

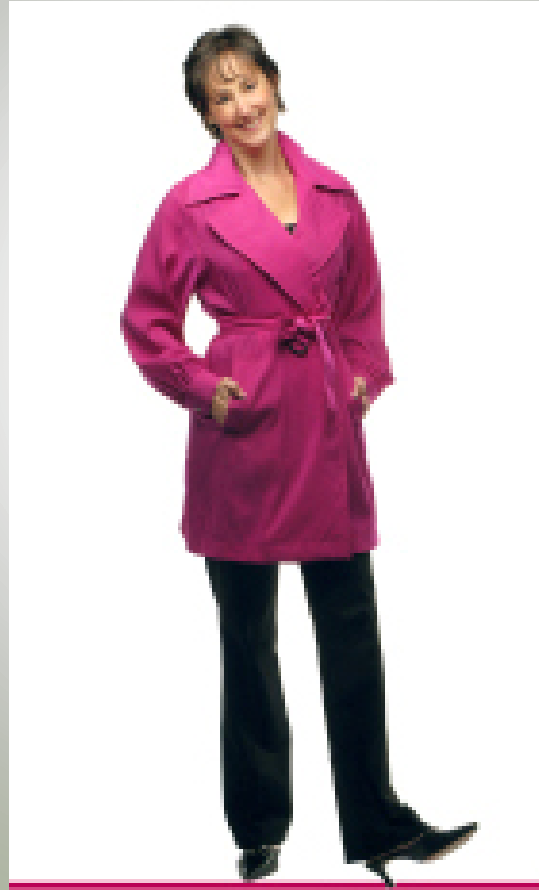
Let the Healing for Boring Bios Begin Because the Bio Doc is In!



Today You Will:

- Learn a five-step system that makes writing your bios fast and easy;
- Grin at mis-steps to avoid;
- Have a chance to get REAL HELP from me during today's call.
- **And you desire more support, I'll tell you how you can get it.**

Now ... from UNKNOWN



www.authenticvisibility.com

To KNOWN



www.authenticvisibility.com

You Can Make This Transformation, Too.



- Describe your WOW so you are excited and your ideal clients are, too.
- **Get known** so you can get paid – even if your business model, book, or speech aren't done or perfect.
- Make it happen by being consistent, tenacious, and READY.

Who are you?

Why does it matter?

Who do you serve?

In what ways?

What impact?

What is YOUR Story?

What sets you apart?

How can clients engage?

Are you ready?

www.authenticvisibility.com



Clear Objectives Lead to Clear and Winning Outcomes



"Shed a Little Light So That We Can See"
— James Taylor

Remarkable

Memorable

Repeatable

How?



- Make your story relevant to specific results you seek.
- Use this simple five-step approach...

How to Be Ready for Opportunity in 5 Simple Steps



A

- Audience – Don't forget to name and claim your niche!
- Arrogance
- Alphabet Soup
- Affability
- Keep the “**A**mbien” in the medicine chest!
- What ACTION do you want the reader to take?

B

- Blah, blah, blah
- Boring
- Boilerplate
- (Don't) Bury the Lead

C

Content – right the situation

- Sassy Sound Bite
- Stunning Result
- Succinct Story
- Social Information: something memorable that builds Know-Like-Trust

Confidence

D

- (Failure to) differentiate
- Disclose how clients can benefit
- Dare to discuss the dollars!

I

- Remember your I Intention
- Maximize your Impact, Influence, and Income.
- Every sentence starts with "I"
- Third person bios are very versatile and highly recommended.

Y

- Yada, Yada, Yada
- Make every word count or leave it out.
- Brevity is beautiful.

To Attract Your Best Clients, Your Story Should...

- Focus on outcomes and WOW
- Tell a story that gets the reader to YES fast.
- Be clear about what you want the reader to DO.

Intoxicating Results!

- **Big media results** thanks to a great hook and a healthy dose of Downton Abbey!
- **\$10,000 in new engagements** within a month of posting a new team member bio to a website
- **Five-figure speaking gig** within two weeks after turning three page speaker manifesto into one powerful page of WOW
- Every example goes BEYOND THE BIO to make bigger impact and contribute to influence and income.

Perfection Disease?

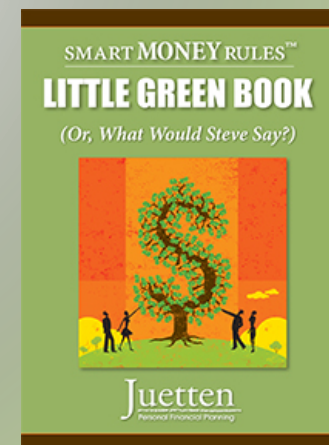
- My invitation? Set perfection disease aside, starting today.
- Stop obsessing.
- **Get known now**, even if your book, speech, or offerings aren't done or perfect.
- No one will find if you continue to hide out.
- Done is better than perfect.

Healing for boring BIOs!



Steve Juetten, Smart Money Rules and Downton Abbey

- Grow his list and expand his influence
- Tactic: Share a free gift – www.finpath.com/gift
- Wrap the free gift around a press release that showcased his expertise, just in time to welcome 2013.
- Pitch the local media first.
- Share the news via PR Newswire.
- Bellevue Reporter and the Reporter Newspapers
- www.bankrate.com
- PBS Blog!!!
- List has grown by 33% since Jan. 27, 2013.



Client Attracting Bio Template #3

Direct from Bye-Bye Boring Bio

■ To the Rescue!

■ Less than one hour!

Amy Shapell, CFP
www.finpath.com

"It takes as much energy to wish as it does to plan." –Eleanor Roosevelt

I am fiercely committed to guiding busy working professionals, especially women, to achieve confidence and peace of mind around money so they can focus on what they want to achieve in life. If you're looking for a proven professional who can guide you to answer questions like these, you've come to the right place:

- Are you saving enough for retirement?
- How about college?
- Are your investments working as hard for you as they should and are they being managed effectively and efficiently?
- Can you afford to work in a less lucrative career and be happier?
- Are you and your spouse or partner on the same page about spending and saving (and, if you're not, how can you find agreement)?

With almost ten years working with amazing clients with similar worries and concerns and guiding them to achieve remarkable success, my mission and commitment is to help you develop a clear vision for your life and then educate and empower you to make smart financial decisions to make that vision come true.

www.authenticvisibility.com

Jason Dorsey – The Get Y Guy™

Over 1000 Standing Ovations

Speaking fees start at \$17,500

An internationally acclaimed keynote speaker, Jason has delivered 2,000 keynote speeches around the world. His dynamic speaking style has earned standing ovations from audiences as large as 13,000.

Contact us for your next generational keynote speaker.

MANAGING ACROSS GENERATIONS

SELLING ACROSS GENERATIONS

What If...

- The perfect decision maker landed on *your* “about me” page?
- A meeting planner landed on your site?
- An influential reporter called and decided to interview you?
- Would your best story be there, serving your boldest intention to grow your influence, impact, and income?
- And if the answer is “no” – what is that costing you?

What Would It Feel Like If ...

- You were ready to respond to every opportunity like a pro with a message you love to share that turns the right heads every time?
- No more 11th hour scramble
- No more “message point SOS”
- No more dropping other high priority balls to catch the one you weren’t expecting
- No more “bio emergencies!”

More Success with Greater Ease

- Make a GREAT name for yourself.
- Pave a path to a winning reputation as an expert to be counted on.
- Get invited back.
- Opportunity would be calling YOUR NAME.
- You'd be ready for anything and have a wait list of clients who can't wait to work with YOU.

It's Hard to Do This for Yourself!



"That's Why I'm Here..."



www.authenticvisibility.com

Your Invitation Today

Purchase ***Bye-Bye Boring Bio Premium*** today.

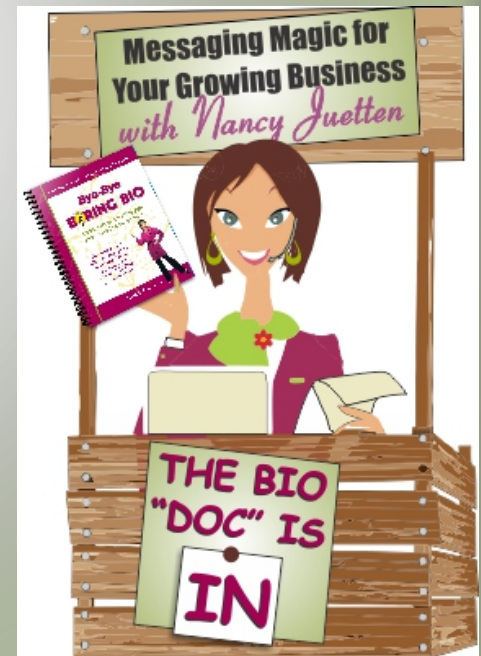
www.authenticvisibility.com/BetterBioNowPH



www.authenticvisibility.com

Special Bonus for Inspired Action

- Go to the front of the line to Get Help during upcoming **“Bio Doc is In”** Sessions
- Several calls are coming up soon.
- Details are shared via my ezine.



Who Wants Help Right Now

- Raise your hand.
- Share your online bio.
- Tell me the objective you want to achieve.
- Let's make it better right now?
- Get Bye-Bye Boring Bio Premium Now!
- www.authenticvisibility.com/BetterBioNowPH

Parting Words

Every day is a chance
for each of us to be
important. Let today be
that day for you.

