need to share them with the world. Run, don’t walk, to get your copy!”

Christina Hills,
Creator of WebsiteCreationWorkshop.com
WebsiteCreationWorkshop.com

“The *Bye Bye Boring Bio 2020* Workbook (and anything Nancy Juetten does or says) is worth its weight in gold! She is the absolute queen of the sassy sound bite and has a deep understanding of public relations, knowing what will attract the exact market and consumer you want to reach. If you want to be an irresistible magnet for your potential clients, then this book is absolutely mandatory. Grab their attention with your new, exciting bio and throw the doors open to explosive growth!”

Rebecca Zung, Esq.,
Honored as Best Lawyers in America by U.S. News
RebeccaZung.com

“As entrepreneurs, speakers, and authors, we think the first step to any sale is letting someone know what we do. The truth is no one cares what you do until they know who you are. The second most visited page on any website is the ‘About Us’ page. Nancy Juetten taught me that.

Your bio needs to let people know who you are, not what you’ve done. In 2015, I transformed my litany of accomplishments bio into a personal representation of me using the original *Bye-Bye Boring Bio*. One of the first comments new patients would make when they came to see me for a consultation was ‘I feel like I already know you.’

Over the years in addition to creating brilliant bios, Nancy has expanded her offerings to help speakers, authors and experts from any field get ready, noticed and chosen when opportunity comes along. Any opportunity – speaking from stage, media appearances, print or internet articles, podcasts and even webinars.

In *Bye-Bye Boring Bio 2020*, Nancy gives you templates to create your own brilliant bios and also includes links to 11 bonus videos, two audio trainings and a bonus workbook WITHIN the workbook to help you craft your speaker and media one sheets as well. This is truly an all-in-one resource to help speakers, authors and experts maximize their own opportunities and get seen, heard and paid for their worth.

Bye-Bye Boring Bio 2020 Workbook makes it fast and easy to break through the sameness so any decision maker can say ‘I feel like I already know you.’”

Susan O’Malley, MD,
SusanOMalleyMD.com

“Confidence without clarity is always a disaster.”

- Jaggi Vasudev -

*“The beauty is that through disappointment you can gain clarity,
and with clarity comes conviction and true originality.”*

- Conan O’Brien -

“Every day gives us each an opportunity to be important.

Let today be that day.”

- Anonymous -



FOREWORD

In these uncertain times there is something that every business needs: more clients. These are emotional times and in order to become influential you need to be a storyteller. That starts with your bio.

As a Forbes.com columnist I see how most business people talk about themselves in the same drab way. But there is one hidden asset that will set you apart, something nobody else is offering: your defining story. In your hands is the book that will take your bio from drab to fab.

Discoveries in neuroscience prove decision-making is largely emotional, not logical. So why try to bore them into buying with a dry, logical, just-the-facts-ma'am bio? The decision-making part of the brain is hardwired for stories, and your bio needs to tell that story with sizzle.

The right bio can make turnstiles turn and cash registers ring. The right bio can transform a ho-hum meeting into a blockbuster presentation. The right bio can open doors and put you on the short list.

I will never forget the time I met Nancy twenty-five years ago when she was a continuing education student in my publicity writing course at the University of California San Diego. Her writing talent came through like a spotlight on a Hollywood opening premiere. She had the talent, and I was pleased to see she had the drive to persevere and make it happen.

When writing my best-seller, *How To Close A Deal Like Warren Buffett*, I discovered how Buffett and his good compatriot Bill Gates were highly aware of the stories they told to persuade, close deals, and cement relationships. Like Nancy, both worked hard on the fine art of being memorable.

Currently as the CEO of Indie Books International, where I have been the author or editor of more than 300 non-fiction books, I encourage authors to take a lesson from Hollywood, the emotion picture capital of the world (Nancy would call that a sassy sound bite.)

I invite you to follow the guidance within these pages. Then, you'll be equipped to show up like a star on the virtual and live stages that are right for your message.

I've often said that "Nancy is all of the help and none of the hype." It's still true today within the pages of *Bye-Bye Boring Bio 2020*. Nancy goes above and beyond to deliver the value so be sure to consume the 11 videos, two audio files, and the bonus workbook that are showcased throughout the pages of this very useful resource.

Devour this content. You will be amazed at how you can turn prospects into lifelong business relationships.

Henry DeVries,

CEO, Indie Books International

IndieBooksIntl.com

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MAKING IT PERSONAL RIGHT OUT OF THE GATE

When the Great Recession of 2008 hit, my boutique public relations agency fell apart in weeks. My husband and I had just moved into our dream home, we couldn't sell the home we left, and my greatest fear was that we would have to sell the new house weeks after we bought it because we couldn't pay the mortgage.

Because we had lived in the same neighborhood for more than 20 years, the fear of embarrassment around such a harrowing prospect caused me to find a whole new gear.

A friend dared me to write a book about how to make bios better for client attraction.

She DARED me.

Without anything better to do – and with the pressure of having to pay a sizable mortgage – I wrote the first edition of *Bye-Bye Boring Bio* in three weeks.

The date was September 8, 2009.

Back then, I had 1,085 opt in subscribers on my email list. I wrote a newsletter to announce *Bye-Bye Boring Bio* was available to solve an urgent problem. Experts, authors, and newly minted consultants needed to attract clients so they could pay their mortgages, too. I hit “send” and said a little prayer.

Then, I walked the dog for a good long time. When I came back, I could not believe my eyes. There were screens and screens of messages that said, “You have an order.”

I called my husband Steve into my office and said, “You’ve gotta see this.” He said, “What am I looking at?” I replied, “It’s money in the shopping cart.” It was enough to pay the mortgage. We did a happy dance fueled by the great feeling of

R-E-L-I-E-F.

Then, Steve said, “Nancy, I think you’re onto something here.”

That started me on a journey to build a bigger business by guiding clients to make their bios stand out. My goal: show them how to get known and get paid for their winning ways.

As I was building buzz for the workbook, I started building influence with experts who were a few steps ahead of me along the path to success. With my genuine admiration for their good work leading the way, I’d reach out and inquire if I could support their success in some way.

By practicing what America’s Success Coach Jack Canfield calls “The Rule of Five,” I took five inspired actions every day for years to get known and paid for my expert status. At the same time, I was building **relationships** with influencers who supported their clients in ways that were aligned with, but not competitive with, my own expertise.

- ✓ Sometimes I would mail my book to their doorsteps with a hand-written note to ask if my work could bridge a gap in their own programs.
- ✓ Other times, I would lead with a giving hand by lending support to their big launches with my own tribe.
- ✓ Still other times, I would share my expertise as a gift to a star on the rise. I knew the good energy I put forth would one day come back to me in ways that were beyond my expectations.

For me, it’s always been about being a quality human being who cares about serving others. I strive to make others feel important as they step up to do the work that is their brilliance to share. I figured the “making money” piece would take care of itself. And for a long while that worked well for me.

Then, life hit the fan in some tough ways and I got derailed.

Our home was burglarized. My mom was diagnosed with dementia. Three women I was close to had their lives turned upside down by unexpected disease, divorce, and death in their families.

My husband Steve – the love of my life – suffered a mini stroke in December of 2019. As I rushed him to the emergency room, I wondered what kind of life we would have if I was lucky enough to bring him home. Fortunately, he made a full recovery. But those 32 hours sitting by his side in the intensive care unit of the local hospital were among the most agonizing, heart-rending hours of my life.

Then, COVID 19 paid a visit, and the world got disrupted by a virus that caused us to shelter in place as a way to stay alive.

When life hits the fan, it can stop us cold in our tracks. It can be so humbling. Borrowing a phrase from Oprah Winfrey, here's what I know for sure.

We **can't** control
what happens to us.

We **CAN** control
how to respond to what
happens around us.

That means taking stock of the special skills, talents, and genius we have and finding new and relevant ways to serve, grow and profit when life gets hard.

If that means booking a short stay in Pity Party Hotel to mourn what has been lost and feel all the emotions that go with that, pull the covers over your head and feel those feelings as the crocodile tears flow.

Then, find a way to serve others in a way for which your ideal clients will happily pay to get the benefits or relief you promise.

Bye-Bye Boring Bio 2020 is my answer to taking control over what I can control.

I bring message empowerment to speakers, experts, and authors up to big things in this new VIRTUAL world in which we find ourselves.

Our messages still need to be shared. We must find new ways to share them. My hope is that by working through the pages of this workbook, you are equipped and inspired to speak your truth and make your ideal clients stand up and take notice.

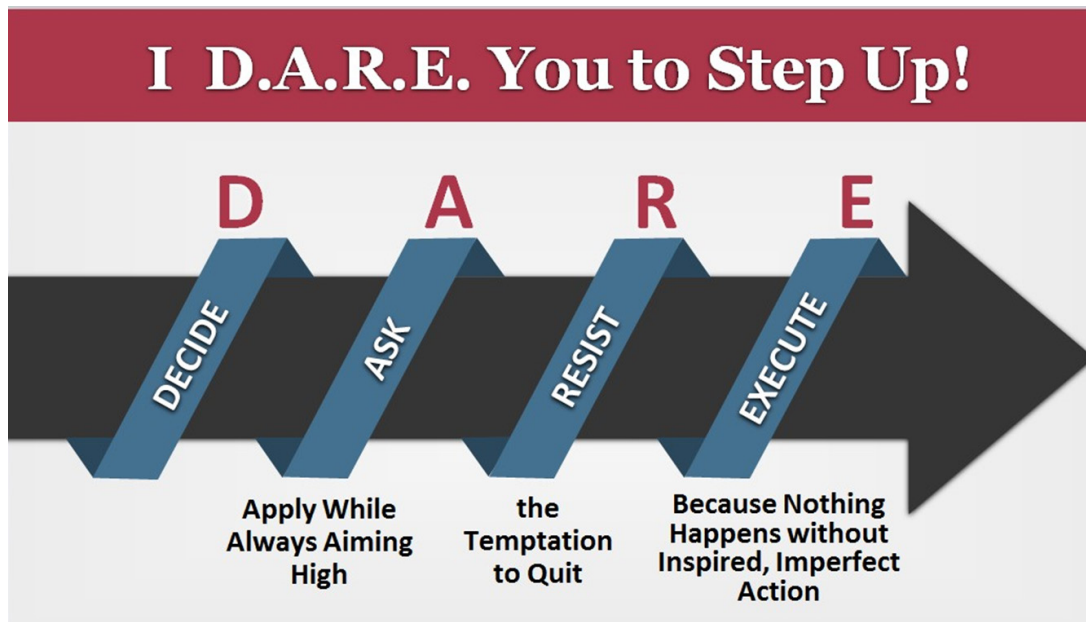
When you create products, programs, and services and deliver them with heart, smarts, and a commitment to exceed expectations, you will get known and get paid well. You will build influence and bring new opportunities to speak, teach, and serve. All the while creating lasting relationships. When life turns on a dime and everything you know is different than what it's always been, the magic within you is still waiting to be shared.

How do I know?

When my friend Kathie Nelson DARED me to write the first edition of *Bye-Bye Boring Bio* 10 years ago, I had no idea what would unfold in the years to follow.

- ✓ I've worked with hundreds of people and influenced thousands more with my how-to training and mentoring.
- ✓ My tax returns demonstrate I have earned millions along the way by serving others in my own best way – even when the naysayers said it couldn't be done.
- ✓ Even though revenues have been interrupted by circumstances beyond my control (maybe that is your situation, too), that does not mean that my skills, talents, and gifts are not relevant and deeply needed.
- ✓ Today's circumstances mean what I do and who I do it for matter more than ever. I stand ready to lend my support and serve others at the highest level. I want my legacy to be stronger by the impact my work has on the success of others today.
- ✓ Why does that matter? Because tomorrow is not a promise and the time to work our best magic is right now.

I DARE you to take the steps necessary to create the success you want and keep your legacy alive today for all those who are lucky enough to work with you.



A Quest to Banish Boring Bios

Why did I write this workbook in the first place?

I noticed an urgent problem that needed relief.

For years, I worked as a publicist for emerging and established organizations. I was bored to tears by all the fuddy-duddy, boring bios taking up valuable real estate on websites without adding value to the business.

- ✓ These were **not** the kind of bios to compel a client to rush to do business.
- ✓ These were **not** the kind of bios that would excite the host of a morning news program to engage in a provocative conversation or compel the host of a popular broadcast to invite someone to their show.
- ✓ These bios had a ‘snooze factor’ about them. I was reaching for the caffeine to stay awake.
- ✓ Worse yet, there was a one-size-fits-all flavor about them that wasn’t the least bit remarkable, memorable, or compelling.

Fed up and fired up, I started my quest to banish boring bios forever.

Let me be clear: those lackluster-and-not-blockbuster bios were **NOT** keeping my clients awake at night. However, they **WERE** obstacles preventing my clients from welcoming the outcomes that mattered most.

What did clients want?

They wanted to:

- ✓ Attract better clients.
- ✓ Invite prestigious live or virtual speaking gigs.
- ✓ Welcome invitations to share their perspectives in the news media.
- ✓ Serve even more people with their gifts and talents.
- ✓ Bring their life’s work and legacies alive.

They wanted to become INFLUENCERS in their industries. They wanted to take their place in the media spotlight and on bigger and better stages to raise their voices and make their best impact.

Much has changed since I wrote the first two editions of *Bye-Bye Boring Bio* starting in 2009.

- ✓ I've come to appreciate the struggles speakers, experts and authors face writing about themselves.
- ✓ Now the struggles are even greater, especially in the aftermath of the COVID 19 Pandemic. Those who once relied on live events and in-person networking events to grow their businesses have had to shift gears to bring their offerings online quickly.
- ✓ Formerly employed individuals are launching side hustles or consulting businesses at a fever pitch. They need to navigate a very different and challenging economy by doing business virtually.

It's time for *Bye-Bye Boring Bio* to get an update for 2020. The workbook is what you now hold in your hands or see on your screen.

You may be asking, "How is this version different?" This version:

- ✓ Gives special consideration to speaking VIRTUALLY via podcasts and other virtual platforms. This trend has gathered great speed in the aftermath of the COVID 19 Pandemic.
- ✓ Appeals to speakers, experts, and authors, while remaining useful to aspiring and thriving entrepreneurs.
- ✓ Offers links to bonus video, audio, and eWorkbook trainings that bring the content alive. This creates a deeper connection between us as you learn in ways beyond the written word.
- ✓ Is packed with stories from the trenches and practical tips that you can quickly skim to get the big ideas, without sending you into overwhelm.

It is more important than ever to stand out at first glance to an ideal client, show up well prepared for a podcast or media opportunity, and deliver your message brilliantly to a live or virtual audience. The first brilliant impression you create sets the stage to establish your expertise and achieve a bottom-line advantage.

What can happen next is intoxicating.

With brilliant bios that show up in all the online venues where your ideal clients gather, you will welcome more and better opportunities to broadcast your brilliance and serve even more clients, customers, and communities.

Then **they** can benefit from how you work your unique brand of magic.

Sometimes a person will ask me why does a bio matter?

My answer is simple.

- Your bio is the door opener to new leads and new dollars that flow to your business.

Why?

Because you're the speaker, author, or expert your ideal client can't wait to engage.

You can transform your boring bios from wallpaper to wow to create connections, clients, and cash now. It's just a matter of giving priority to this door-opening task and doing the work to gain clarity around the right message to set the stage for those results.

- Did you know that the most-visited pages on a website include the homepage, the 'About Us' page, and the 'Contact Us' page?

If those pages don't sing, the opportunity to create connections, clients, and cash is lost at HELLO.

You can use Google Analytics to determine the most frequently visited pages on your website. Then, get on with the business of making sure those pages do your business proper justice.

My guess is that it's been a while since you revisited your bio or your 'About Us' page to make sure they are the best they can be.

If your business has been disrupted by recent events, I would guess that you're updating your offerings to be more relevant in changing times. If so, make sure your bio is updated, too.

Over a career that spans decades, I've created tools and training of lasting value my clients and readers can revisit every time they need to shift their messaging to be relevant to changing times.

I created *Bye-Bye Boring Bio 2020* with that objective in mind. Thank you for adding this powerful resource to your business success library. Make this workbook a well-used tool, and you will get known and get paid. That's a guarantee.

If you have read this far, this is what I know and love about you. You did not get this far dabbling at what you do best. You set ambitious goals, created a plan, and were relentless and tenacious in achieving them. You are the kind of person who finishes what you start.

It is time to begin.

To Your Success,



Nancy Juetten
Get Known Get Paid Mentor



SECTION ONE

DIGGING IN

Operating Instructions

This is a workbook to guide you in showing up at your authentic best for the clients you are here to serve. This is for you if you want to raise your voice and make your impact via podcasts, virtual speaking, media interviews, and the live stage.

It guides you to achieve 20/20 vision and message clarity around how to showcase your greatness and broadcast your brilliance. When you're clear about your vision and message, your ideal audience will stand up, take notice, connect with you, and invest in your products, programs, and services. There are three keys.

#1: The connection piece is a big deal.

When you sit down for a virtual (or real cup) of tea with a person, you connect eye to eye and nose to nose. You start a conversation and see where it goes. When you like, trust, and respect the new person in your life, you can find a way to journey forward that is a win-win-win. If you can find a solution to solve an urgent problem, the likelihood is that you will be doing business.

This workbook is all about showing you how to connect with the people you want to serve as a speaker, expert, or author and doing more business with them. That means putting YOU in the message and saying something memorable, compelling, and meaningful that stands apart and opens the door.

This workbook is about challenging and empowering you to set aside “blah blah blah” messaging; instead, share what you do, who you do it for, how you do it, and especially why it matters. You'll learn how to use words that ring true to the real you and create the beautiful music of cha-ching, too.

If you have not yet achieved Amazon or New York Times best-seller status with your book, welcomed a 7-figure income, or taken to the TEDx stage, take heart. This workbook provides inspiration to share your distinct brand of brilliance. You can stand apart with a story all your own that is more than enough.

#2 The message isn't just about you. The message is about the WIN for your clients and customers.

When you get this figured out, you will attract powerful connections, clients, and cash to your successful business. That will be cause for celebration and compensation.

I suggest you breeze through the workbook from start to finish to get the lay of the land. Then, use the **Table of Contents** to locate the specific information you need to solve your own storytelling challenge.

#3. This is a workbook.

That means doing the work.

If you learn best by video or audio, click on the active links within this workbook and apply the lessons to your advantage.

- ✓ There are 11 content-rich videos, two engaging audios, and a bonus eWorkbook to guide your journey. There are also links to access two of my most frequently used bio and speaker sheet templates. These resources are provided to deepen your learning, while exceeding your expectations for value.
- ✓ Just click on each link if you are reading a digital copy of this workbook or type in the letters for each link into your browser to locate each.

If you learn best by doing, take a page by page approach with a positive mindset and your pen in hand to craft bios for every situation that will serve you and your business in a winning way.

When you do that, this workbook will have delivered the value you came for and brought the result I was intending too.

For now, my wish is that your newly crafted messages escape the delete key and pave a path for you to achieve brilliant success as a speaker, author, and expert up to big things.

Why You Do What You Do

No one knows your story or value better than you do.

The process of dialing in your message to reflect who you are, what you do, who you do it for, and why it matters requires a high degree of clarity. This can only be achieved by doing the work and finding that single, unifying idea that makes you the expert your clients can't wait to hire.

That means answering the right questions and finding a way to weave together perhaps decades of experience, accomplishments and insights into a message that resonates with the people you most want to influence.

Anyone who has been on the planet for any length of time has traveled a long and windy journey to become the speaker, author, or expert he/she is today. The challenge is selecting the most relevant and compelling aspects of your story to put front and center, while leaving the least relevant to the cutting room floor.

For many people, this can be the hardest part.

Writing a speech, training program, or book takes time, creativity, and effort. Writing bios, social media profiles, media-one-sheets, speaker one-sheets, and the copy for the back of your book does, too.

Having worked with thousands of speakers, authors, and experts over the last decade, I know one enormously powerful truth:

- If you do not know **who** your work is for, you miss the opportunity to work with more of those people.

Naming and claiming your ideal audience is a powerful first step before writing a single word about your own story. This advice speaks the truth better than any I've found so far.

**STOP
TRYING TO
MAKE
NOT YOUR
PEOPLE
YOUR
PEOPLE.**

The reason you got into business is to have fun and make money. One without the other isn't good enough. Please, choose your people carefully so every day can be a pleasure instead of a struggle for all involved.

Josh Forti, founder of The Think Different Theory, teaches his clients to build wildly profitable audiences. He's good at it, too, as he quickly built his Instagram following to millions. Look him up to learn about how to accomplish something similar in your own business.

He invites his fans, followers, and clients to answer these four questions:

- ✓ Who do you serve?
- ✓ What do you help them do?
- ✓ How do you get them that result?
- ✓ Why do you do this work?

Example:

- ✓ I serve speakers, experts, and authors with a message to share.
- ✓ I guide them to get known and paid with their brilliant, door-opening bios leading the way.
- ✓ When they create bios for every situation that speak their distinct WOW in memorable, relatable ways, that can be the catalyst to create connections, clients, and cash. We spell out their greatness so they can broadcast their brilliance to make their best impact.

- ✓ I do this work so my clients are prepared to be seen, heard, celebrated and ultimately compensated for their brilliant work ... even before opportunity knocks.
- ✓ Why does this matter? Making others feel important is how I've dealt with my own struggles around getting seen and heard, while laying the foundation for a successful business as a speaker, expert and author myself.

The answer to the “why” question can spark the beginning of an emotional connection between you and your ideal client. Forti says – and I agree – that the answer to the “why do you do this work” question is a big part of what makes us worth knowing and doing business with.

This is often the message that goes missing in bios and can make the biggest impact when it comes to attracting more connections, clients, and cash.

Jeffrey Van Dyk is an international speaker, strategist and guide who works with leaders and founders in the second half of life. These are people who know they are meant to transition into their life's legacy and have a meaningful, lasting impact on the world.

I once heard him share this profound thought: “Out of your deepest wound in life calls forth your greatest gift to share.”

It's not easy to share the story behind WHY you do this work. It can require courage but take heart. It's worth doing.

Why do you do what YOU do?

Take a few minutes or a few hours to reflect on this question. Then, write your answer here:

How Boring is YOUR Bio? 8 Ways to Stand Apart at Hello

You never get a second chance to make a good first impression.

Today, the solutions to what so many consumers and potential clients are looking for can be found in a quick internet search. The message that comes up quickly can make the difference between picking up the phone, sending an email, or clicking away – never to be seen or heard from again.

That is why creating know-like-trust in your expertise at first glance matters. When potential clients are seeking solutions to problems, they look for proven experts with whom they can wisely invest to give them relief to whatever is ailing them.

Whether clients are seeking investment advice, medical care, or eyelash extensions, decisions to engage are often made in an instant based on the information found with the click of a mouse.

Here are 8 tips to create Know-Like-Trust at first glance without saying a word.

- 8. Declare your intention to be major in your field** with every social media profile, “bio box” and speaker introduction. Showcase the expertise you want to be known for in front of your name. This makes it a lot easier for potential clients to find you in an internet search and through the referrals of champions who understand your expertise well enough to recommend you to others. A search for “business bio expert” brings up thousands of results that point to my name. Imagine what will happen when you declare YOUR intention to be the go-to expert in your field.
- 7. Convey credibility and a pattern of success over time.** Stunning, decisive results are the reason clients invest in products, programs, and services. Showcase a consistent, ongoing pattern of accomplishments and credentials to build confidence in your skills and talents and inspire an immediate desire to do business. Here is an example:



Alex Mandossian

The World's Leading Master Trainer to Virtual Trainers Who Are 100% Committed to Growing their Skillsets, Mindsets, and Balance Sheets to Millions ... Faster, Better, and Easier

"Caring is the ultimate competitive advantage."

Virtual trainers turn to Master Trainer Alex Mandossian to expose and get more marketing reach for their messages ... faster, better, and easier. By demystifying for millions the power within electronic broadcast media such as teleseminars, webinars and podcasts, his followers learn to earn millions on their own terms. Alex's lifetime goal is to become the world's 1st "work-at-home" billionaire by creating over one thousand other Internet marketing millionaires before his 77th birthday. Since 1993, Alex has generated almost \$400 million in sales and profits for his marketing students, clients, and strategic alliance partners on five continents. His colleagues acknowledge him as the Warren Buffett of the Internet because of his unique ability to make money for his partners, clients and students. Clients and luminaries alike say that his training and principles cause greater return on investment and also point of inflection that create legacy. His expertise has been showcased on ABC, NBC, and Fox television, National Achiever's Congress, Speaker, and Billionaire Mentor Magazine.

- 6. Pack your profile with pizzazz, personality and a philosophy of doing business.** Clients invest in experts they can know, like and trust. Go beyond “blah, blah, blah” and make sure to put YOU in the story. A statement of philosophy, concise and compelling quotes from happy clients, and a statement around your reason for doing this work can make your bio stand out and ring true.
- 5. Your photo matters.** Put your best face forward with a professional, current photograph that puts you in the best possible light. See the special section on “Photos” later in the workbook to learn more about this key ingredient in your bio.
- 4. Be ready for opportunity whenever it knocks.** Post bios of varying lengths – 50, 100, and 150 words – to your “about me” or “media room” pages of your website so the information is available around the clock. Post digital photos there, too. This makes it easy for clients, meeting planners, telesummit hosts, journalists, and other people of influence to say YES to showcase you and your expertise. Offer your contact information to make it easy to start a conversation right away.
- 3. Message consistency keeps buyer confusion at bay.** Make sure the stories you share across social media platforms, the “about me” page on your website, and the “home” page of your website are consistent in communicating who you serve, how you help, and why the work matters. An inconsistent message confuses a potential buyer and a confused buyer never buys.
- 2. Proofread.** Double-check all profiles for correct spelling, punctuation, and grammar. Accurate phone numbers, email addresses, and website references create inquires that can pay off.
- 1. Share your story.** Once you have a bio that is packed with WOW, share it often to attract more of the ideal opportunities you seek. Remember to revisit your story every six months to make sure the most recent and remarkable accomplishments are reflected to make the best possible impact.

Here are places where your bio should appear:

- ✓ “About Me” page
- ✓ “Home” page
- ✓ Speaker sheet
- ✓ Joint Venture qualifications
- ✓ “Boilerplate” paragraph for press releases
- ✓ Social media profiles LinkedIn, Twitter, Facebook, and other social media
- ✓ Ezine Story pitches
- ✓ Blog posts and Interviews – Telesummit, radio, TV, and beyond

Act on each of these 8 tips to invite serious interest in the products, services, and programs you bring to market. You can get known and paid for the lifetime of your successful business.

Nancy's Musings

Why Is It So Hard to Write About Yourself?

If you find yourself struggling to describe what you do, who you do it for, and why it matters, you are not alone. Even many well-known speakers, authors, and experts labor to find their message. Eventually, the good ones find a way to speak their truth in their own best way. This is a big part of what makes their messages so mesmerizing and memorable.

Here's why it's hard to write about yourself.

- ✓ For many of us, there is some “head trash” to set aside and open the doors to earn big cash.
- ✓ Some of us were taught at an early age not to talk or write about ourselves.
- ✓ Many of us struggle with “imposter disease.” We believe we’ll be the expert when something specific and terrific happens to finally prove we’re the real thing.
- ✓ Still others fumble and bumble to describe a gift or a talent they have had all their lives or discount talents that come to them naturally.
- ✓ Some people find themselves playing in a whole new ballgame after a marketplace disruption such as the COVID 19 Pandemic and struggle to describe themselves in a relevant, current way. If you find yourself having to shift in this new environment, revisit what got you here and pull out the keys to what makes you unique and special and apply it to today’s new environment.
- ✓ Maybe you’re stuck in the comparison game. We give ourselves a hard time because we don’t yet have epic credentials or well-recognized or notable professional accomplishments. Maybe we don’t have the certifications or college degrees that others can boast.

If you find yourself stuck in the comparison game, here is a powerful exercise that I learned from America's Success Coach Jack Canfield. In his book ***The Success Principles: How to Get from Where You Are to Where You Want to Be***, he suggests writing down 100 successes from your life. Go back as far as you need to and list every win you can think of.

In doing so, you can remind yourself that you have accomplished magnificent things over time. Chances are you will find a common thread that reveals qualities and characteristics about you that are remarkable and worthy of sharing.

Here's a video that might help you get out of the comparison game.

<https://authenticvisibility.com/v1>



**LEARN MORE.
EARN MORE.**

WITH YOUR HOST
GET KNOWN GET PAID
MENTOR NANCY JUETTEN

**YOUR 100 LIFE SUCCESSES AND
WHY THEY MATTER TO YOUR
CLIENT-ATTRACTING BIO**

A One Size Bio Does NOT Get the Job Done

When a woman shops at the one-size-fits-all rack for clothing, she may have clothes on her back when she leaves the store, but they may not flatter her or bring admiring glances.

The same is true for bios.

- ✓ What works for LinkedIn won't work on Twitter or Instagram or Facebook.
- ✓ The "about us" or "about me" page on your website won't work to introduce you as a speaker. They won't work as the "bio box" for an article you submit to a trade magazine or a blog that serves your ideal audience.

If you genuinely want to be ready for all the opportunities you desire, it pays to prepare the right-sized bio for every situation. Then, you can be ready to step up to the invitations that come your way. You will show up at hello like a pro with every message you share and every move you make. Being ready for opportunity before it knocks also does a world of good for your confidence. Being confident about your message sets you up to make the most of every opportunity.

If you stick to the standard bio elements such as where you went to school, where you live, years of experience in the industry, and hobbies you enjoy in your spare time, you've missed an opportunity to connect with clients, champions, and advocates at hello. That's why I created templates and tools to help find the magic that resides in each person's story.

This tool is a great place to start. I call it the Bye-Bye Boring Bio Blueprint.

YOUR ULTIMATE RESULT	
<p><i>Bye-Bye</i> BORING BIO 2020 Be Ready 24/7 to Prosper in the Spotlight</p>	
<p>Stories to Meet Needs Podcast, Virtual & Live Speaking, Zoominars, Facebook Live, Etc.</p>	<p>PREPARE your 'right-sized' stories</p>
<p>Succinct Stories, Sassy Sound Bites, Authenticity, Know-Like-Trust</p>	<p>ADD your personality</p>
<p>Credentials, Experience, Awards, Recognition, Media Credits, Testimonials</p>	<p>PROVE your value and impact</p>
<p>Ideal Client, Stunning Results, Point of Differentiation</p>	<p>REFLECT Who, How and WOW!</p>
<p>Story to Attract (1)Clients, (2)Speaking Gigs, or (3)Media Interviews</p>	<p>DECIDE What you need NOW</p>

First decide the kind of story you need right now. Then, follow each of the other steps to create a message that serves your objective.

When you prepare the 'right sized' stories for the right situations, you create messages that open doors. Best of all, you are ready at any given time to welcome new opportunity. Start this exercise with the intention to uncover what makes you unique, distinctly valuable, and preferred over a sea of generic competitors.

The Four S's that Set You Apart

The Four S's that set you apart include:

- ✓ Stunning results
- ✓ Succinct stories
- ✓ Sassy sound bites
- ✓ Social information to create instant connection

Stunning results are things like these:

- ✓ Sought after and award-winning keynote speaker Patricia Fripp consistently electrifies audiences and inspires sales teams to achieve breakthrough performance.
- ✓ 29-Time Emmy Award Winning Keynote Speaker Bill Stainton, CSP spent 15 years leading a world-class creative team to unparalleled results. Today he is one of the top keynote speakers for corporations and associations that want their people to produce better results (under pressure!) and come up with breakthrough ideas on demand. All while keeping the attendees laughing.

Sassy Sound Bites are memorable phrases you use in conversation that showcase your unique take on the world or favorite quotes that get to the heart of your mission. They can also be quotes about you, your product, or serve as credible and memorable proof around the value you bring.

- ✓ Kiplinger's Personal Finance magazine reported, "An investment in Patricia Fripp Speaking School is among the sixth most powerful investments anyone can make in their professional career."
- ✓ "Nancy Juetten is like self-esteem in a can. She sprays it, and all the fabulous things about you that you had forgotten or did not think were important are in the air for everyone to see. You feel better, potential clients find you more appealing, and you look and sound like a professional, just like that."
– Betsy Talbot

Succinct Stories

- ✓ Professional Organizer Kammie Lisenby, a former Seahawks cheerleader, used to dance to inspired synchronicity to bring rabid football fans to their feet. Now she creates order out of chaos for desperate housewives in the Puget Sound region and gives their families something to cheer about.

Social Information refers to tidbits about your life outside of your work that reinforce that you are someone your ideal client can't wait to work with.

- ✓ Nancy Juetten started her business with a desire to earn enough money to buy better groceries. Within six months of launching, she was booked solid and too busy to cook. Today she has redefined her success by the impact her efforts have on others' success, and that has made all the difference.

The Four S's are the foundation of your remarkable, memorable, compelling, and client-attracting bio. Take time to think through these essential message points before you put pen to paper.

What are your stunning results?

What are your succinct stories?

What are your sassy sound bites?

What social information can you share to create instant connection?

The ABC's of Common Bio Blunders

Thousands of speakers, authors, and experts are pounding the virtual pavement, attending Zoom networking events, and sharing their messages via social media. They're looking for perfect clients, virtual speaking engagements, and media opportunities.

The trouble is, many are failing to launch because the stories they tell about their background, experience, and credentials fall flat right out of the gate. Decision makers conduct business with **individuals** more than companies. That means a decision maker needs to immediately like, trust, and respect you as a person to engage with you. If the story you share in your online bio or social networking profile is bland, boring, and unremarkable, you have built a roadblock that can stand in the way of attracting the perfect engagements you seek.

Arrogance

- Too many lofty words that say too little.
- Too many five-dollar words that don't count for a lot.

Alphabet Soup and Acronym Overload

- So many initials beside their names that the typical reader doesn't understand. This can put the reader at arm's length instead of wanting to lean in and learn more.

Absence of Proof

- Bold claims without substantiation or attribution.
- Sets up a gut feeling that the emperor has no clothes.

If you substitute authenticity and affability for arrogance and absence of proof, chances are your bio will resonate more with the right people. You will attract more of the right opportunities because your bio is a truly accurate reflection of you.

Blah Blah Blah Boring and Boilerplate

- The words scream “Who cares?”
- The story conveys no personality.
- The information puts readers to sleep.

When in doubt, remember brevity can be beautiful. Less can be more.

Content

- No clarity about who you serve and why it matters.
- Absence of credentials or proof to your claims.
- “Cute” stories that do not deliver relevant, compelling content.
- Too little content or too much content.
- Absence of “right sized” choices to suit the opportunity at hand.

Differentiation

- Disconnected content that fails to tell a relevant story.
- Wording that sounds like every other professional in your category.
- No memorable or remarkable results.
- No quotes, facts, or compelling information.

I-Disease

- Characterized by every sentence beginning with “I.”
- Leaves the impression that “I walk on water.”

Take a moment to read your current bio. Count how many times you have written “I” within the text. Then, change the “I” to “you.” Do you see how much more inviting the message becomes?

The idea is to make clear the mission you are fighting for, how you serve, what you do, and who you are that relates to your ideal clients to invite their action.

Ask yourself this question:

- How can you write your bio to enlist the hearts, minds, and actions of your ideal clients to benefit from how you serve with immediacy and impact?

Compare this with starting every sentence with “I” and risk cutting off any connection before it has a chance to start.

Yada Yada Yada

A bio might include lots of words that take up space, seem irrelevant to the objective at hand, and could be deleted. Many clients have looked me in the eye and said, “You know ... yada, yada, yada.”

I’ve had to reply, “Yada, yada, yada does not get it done.”

If certain words have no purpose, leave them out. Remember: less can be more and brevity can be beautiful.

After reading the ABC DIY list, I suggest you put your current bio through the ABC DIY filters. Then:

- Rewrite the content to lead with your stunning results, succinct stories, sassy sound bites, and social information to help your ideal clients connect with you.
- Share your new and improved story with the right decision makers to invite more of the right opportunities.

You only get one chance to make a fabulous first impression. Take time to showcase what you bring to the marketplace in a compelling, memorable way. This improves the likelihood ideal clients will learn to like, trust, and respect you more readily and you’ll get to YES faster.

Above all, remember this. It’s your story. Tell it well.

If you prefer to watch/listen to content, here is a video link to a talk I did on bio blunders: <https://authenticvisibility.com/v2>



**LEARN MORE.
EARN MORE.**

WITH YOUR HOST
GET KNOWN GET PAID
MENTOR NANCY JUETTEN

**THE ABC'S OF
COMMON BIO BLUNDERS**

Template to Transform Your Bio Into a Client-Attracting Magnet

If you want to jump in and get started, here is my most popular and effective template. You can download it or simply fill in the blanks below.

www.brilliantbionow.com

“Start with an inspiring quote that guides your every move and offer attribution to the correct source.”

- I am fiercely committed to guiding [your ideal client] to achieve [this awesome outcome].
- If you are looking for a proven professional or firm who can guide you to address [specify three nagging aches, pains, or concerns that stand in the way of lasting success], you’ve come to the right place.
- With [state years of experience] working with amazing clients with similar worries and concerns and guiding them to achieve remarkable success, my mission and commitment is to [state yours here in a way that will resonate with your ideal client.]
- My path to become a [insert your role here] became clear at an early age.
- [Insert an engaging or emotionally juicy story from your early years that puts in focus when you first knew that this role you know play would be your life’s work.]
- Clients say remarkable things about the impact my work has on their life and business success. Example comments include [insert attributed testimonials from ideal clients – including their names, titles, and perhaps their website links.]
- Similar benefits await when you invite me to serve in the powerful ways that I can support your success.

- What lights me up about this work is knowing that [insert your passion statement here.]
- What sets me apart from other service providers is [make clear your differentiation and what makes you special, different, and preferred in today's marketplace. Here you can say more about the "how" and the "what" you offer to make the difference only you can make.]
- You can feel confident engaging me to guide you and your organization to solve these problems. Over the years, my expertise has been honored with remarkable and notable accolades, including [list your awards, college degrees, certifications, best-selling books, and other notable accomplishments such as delighting audiences of every size – live or virtually – with your insights and inspiration.]
- My perspectives have been featured in [list radio, TV, print, and online references and active links to press coverage that demonstrate the impact you are making, while reinforcing your credibility.]
- Five things about me and my experience that might surprise and delight you – while serving our work together [insert factoids that support your mission, highlight what an interesting and remarkable person you are, and contribute to the likelihood that the reader will quickly like, trust, and respect you as a result of learning these things.]

1.

2.

3.

4.

5.

- [Offer a call to action or special introductory offer to make it easy for your ideal client to learn more and engage your services.]
- It would be my pleasure to guide you to achieve the results you desire. Let's continue the conversation in the manner that suits you best. [Insert your email address, phone number, or perhaps a link to make an appointment using your online calendar system.]

Here is a bio created with this template as inspiration.

Amy Woidtke CEO, Making Space for You



*“An absolute life saver,” “A multi-tasking productive wonder,” and
“Extremely trustworthy and creative in finding solutions.”*

Amy Woidtke is Seattle’s time-saving, clutter busting, move wrangling organizer. She is fiercely committed to guiding go-getter LGBTQ and Allied professionals and entrepreneurs to create space in their mind, heart and home so they can experience freedom of time, energy and fun!

If you’re looking for a proven professional who can guide you to address clutter and disarray, tackle your residential move and nest your new home, you’ve come to the right place.

Since 2008, Amy has been working with amazing clients who have similar worries and concerns, guiding them to achieve remarkable success. Her mission is to support people having feel-good, functional, low-impact spaces for a balanced mind, heart and home, living in harmony with the earth and all her creatures.

Clients have called Amy “An absolute life saver,” “A multi-tasking productive wonder,” and “Extremely trustworthy and creative in finding solutions.”

Amy’s talent for organizing is inherited from her parents and was showing itself as early as 6th grade when she regularly hyper-organized her room. This natural talent, combined with a love for making a difference in the quality of people’s lives, led her to graduate with a Bachelor of Arts degree in psychology from UC Davis and eventually venture into the field of professional organizer.

What sets Amy apart from other service providers?

She has the ability to connect with just about anyone and is open-minded to the variety of cultures and lifestyles. Amy customizes your services around your personality and learning style for a space that functions naturally with your way of being.

So...what are you waiting for?!! This is your time to make time and space – for you!

It would be Amy's pleasure to guide you to achieve the results you desire or the life you imagine in your time-saving, transformational work together.

Let's continue the conversation in the manner that suits you best.

Here's another example.

Susan O'Malley, MD



"It's never too late, and you're never too old to make your dreams come true."

Former emergency room doctor, entrepreneur and author Dr. Susan O'Malley combines leadership and life lessons with stories from the trenches to help powerful women lead more effectively.

In her book *Tough Cookies Don't Crumble: Turn Setbacks into Success*, she outlines strategies that transformed her from college drop-out and secretary to emergency room doctor and entrepreneur.

After leaving the ER at age fifty, Dr. O'Malley opened Madison Med Spa, a cosmetic practice dedicated to helping women navigate aging without surgery. After seventeen years in service to the women of Connecticut and beyond, Dr. O'Malley closed Madison Med Spa and has transitioned careers yet again.

Her firsthand experience of helping women empower themselves at the Med Spa was the basis for her TEDx Talk, *How Beauty Secrets Turned into Secret Weapons*.

In an attempt to help aspiring TEDx speakers take their place on the red circle, Dr. O'Malley has taken the lessons learned from her three year journey to the TEDx stage and distilled them into a soon to be released online course, *Journey to the Red Circle: Everything You Need to Know to Land a TEDx Talk*.

A sought-after keynote speaker, Dr. O'Malley has also been featured in *Entrepreneur Magazine*, FOX News and multiple podcasts and magazine articles. She is a member of the National Speakers Association and past president of the Connecticut chapter.

Dr. O'Malley also served six years on the Board of Directors of the Madison Chamber of Commerce where she started and was chairperson of the Women in Business Committee.

To learn more about Dr. Susan O'Malley or to book her to speak at your next event, please visit susanomalleymd.com.

Tens of thousands of fans, followers, and clients have used this template to create their unique bios since 2009.

The structure of the bios may be the same because they all follow the template.

The template merely sets the stage for every speaker, expert or author's story to be distinct and preferred.

Take it for a spin and see how well it works for your "About Me" page you've been struggling to write for way too long.

Let the template guide you, but don't feel fenced in by it.

Just get on with it so you can show up and create a connection that can turn into a client who gladly hires you to work your magic.

Just imagine what that delay has cost you so far.

It's time to get this done. Start right now.

If You're Stuck ...

The most daunting thing for most writers is a blank screen or naked piece of paper. Take a deep breath, decide to turn this task into a journey of discovery, and commit to having some fun along the way.

Answer the following questions to find the magic in your own story. It will help you start the process of creating an engaging, memorable story about you. Then, edit it down to its most essential elements. It is a powerful exercise that will bring your most important messages to light.

- Can you remember a story when you were nine years old that helped you find your way to the work you do today?
- What was your “aha” moment when you knew that doing what you do now would be your path in life?
- What are you committed to? Make this idea bigger than paying your bills or providing for your family. Dig deep for the “why” behind your current path or service offering?
- What are the most meaningful results you bring about or problems you solve for your clients?
- What do clients say about what you do and what it means to them?
- What five things would others be surprised to learn about you that are also relevant to your business?
- If you could have a superpower, what would it be and why?
- What is a favorite book that has had the biggest impact on your life and work so far?
- If you could be a TV character from any of the shows you've watching during your lifetime, who would that be and why?

Now go back to the Brilliant Bio Now template and see if you can insert some of these points into your story to make it memorable and door-opening for the opportunities you seek.

Here is an interview with Master Trainer to Virtual Trainers Alex Mandossian and me about transforming your bio from lackluster to blockbuster. It has welcomed thousands of views and created plenty of new fans of my work.

Just imagine how you will feel when this becomes YOUR REALITY!

How To Write A Business Bio



<https://authenticvisibility.com/v9>

True Story About the Value of Being Ready

I'll never forget the time that I was relaxing on a lounge chair in my bathing suit in sunny San Diego. With the gentle breeze blowing while sipping refreshing iced tea with mint, I was settling in to enjoy a decadent afternoon reading my latest copy of "O The Oprah Winfrey Magazine." I was setting in when my cell phone rang.

"Hello, this is Nancy Juetten."

"Hi Nancy, this is Mary Smith from National Public Radio."

(My heart skipped a beat.)

"Our guest for tomorrow's show cancelled. I found you and your website in a Google search and want to know if you can be on the show tomorrow to talk about how to become an expert in your field?"

"Mary, I'd be delighted. As soon as we complete this call, I'll send you my photo, my book cover, the questions I most like to answer during interviews, and a short bio. What more can I do to make this a fabulous experience for you as the producer and a great segment for your national audience?"

Mary laughed and said, "Please teach the world to do what you just did."

I smiled a self-satisfied grin, quickly found my online media kit elements using my cell phone. With one click, the producer had what she needed.

Then, I picked up my magazine to read what else Oprah had to share.

There was no scrambling at the 11th hour, trying to pull together what the producer needed. I was ready for that national media opportunity within minutes.

The show segment was a winner, and subsequent interviews with NPR and other shows followed, bringing my expertise to much wider audiences. If you were to receive a similar phone call while relaxing in on a lounge chair, would you be ready to respond in a similar way?

My advice is to behave and believe as if the most influential decision maker with the power to bring your message far and wide is calling you tomorrow. Be ready for it and respond in a timely, professional way that sets you apart.

You'll feel so empowered and ready that your confidence will grow by leaps and bounds. Most importantly, you can put the majority of your focus on rocking the interview, creating a relationship with the host, and sharing your message with a much wider audience that can be inspired to reach out to do business with you.



SECTION TWO

SPECIAL SITUATIONS

How Many Words are Enough?

I recommend creating at least three bios in the third person that are 50, 100, and 150 words in length. Anything longer than that is likely more about YOU than your ideal client.

Walls of words are roadblocks that stand between you and the outcomes you want.

When you have these short bios ready to share at a moment's notice, you can respond quickly to a media request. You won't have to stop whatever you are doing to write something up. You can simply "cut, paste, and share" in that moment.

In doing so, you can WOW the person who requested the interview and set the stage for an even better and leveraged conversation still to come with a much wider audience.

Your 50-Word Bio Packs the Biggest Punch

The shorter the length, the more challenging it can be to boil your message down to its essential elements.

Fifty words is a tall order to say everything there is to say about you. Take a light approach and draft a few versions until you find one that feels like you.

What I mean by this is try not to be so serious with every word you write. Insert some humor or a fun turn of phrase or your distinct, yet concise point of view.

Here are 50 words I share with podcast hosts to set the stage for influence building conversations with their audiences:

Since 2009, Bye-Bye Boring Bio Author Nancy Juetten has upgraded bios for speakers, experts, and authors who once struggled to broadcast their brilliance on paper or online. She says a brilliant bio opens the door to something more ... instead of a snore. The time to make yours memorable is now.

- I demonstrate that I've been doing this work for a long time to enhance my professional credibility.
- I make clear that I've worked with my ideal audience to solve a specific, nagging problem.
- I turn a phrase that might bring a grin, while sharing a bit of my personality.
- There is also a subtle call to action that reinforces why I do this work while sharing the win that awaits for those who follow my advice.

It's amazing how much you can say with a few well-chosen words.

Now, you try it.

If a podcast host asked for 50 words to introduce you, what would you say that could wake up the audience and get them excited about the segment?

Use this template to come up with 50 words that speak your own brand of wow.

Since [year,] [your name and the role you want to emphasize] has served [this specific audience with a specific problem to welcome a preferred outcome or transformation.] He says [insert your concise point of view and urgency to solve the problem.] Welcome to the show.

Give that a try and see how quickly you can get to the meat of the matter to set the stage for a great show.

When you have your 50-word bio, see about adding in some of your most meaningful accolades, drop in some names of your most well recognized clients, mention your best-selling book by name, and add a link so readers can learn more. This can be a link for a free gift or a website. By doing so, you can easily come up with a 100 or 150- word version.

The Bio for the Back of Your Book

The bio on the back of your book helps sell more books, welcome consulting contracts, and receive invitations to speak.

Why?

Because a book title and cover, table of contents and the bio on the back of your book are the most crucial elements. They make the difference between a book your buyer browses versus a book that lands in the shopping cart.

While researching this book, I reached out to book publishing mentors and successful authors to gather their thoughts on what belongs in the bio on the back of a book. Here is what these experts had to say.

Tamara Monosoff

Tamara is the creator of the Author-to-Income Formula. She has guided thousands of authors to get their books done, achieve #1 Amazon Best Seller Status, and take their place in the media spotlight.

Tamara says your bio should *surprise and delight* your readers. Rather than writing a laundry list of achievements, add something you're passionate about outside of your area of expertise.

Donna Kozik

Donna Kozik shows coaches, entrepreneurs and others how to become published authors the fast and easy way. Her goal is to turn 1,000 people into published authors in the next 12 months. Donna uses live and virtual "Write a Book in a Weekend" events, featuring her "fill-in-the-pages" book templates.

Donna says that the bio on the back of your book (actually **all** of the content on the back of your book) is the core of your go-to marketing material. Choose **every word** carefully. Make it sing!

Cloris Kylie

Cloris Kylie is the bestselling author of *Beyond Influencer Marketing* and has been featured on network television, top-ranked podcasts, and YouTube shows, including the #1 podcast for entrepreneurs – “Entrepreneur On Fire.”

She says we don't have a lot of physical space on the back cover, so focus on the results you bring for your clients and your value proposition.

Susan Harrow

For the past 28 years, Susan Harrow has been the brains + heart behind Harrow Communications, a media coaching + marketing agency based in the San Francisco Bay Area. She helps executives, entrepreneurs, authors, speakers, startups, coaches + consultants clarify their messages, set up their systems, craft their signature sound bites + get life-changing media exposure so that their media appearances result in business.

Susan advises placing a photo of you on the back of your book if it's not elsewhere. Ditto on case studies / testimonials of solid results or personal credits. Share the best-known names for added credibility.

Patrick Snow

Patrick Snow is an international best-selling author, professional keynote speaker, publishing, speaking and book marketing coach. He first discovered his gift for speaking at the age of 17 while giving the pre-game speeches to his high school football team. Since then, Patrick has electrified more than 3,000 audiences on four continents to create their individual and organizational destinies.

“The biggest mistake I have seen in bios is the author does not describe what they do to make a living. Start with this as the first sentence: ‘_____ is an author, professional keynote speaker, business coach and entrepreneur.’”

“You need to stand up and shout out to the world who you are and what you do. If you don't do it, no one else will do it for you!”

Christine Kloser

Since 2004, Christine Kloser has trained nearly 70,000 entrepreneurs, leaders and authors to write their transformational books through her popular programs, Get Your Book Done®, the Transformational Author Experience®, Breakthrough LIVE, and the My Time to Write® mentorship program.

She is a leader of the transformational author movement. Christine helps her clients feel seen, heard, valued and understood in ways that transform their lives, books and businesses. Many of her clients have gone on to become best-selling authors, sign traditional publishing contracts, speak around the world, and appear in major media.



Christine suggests there are five crucial areas to cover on the back of a book to turn browsers into buyers:

- **A compelling headline** – A seven to twelve-word phrase that connects with your ideal reader.
- **A few short, descriptive paragraphs** showcasing benefits the reader will welcome as a result of reading your book.
- **Benefit laden bullet points.** Three to five points that drive home the takeaways that your reader will get from your book. They start with action words such as discover, engage, transform, or develop.
- **One or two dream endorsements** for your book from people with big names.

- **A short author bio** – This is 50-75 words that gives the reader an idea about who you are, your expertise and credentials, and why you are the right person to serve the reader.
- Christine recorded a podcast about the five most important elements for the bio on the back of your book.

<https://authenticvisibility.com/a1>

What would I add to this advice about back of the book bios?

- Write your bio in the third person.
- Share a link to your website or other call to action. For example, use a link to a lead magnet. This compels your reader to share his/her email address in exchange for a useful free report. (I talk about lead magnets later in this workbook in the Practical Tips Section.)

Book Bio Challenge

- Find the books of the people in your niche, industry, or association that you most admire.
- Read the back of their books to see how well they cover these key points.
- Let their examples inspire you to create 250 words that will set your current or forthcoming book apart and make it the book that goes from “BROWSE” TO “BUY” status.
- Then, take on the task of making the most of your Amazon Author Central Profile. Here’s access to an interview with Author To Income Founder Tamara Monosoff to share how to get that mission accomplished.

<https://authenticvisibility.com/tamara/>



**LEARN MORE.
EARN MORE.**

WITH YOUR HOST
GET KNOWN GET PAID
MENTOR NANCY JUETTEN

**MAKE THE MOST OF YOUR
AMAZON AUTHOR CENTRAL
PROFILE WITH TAMARA
MONOSOFF**

Your Media One Sheet

If you want to get booked on influential podcasts and radio shows, care enough about being taken seriously by creating a media one sheet. This is a one or two-sided document that showcases your credibility, the magnitude of your influence, and the hot topics about which you speak.

You use your Media One Sheet to entice decision makers to consider you for their programs. Your Media One Sheet shares segment ideas, the programs to which you have contributed commentary so far, and even offer access to your speaker demo reel.

When decision makers consider who would be the best guest to add to an upcoming program, your preparation will be well-rewarded by an invitation to be on the show.

A media one sheet showcases the following:

- ✓ Your name and title
- ✓ A short bio
- ✓ Your most popular media topics
- ✓ Praise from people of influence about your work
- ✓ Your contact information, including links to your social media profiles.

What are the benefits?

- ✓ You save time sharing your message with every host you approach.
- ✓ You look like a pro at hello.
- ✓ You might even stand out when compared to other potential guests and be the one who gets chosen.

Here are some examples to inspire you.



Cloris Kylie, Marketing MBA, helps you build authority, grow your list, and boost revenue by building long-term connections with influencers.

The bestselling author of *Beyond Influencer Marketing*, Cloris has been featured on network television, and on top-ranked podcasts and YouTube shows, including the #1 podcast for entrepreneurs, "Entrepreneur On Fire."

Cloris's articles have been published on websites with millions of followers, such as TinyBuddha, MindBodyGreen, and Addicted2Success.

The host of "Beyond Influencer Marketing Podcast," she has interviewed best-selling authors and world-class entrepreneurs such as Jack Canfield, John Lee Dumas, Ryan Levesque, Chris Brogan, Bob Burg, Dorie Clark, Neil Patel, and the 3 daughters of Dr. Wayne W. Dyer.

Cloris's unique background in industrial engineering and marketing allows her to design efficient and effective solutions for her clients, but Cloris also empowers you to, as she says, "Reveal your magnificence."

SEGMENT IDEAS

- The unique way influencers can help you build authority and connect with ideal clients
- Common roadblocks to connect with influencers and how to overcome them
- Simple ways to connect with influential people regardless of the size of your business
- How to land podcast guest appearances to grow your business
- How to leverage guest posting to grow your business
- How to get on network TV to build instant authority as an expert

RELEVANT LINKS

MAIN WEBSITE: WWW.CLORISKYLIE.COM

Book: <https://www.beyondinfluencermarketing.com>

Guide with 15 ways to get noticed by influencers:

<https://www.cloriskylie.com/influencer>

(Affiliate links for free download available)

Podcast: <https://www.cloriskylie.com/itunes>

Media appearances: <http://www.cloriskylie.com/tv-and-media/>

Social media: facebook.com/cloriskylie; [@cloriskylie](https://twitter.com/cloriskylie)



PLEASE CONTACT CLORIS AT CLORIS@CLORISKYLIE.COM TO REQUEST A LIST OF TALKING POINTS FOR ANY SEGMENT IDEA



NANCY JUETTEN

*Get Known Get Paid Mentor and Speaker/Trainer
for Speakers, Experts and Authors Up to Big Things*

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Nancy@GetKnownGetPaid.com
Free Gift: www.byebyeboringbio2020.com

SASSY SOUND BITES GUARANTEED.



Get Known Get Paid Mentor and Bye-Bye Boring Bio 2020 Author Nancy Juetten has guided speakers, experts, and authors who once struggled to put their brilliance on paper or online to get known and paid for their winning ways.

With her word-smithery and uncanny ability to see and reflect the brilliance in others, Nancy has helped open the door for big names and experts on the rise to attract connections, clients, and cash with their brilliant bios leading the way.

She's the first to say that the bio opens the door to something more. The time to get that message right is now.

JUNE 2020 SNAPSHOT

22,308+

EZINE
SUBSCRIBERS

4957+

FB FRIENDS

3500+

LINKED IN
CONNECTIONS

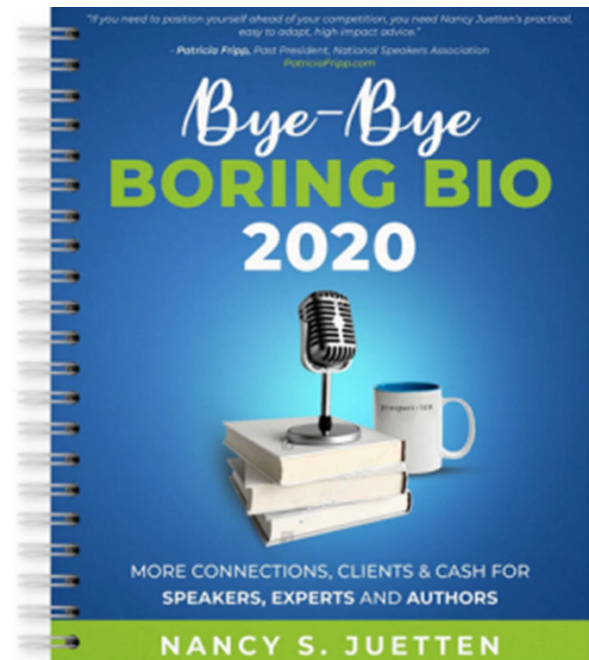
Hot Topics

**PRACTICAL
AND
INSPIRING**

- Get booked on more live and virtual stages, even if know no one knows your name YET!
- Transform your boring bio from wallpaper to wow to attract clients now.
- Make your speaker sheet sizzle so you get booked again and again. Amen.

SEGMENT IDEAS

- Why being ready for media opportunity matters as much as the message you share.
- 5 uncommon ways to WOW your podcast host -- before and after your interview.
- The 3 biggest mistakes to avoid when seeking a place on the media avenues that matter and what to do instead.
- Apply 'The Hollywood Squares' method of building influence to create collaborations that pay off again and again.



WATCH NANCY'S

SPEAKER DEMO REEL

"NANCY IS ALL OF THE HELP AND NONE OF THE HYPE."

Check out Nancy's YouTube channel to watch Nancy's speaker demo reel and other videos that educate and inspire your audience to Get Known and Paid.

<https://www.youtube.com/user/ThePublicitea>

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SHOW BE
NEXT!



REBECCA ZUNG, ESQ

Top 1% Attorney, Master Negotiation Strategist

Contact Publicist for Booking: Kennedy Meek | kennedy@courtleighcreative.com | 214-543-3457



INTERVIEW/SPEAKING TOPICS FOR REBECCA

How to S.L.A.Y. Any Negotiation with High Conflict Personalities

- Learn how to shift the dynamic when the other side is extremely difficult, toxic, or simply more powerful.
- Figure out how to determine what your leverage is, how to create it, and how and when to use it.
- Find out how to create a winning strategy and transform your relationship with conflict, even with narcissists.

Negotiate Like You M.A.T.T.E.R.: The Sure Fire Method to Step Up and Win

- Learn the 6 steps in the MATTER Method to winning any negotiation.
- Become unstoppable with real world tips you can use in any situation, business or personal.
- Drive the outcome you want with courage and confidence, and have the other side actually be happy about it.



REBECCA BY THE NUMBERS

1.5 M+
VIEWS ON
YOUTUBE

30,000+
FOLLOWERS ON
INSTAGRAM

20,000
E-MAIL LIST
SUBSCRIBERS

Rebecca Zung is one of the Top 1% of attorneys in the nation, having been recognized by U.S. News. But her journey wasn't always easy. She went from being a single mom, college dropout, to becoming one of the most powerful lawyers in the country at the helm of a multi-million dollar practice. She has guided thousands of people from lives of drama, trauma and chaos to step into lives of freedom, possibility and purpose. She is the author of the bestselling books, Negotiate Like You M.A.T.T.E.R.: The Sure Fire Method to Step Up and Win (foreword by Robert Shapiro) and Breaking Free: A Step-by-Step Divorce Guide for Achieving Emotional, Physical, and Spiritual Freedom, and is a sought after major media contributor, as she has been featured in or on Extra, Forbes, Huffington Post, Newsweek, Time, Dr. Drew, and NPR among many others. Now, Rebecca remains a partner in Long, Murphy & Zung, and is continuing to serve through her incredible on-demand programs such as S.L.A.Y. Your Negotiation™ With a Narcissist, and her Breaking Free™ Divorce Masterclasses. She is also the host of the popular show Negotiate Your Best Life™ which is available on YouTube and as a top podcast, and is also a frequent keynote speaker.

“

“Rebecca and I have a shared vision to use our positions as lawyers to expand our reach to those who cannot necessarily afford to hire good counsel. She is a conduit for people to gain access to knowledge, methods and strategies, all of which transforms lives, and her information is worth its weight in gold. Many choose to use the justice system as a sword because they find that path more palatable and less onerous than actually having to have a real conversation. Until now, a productive dialogue toward the goal of resolution has been lacking because we haven't put the right tools in people's hands. Whether you are a beginning negotiator or a seasoned one, she provides specific tools so that you can avoid critical mistakes, and ensure a winning outcome.”

ROBERT SHAPIRO

Renowned Trial Lawyer and Founder of Legal Zoom

www.rebeccazung.com

rebeccazung



Damon Burton

Search Engine Optimizaition Expert

A husband and father of three, Burton founded a successful 7-figure SEO agency in 2007.

In the past decade+ he has written a book on SEO, writes for Forbes, spoken at conferences, been featured on BuzzFeed, USA Weekly, and has optimized websites for INC5000 companies, NBA teams, and businesses featured on Shark Tank.



Discussion Topics

- How to dominate Google results
- Why pay for ads when you can get sales from Google for free?
- Why brand awareness is crucial to sales
- How to build a content marketing strategy
- How to successfully balance work and personal life

Contact

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A Few More Thoughts about Media One Sheets

Over the years, I have engaged in a lot of joint ventures with entrepreneurs with big names.

I quickly learned that I would be taken more seriously as a potential partner, speaker, or guest expert if I could demonstrate the magnitude of my own influence.

That's why I showcase the size of my ezine subscriber base, how many LinkedIn connections I have, and how many Facebook fans or friends I have in my own media one sheet.

At first glance, a decision maker can see that I have an audience of my own to whom I can potentially share interviews, invitations, and opportunities.

- The “Nancy’s influence by the numbers” information has been door opening for me and helped me rise to the top of the consideration stack on plenty of occasions.
- **The Sassy Sound Bites Guaranteed** headline demonstrates that I care about delivering a great experience and quality content. That is a great message to deliver to any decision maker with the power to bring you and your message to their audience.

I'll have more to share about list building later in this workbook so stay tuned to learn more about that.

I customize my pitch to a specific decision maker before ever sharing my media one sheet. For example, I might share something specific I learned from a recent podcast or news segment and highlight how I have something new to add to the conversation. When the decision maker replies, that opens the door for me to share my media one sheet, and we are off to the races.

When it comes to making a pitch to the media, learn the rules and then, find the courage to break them. Show up at your authentic best and let the doors to opportunity swing wide open. This applies to a lot more in life and business, besides attracting connections, clients, and cash. That might be fodder for another workbook.

Get your media one sheet done and start making connections that can lead you to bookings on podcasts, broadcasts, Zoominars, and other live or virtual stages. Your inspired actions and enthusiasm pave the way to get known and get paid by attracting connections, clients, and cash.

One More Bright Idea

Consider creating a page on your website or blog that includes a link to a page on your blog called “Interview (Your Name Here.)”

When someone sends you a calendar link to finalize your booking, you can share a link to that page in your confirmation email.

This quickly gives the person access to your bio, photo, and images of your best-selling books, and perhaps the back story about how your business got started.

The host can capture relevant images for use in the pre or post promotion of your segment with a simple “cut and paste.” This simple step demonstrates you are a pro at hello.

Here is an example with a teaser visual so you’re inspired to click on over and see what the fuss is all about.

<https://authenticvisibility.com/w1>



Making It Fast and Easy to Book Nancy Juetten as a Guest on Your Show Get Known Get Paid Mentor Nancy Juetten

Call 425-641-5214 or send email to Nancy@getknowngetpaid.com. Nancy lives in Bellingham, WA, which is Pacific Standard Time.

Get Known Get Paid Mentor Nancy Juetten guides subject matter experts and speakers to Get Known and Get Paid for their brilliant work in the world — even if no one knows their names YET. [Enjoy the webinar by the same title right here!](#)

The author of the popular *Bye-Bye Boring Bio Workbook*, Nancy is also a contributing author to the *National Speakers Association* book *Speak More: Marketing Strategies to Get More Speaking Business* and *The World's Greatest Speakers: Insider Secrets to Move Your Audience to Action*.

Your Sizzling Speaker Sheet

Your sizzling speaker sheet is different than your media one sheet.

You use it to showcase your most popular speaking topics to a decision maker who wants to bring you to their live or virtual stage.

The sizzling speaker sheet is not the place to showcase testimonials from clients that say what a great coach, consultant, or service provider you are.

Instead, the sizzling speaker sheet is the place to showcase what a great SPEAKER you are and showcase what meeting planners and audience members say about your impact.

Apply effort into making your speaker sheet **sizzle** in its messaging and its appearance. Then, you'll stand apart when you pitch yourself to the decision maker with the power and influence to bring you to his/her live or virtual stage.

Your sizzling speaker sheet should include:

- The signature topic you most like to share;
- A short bio that positions you **as a speaker** (not as a consultant, coach or author);
- Audience take-away lessons you promise;
- Endorsements from past audience members or the decision maker who hired you; and
- An easy way to get in touch with you to talk about the role you can play for the next big event.

When you create your take-away lessons, put some intrigue and curiosity into the bullet points. Then, you inspire the audience to show up and learn something new and provocative.

Word the audience takeaway points in such a way that audience members can't wait to learn what is being shared.

For example, your audience will:

- Discover the single most powerful way to stand out at HELLO without speaking a word;
- Decode The Hollywood Squares method of networking to create a never ending flow of qualified, ready to buy referrals;
- Be shown a reliable, repeatable way to effortlessly grow their list every time they speak, even when the host says selling is not allowed.

These bullet points sound compelling, suggest a benefit that is promised, and touch on a problem they feel compelled to solve.

For design, you can use simple and readily available free templates on www.canva.com. You can also engage a graphic designer to create one that matches your brand.

You can also download the **free template** I co-created with my favorite graphic designer Victoria Vinton. It is the template that my clients have used for years to assemble the right information to make their speaker sheets sizzle. Join the many thousands of speakers who have used this template to show up at hello like pros to get the bookings by downloading this right now.

www.sizzlingspeakersheet.com

I'll share some examples in the pages to follow so you can find inspiration to create a sizzling speaker sheet of your own.



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Get Paid Mentor
Nancy Juetten

Guiding Aspiring Speakers
to take their place on
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Attract Ideal Clients & Speaking Gigs at Hello

D.A.R.E. to Show Up, Stay With It and Succeed in Business

8 Ways to Amplify Your Impact, Influence & Income

Audience Members Will:

- » Get inspired by 'tales from the trenches' about why getting ready for opportunity pays off;
- » Amplify impact, influence ... by learning and mastering 8 success, visibility, and marketing fundamentals; and
- » Decide to do what it takes to make their entrepreneurial dreams come true, thanks to the true story of a tough cookie who refuses to crumble.

Nancy Juetten

Get Known to Get Paid™ Mentor and Author Nancy Juetten shows business owners how to get seen, heard, celebrated, and COMPENSATED for their expert status. Luminaries including Alex Mandossian, Sandra Yancey, Loral Langemeier, Christine Kloser, Vinca Heart and more sing her praises for good reason. Her systems and methods deliver new clients, prestigious speaking gigs, media interviews, and joint venture partnerships with thought leaders and influence builders worldwide.

Download the Sizzling Speaker Sheet gift template at www.sizzlingspeakersheet.com.



Are you inspired to book Nancy Juetten
to speak for your group or organization?

Get in touch at nancy@getknowngetpaid.com
or call 425-641-5214.

Nancy Juetten is a master of messaging and a humble, loving spirit whose personality shines through on stage. I was wow'ed by her wisdom and loved how she seamlessly brought in fun stories to illuminate her message. So often you get speakers who talk about their low points (e.g. "I woke up in a pool of my own blood . . .") But Nancy is refreshing, creative and chock full of advice. She's a poet who doesn't know it – and I loved, loved, loved it.

— MICHELE MORENO

Your stage performance was flawless, inspiring and valuable. You were my favorite guest-speaker because of your brilliant ability to intertwine valuable modeling of what you are teaching WHILE sharing relate-able humble stories from your life. I was with you on your lounge-chair wearing just a bathing-suit with ice-tea in one hand, Oprah's magazine on your lap, and Brene Brown's book on a table on the side while taking THE phone call.

— SYLVIA BECKER-HILL

You are such a powerhouse. It was great having you at Big Impact Speaker. The tribe LOVED YOU.

— MARK GRAINGER

Embrace Your Quirks. Raise Your Voice. Inspire & Lead.



THE SILVER LINING CAREER PLAYBOOK

HOW TO CREATE A 2-YEAR PLAN FOR BIG SUCCESS IN ANY CAREER

Succeed Even If the Job Isn't a Fit

Mark Vincent Howley inspires recent college graduates and early career professionals to find the silver lining in every opportunity, even when the benefit isn't immediately obvious. With every keynote, commencement address, and career development seminar he leads, Mark inspires audience members to:

- 1 Learn why the 3 H's – humility, hard-work and honesty – are as important as talent. The three "H's" pave the path to rewards and recognition even faster for employees who embrace this lesson.
- 2 Lean in, get curious, and give every job a full shot to be the **best** professional they can be. They can't let politics, bureaucracy, and monotony get in the way of early career building.
- 3 Decide to be **great** at something and learn. They need to stay with every opportunity long enough to find the gift that is waiting.

Mark's colorful/humorous stories combined with powerful insights, and important lessons earned over decades of hard won experience – along with admitting drug and alcohol addiction in his 20's – offer a timely wake-up call to **succeed even if job isn't a fit**. It's important to avoid the temptation to shift gears and jump to another career.

"I didn't start out with any specific career in mind."

Mark didn't start out as the CEO of a multi-million dollar company – Pacific Bag, Inc. – that employs sixty and serves over 3500 clients around the world. It was a far more humble beginning. He started his career as an inside bag salesman who learned every tough lesson in business, one challenging sales call and demanding customer at a time. Today, his experience covers the full gamut of sales marketing, product management, investment partners and executive management in the highly competitive packaging industry. He is also married to his wife of twenty five years and proud dad to five daughters. His family and daughters taught him patience and life lessons, which he uses in every aspect of his life.

Whether he is delivering a commencement speech for the University of Washington-Bothell, addressing the members of the Delta Sigma Pi fraternity, or taking the stage year after year at major coffee trade shows in New York and Los Angeles, Mark earns raves from audience members for his authenticity, refreshing honesty, and charm. He makes his best impact by telling colorful stories from his own Silver Lining Career Playbook to inspire audience members to create their own.



BOOK MARK HOWLEY TODAY

for your next conference, workshop, career development seminar, or commencement speech.

Mark speaks on live stages around the country. Whether he is addressing an intimate group or a crowd of hundreds, count on Mark Vincent Howley to bring up the vibe, bring down the house, and inspire every member of the audience to dig deep to find the silver lining in every endeavor.

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"The World Needs You and Your Brilliance!"

~ MOST REQUESTED TOPICS ~



COURAGEOUS LEADERSHIP

Leaders, now more than ever, are wrestling with how to have the greatest impact within their organization. To stand as a catalyst for positive change, they must have the courage to be bold in vision, voice and vulnerability. Take a deep dive into the key elements of courageous leadership – and walk away with proven strategies for immediate action and transformative results.

- » Maximize your effectiveness in order to be fully seen and heard
- » Discover 3 Steps and 7 Pillars of Leadership to open the door to greater innovation
- » Model how vulnerability can turn an idea into a movement and create a lasting legacy



VULNERABLE LEADERSHIP

Essential to create safety in a culture, vulnerability has the ability to be your greatest asset. Leaders who embrace vulnerability understand that being visible is not the same as being seen – and being strong is not the same as being powerful. It's about having the courage to be bold and speak your truth.

- » Understand how to better capitalize on your natural leadership strengths
- » Increase your ability to confidently handle situations you're facing in business
- » Leverage the power of emotional connection to create sponsorship and partnership, expanding your influence and impact

OTHER TOPICS INCLUDE

CONNECTION The New Currency

Create Relationships
That Pay Big
Dividends

LEADERSHIP PRESENCE

Standing Strong
While the
World is Shaking

SERVANT LEADERSHIP

Remaining Relevant in
Changing Times –
Without Losing Yourself
Along the Way



"The most dynamic keynote speaker I've ever seen! A 5-star speaker!"

– MAJOR GENERAL (RET.) MARY KIGHT



"You kept our staff engaged and on the edge of their seats...a powerful impact!"

– WILSON ALVAREX, CEO,
305COMPUTERS.COM



"Lisa Marie is a passionate speaker with a wealth of knowledge."

– NOELIA RODRIGUEZ,
CHIEF OF STAFF, METROLINK

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MORE RAVES ABOUT LISA MARIE

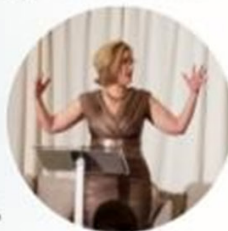
"Lisa Marie has a gift for connecting with her audience *authentically and genuinely*, and in a way to *guide them to take action*. You cannot help but fall in love with her!"
 – CANDY BARONE, CEO AND LEADERSHIP EXPERT

"I was blown away by Lisa Marie's simple yet profound information...she is both entertaining and informative..."
 – ELLEN ROGIN, NY TIMES BEST-SELLING AUTHOR

"People think they're attending a leadership presentation but what they get is *transformation*." – BIANCA JACKSON, PRESIDENT, BRICKROSE EXCHANGE AND PULITZER PRIZE WINNER

"She embodies what leadership really is." – JOSEPH RANSETH, CEO & MOVEMENT MAKER

Her energy is unforgettable...she's *authentic, real, and vulnerable*."
 – DR. MARY ELLEN KASSOTAKIS, SENIOR DIRECTOR, ORACLE



INSPIRE YOUR AUDIENCE TO TAKE POSITIVE ACTION!

Book Lisa Marie Platske for your next conference, workshop, or special event.



LisaMarie@UpsideThinking.com



LISA MARIE PLATSKE

Lisa Marie Platske left her career as a Federal law enforcement officer after 9/11 to become the CEO of international leadership development company, Upside Thinking, Inc.

An award-winning leadership expert recognized by the White House and Small Business Administration, Lisa Marie is a regular contributor to Forbes.com and is an international best-selling author in 5 countries having written or co-authored 7 books.

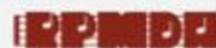
In 2015, she was recognized by The International Alliance of Women as one of the top 100 Women Making a Difference in the World.

Lisa Marie lives in Alexandria, Virginia.



Keep Lisa Marie's message alive long after the meeting has concluded by making quantity purchases of her books: *Connection*, *The New Currency*, and *Turn Positives Into Realities*, to share with every attendee.

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“Make Money Fall In Love With You”

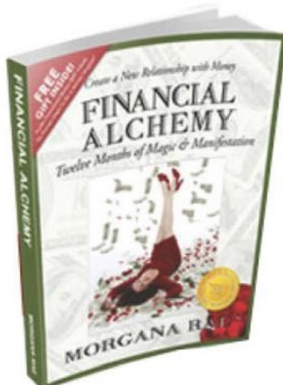
If you could RAPIDLY, RADICALLY, and PERMANENTLY change your Relationship with Money, what would that be worth to you? International Wealth Coach Morgana Rae walks you through six time-tested steps to turn your personal Money Monster of scarcity into a Money Honey of abundance. “When you imagine your money as a real, flesh and blood person, worthy of your deepest admiration, you embark on an amazing, love-at-first-sight affair of the heart. Pennies on the ground are like chocolates on your pillow,” says Rae. “I’ve had people report that within hours of hearing my talk, they’ve received unexpected money – tens of thousands of dollars or more!” (Read their stories at www.alchemysuccess.com.)

Morgana will:

- » Uncover your hidden blocks to financial abundance (they’re not what you think).
- » Abolish your financial anxiety.
- » Reveal your next step to creating wealth.
- » Give you a Revolutionary System you will use for the rest of your life.

Morgana’s life-changing approach will give you a totally new experience of money, enabling you to take a quantum leap toward creating the wealth and abundant relationships that you deserve.

Other topics are in the wings to delight, inform, and inspire.



Book Morgana and buy her international best seller, *Financial Alchemy, Twelve Months of Magic & Manifestation*, by the dozen or in abundant quantities to inspire every audience member to embrace the powerful lessons within to manifest magic and money in their lives, long after the conference has concluded.

MORGANA RAE

is the international #1 best selling author of *Financial Alchemy: Twelve Months of Magic and Manifestation*. A sought after teacher, speaker and pioneer in personal development, she is widely regarded to be the world’s leading Relationship with Money coach. Morgana’s groundbreaking program for creating wealth has featured her on ABC, NBC, FOX, PBS, NPR, CNN, United Press International, Yahoo Finance and The Wall Street Journal online. She wrote the “Life Magic” column for a national women’s magazine, and was named a Top Woman In E-commerce by WE Magazine. Morgana’s been a featured expert alongside Deepak Chopra, Marcia Weider, Marianne Williamson, Bob Doyle, Loral Langemeier, Reverend Michael Beckwith, Joe Vitale, Arielle Ford, and many others. Morgana’s books, recordings, magazine articles, and classes have impacted the lives of hundreds of thousands of people worldwide. Morgana brings over 40 years as a professional performer to deliver powerful, transformational experiences that empower idealistic entrepreneurs, coaches, authors and artists to have a big impact in the world... and to heal the rift between heart, spirit, and money.

morgana@morganarae.com | MorganaRae.com | 310.657.5340

WHY MORGANA IS THE RIGHT CHOICE FOR YOUR EVENT

Funny, insightful, and original, Morgana delivers high-impact programs for your audiences with a low-maintenance experience for you. Your audience will laugh and cry (and race to the back of the room). A true professional, she will personally ensure that your group is fully engaged, empowered, and inspired to take action.

AS SEEN ON:



DON'T WAIT ANOTHER MINUTE

Book Morgana Rae, the World's Leading "Relationship with Money" Expert, Today for Your Next Conference, Live Event or Workshop

Morgana speaks from live and virtual stages around the world and travels from Los Angeles International Airport. Whether addressing an intimate group or a standing room only arena, count on Morgana to bring up the vibe and bring down the house. Morgana inspires audiences to invest in themselves so everyone wins.



EVENT PLANNERS AND AUDIENCES LOVE MORGANA

"I got more from Morgana's 45-minute speech than three days at T Harv Eker's Millionaire Mind Intensive."

~ JIM HAGUE, CEO TRUTH SEEKING SOULS, INC.

"As an event promoter who has promoted over 75 events, I'm so happy to have had the pleasure of working with the powerful speaker and money coach Morgana Rae. She is a GREAT draw and gives you the writeup to make the marketing easy. She delivers her presentation with heartfelt grace and authenticity and moves the audience with her stories and examples. All of this, of course, leads to an exceptionally high number of people purchasing her offer at the end of the evening making the event a great financial success as well. On top of all this, she was easy to work with. If you want an excellent speaker for your event, I highly recommend Morgana Rae."

~DAN HORNER, NEW GROUND EVENTS

"Morgana, thank you so much for being with us tonight. In 60 minutes, I learned more about money than I've been taught in 39 years. Your work is a blessing and breakthrough."

~PRESTON TRUE, ACCOMPLISHMENT COACHING

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Dr. Mark Montgomery

Workshop Leader and Keynote Speaker

*Guiding Dentists in Private Practice
to Amplify their Practices and
Improve Case Acceptance Results*

Private practice dentists around the world turn to Dr. Mark Montgomery to transform their practices from struggling and stressful to thriving and profitable. The Amp Up Your Practice mentoring he provides to dentists during his 90-Day and Year-Long Mastery Programs serves as the catalyst for dentists and their teams to deliver the highest level of relationship-centered dentistry, while increasing case acceptance results.

With 30+ years of clinical experience, successfully working in a variety of settings, Dr. Montgomery has mentored and coached hundreds of dentists to achieve excellence in clinical care and practice leadership. He is a frequent guest on leading podcasts serving dentists worldwide, including *The Thriving Dentist* with Gary Takacs and *Dental Up* with Dr. David Hornbrook.

A gifted storyteller with rich experience and powerful wisdom to share, Dr. Montgomery inspires audience members to say, "Hmmm, That's funny..." and come to "aha" insights that will change their practices for the better right away.

MOST REQUESTED TOPICS

3 ESSENTIAL WAYS TO SERVE POWERFULLY AND INVITE PATIENTS TO SAY "YES, PLEASE!" TO DENTAL HEALTH AND BEAUTY

Even When the Price Point is Beyond What Insurance will Pay

- Get the wake-up call about the one thing that must always come first before every case presentation to the patient;
- Discover 4 proven ways to overcome the "I can't afford it" objection while holding each patient's best outcome center stage.
- Learn the secret to building strong behaviors, systems, and approaches that bring positive impact to your team, your reputation, and your productivity.

UNCOMMON WAYS TO INCREASE PRODUCTION & WHAT TO DO FIRST

It's NOT What You Think

- Applying pressure or blame on the team rarely gets the mission accomplished.
- Buying new equipment and learning new procedures aren't the answer either.
- Instead, fresh focus on two leadership behaviors can dramatically turn an unpredictable situation into reliable revenue. What are they, and when can you start?

DIRTY LITTLE SECRETS OF PRIVATE PRACTICE DENTISTRY

The routine operation of a private practice is susceptible to unpredictable cash flow, team ineffectiveness, financial pressure to deal with debt and overhead, and the uncertainty of patient responses to their treatment experience. During this candid talk packed with truth telling, audience members learn:

- The 3 most common stresses that overwhelm private practice dentists and proven ways to avoid them;
- 5 powerful strategies to avert the trap of grasping at straws when the pressure is on;
- How to set up your practice to get the time off, continuing education and vacations that you deserve!

AMPLIFIED DYNAMICS

www.amplifieddynamics.com

Dr. Montgomery's Keynotes & Workshops Deliver Insights and Inspire Change for Good and Profit

SOME OF DR. MARK'S CLIENTS

Some of the best dental companies in the world turn to Dr. Mark Montgomery to light up the live or virtual stage. He routinely delivers insights and the kind of value that dentists can apply to succeed faster and easier in leading their practices to become world-class in every way.



WHAT ATTENDEES SAY

"Over and over, Dr. Montgomery's workshops here at TruDenta have received the same reaction from the doctors and teams in attendance: 'This is the best course/workshop I've ever taken!' I know it's true because I've read every course evaluation!!"

– JOHN HARRIS, CEO TRUDENTA

"I can't believe it took me all these years. This talk delivered value with the first treatment plan that was accepted when I got back to the office."

– DR. RH

"My team is so energized and empowered to get our patients to "yes" to their most needed and DESIRED care."

– DR. GP

Take the
Amp Up Your Practice
QUIZ at
<http://amplifymypracticenow.com/>



Bold Ambitious Results

We take over where normal consultants leave off!

Book Dr. Mark Montgomery
for Your Next Dental Industry Conference or Workshop
Mark@AmplifiedDynamics.com
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Susan O'Malley, MD

I Help Powerful Women
Lead More Effectively

Most Popular Online Program

Journey to the Red Circle

Based on techniques learned from a three year journey, this online program helps motivated people shorten their distance to the TEDx stage.

Most Popular Presentation

Leadership Lessons from the Emergency Room

Based on life and death challenges in the emergency room, this talk helps business leaders understand the true impact of their decisions

Dr. Susan O'Malley is a member of the National Speakers Association and past president of the Connecticut chapter.

A two time presenter at Hubspot's INBOUND conference, Dr. O'Malley has also been featured in Entrepreneur Magazine, FOX News, numerous podcasts and is the author of *Tough Cookies Don't Crumble: Turn Set-Backs into Success*.



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WHY DR. SUSAN O'MALLEY IS THE RIGHT CHOICE FOR YOUR NEXT EVENT

Dr. O'Malley delivers high value for your audience with low stress for you. Her content is practical, her real life examples unforgettable and her style humorous and graceful – a winning combination for everyone!



As Seen and Heard On:



Bryant
UNIVERSITY

THE UNIVERSITY
OF **TAMPA**

Entrepreneur

bamboohR™



Twitter: @drsusanomalley

Facebook: facebook.com/susan.omalley.14

LinkedIn: LinkedIn.com/in/drsusanomalley

Instagram: instagram.com/susanomalleymd

drsusan@susanomalleymd.com | SusanOMalleyMD.com | 203 689-3090 | Located in CT

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Bring Your Bio Alive with a Sizzling Speaker Demo Reel

Get inspired to bring your bio alive with VIDEO and let your performance open the door to more of the bookings you seek.

Alex Mandossian and I worked together to bring his bio alive in his **speaker demo reel**.

- Here is a link to see that production in all its high-impact glory.

<https://authenticvisibility.com/demo-reel-alex/>

- Here is a link to my speaker demo reel:

<https://authenticvisibility.com/demo-reel-nancy-juetten/>

Your LinkedIn Profile

LinkedIn is where 675 million or more professionals connect online to do more business. If you're a speaker, expert, or author with specific business expertise, preparing and sharing a top-notch LinkedIn profile is a smart move.

I interviewed LinkedIn Expert Debra C. Mathias about how to optimize your LinkedIn profile. When you follow along, step by step, your LinkedIn profile will stand apart and invite more of the opportunities you seek.

You can access the step by step video training here.

<https://authenticvisibility.com/v3>



Your Contributed Article Resource Box

When you submit a contributed article to a popular blog site or other online forum, include a super short bio. It should showcase who you are and what next you want the reader to do as a result of reading your submission.

In this example for one of my side hustle initiatives, I share the mission I am fighting for in service to a specific audience, while sharing a link to a lead magnet, and ways for the reader to get in touch with me.

THE AUTHOR



Nancy Juetten

Nancy Juetten is on a mission to guide millions of families to organize their personal financial information and crucial documents before something random can stop them. Visit www.lifegoesonroadmap.com to download the 'Get Your Act Together - Getting Started Template.' Reach out at nancy@lifegoesonroadmap.com or call at 425 641 5214.



When you write articles for blogs and other sites, the 50-75-word bio at the close of your article can serve as a lasso to bring more of the right leads and clients back to you. That is why you'll want to share the best next step your readers can take to move in YOUR direction.

A lead magnet solves a problem for which your ideal clients would be willing to exchange their email address to receive your solution. You can nurture those new leads to become your clients by sharing quality content, extending offers and scheduling conversations when the timing is right.

Not long ago, one of my articles served as the LEAD article a blogger shared with her 500,000 subscribers. As a result of that visibility, I welcomed hundreds of new opt in subscribers to my free gift in a single day. Those new subscribers represent the promise for new revenue when I nurture them to become clients with systematic and persuasive follow up communications and conversations. (See the section later in this workbook about how to create lead magnets that convert for more information.)

A Few Characters about Facebook, Instagram, and Twitter Bios

The profiles you share on social media can give you a run for the money. You need to boil down your core message and wow factor in a few well-chosen characters, key words for SEO, emojis, and hashtags.

While brevity is a requirement, these profiles can still sparkle and open doors. As I write this section of this workbook, these are the rules that may change at any moment:

- Facebook allows 101 characters.
- Twitter allows 160 characters.
- Instagram allows 150 characters.


Recommendations


- Visit the social media profiles of your competitors and the speakers, experts, and authors that you most admire to find inspiration and create your own.
- Have fun with the photos you showcase in your profiles to highlight your personality.
- Share relevant calls to action that guide those who follow your expertise to take the next step in working with you.
- If you want to be selected as a podcast guest, mention in your profiles that you are an awesome podcast guest.
- When you ask for what you want, you often get what you ask for. Review your social media profiles -- and all of your bios -- every six months to make timely updates and shake things up to keep your followers, fans, and subscribers engaged.

Here are some good examples of effective social media bios.

Instagram

Search



lewishowes  [Follow](#)

4,486 posts 1.5m followers 1,136 following

Lewis Howes
📍 From Sisters Couch to The School of Greatness
📖 NY Times Bestselling Author + 250M Downloads
📞 for inspo 614-350-3960
📻 New PODCAST
linktr.ee/greatness



Mari Smith 
@marismith

Home
Groups
Live

Lights, camera, action!



Mari Smith
TOP FACEBOOK MARKETING EXPERT
SOCIAL MEDIA THOUGHT LEADER
INTERNATIONAL SPEAKER
EXPERT WEBINAR PRESENTER
LIVE WEBCAST HOST
BRAND AMBASSADOR

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SEO and Your Bio

Search Engine Optimization (SEO) is something I intended to learn more about for years. The truth is that it was only a few months ago that I decided to finally lean in and learn more.

I first met Damon Burton at the introduction of a treasured colleague to whom I am connected on LinkedIn. (Once again – that important idea about **making connections** with people who may become champions, advocates, and door openers for wonderful outcomes.)

Damon is the founder of SEO National and the author of the Amazon #1 Best-Selling Book *Outrank: Your Guide to Making More Online by Showing Up Higher on Search Engines and Outranking Your Competition*.



In this interview, Damon and I talk about SEO, systems, and taking the complexity out of SEO to make it a bit sexy. I love the insights and ideas he shares about using press releases in a strategic way and how to incorporate SEO terms in a bio to get found online.

Tune in to benefit, while enjoying his easy, breezy and credible style.

<https://authenticvisibility.com/v4>



The graphic is a promotional banner for a webinar. It features a blue background with a white central area. On the left, there is a small inset photo of a man in a suit standing in a hallway, with a circular logo below it that says "FORBES COUNCIL". The main image shows a woman, Nancy Juetten, smiling and holding a white mug that says "Pisperi-tea". To the right of the woman, the text reads: "LEARN MORE. EARN MORE." followed by "WITH YOUR HOST GET KNOWN GET PAID MENTOR NANCY JUETTEN". Below that, it says "SEO NATIONAL FOUNDER DAMON BURTON" in red, and "ALL ABOUT SEO AND SYSTEMS" in blue.

Photography Connects in a Powerful Way

When it comes to creating a connection at first glance with those who could one day become your best clients, take care to put your best face forward. A good photo creates a favorable impression and a poor photo can negatively reflect on your personal brand and reputation.

Do-It-Yourself vs. Professional Head Shots

If a picture is worth a thousand words, what does your do-it-yourself head shot say about you?

Maybe these mug shots would pass for a driver's license or passport, but not for promotional use. As Erma Bombeck once quipped, "If you look like your passport photo, it's time to go home."

I'm a big fan of professional head shots, but if you must use a DIY photo, try to avoid some of the most common missteps with do-it-yourself head shots:

- Unflattering lighting
- A non-neutral background (plants that appear to be growing out of an executive's head)
- Poor wardrobe choices (bold patterns and dated clothing)
- Extreme make-up
- Dated or messy hair styles
- Somber facial expressions
- Submitting a photo from five or ten years ago.

If you can afford it, a professional head shot shows your best, most authentic energy and presence to those who are sniffing around to determine if you are the expert or service provider they want to journey forward with to get their problems solved.

I first met Photographer Steve Cozart at a live event. He was giving a talk about the importance of photography for personal branding. He introduced himself as “The Camera Guy for the Camera Shy.”

I think he had me at hello with that simple turn of phrase.

At the end of his talk, he made an irresistible offer. I found his style and message so appealing that it was finally my moment to say YES. The experience of working with him gave me a window to see what others see in me that I may not have given myself permission to notice.

When I saw my photos for the first time, I felt tears well up. The images showed my authenticity and true spirit.

Here’s the best part.

When potential clients saw the photos, they responded warmly to them, too. I had more conversations for relationships. More conversations. More cash. That’s proof positive that professional photos pay off.

Whether you’re a DIY photographer or invest in professional head shots, ***please use a current head shot.*** If you are not truthful about your appearance, what else might you fib about? Keep in mind that hair styles, hair colors, and fashion trends change as time marches on.

If your reflection in the mirror today doesn’t match your photo, it is time to sit for a new one. The investment of time and money is modest, and result will put your best face forward so folks beyond your mother will notice.

A Personal Story

You may find that the experience of having professional head shots taken can lead to a profound personal transformation.

That was my experience.

For years, I was winging it with decent photos of me that were taken with a digital camera. I didn’t want the focus to be on me. Rather, I wanted the focus to be on my content, my expertise, and how I could be a mentor and guide to others.

In retrospect, I realize I was not doing myself any favors. I was resisting the idea of showing up fully. That likely cost me a lot of connections that could have turned into clients and cash.

What we resist often persists, and we all have our reasons for that.

- It could be that we don't want to be the star.
- It could be that time has marched on, and we aren't as young and flawless as we might have been at 22 years of age.
- It could be that we are waiting to lose the 19 pounds we may have gained during the stay at home order caused by the COVID 19 Pandemic.

It's time to get over all of that and get on with it.

In keeping with the theme of transformation, please read the following short article from Steve Cozart. He shares a heart-tugging story about the transformational shifts that can happen when you work with a talented photographer like Steve.

Take it away Steve Cozart.

Photography Has the Unexpected Power to Save a Life

Steve Cozart

“The Camera Guy for the Camera Shy”

I live and work in the San Francisco Bay area, where there is a large commercial market for actors, models and other commercial talent. I used to have a Talent Management firm, where I'd work with people interested in getting into the acting/modeling business by helping them with industry knowledge, audition training, photos and agency submissions.

A few years ago, “Yvonne” brought in her 17-year-old son to my office. She was interested in getting him into TV commercials. Yvonne was a quiet, single mother who, until recently was a high level, highly-visible executive at a utility company. She had recently taken a medical leave and thought she'd have time to allow her son the opportunity to try his hand at commercials. She wasn't yet sure as to when she'd return to her job and admitted she was really hoping to quit her job.

I told her, “Well, your son is definitely handsome, but YOU are the marketable one.”

At first, she was embarrassed. She nervously laughed and began pushing back on even the very idea. Then she got angry.

She stood up and accused me of trying to take advantage of her and that I must be trying to scam her into paying for my services. How dare I try to take advantage of her. She exclaimed, “Look at me! I'm middle-aged. I'm overweight. I'm short. Oh, and don't tell me you haven't noticed my scars.”

You see, Yvonne had recently recovered from mouth and tongue cancer. The many surgeries she endured had indeed left some scarring under her chin and on her throat.

Yes, I had seen them.

When I asked her to share why she had such a reaction, she was distraught. Tears flowed as she told me her story.

In her executive position, Yvonne was very successful, dynamic, popular and was recognized as an amazing speaker. She could command a room with her ideas, thoughts, and words.

She took a lot of pride in her appearance, her wardrobe, her jewelry – her whole presentation was a huge part of her success. She felt as if she belonged there and was doing great things in the world.

Then she got her cancer diagnosis and was made aware of the two years of treatment, surgeries, and reconstructive procedures it would take to remove it from her mouth, tongue, and throat. She told me that her mindset was to treat it, “Like a cold. Just treat it and be done with it.”

She shared that the treatment was grueling. Painful. Disastrous.

The two years of treatment and surgeries left her with, not only visible, external scars, but one of the reconstructive surgeries had accidentally fused part of her tongue to her throat, making speaking very-very painful. She was left with some slurring and speech impediments.

This left Yvonne without her identity and without her self-perceived value.

She withdrew from being seen, being heard and went to a dark place – simply shrinking from the world she created ... the world she knew for her 20 years as a professional and visible person.

When her boss would check in to see when, perhaps she might return to work, she ignored the calls. When HR called, looking for a status, she would say she needed more time. Once she was given an ultimatum to return to work, she did so, but said she was basically working alone, in a dark office nowhere near her previous, executive location. She lost the desire to dress in anything but jeans and black t-shirts. She was still invisible and miserable. She wanted to quit.

When I heard this story, I was even more determined to work with Yvonne. I told her I'd work with her son, and also work with her at no charge. She agreed to give it a shot. She scoffed and said, “Good luck.”

So, once we started to work together, I could start to see glints of belief – hints of self-confidence. We'd work together with a video camera, practicing every aspect of posing, positioning, finding the right angles for her face, arms, body – everything. We'd watch the videos ... initially resulting in her uncomfortable squirms and lots of “OMGs!” She would read commercial scripts on camera and learn how to speak in ways that were less painful and sounded as clear as she wished. We shared so many tears and much laughter.

After a few weeks, I knew she was ready for her photos. During the full-day photo shoot, it was amazing to watch the light turn on and see Yvonne confidently work with my camera, having the confidence to know how to pose using angles, how to use her face, eyes and mouth to produce vibrant photos. These were photos that were honest. They weren't designed to show Yvonne in any false light whatsoever.

Did they show some scars? Yes. Did they matter to Yvonne anymore?

Not one single bit.

She was becoming clear that she has value and deserves to be seen just as much as anyone else.

Long story short – in the time we spent together, there was such a marked and miraculous transformation in Yvonne.

Of course, she got an agent and of course she started auditioning and booking commercial gigs. She was over the moon.

But that isn't the story, here.

Fast forward about three months.

I get a call from Yvonne.

As with many of my clients, life goes on and we lose touch, so I was happy to get the call. What I heard will be forever etched in my heart.

She told me that at her job, she began to show up again. She began to dress as she used to before her medical ordeal. She said it was terrifying to hold her first meeting where she would need to speak in front of people again. She replaced her corporate head shot and resume materials with the new, authentic photos. She shared that everyone in the company told her that these new photos represented her in her true, current, and powerful self. She was driven to continue to be seen. To be heard again in a way that she never felt before. She felt stronger and more herself in what she called her visible future.

Finally, she shared the following.

“Steve, you didn’t know this. But that day I brought my son in to see you ... I was hoping and praying that I could get my son into an acting career so that he could make money. I wanted him to be financially okay by age 18 so he’d be okay after I killed myself. I was ready to leave this world.

What you did for me saved my life. What I discovered in myself...the true value I now see in myself has changed everything.”

Many women in midlife feel as if they have lost or given up so much along the pathway of their life that they had nothing left to offer and the world was beginning to pass them by. They say that their husbands don’t look at them anymore. Their kids basically see them as taxi cabs.

At work, they struggle just to be recognized for their contributions.

They are seen as cooks, maids, moms, wives, and the “ma’am.” Basically – these amazing women have come to feel invisible.

Through the power and impact of a photography session, these women find themselves again and source confidence to show their true beauty in all its facets.

Or – in some cases they find themselves for the first time.

They tell me that they finally see that they still have something to offer – that they have value.

That their image, their smile, their talent, their voice - right now, as they are – have value.

Many times, I get reports back of huge improvements in marriages, at work and health -- all due to this small yet powerful shift in self-image.

Pretty powerful, yes?

It really is an obvious yet unexpected reality – so many people of all ages have these insecurities.

It’s a privilege to bear witness to their transformation and make my own impact in this way.

Recommended Resource

Steve Cozart is the “Camera Guy, For the Camera-Shy.” He is an award-winning photographer doing business in the San Francisco Bay Area. Steve’s grandmother gave him his first camera at age eight and from her he learned his love of nature, form, beauty. She also helped him find the uniqueness in people.

He’s the photographer I worked with and I couldn’t be happier with the experience or the results. Reach out to explore if his talent can be the catalyst for you to show up at your brilliant best.

SteveCozart.com





SECTION THREE

PRACTICAL TIPS TO TAKE TO THE BANK

Getting Ready Matters as Much as the Message

- When you have your bio, interview questions, book cover, and your professional head shot ready to share at any given moment, you show up like a pro at hello and make yourself a joy to work with.
- You stand apart from others who are NOT ready.
- On a virtual stage, when you show up right on time, looking your best, with a professional quality microphone and headset -- the Blue Yeti microphone gets good marks -- you demonstrate that you are ready to contribute like a winner and set the stage at HELLO for a great conversation.
- When the conversation is over and goes well for all, the host will recommend you to other hosts who can benefit from your message.
- You become the trusted, reliable source that the reporter, producer or other person of influence can count on for the NEXT story.
- You don't have to scramble at the last minute to find what you need, which means you can focus more on the message you deliver, while doing so in a world-class way.

In my experience, being ready for media opportunity has been a differentiating factor. Being ready has opened the door for me to leap-frog over other experts with bigger names, while earning a reputation as someone who is a pleasure to work with in every way. The same is true for hundreds of my clients who have welcomed the same or better outcomes by being ready for their big opportunities.

If you dream of accepting those opportunities, behave and believe as if the most important decision maker on Earth was calling you tomorrow. That shifts your mindset and sets the expectation that you will be ready for that opportunity and the wonderful outcomes that can flow your way when you step up to speak up, while making the most of your time in the spotlight.

Interviews are Dialogues – Not Monologues

I love podcasts that feel like real conversations. The dialogue is where the magic is and how it gets real. Every now and then, I'll tune into a podcast, and the guest hijacks the airtime. The host can't get a word in edgewise.

As a listener, I feel held hostage by a microphone hog who doesn't have the good sense to notice that he's blowing what otherwise could be a great opportunity to build connection with the host and create a know-like-trust with the audience.

In these situations, I am likely to disengage and put my attention toward something else.

Podcasts are conversations and not just waiting for a moment to talk.

Remember the art of conversation in which both parties have something to add for the benefit of the listeners.

- Before the conversation starts, check your mindset. Imagine that hundreds (or thousands of listeners) are tuning in right now and falling in love with you and your message.
- Don't just play ping pong by answering the asked questions and sharing your carefully scripted answers.
- Instead, answer questions in a conversational style. Allow for the host to respond, laugh, or ask a relevant follow up question to further the dialogue.
- The world is full of information. Your mission as a podcast guest is to bring the information **alive**. Tell stories that touch a nerve, bring a laugh, and reinforce your point. Those are the aspects of any interview that will be remembered and inspire action.
- Deliver actionable tips, strategies, and compelling yet concise stories from the trenches of real life so the listener is well served AND hungry to learn even more. That sets the stage for listeners who are in a rush to benefit from your call to action.

Make sure to be clear about a **single** call to action at the close of your interview.

Make a Pitch the Media Can't Resist

I worked as a publicist for many years working with leading companies and top CEOs before launching my Get Known Get Paid business. It required making winning approaches to reporters, editors, news producers, and others with the power to bring their stories to a much wider audience.

I learned to frame my clients' expertise from the standpoint of how timely, newsworthy, relevant or trend-worthy it was. You must also find a winning way to put your own expertise in the media spotlight.

Before making any pitch, it is important to see, hear and celebrate the media that you are approaching. That means watching their shows and reading their work so you know you are a good fit to contribute AND that you would be proud to do so.

- If you are a conservative, classy gal who never utters a swear word or an off-color remark, "shock jock" radio is probably not your best avenue to share your message.
- If the show is a series of interviews with 8-figure earners and you are fast on the path to earn your first \$10,000, that show is likely not a fit.

Let's face it.

- Authors want to sell more books.
- Speakers want to get more gigs.
- Experts want to share their expertise as a way to invite consulting engagements.

How are those outcomes compelling to a host of a podcast or other broadcast venue?

Chances are, they are not.

Instead, take an approach that suggests how your expertise can shine light on something timely, newsworthy, interesting, local, national, or trend-worthy that needs to be talked about right now and how your distinct point of view can advance that conversation.

Another key is to demonstrate that you've been paying attention to the host, tuning into her podcast, and have something specific and terrific to add that would be of value to her listeners.

Here's an example of a pitch that generated an instant YES by the host. Our interview was so much fun and packed with value and stories that I was invited to return to share more, even before our interview was complete.

That's the way to get it done!

Hi Amy,

I heard your message on the Women Taking the Lead podcast today and was inspired by your message and overall approach. As a result, I subscribed to your Wine and Dime podcast and look forward to learning more of your articulate, thoughtful voice of reason during a daunting time. During the podcast I referenced above, you talked about how important it is to get important documents organized so bill-paying and other essential tasks can continue if someone is disabled or worse.

My successful career as an entrepreneur was derailed a bit when life hit the fan. A home burglary, a mom diagnosed with dementia, a husband treated for a mini stroke, and three friends whose financial lives were turned upside down by sudden diagnosis, disease, or death. From that series of unfortunate events, my hubby and I created our version of lemonade from those lemons. We co-created a system called Life Goes On Roadmap to meet this need. We offer our system to consumers and license it to professional service providers. I speak about topics related to organizing crucial documents and nitty-gritty household details on podcasts and other broadcasts and also blog for the Sixty and Me site that serves 500,000 women 60 and over.

Since the Shelter in Place order is likely to stay in effect for some time, this represents a timely 'work from home' project that can serve so many families. If it would serve to share more about this as a guest on your show by sharing how I turned some "whines" about my own lot in life to a lifeline that is now serving so many families across the country, I'd be delighted. We can chat about good champagne and bring to light some eye-opening stories of women we've heard from who WISH they had empowered themselves in the ways you and I both recommend BEFORE life hits the fan.

Given the COVID 19 Pandemic, these stories and tips can offer practical, tactical tips to become more financially empowered and gain more control, now more than ever. It might be fun and of service. I have a list of 23,000 opt in subscribers and a solid following on social media, and I can share whatever audio magic we co-create to touch, transform, and inspire more lives.

With appreciation for your consideration,

Nancy Juetten
Co-Founder, Life Goes On Roadmap®

Media Pitch Template

If you need help finding the right words to make your own pitch, here's a simple template you can adapt for that purpose.

Dear (First Name):

When I tuned in to listen to your [name of the podcast] to hear your interview with [name of the riveting guest], I stopped what I was doing to give the show my 100% attention. I even took notes and posted a 5-star review on i-tunes.

Insert Screen Shot Here of 5-Star Review

Thanks for the insights and the kick in the pants to [make a big change or take an inspired action.]

Since your show is all about [fill in the hot topic], I'd love to be considered as a guest. As an expert in [fill in your expertise], I can talk about _____, _____, and _____, while sharing tales from the trenches of real life that can serve your audience and inspire them to take action.

This topic is especially timely now, especially since [fill in the reason your topic is timely].

I've contributed to some [big name and little name] shows, and hosts rave about the value I bring, while serving their mission and bringing new perspectives that get them thinking.

I'll follow up with you in a few days to check your interest, unless I hear from you first.

Looking forward to continuing the conversation.

Warmly,

[Your Name Here]

Bonus Digital Workbook

I created the *Get Ready Get Known Get Paid Workbook* packed full of inspiration and practical tools. It's for you if getting seen, heard, and celebrated in the media is important to building your credibility and adding to your own wow factor.

Because you bought *Bye-Bye Boring Bio 2020*, I'm offering it to you FREE. Visit this link to benefit from this popular and practical guidebook.

<https://authenticvisibility.com/w2>

Here I go again, overdelivering to demonstrate my commitment to your success.

That's just the way I roll!



You'll learn:

- How to write your own press releases, pitch letters, and more — thanks to the step-by-step guidance and abundant examples.
- A time-tested and proven way to pitch an article the media can't resist so you can become a published author in the print media that matter most for your message.

- How to prepare to get seen, heard, celebrated in the media in your own backyard and beyond – so you can be COMPEN\$ATED for your expert status and winning ways.
- About useful and mostly free resources so you can learn even more about how to Get Ready, Known, and Paid.
- Most importantly, you will no longer be a well-kept secret, provided you act on what you learn.



“I just completed the Get Ready Get Known Get Paid E-workbook and I am blown away by the amount of valuable content offered. It is a simple, easy to understand format, chock full of great tips and tools! My confidence level shot up 10 notches!”

Tara Powers, Mama Means Business
www.mamameansbusiness.com

Easy Ways to Find the Right Podcasts to Pitch

I have found podcasts to pitch by noticing where my most admired competitors and colleagues are podcast guesting. They often post their performances on social media, which makes it easy to tune in. I can also comment/praise a colleague and the host for the value of their segment. If the show seems like a good fit, I make a pitch while sharing what I loved about the segment.

There are a number of **Facebook groups** about podcast guesting from which to learn about opportunities to share your message.

- Podcast Guest Collaboration
- Podcast Guests
- Radio Guest List
- I'll Guest for that Podcast

Do a search and join a few communities. See what magic you can create by participating actively, following the posted rules for each group, contributing to the conversation, and identifying suitable podcasts to pitch that can benefit from your expertise. These are communities where you can start creating relationships and connections that can lead to invitations to share your message with much wider audiences.

WOW Your Podcast Host Before and After Your Interview

Before the Interview:

- Watch or listen to at least three recent shows and post specific comments or a review to let the host know you are paying attention.
- Ask the host or producer, “What can I do to give you a really great show?”
- Share a list of sample questions with the host to help guide your conversation.
- Prepare a story that dramatically sets up the topic you are there to discuss. This helps to create an emotional connection with the host and those tuning in.
- Be clear about the one call to action you want the audience to take. Weave it into the conversation so you can lead the listeners or viewers to connect with you.
- Gather compelling statistics, a collection of relevant stories, and any time-limited opportunities for listeners or viewers to benefit from your call to action. Have these notes in front of you as a reference.
- Eliminate possible distractions. Make sure your pets, kids, or other family members are out of ear shot and not in your background – especially for video interviews.
- Show up for the interview early with thoughtful, engaging answers to the questions the host asks every guest to get the party started.
- Use a headset and a Blue Yeti microphone to improve sound quality.
- Dress up for your interviews, even when they are audio only. It may favorably influence your confidence.
- If you have a book you’re promoting, decide how many books you’re willing to give away on the air. Sometimes, during a live call in show, the host will mention that the first 10 callers can win a copy of your book. That creates excitement and engagement. If you would rather give away books to the first 3 callers, be clear about that.

After the Interview:

- Send the producer and the host a thank you note.
- Let them know you would be happy to return to the show again if ever they need a last-minute guest to fill in.
- Post a favorable review of the podcast on i-tunes and share it across social media.
- Buy the host's most recent book and post a favorable review on Amazon.
- Introduce the host to a person of influence who could be their NEXT dream guest.
- Share your interview with your opt in subscriber list to invite more downloads and comments about your segment.

The 3 Biggest Mistakes to Avoid When Seeking Your Place in the Media Spotlight

Before the Interview:

- Send a form letter that says “Dear Show Host” as the salutation, instead of addressing the podcast host by name and sharing something specific that lets him/her know that you really are an outstanding guest who can add value to the program.
- Reveal that you’ve never listened to or watched their program, while asking to be on the show.
- Suggest that you want to sell more books and the host should be glad to have you use their show to get the job done.

Don’t be this guest.

The How & Wow around Creating Lead Magnets that Convert

Every time you take to the live or virtual stage, chat on a podcast, or share your message in a one-to-many manner, you have an opportunity to invite participants to do business with you.

Even if you are not allowed to sell from the stage, chances are you can offer a free gift to listeners or the audience to take that important next step. Having an **irresistible lead magnet** is a powerful way to bring new potential clients into your world.

This can be a free report, a quiz, a manifesto, or other tool that helps your ideal audience solve a specific problem in exchange for their name and email address.

Over the years, I have created plenty of these gifts. Many have met with solid success as my opt in list has reached 22,300.

I interviewed my colleague – Best-Selling Author of *Beyond Influencer Marketing* - Cloris Kylie on the how and the wow of creating lead magnets that convert. We enjoyed a lovely dialogue that blends the best of our respective styles in service to your success.

<https://authenticvisibility.com/v5>



**LEARN MORE.
EARN MORE.**

WITH YOUR HOST
GET KNOWN GET PAID
MENTOR NANCY JUETTEN

**GETTING SYSTEMATIC ABOUT
GROWING YOUR LIST, YOUR
INFLUENCE, AND YOUR INCOME
WITH CLORIS KYLIE**

Truth Telling from the List Building Trenches

My opt in mailing list is 22,300 members strong today. That means I can “push” information and invitations to my community and bring sales for my products and programs.

This is one way to get known to get paid and the value of having an engaged, loyal audience. But it was not always this way. When I was just starting out, gurus and experts said list building was important.

I believed them and found myself participating in many list building activities for the sake of growing my list. I wanted to earn a place at ‘the big kid’s table’ and engage in joint ventures with bigger fish.

One joint venture partner told me that she loved my work, but she would never dream of promoting me to her community unless I had a list of 10,000 or more.

That inspired me to take massive action to build my list. One of my colleagues -- Penelope Jane Smith -- ran a list building challenge for several years and made the claim that participants could grow their list by 10,000 within 90 days.

Intrigued, I set out to be the list builder who got the job done.

Not long after, Penelope interviewed me about how I did it, and you can listen in to the AUDIO file by clicking on this link.

<https://authenticvisibility.com/a2>

However, if I had it to do all over again, I would focus on **quality** versus **quantity**. I would be more selective about which promotions I participated in to reach my ideal audience and said NO a whole lot more.

- Earning thousands of subscribers who are interested in the content but ill-equipped or reluctant to invest in products or services is not a win.
- Spending hours executing promotions to boost someone else’s bottom line without a big win for me is a poor use of time and resources.

- Saying YES for fear of not being liked to getting to play with someone with a big name for bragging rights is just not good business.

There is so much more to be said about list building and joint venture marketing. That's why I'm giving you access to a presentation during which I share some of the lessons I've learned along the way.

This video training shares how to build your own matrix of powerful partners and how to avoid common joint venture partnership mistakes.

<https://authenticvisibility.com/v6>



**LEARN MORE.
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MENTOR NANCY JUETTEN

**3 MISTAKES EVEN SMART
ENTREPRENEURS MAKE WITH
JOINT VENTURES AND WHAT TO
DO INSTEAD**

Bonus Videos about Making Virtual Speaking Pay Off

Discover the 3 best ways to rapidly get booked on more live and virtual stages - even if no one knows your name yet. This link offers instant access to the training. This has been my highest converting training to date. I invite you to pay attention to the structure of the content I share.

When you are a student of the offer, you gain insight into how you can deliver irresistible offers for your own programs.

This is one of the lessons I've worked so hard to learn over the years so I can teach it to clients who engage with me in my Get Known Get Paid Success Circle or the Get Known Get Paid Private Mentoring Program.



<https://authenticvisibility.com/v7>

I was also hired by Central Carolina Community College's Entrepreneurship Center to deliver a webinar to share how to make every VIRTUAL gig pay off, even if you have just 20 minutes to make your point. Tune in and get the value.



**LEARN MORE.
EARN MORE.**

WITH YOUR HOST
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MENTOR NANCY JUETTEN

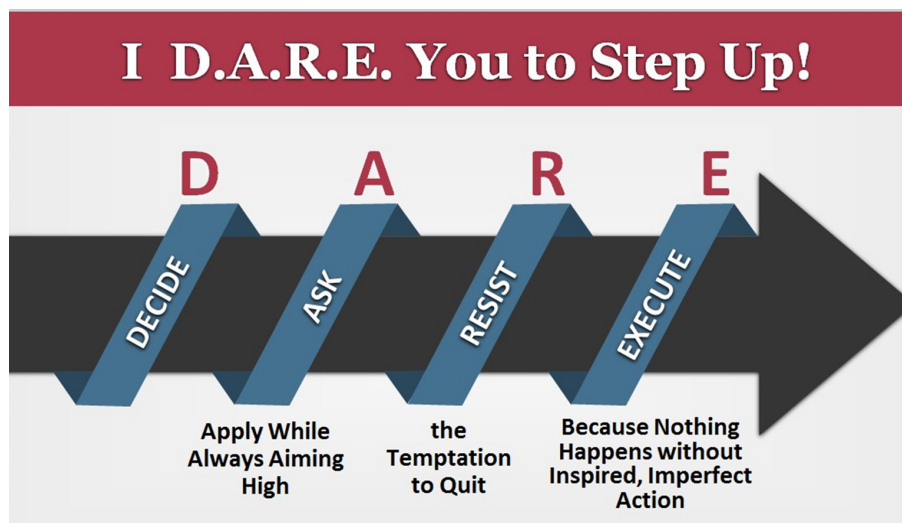
**SPEAKING VIRTUALLY AND
MAKING IT COUNT --
ESPECIALLY IF YOU'RE AN
EXPERT, SPEAKER OR AUTHOR**

<https://authenticvisibility.com/v10>

A Few Closing Thoughts and a DARE from the Author



I started this workbook with a DARE to decide on a big outcome and find courage to ask for what you want, resist the temptation to quit, and execute to make your dreams come true.



That means declaring your big intentions to attract the connections, clients, and cash you want in your business as a speaker, expert, and author up to big things.

This workbook was crafted to guide you to do exactly that by creating brilliant, memorable bios that spell out your greatness and broadcast your brilliance so you and the marketplace can have something to celebrate.

I urge you to put your intentions on paper, believe they are already taking shape, and start planning your celebration when you execute your plans in a world-class way.

As for me, I've decided to make the next chapter of my business the best chapter of all.

- *Bye-Bye Boring Bio 2020* needs to be the workbook of choice for speakers, experts, and authors up to big things – especially in a time in our history when VIRTUAL speaking will play a huge part in the new normal that takes shape after the COVID 19 Pandemic. It takes the struggle out of writing about yourself so you can get on with it and make your magic.
- I DARE leaders of mastermind groups, Facebook communities, the creators of online programs, and associations that serve speakers, experts and authors to add *Bye-Bye Boring Bio 2020* to their programs or suggest it as a recommended resource to fill a gap not yet met by their current services or offerings.
- I welcome invitations to contribute to podcasts, Zoominars, and other live or virtual events as an inspiring trainer who can meet a need and solve a real problem in a winning way.
- I invite podcasters everywhere to interview me about getting ready for opportunity before it knocks. When this interview becomes required listening before any guest can gain consideration for a spot on their program, the guest pool will be so much better and make all the shows even better for the well-prepared guests that get to join them in dialogue.
- I'm going to execute in a world-class way because anything less just isn't good enough, and imperfect action trumps perfection every day of the week.

We all get one shot to make a brilliant first impression and the rest of our lives to make our boldest dreams come true as speakers, experts and authors up to big things. COVID 19 showed us that life can turn on a dime and change everything in an instant. Tomorrow is not a promise, and the time to start living our legacies and make our best impact is right now.

Here is a link to a video of me delivering from the live stage about finding courage to be the expert you've always dreamed you could be.

I tell the story of how I decided to get known as the business bio expert, some of the obstacles I overcame, and some of what has happened since. I think you'll find it timely inspiration to live your own life in living color and let nothing stand in your way.



<https://authenticvisibility.com/v8>

Ways to Work Together Beyond This Workbook

This workbook packed with the above-and-beyond-the-call bonus resources is just one way to benefit from how I serve.

Please inquire about taking your place as a member of my Broadcast Your Brilliance Boot Camp, the Get Known Get Paid Success Circle or the Get Known Get Paid Private Mentoring Program.

I am also happy to serve as an expert guest on your podcast, broadcast, or “Zoominar” or lead a breakout session or deliver a keynote for your audience.

Sassy sound bites and powerful learning guaranteed.

Get in Touch

Phone: 425 641 5214

Email: Nancy@getknowngetpaid.com

Web: www.getknowngetpaid.com

Join a Vibrant Online Community of Speakers, Experts, and Authors Up to Big Things

For more inspiration, insights and the power of community, join me in the Raise Your Voice – Make Your Impact Facebook Group. You can learn new ways to raise your voice and make your impact and make some new friends along the way.

It is free to join. Just answer three simple questions to help me learn more about you. Then, I will welcome you as a new member who can contribute to this fabulous and fast-growing community of speakers, experts, and authors.

Find the group here:

<https://www.facebook.com/groups/RaiseYourVoiceMakeYourImpact/>



APPENDIX

Benefit from 11 videos, 2 audio files, and a bonus e-workbook

Legend: **V** – Video **A** – Audio **W** – Workbook

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V The ABC's of Common Bio Blunders	43
V Transform Your Boring Bio from Lackluster to Blockbuster:	
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A The Most Important Elements to Include In the Bio for the Back of Your Book:	
Christine Kloser	61
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Bye-Bye **BORING BIO** 2020

Bye-Bye Boring Bio 2020 is the ultimate guide for speakers, experts, and authors to gain crystal clear message clarity to create bios for today's digital age to attract connections, clients, and cash.

You'll:

- ✓ Learn why your one-size-fits-all bio isn't doing you any favors and what to do instead.
- ✓ Discover how your snoozer bio may be preventing you from stepping up to the brilliant opportunities you want most.
- ✓ Gain access to proven, time-saving templates to make it fast and easy to create your own door-opening bios;
- ✓ Get inspired by VIP access to video trainings and bonus interviews to up your game and get media ready for big opportunities that are a bigger than your bio.

"Nancy Juetten has created a wonderful resource for writing effective and memorable bios. This is a 'must buy' book."

- **Nancy Marmolejo**,
TalentandGenius.com



**NANCY
S. JUETTEN**

Since 2009, **Nancy Juetten** has guided speakers, experts, and authors who once struggled to put their own brilliance on paper or online to get known and paid for their winning ways. With her word-smithery and uncanny ability to see and reflect the sparkle in others, Nancy has helped open the door for big names and experts on the rise to attract connections, clients, and cash.

Nancy is the author of **Bye-Bye Boring Bio 2020** and a contributing author to *The World's Greatest Speakers: Insider Secrets to Move Your Audience to Action* and the National Speakers Association's book *Speak More: Marketing Strategies to Get More Speaking Business*. She has shared practical tips, sassy sound bites, and stories from live and virtual stages and media outlets including NPR, Forbes, Bloomberg News, and NBC-Seattle TV News.

Clients describe her as "all of the help and none of the hype" and generous, quick, clever and kind. Nancy's Broadcast Your Brilliance Boot Camp, Get Known Get Paid Success Circle, and Get Known Get Paid Private Mentoring Programs are among the ways clients acquire the mastery and confidence to raise their voices and make their impact in their balance sheets and beyond.

As she has supported her clients' success through the years, Nancy has earned millions along the way.

An action taker and results maker since she was nine years old, Nancy wrote a letter to the president of the Tootsie Pop Corporation to reveal how many licks it took to get to the center. She sent it after watching a TV commercial featuring an animated owl that asked that question. Weeks later, she earned a certificate of recognition from the CEO and felt important for the first time. That was when she knew that using words to see, hear and celebrate others would be her path in life.

Learn More:

GetKnownGetPaid.com

