

Updated, Revised, and Expanded 2<sup>nd</sup> Edition

# Bye-Bye **B** **ORING BIO**

Attract clients, speaking gigs,  
and media interviews NOW!

*The solopreneur's  
ultimate action guide  
to get seen, heard,  
celebrated and  
**COMPEN\$ATED**  
for expert status*



NANCY S. JUETTEN

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**This PINK SPOON gives you a delicious taste of what  
Bye-Bye Boring Bio offers.  
Enjoy and share for best results.**

[www.byebyeboringbio.com](http://www.byebyeboringbio.com)

## Praise for *Bye-Bye Boring Bio*



“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, [www.patriciafripp.com](http://www.patriciafripp.com)



“What gets folks to put their trust in you? What gets the media to call you cold? Your online image! And PARTICULARLY your bio — it’s where the rubber meets the road, and let me tell you, Nancy Juetten, totally has that figured out. I’m completely impressed with her ‘Bye-Bye Boring Bio Action Guide.’ She’s cracked the code on how you can look better online instantly, just by creating a truly compelling and exciting bio. That’s what all of us platform builders want to do first. Thanks, Nancy!”

—Suzanne Falter-Barns  
Platform Building Expert, [www.getknownnow.com](http://www.getknownnow.com)



“As a social media expert for entrepreneurs, I can’t emphasize enough to my clients how important it is to have a GREAT bio that conveys your expertise and personality in mere seconds. In this digital world, your bio is the equivalent of a handshake, smile, and eye contact all rolled into one. When done well, it wins friends and new clients. And when not done well, it crushes your credibility and opportunities. Nancy Juetten has created a wonderful resource for writing an effective bio. Your new bio will not only impress your followers, but intrigue them so they will want to know more about you. I pulled so many great ideas from Nancy’s book, I ran over to my bio and made some quick tweaks following her advice! This is definitely a ‘must buy’ book I highly recommend!”

—Nancy Marmolejo  
Social Media Expert, CEO of Sizzibility™, [www.VivaVisibility.com](http://www.VivaVisibility.com)

*This is definitely a  
“must buy” book I  
highly recommend!*

—Nancy Marmolejo



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

*Let today be that day.”*

— Anonymous



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## Introduction

### *A Quest to Banish Boring Bios and Open New Doors to Opportunity for All*

In September of 2009, I created the first edition of *Bye-Bye Boring Bio* to help independent professionals tell their stories so the right people would listen.

Having worked as a publicist for years, I was frankly bored to tears by all the fuddy-duddy, boring bios I was reading that were taking up valuable space without adding value to the business development conversation or the quest to earn compelling and favorable media attention. Fed up and fired up, I started my quest to banish boring bios forever so clients could invite money, clients, and media attention now.

#### **A Client-Attracting Bio is an Essential Success Tool**

The daunting challenges independent business professionals face in navigating today's demanding economy and marketplace are many. High unemployment, a rocky economy on a slower than desired road to recovery, the fast growing popularity of social media, and the steady decline of traditional media offer opportunities and challenges for those seeking to get seen, heard, celebrated *and COMPEN\$ATED* for their expert status now. With circumstances like these, boring just doesn't get the job done.

Some reports show that there are 27 million independent business professionals in some stage of business start up and activity across Main Street USA. Every one of us needs to deliver a compelling message to the right people who can benefit from what we bring to the marketplace, especially when competition seems especially fierce to capture attention and market share.

We live in a time when people make the decision to do business first with people and secondarily with companies. Today a Google search for your name and company can mean the difference between making the right first impression or sending your ideal clients running in the opposite direction. That is why a client-attracting bio is a crucial element in every business owner's marketing toolkit.

*A client-attracting  
bio is a crucial  
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business owner's  
marketing toolkit.*

— Nancy Juetten



*... you can achieve  
an outstanding  
result on a do-it-  
yourself basis that  
will likely compel  
your own ideal  
client to stand up  
and cheer.*

## Turning “Blah, Blah, Blah” into Memorable, Remarkable, and Compelling

I’ve spoken to and corresponded with thousands of fascinating people – coaches, consultants, aspiring and thriving speakers, authors, and infopreneurs – through my workshops, teleseminars, radio interviews, and via my blog at [www.authenticvisibility.com](http://www.authenticvisibility.com). Working side by side with many, I’ve turned what I refer to as “blah, blah, blah boring bios” into stories that are memorable, remarkable, and compelling. I’ve also reviewed my favorite business books and conference event programs to find bios for this action guide that can inspire your winning efforts.

Hundreds of people over the last year have used the tips and templates within these pages to write “rock star” bios on a do-it-yourself basis. The cards, emails, and letters I have received from grateful business owners who are thrilled with their storytelling and their results let me know that *Bye-Bye Boring Bio* delivers what it promises.

What I know to be true is that every person has a story to tell that can resonate with a decision maker. It’s just a matter of asking the right questions and getting to the meat and the heart of the matter with well chosen words that pack a powerful punch for meeting the objective at hand.

## A One-Size-Fits-All Bio Doesn’t Get the Job Done

A one-size-fits-all approach to telling your story isn’t going to deliver the impact that the right bio for the right situation can. For example:

- Everyone needs a client-attracting bio that helps them “get to yes” faster.
- Content experts need bios that position them as to go-to people in their fields so they can earn a local, regional or national platform to serve even wider audiences with their expertise, commentary, and perspective.
- Authors need “bio boxes” for their books and Internet article submissions.
- Speakers need bios that help meeting planners and program directors “get to yes” faster.
- Speakers also need speaker introductions that set the stage for them to “wow” the audience before they speak their first word.

- Radio guests and authors need short blurb bios and two-sentence introductions to set the stage for them to deliver quality content in short order.
- Twitter users need to make the most of their allowed 160 characters to get to the meat and the heart of who they are and why their contributions matter.
- Facebook profiles and business fan pages offer still more opportunities to connect with friends, prospects and clients, add value to conversations in progress, and invite new possibilities for commerce and beyond.

## What the Second Edition Delivers Even Better than the First

This updated, upgraded, and expanded second edition of *Bye-Bye Boring Bio* honors the needs that independent business professionals have to share their stories in a variety of formats that guide them to get seen, heard, celebrated and *COMPEN\$ATED* in the ways that matter most in their businesses. This edition also recognizes that of all the bio versions, a client-attracting format is the most important format of all.

Abundant examples for each type of bio are included to offer creative inspiration to guide your bio writing success. The useful templates within are easier than ever to use. The index of featured bios organized by profession makes it fast and easy for you to find the right inspiration to guide your own bio writing efforts.

## A Call to Action

When writing your bio, consider this question.

*If your ideal client were to land on your website bio page first before meeting you in person or visiting the home page, would he or she want to learn more, pick up the phone, or take immediate action to engage?*

If the answer is “NO,” *Bye-Bye Boring Bio* will help you upgrade your bio so people beyond your mother will be proud to work with you, recommend you, and interview you for the media. Best of all, you can achieve an outstanding result on a do-it-yourself basis that will likely compel your own ideal client to stand up, cheer, and say “yes” to what you bring to the party. That is cause for celebration!

And, if you need some additional help, be sure to check out my products, services, and the [Get Known to Get Paid™ Private Mentoring Program](#). Read

*Publicity without  
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all about all of my popular and results-focused offerings when you click on the Engage! tab at my site at [www.authenticvisibility.com](http://www.authenticvisibility.com).

## One More Thought Before Beginning Your Storytelling Journey

It has often been said that any publicity is good publicity. Call me a maverick, but I disagree. In today's demanding marketplace, it is important to get seen, heard, and celebrated in ways that reflect favorably on personal brand, reputation, and the mission that each business is here to serve. Publicity without purpose doesn't pack the proper punch to power prosperity.

I think Tom Cruise's character spoke the truth in a pretty powerful way in the film "Jerry McGuire" when he screamed into the phone, "Show me the money."

Let's invite compensation for the unique gifts we bring to the marketplace, along with the ego boost that comes with being known as go-to experts in our respective fields. In what the Wall Street Journal has described as "today's age of going solo," one without the other is not good enough.

It's time to begin.

## CONTENT TO GUIDE AND INSPIRE YOUR WINNING BIO

### The ABC's of Common Bio Blunders

Out here in free agent nation, millions of independent business professionals are pounding the pavement, attending networking events, and sharing their messages via cyberspace and social networks as they seek perfect clients and media opportunities. The trouble is, many are failing to “launch” because the stories they tell about their background, experience, and qualifications fall short of the mark.

Now more than ever, decision makers conduct business with *individuals* more than *companies*. That means they need 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've actually built a roadblock that can stand in the way of attracting the perfect engagements you seek.

Here are the most common bio blunders independent business professionals make that can stop opportunity in its tracks. They are most easily called out with this acronym: ABC DIY.

#### Arrogance

- Too many lofty words that say too little
- Too many five-dollar words that don't count for a lot
- Makes readers feel at arms length rather than wanting to lean in and engage

#### Absence of Proof

- Bold claims without substantiation or attribution
- Sets up a gut feeling that this 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, attract more of the right opportunities, and serve as a truly accurate reflection of you.

#### Blah, Blah, Blah, Boring, and Boilerplate

The words scream “Who cares!”

- The story conveys no personality.
- The unremarkable information puts readers to sleep.



*Publicity without  
purpose doesn't  
pack the proper  
punch to power  
prosperity.*

- 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 don’t deliver relevant, compelling content
- Too little content or too much content
- Absence of “right-sized” choices to suit the opportunity

### Differentiation

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

### I-Disease

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

Take a moment to read your current bio. Count how many times you’ve written “I” within the text, then change the “I” to “you.” Do you see how much better it reads and how much more inviting the message becomes?

In addition to this simple, powerful change, review these essential elements of an engaging bio and determine how yours measures up.

- State what you are committed to.
- Name your ideal clients in specific terms so they know immediately they’ve come to the right place.
- Share the kinds of problems you help solve and the pain you ease for your ideal clients.
- Demonstrate your credibility in a powerful, compelling way with stories that put meaning behind your decades of experience.
- Share what your valued clients have said about the contribution you’ve made to solving their problems and making their lives easier in clear, compelling, descriptive terms. Use first and last names, and include links to their websites to lend credibility to their comments.
- Include something that showcases you as someone readers will like, trust, and respect. For example, don’t just say you know how to keep a secret. Rather, say that you know how many licks it takes to get to the center of a Tootsie Pop, and you’ll never tell. One approach is straightforward; the other is memorable. Memorable is always better.

## Bye-Bye Boring Bio

The intention of these action steps is not to talk about yourself; it's to make clear the mission you are on, how you serve, what you do, and who you are that relates to your ideal clients and 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 that to 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 and should be deleted. In my work with clients, many have looked me in the eye and said, “You know . . . yada, yada, yada.” I’ve had to say, “Yada, yada, yada simply doesn’t get it done.” If certain words have no purpose, leave them out. Remember, less can be more, and brevity can be beautiful.

That being said, I suggest following these recommendations:

1. Put your own bio through the ABC DIY filters noted above.
2. 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.
3. Share your new and improved story with the right decision makers to invite more of the right opportunities.

You get one chance to make a fabulous first impression. Take time to showcase what you bring to the marketplace in a compelling, memorable way in your online bio and social networking profiles. That will increase the likelihood that ideal clients will learn to like, trust, and respect you more readily, and you’ll likely get to “YES” a whole lot faster.

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

## How Boring is YOUR Bio?

As the saying goes, if you snooze, you lose. And that's why having a snoozer for a bio doesn't serve you or your growing business in the least.

Don't play safe and offer just the facts about your credentials, client list, and work experience. Go deeper and share your passion for the business, your personality, and your perspectives that set you apart in the marketplace and make you memorable.

People often tell me they worry about revealing too much personal information or sharing powerful or polarizing perspectives in their bios. Their fear causes them to wimp out and put readers to sleep with boilerplate bland words without helping them know if they've come to the right place!

It's far better to dazzle them with a few concise, compelling, inviting, and authentic statements than to overwhelm with paragraphs of "blah, blah, blah" that don't have a prayer of earning the right readership, attention, and action.

A large number of potential customers shop for products and services by visiting Internet sites first. Having a memorable, engaging bio on your website can go a long way toward inviting the right telephone conversations, email exchanges, and new business meetings. It will bring about more perfect engagements and shopping cart clicks with the right people and products.

**We can't be all things to all people. Instead, we have to be the right things to the right people.** So resist the temptation to keep things bland and boring to appeal to the greatest number of prospects. Otherwise, you could spend way too much time courting the wrong people. That doesn't serve anyone.

**When writing your bio, shake things up to create a winning impression that will earn you points on the "trust, like, and respect" meter.** Yes, please impress with prestigious college degrees, decades of business advisory experience, and important brand name companies on your client list—assuming it's important to your ideal clients. Then share your track record of great results in a manner that makes prospects want to reach out, take your hand, and journey forward together.

You can:

- Tell stories about your proudest career or life accomplishments.
- Demonstrate how your counsel helped clients exceed their wildest performance expectations. Share a quote that inspires you to do your best work.
- Reveal something about the passion you bring to each client relationship so people will want to meet you to continue the conversation.
- And don't hesitate to have fun if it fits with your company's brand and image.

Recently, I wanted to hire a home stager and was struck by this fun biographical information Dennis Conner of [designdialogue.com](http://designdialogue.com) shared in his bio. These



## Bye-Bye Boring Bio

revealing, passionate, playful words in his bio compelled me to pick up the phone and engage his services.

*Even as a young child, Dennis Conner was aware of his environment. He noticed that by pushing furniture and accessories around, he could affect how his space felt. This passion for three-dimensional space has been a driving force behind his career and life choices... If you're looking for help in selling your home, wanting to make your home or office feel and look better, or need assistance with holiday space planning, call Dennis Conner at Design Dialogue. After all these years, he's still pushing furniture around.*

What kinds of short and engaging stories can your bio tell about you and your business that will compel the right people to call you? Have some fun as you put pen to paper and let your authenticity shine. Your business will be better for it.

### In case you feel stuck and need inspiration, answering these questions can get you started:

- 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?
- What meaningful results do 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 super power, what would it be and why?
- What book has had the biggest impact on your life and work?
- If you could be a TV character, who would that be and why?

**Want the rest of the story?**  
**Purchase Bye-Bye Boring Bio today.**  
[www.byebyeboringbio.com](http://www.byebyeboringbio.com)



## CLOSING THOUGHTS AND AN INVITATION!

Remember that your bio is a work in progress. Make a habit of revisiting your bio every time you achieve something new and remarkable, or once a year. As your career unfolds, update your bio to reflect the contributions you make and share it at every opportunity in your marketing, publicity, speaking, and social networking efforts. Over time, more of the right people will find their way to do business with you, and you'll have more success with greater ease. It's a beautiful thing.

Please share your successes as they unfold. I'll be thrilled to post your "after" bio to the **Bye-Bye Boring Bio** success story page on the blog so even more people can get acquainted with the value you bring to the marketplace and why it matters, now more than ever.

To your memorable, remarkable, and fabulous success!



## About the Author - Nancy S. Juetten

Nancy Juetten is a word wizard, workshop leader, and Bye-Bye Boring Bio author on a quest to guide mission-driven experts to spell out their greatness and broadcast their brilliance through the power of storytelling and publicity. Whether clients seek to attract clients, speaking gigs, or media attention, they learn to welcome those results by acting on Nancy’s road-tested and proven advice to tell stories all their own. Best of all, they broadcast their brilliance with confidence, readiness, and ease so the right people can celebrate, invest, and benefit. Nancy doesn’t just dole out this advice. She walks her own talk. In 2010, she was interviewed 50+ times by media in her own backyard and beyond in connection with the debut of her book — Bye-Bye Boring Bio. She was also recognized among the Top 100 Home-Based Businesses by StartUp Nation. In February of 2012, Nancy was named among the Top 100 Women in ECommerce by WE magazine. She is well known for being the “go to” expert for helping people transform their boring bios from wallpaper to wow to attract clients now.



**A MORE PERSONAL BIO:**

Nancy transformed from “desperate housewife” to “PR and Storytelling Diva” by taking her own advice. Since 2001, she has generously shared her tips, resources, workshops, and programs while working comfortably from her Bellevue, Washington home office — often while wearing pajamas. As disciplined about her work habits as she is about creating great results for clients and her own brand and reputation, she is most proud of her two-decade+ marriage to Steve Juetten and the good job they are doing so far raising their teenage son. Both work from home offices and are at the ready to support both clients and family needs at a moment’s notice and without apology. Their adorable Cockapoo puppy “Champ” adds some welcome and wonderful chaos to their lives.

**NANCY’S PERSONALITY PROFILE — JUST FOR FUN:****Sassy Sound Bite to Guide 2012:**

- “Impossible things are happening every day.” — The Fairy Godmother to Cinderella

**High School Crowd**

- I was the bookish, hard-working editor of my high school newspaper who did a lot more reporting about others than making news of my own.

**Something Surprising...**

- Sometimes, people who meet me in person for the first time after consulting with me by phone tell me it is a big surprise to see how tall I am. One person said that she had this idea in her head that I was five foot two. She said, “Why didn’t you tell me you were the Jolly Green Giant?” I stand just under six feet tall in my bare feet.

**Biggest Indulgence**

- Driving my grocery cart down the aisles at Whole Foods and putting amazing and delicious things into my basket without looking at the price — a rare pleasure!

**Weirdest Habit**

- Sometimes, I get so absorbed in my work that it is 3 p.m. and I haven’t yet had lunch. That’s why this “self care” thing needs to be a higher priority in 2012.

**Workplace Perk**

- Going to work wearing my pajamas and getting to play with my puppy between assignments.