

Let the Healing for Boring Bios Begin. The Bio Doc is In – Nancy Juetten



Important Questions for Today

- ❏ How many potential clients visited your website in the last year, read your bio, and never called?
- ❏ How many hot prospects read your online profile, bio, or “about me” story and still didn’t understand exactly how you could help them?
- ❏ And how many tuned out immediately because you took too long to make your point, offered “alphabet soup” that they didn’t understand after your name, used too much industry jargon, or showcased any one of five other common mistakes?

More Important Questions

- ❑ What are these mistakes costing you in lost opportunities?
- ❑ And how much longer can you afford to wait before more of your perfect prospects slip through your fingers because your bio is more of an obstacle than a full-speed-ahead green flag to proceed and make big impact in your business now?
- ❑ Today is a GREAT day to take action to correct any missteps that may be standing in the way of your opportunities to serve more people to benefit from your brand of brilliance.

As I Review YOUR BIOS Today, You Will:

- Learn a five-step system that makes writing winning and effective bios fast and easy;
- Grin at mis-steps to avoid;
- Get REAL Help!

Now ... from UNKNOWN



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To KNOWN



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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.
- Make it happen by being clear, consistent, tenacious, and READY.

Simple Questions – Not So Simple Answers

Who are you?

Why does it matter?

Who do you serve?

In What Ways?

What impact?

What sets you apart?

How can clients engage?

Are you ready?

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Perfection Disease?

- ❏ Set it 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.

Clear Objectives Lead to Clear and Winning Outcomes



Attract clients?

Speaking gigs?

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

Prepare Your Story.
Broadcast Your Brilliance.
Prosper Now.



Nancy Juetten | www.AuthenticVisibility.com



A

- Audience – Don't forget to name and claim your ideal client, your niche, your community, your people, or the need you meet!

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

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

Niches to Inspire

- ❏ I help holistic practitioners attract more of their kinds of clients they want without doing anything that feels pushy.
- ❏ I lead yoga classes for people with 'round bodies' who don't enjoy going to regular yoga classes.
- ❏ I help adults with Asperger's and/or ADHD build intimate relationships, from learning to date, to finding friends and peer groups, to exploring healthy sexuality.
- ❏ I help women struggling with anxiety disorders live anxiety-free with the help of practical herbal medicine and other drug free techniques.

Niches to Inspire

- I help parents who are at the end of their rope successfully stop the power struggles, connect with their kids and restore peace at home.
- I help people with neurological issues to find solutions for making their life smoother and enjoyable. I help people with peripheral neuropathy customize daily rituals, identify healing opportunities and achieve greater happiness.
- I re-ignite hope for people suffering from chronic pain or emotional distress, using acupuncture to provide long-awaited relief.

A Timely Question for You

- Have you named and claimed your niche so it is so clear that even a 9 year old can understand it?
- If not, today is your invitation.

Fuzzy Niches = Fuzzy Results

Bobbie has been passionately focused on **empowering individuals, families, and communities of people** to strengthen their inner spirit and embrace their Sacred Power through her well-developed trainings and guidance.

Richard loves **helping others** to connect with their innate wisdom, creativity, and healing potential.

Sally works closely with **an interdisciplinary team** to provide rehabilitative treatment services.

Fuzzy Results for Clients = Fuzzy Results for You

- ❏ To support clients to **advance themselves along the path to enlightenment**
- ❏ Helping people **change their lives**
- ❏ I inspire, embrace, and support Sacred Power in myself and others
- ❏ Teaching a breakthrough method that empowers people to know that they can completely change the way there are experiencing their lives

More A's

- Arrogance
- Ambiguity
- Alphabet Soup
- Affability
- Authenticity
- What ACTION do you want the reader to take?

B

- ❏ Blah, blah, blah
- ❏ Brevity is Beautiful
- ❏ Boring
- ❏ Boilerplate
- ❏ (Don't) Bury the Lead
- ❏ Be bold
- ❏ Believe!

C

- Content – right for the situation
- Clarity
- Confidence
- Creativity
- Conviction to Charge What You are Worth!

D

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

I

- I-Disease - Every sentence starts with "I"
- No "Ick Factor"
- What is your Intention?
- Integrity
- Innovation
- Impact
- Invitation

Y

- Yada, Yada, Yada
- **YOU** need to be in it.
- Yes, you are the expert.
- Yes, you can stand in and on that!

Intoxicating Results!

- 📊 \$2500 engagement within two weeks of posting a new bio to a website;
- 📊 Five-figure speaking gig within two weeks after turning three page speaker manifesto into one powerful page of WOW;

Bio Makeovers – Live and In the Moment!



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.

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Jason Dorsey – The Gen 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](#)

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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 and most compelling story be front and center?**

Reality Can Bite



Solutions Close at Hand

 **Just starting out?: Buy Bye-Bye Boring Bio Premium Today.**


 www.byebyeboringbio.com



Bonus for Inspired Action!



Solutions Close at Hand

 **Expanding?:** Get Known to Get Paid Success System

 www.getknowngetpaid.com

Listen, Read, Act and Succeed!

Nancy Juetten's Proven

GET **KNOWN** TO GET **PAID**

S U C C E S S S Y S T E M

Everything you need to Broadcast Your Brilliance so you can GET KNOWN TO GET PAID.

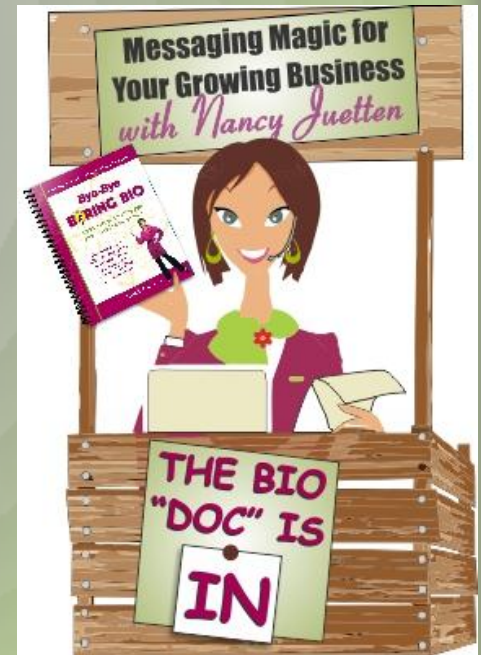
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Fast Action Bonus – Get Known to Get Paid Success System

- 📺 30 Minutes with me – one on one – to upgrade your bio, narrow your niche, or chat about whatever is “hot” on your mind!

Benefit From More Opportunities to Get Real Help

- Attend upcoming **“Bio Doc is In”** Sessions
- Several calls are coming up soon.
- Details are shared via my ezine.



Parting Words

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

