

Basic 1-sheet/bio

This is for you so it's all in one place. Getting prepared- what do you need

- Bio
- Headshot
- Questions that are good to ask me. (aim for 3 to 5)
- Gather your links

Bio

Short- 150 words

Long- Can increase for things like your website

What do people need to know- if they learned that, they would immediately value what you do more.

- what's your story?
- how did they get here?

What's important in a bio?

- Who you help
 - Problem you solve/benefit
 - What makes you qualified
 - When writing this, keep the focus on your ideal client. What do they need to know? What should they hear that makes them want to know more?
- Structuring the bio so the listener relates - it's about them.
- Still show your personality

What's not important?

- Laundry list of credentials
- All of your experience

For podcast interviews, keep it short! Under 150 words. You can have an expanded version on your website.

Example- Rob's podcast bio.

As a copywriter and content marketing coach, Rob's goal is to help entrepreneurs better understand how to develop and nurture their relationships with their email subscribers, as well as harness the power of their email lists by offering content that inspires, educates, and entertains. He teaches strategies to get writing done quickly, even for those that don't think they are good writers.

Your other bio

Ann's Bio

Debbie's Bio

Questions:

- What do you want the reader to know? Nuggets? Teaching? Takeaways?
- Stick the core of what's most important!
- The purpose of these interview is to get potential clients interested to want to learn more
- You need to show that you potentially have the solution to their problem.
- Gives you some control over how you're presented.

Questions that are good to ask me -Rob's example

Why is it important for business owners to have an email list?

What are the biggest mistakes you see people make with email/email lists?

What are some best practice ideas you can give people for creating content for their email list?

Other things to prepare.....

- What inspires you?
- What advice would you give to your younger self based on what you know now?
- What's your favorite book?
- What's your favorite quote?

- What do people get wrong?
- What's been your biggest challenge?
- What was your biggest mistake?
- What one bit of advice would you give your younger self?
- What should they do first?
- Any final words for our listener?
- 3 tips

Do a brain dump of what people should know about you.- formulate the questions from that.

Bring it back to benefits and results- this is where you get the chance to go deeper.

They might ask you about your story- Spend time writing out your origin story so you have some points to talk from

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Rob's story....

-I went to school for theater, and after a few years of professional performing, decided that the actor lifestyle was not for me. NYC is challenging place to live if you're not working regularly!

-Worked briefly in advertising, and then returned to work on the business side of theater in a box office.

-Liked working in theater, but missed creative work.

-Decided to start my own greeting card company (which landed me a spot on and HGTV special).

- With one of my sales reps, we wrote 2 books about the industry- *Pushing the Envelope: The Small Greeting Card Manufacturer's Guide to Working with Sales Reps* and *Showtime! The Greeting Card and Gift Company's Guide to Trade Show Success*

- Led to people coming to me for advice, speaking engagements, and eventually coaching clients

- Saw so many talented people that were great at what they did as creatives, but were terrible at running a business
- Decided to get a coaching certificate
- Loved working with creatives, but didn't want to limit my offerings to that audience.
- Decided to focus on specifically on content marketing, and work primarily with other coaches and solopreneurs. Same issues as the creatives- great at what they do but terrible at running a business
- I love helping people focus on the writing aspect of content marketing. So many people are told that they need to build an email list, but beyond adding names and sending "buy my stuff" emails, they don't know what to do with it. With an email list, you need to create a relationship with you subscribers, and nurture that relationship over time with emails that add value to the subscriber's life. But many people struggle with what to write, how to write it, how often should they be sending, how to create good titles. I have developed templates and strategies to help people create and write faster, as well as discover topics to write about that their subscribers will appreciate as well. As social media platforms continue to evolve and change, I believe that a healthy subscriber list is one of the most important assets any business can have, and it's my mission to make sure people understand that, as well as use it properly.