

3 Bio Blunders Even **Smart Business Owners** Make
that Squash Credibility & Stop Clients from Hiring Them

BYE-BYE WELL-KEPT SECRET STATUS...

→ HELLO ←

**CREDIBILITY, VISIBILITY
& OPPORTUNITY!**

Lackluster or Blockbuster?

- ❖ When was the LAST TIME you looked at YOUR bio, your online profile, your home page or any of your other **critical written first impression points**?
- ❖ Can you say without hesitation that your bio is ready to open BIG doors right this minute?
- ❖ Or ... is there room for improvement or enhancement to guide you forward along that path?

Welcome and Introductions



Sought-After Expert Who is Well-Known and Well-Paid

- Well-Known Niche Expert
- Media Recognition
- Speaks on Big Stages ...
- Contributes to Telesummits ...
- Attracts Perfect Joint Venture Partnerships AND Clients...
- Enjoys Business Success ...



Happy at Home, Too!



It Wasn't Always This Way

📺 Oprah calls it "The Ugly Cry."



Dream Squashers are Everywhere.



Eyebrow Inspiration Opened My Eyes to a New Way to Serve



- Who knew that believing that brows are perfect punctuation to add beauty to your face would be the inspiration for Anastasia's multi-million dollar business.
- Thank you Definitive Brow and Eye Expert **Anastasia Soare**.
- **I was inspired to become the Business Bio Expert.**

I Took ACTION to Prove Dream Squashers Wrong...



Step by Step to the Finish.
That's My Philosophy.



Seen, Heard, Celebrated, Credible and Compelling



By Practicing My Own Get Known to Get Paid Advice ...

- 👤 Clients, speaking gigs, media interviews, joint venture partnerships
- 👤 Control over my destiny
- 👤 Healing, too.



Say It With Me ...
The Famous Quote from This Film



What It Takes

- Heart
- Brains
- Courage
- Patience
- Step by Step
- A Sassy Pair of Shoes
- Keeping “Eye on the Prize”



The WOW for You Today



- 3 biggest bio blunders that make it hard for your ideal clients to find, refer and hire you and that keep you invisible, alone, and without the right clients and opportunities

3 Bio Blunders that Stand in the Way of Clients, Cash, and Credibility



Bio Blunder #3: Too Much Irrelevant Information



Why This is Important



Example:

Truth is Stranger than Fiction.
Would **YOU** Buy from This Expert?

My life has been full of adventures and I am so pleased to be sharing my new adventure with you. Born in Vancouver, Canada, I graduated from the British Columbia Institute of Technology in the field of Biomedical Engineering ...After stumbling and bumbling around, I made it my mission to learn from the best in their fields of expertise...

This is the Same Person!

Leading internet entrepreneurs from across the nation rely upon Andrea to handle the “behind the scenes” details of **new product launches so they can stay in their genius with the knowledge that every detail is being handled in a world-class way.** A results-focused “energizer bunny on steroids,” **Andrea is your secret weapon to rock the internet and your balance sheet.**

Why the Right Information is Crucial for Client Attraction

- Ideal Audience
- Big Result/Transformation
- I-Disease

Alex Mandossian

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

“Caring is the ultimate competitive advantage.”



Bio Blunder #2: Author-Speaker-Coach-You Lose!



Failure to Declare Your Major to BE Major



Oh the Power of Differentiation

🐔 "It takes a tough bird to make a tender chicken."

-- Frank Perdue, Perdue Farms

If Frank Perdue could differentiate his brand of dead poultry in this memorable way, what THEN might be possible for YOU!

Inspiration

The WOW is Clear.

- Guy Fieri, Self-Proclaimed Mayor of Flavortown
- Dan Savage, America's Leading Sex Advice Columnist
- Bill Baren, Master of New Client Enrollment



What is YOUR Handle?

- Can your ideal clients quickly find you in a Google search?
- What is the BUZZ around your name to make it easy for your ideal decisions makers to find, refer and hire you?



How to Apply It

- 🌟 Declare Your Major to BE Major.
- 🌟 Ask clients to speak their truth about you.
- 🌟 Reflect on the BEST testimonials.
- 🌟 Mine for messaging GOLD to make YOU memorable!

Bio Blunder #1

Story Snooze

- Your bio as afterthought
- Your bio as a billboard for your unique brand of brilliance

... So you can take your bigger place
at the business success buffet



Why This Matters

- Your clients, meeting planners, the media, and Joint Venture partners are looking for proven EXPERTS
- They will pay a premium for the privilege, take your calls, and “lift you up as they climb.”



One Size Story Does NOT Suit All Situations



Why is this Important?

- ☑ "Make it easy to buy, own, and refer."
-- Alice Cunningham, Olympic Hot Tub Company
- ☑ Be specific and terrific with your message in service to the result you desire.



Story to Invite Speaking Gigs

The screenshot shows a Firefox browser window displaying the website for FRIPP & ASSOCIATES. The browser's address bar shows the URL www.fripp.com. The website's header includes the company name "FRIPP & ASSOCIATES" and a navigation menu with links for "Success Stories", "Store", "About", "Blog", and "Contact (415) 753-6556". Below the header, there are four main service categories: "Solutions", "Keynote Speaking", "Speech Coaching", and "Sales Presentation Training".

The main content area is divided into two columns. The left column features a headline "When Was the Last Time You Saw an Audience... *Electrified?*" followed by a paragraph: "If you're like most professionals, you've sat through too many mind-numbing, dull presentations. Boredom ends and excitement begins today!" Below this, it mentions that "Meetings & Conventions magazine regards Patricia Fripp as one of the top 10 most electrifying professional speakers in North America." It then states, "Patricia and her expert associates are the ultimate resource for:" followed by a bulleted list: "• Dynamic Keynote Presentations", "• Speech Coaching", "• Sales Presentation Training", and "• Public Speaking Resources". At the bottom of this column, it says "Guarantee the success of your next event. Hire Patricia Fripp to turn dull into dynamic!"

The right column features a large image of Patricia Fripp, a woman with short blonde hair wearing a bright pink suit, holding a magnifying glass. Overlaid on this image is the text "Transform the Ordinary—*Electrify Your Audience!*" and a red button that says "Electrifying Keynotes by Patricia Fripp, CSP, CPAE". Below the image is a small video player showing a thumbnail of Patricia Fripp speaking, with the caption "Patricia Fripp, CSP, CPAE —A Speaker for All Reasons™".

The footer of the website includes a navigation bar with links for "Home", "Sales Training", "Upcoming Events", and "Associates". On the right side of the footer, it says "SpeakerFrippNews" and "Get your complimentary public speaking...". The browser's taskbar at the bottom shows various application icons and the system clock indicating 3:05 PM on 5/5/2014.

Speaker Introduction



How to Apply This Today to YOUR Story



Win Big

- New clients say YES easily and quickly
- Charge more and enjoy more free time
- Perfect speaking gigs to the perfect audiences
- Experts with big names calling YOUR NAME and saying YES to play with you.
- Prestigious media placements to put a halo of credibility around YOUR NAME
- #1 rank in Google for your search terms
- Take your seat at a BIGGER success buffet
- Be the BEST KNOWN expert in your niche market

Priceless Rewards and the Energy of Money

- ☑ Confidence, Clarity, Conviction
- ☑ Commitment to Serve in a Bigger Way
- ☑ Clients and Cash!



Your Call to Action

- Stop Winging It.
- Get Ready to Play Big
- "PFA = DOA"



3 Bio Blunders to Avoid

■ **Blunder #3: TMWI**

■ **Blunder #2: A-S-C-You-Lose**

■ **Blunder #1: Story Snooze**

- Bio as Afterthought **INSTEAD of Billboard** for YOUR Brilliance to Advance to a Bigger Seat at the Success Buffet



Lackluster or Blockbuster?

- When was the LAST TIME you looked at YOUR bio?
- Can you say without hesitation that your bio is ready to open BIG doors right this minute?
- Or ... is there room for improvement or enhancement to guide you forward along that path?

A Solution to Open Big Doors



It's a Jungle Out There For Dating in Life and Business



Sassy Sound Bites Make You Memorable

"People pay me for my head, trust me for my heart and value me most when I use both."

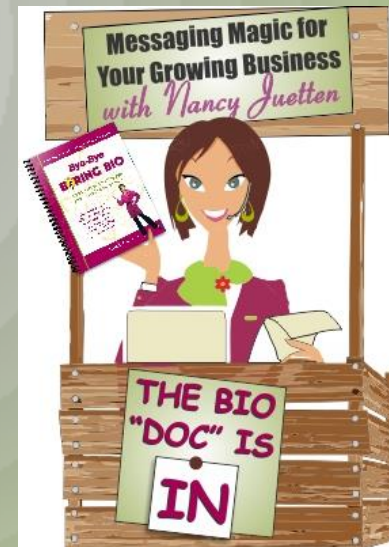
-- Steve Juetten, CFP, www.finpath.com

A Common Lament I am on a Mission to Heal

■ Unseen, Unheard, Undercompensated ...



Get Your Client Attracting Story DONE VIRTUAL Workshop



The Wow Waiting For YOU

==Create YOUR Client Attracting Story Fast and Easily

== 3 Action-Packed VIRTUAL Calls and Road-Tested and Proven Templates to

- **Get Your Client Attracting Story DONE in a World Class Way**
- **Magic Message Lab with “Bio Booster Shots” to Make YOUR Story Better!**
- **Bio Wow – What NOW Super-Charged Action Session to Go Beyond the Bio to Get Known and Paid in Powerful Ways!**

Road Tested and Proven Tools



The Chance to Get Seen, Heard and Celebrated by Me!

- Get This DONE.
- Share your BEFORE and AFTER versions ... and your RESULTS.
- I just might celebrate your success in a much bigger way!

Beyond the Better Bio Benefits!

- ☼ Make money with the 1st client you attract
- ☼ Wash, Rinse and Repeat Forever!
- ☼ Convenience
- ☼ Confidence
- ☼ Clarity
- ☼ Conviction to Go Bigger Even Faster

Love the Idea of Being the **Center of MY
Attention and Focus?**

\$10,000.00

Send email to nancy@authenticvisibility.com.

Your Tuition for the Get Your Client
Attracting Story DONE Virtual Workshop ...

\$997

A Special Invitation

- You Need This.
- The World Needs YOU and YOUR Expertise.
- Now is the Time

www.byebyeboringbio.com

Making It Easy and Rewarding to Decide Now!



The Bonuses!

www.byebyeboringbio.com

- **Bring a Business Partner** – no additional tuition!
- Take Your VIP seat at the **Build Your Buzz Beyond the Bio Mastermind** with Me This Fall in Boulder, CO
- **First 23 Only.**
- I'll Treat You to Dinner, too.
- Go **"Beyond the Bio" to Build a Bigger Business Fast** at **12 months to 6 Figures LIVE Event** in Boulder, CO



The Value

www.byebye boringbio.com

- ☐ **\$997 – Get Your Story DONE Virtual Intensive** – 3 Action-Packed Calls and Road-Tested and Proven Templates to Create YOUR Client Attracting Story Fast and Easily



- ☐ **\$997 – VIP “Build YOUR Buzz Beyond the Bio” Group Mastermind** with Nancy Juetten in Boulder, Colorado *for First 23 to Say YES.*
- ☐ **Expertise, Connection, and Know-How ...All for You and Sumptuous Dinner, too!**
- ☐ **\$997 – 12 Months to 6-Figures LIVE Event** with Startup Expert Tommi Wolfe

\$2991

Your Wise Investment

- The value of the training and the bonuses: \$2991
- Getting this DONE in a World-Class Way Priceless
- Your wise investment today: **\$997**

www.byebyeboringbio.com

The Dates

■ **June 18 -- We Start 1 Week from Today!**

■ June 25

■ July 2

■ Replays

➤ Be in Your Zone of Brilliance,
Anytime in the World



www.byebyeboringbio.com

Making It Easy to Buy

- Full Pay
- 3-Pay
- Whatever is BEST for you
- Take fast action to be among **the first 23** to benefit from 12 Months to 6 Figures LIVE Event Ticket in Boulder, CO this Fall!
- www.byebyeboringbio.com



Commit to the Bye-Bye Boring Bio Success Guarantee



Making It Easy to Buy, Too!

Pay in Full: \$997 **Best Value!**



3-Pay Option: \$347 X 3



www.byebyeboringbio.com

Let Your Brilliance Go So Your Ideal Clients Know.

*It's time to see what I can do
To test the limits and break through
No right, no wrong, no rules for me,
I'm free!*



Why Me?

- “Been there, done that, earned the T-Shirt and the Cover Stories and the SUCCESS.”
- Reputation. Results. Ready to Show You How.



Why Now?



My Wish for You

- You are confident and clear about your commitment to serve your ideal clients – including meeting planners, the media, AND joint venture partners.
- You showcased your unique value and expertise in a memorable way that stands out.
- You know HOW to make big noise and be your own best CHAMPION so you are always well known and paid.
- You savor CONTROL OVER YOUR DESTINY and celebrate abundant success forever.

You Matter.

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

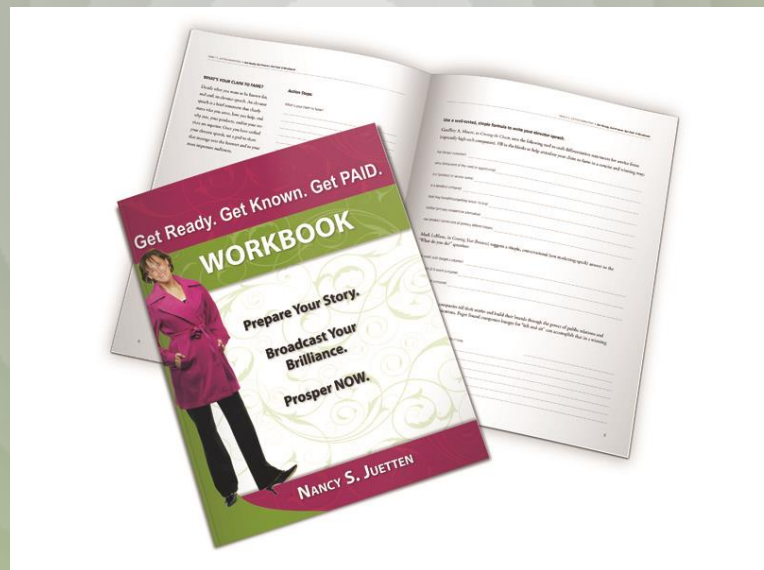


It's Your Story. Tell It Well.
www.byeboringbio.com



A Gift to Empower You with Know-How Right Now!

www.getknown123.com




Questions!


🟡 **Q: Do you offer private mentoring?**

🟡 **A: Yes.**



FAQ

 **Q: What if I can't attend the June 18, 2014 Worldwide Virtual Get Your Story Done Workshop live?**

 **A:** No worries. You'll receive the replay.



FAQ

- **Q: What if I can't take advantage of the live event ticket?**
- **A:** If this is your first time saying YES to a LIVE event, I promise, you will be well served.



Making It Easy to Buy Don't be "Frozen" by Indecision.

Pay in Full:\$997 **Best Value!**



3-Pay Option:\$347 X 3



www.byebyeboringbio.com