

How to Create Your Bio

a Guide for Professional Women

by

Beth Caldwell



Why do you need a bio?

In today's world of fast communication, your bio serves as your online resume, it is a short biography of your professional accomplishments. Unlike a traditional resume, your bio always includes your photo and can be as colorful and creative as you like.

There are several reasons to create your bio:

- Promote yourself as a speaker
- Use on your company's promotional materials, brochures, website, social media
- Award applications
- For media appearances and expertise requests

Your bio should include relevant experiences and awards, but also be concise. The purpose is to position yourself as an expert in your field, whether to a potential client, the media or a colleague.

Within your bio, you will want to include:

- Your experience
- What makes you an expert
- Your awards
- Your social identity

Your bio should be limited to one page if possible, and can also be used as an introduction when necessary. Always include a current professional photo (no more than 3-5 years old) and your title.

Update or review your bio once a year, and update your professional photo every 3-5 years. When you create your bio, also create a short version to be used when introducing you on TV, Radio, or to use on articles or tip sheets.

Here is how to keep your bio short, simple and sweet. I learned this at a women's retreat in 2007 at a workshop presented by Nadine Banks and I've used this format for myself and every client I've had since then.

Your bio should consist of your professional photo and three paragraphs. Under your photo caption should be your full name and your certifications.

Paragraph One:

- Your Full Name
- Your Current Title and Company Name
- Your Company's Purpose

Paragraph Two:

- Your Experience
- Your Accomplishments
- How/Why You are an Expert

Paragraph Three:

- Your Personal Mission or Passion
- Your Awards
- Your Family Life and Interests

Company Purpose:

Experience, Accomplishments and Expertise:

Personal Mission and Passion:

Awards (choose three):

Family Life:

Short Bio

Your short bio is to be used for a media interview, byline in an article or quick introduction. You use this when there is not a lot of time, and you'll want to get as many power words into your short bio as you can.

Include your name, title, purpose and passion. Here are some examples:

Beth Caldwell owns a public relations firm in Greentree, PA where she works with small businesses and entrepreneurs. She is the founder of Pittsburgh Professional Women, the largest women's organization in Western PA. Beth is the author of three books: ***I Wish I'd Known THAT, Inspired Entrepreneurs*** and ***Get Paid What You're Worth***. In 2011 she was honored with the Radical Woman of the Year Award. Her mission is to help business women succeed. Learn more at www.PittsburghProfessionalWomen.com.

Julie Ann Sullivan is the founder and president of Learning Never Ends. She has been engaging people with her workshops and presentations for more than 30 years. She speaks to educators, students and professional organizations about life's journeys. As a certified laughter leader, Julie Ann helps corporations and organizations transform environments with the power of laughter. Learn more at www.LearningNeverEnds.com.

The Westmoreland County Food Bank serves nearly **15,000 area residents each month including 4,000 children and over 2,000 seniors**. WCFB currently has 75 member agencies in their network of emergency feeding sites. Of those, 51 are food pantries in which low income consumers are able to access emergency food assistance throughout the month. To help now, visit www.WCFB.org.

Epiphany! Counseling and Wellness Center is dedicated to integrating the best of treatment approaches to treat mind, body and spirit. Epiphany! offers conventional counseling and other therapies such as nutritional counseling, personal coaching, and wellness workshops. Learn more by calling (724) 387-1650 or visit our new website: www.EpiphanyWeb.net.

Name, Company, and Purpose:

What Makes You Unique:

Call to Action, Location, and Contact:

Sample Bios:



About Dr. Nancy Mramor

Dr. Nancy Mramor has been a media expert for over 25 year in radio, TV and print.

Nancy Mramor Ph.D. is a licensed clinical, media and health psychologist, specializing in radio, TV, technology and print as they impact the consumer and health issues. She has been featured on over 350 television, print and radio outlets including CBS, NBC, ABC, PBS, Fox, Reader's Digest, Woman's World, NBC Website and many others.

As a media resource and psychologist, Dr. Nancy has been asked to comment on issues such as the impact of the arrival of the Haitian Orphans, the effects of the David Letterman romance, and the death of the Pope.

She is an award winning author and psychotherapist, who offers media expertise to radio, TV, print and the internet as well as lectures and training.

Her award winning book, **Spiritual Fitness**, and transformational CDs/DVDs offer ground-breaking hypnosis and relaxation techniques to assist with creating the authentic life that you want by breaking old programs that keep you from happiness. Goals for her programs include the achievement of:

- Optimum health, mind, body and spirit
- Personal growth and transformation
- Peak performance
- Spiritual Fitness
- Effective Use of The Media and technology
- Successful relationships

Her work in the media, five universities, businesses, hospitals, private practice and in schools for the past 30 years has been received with the highest degree of appreciation. She has been recognized by the American Psychological Association and the Pennsylvania School Counselors' Association, and selected as one of Western PA's Most Successful Women.



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Sample Bios:



About Mary Foley

Mary Foley has been increasing her own sanity, confidence and fun since her freshman year in engineering at Virginia Tech. Thankfully, her university experience didn't put her over the edge, but it did cause her to search for a career she loved. She didn't anticipate she would find it as an \$8 an hour customer service rep at then unknown America Online.

During Mary's 10 year AOL career she thrived on the company's intense hyper-growth, being promoted four times and becoming the company's first head of corporate training. Even while experiencing success, her sanity was tested again and again. She survived six layoffs, a difficult marriage, and bumped her head on the glass ceiling (even though she's only 5' 2" tall).

Not satisfied to settle, Mary reached deep inside to find her inner courage - the bodaciousness - to reinvent her life. That decision set her on a path where she has never looked back. She went on to earn a Master's degree in Organization Development, became co-owner of a human resources company, started her own company, and wrote her first book, all by the age of 36.

Today, Mary is the author of three books, a popular national speaker, and co-host of the **Girlfriend We Gotta Talk!** radio show. Her latest book, **Live Like Your Nail Color, Even If You Have Naked Nails** became an instant Amazon bestseller. Now, instead of solving engineering problems Mary inspires women with practical advice to create sanity for their lives and confidence for their careers - all while having a bit of fun!

Mary is an active member of many local and national organizations including the National Speaker's Association (NSA) and the American Business Women's Association (ABWA). In 2010, she was honored as the ABWA Richmond Business Woman of the Year. Mary has appeared on the cover of **Kiplinger's Personal Finance** magazine and spoofed on the E! Entertainment TV Show **The Soup**.

Spoofed or not, Mary takes life in stride, declaring "Wearing red nail polish really helps!"

What Others Are Saying about Mary:

"Bold, funny and inspirational!" – Kimberly Trumbell, Merrill-Lynch

"I got the adrenaline shot of courage that I had long been searching for."

– Leizel Parks, Booz Allen Hamilton

"You were fantastic! Inspiring, right-on-target message, plus fun!"

– Vicky Carr, Lockheed Martin Women's Network

Sample Bios:



Meet Bonnie Budzowski

Speaker, Author and Coach

*Founder and President, inCredible Messages, LP
MA, University of Pittsburgh:*

Speech Rhetoric and Communication

As owner of inCredible Messages, Bonnie Budzowski works with clients to capture attention, sell their ideas, and move people to action. She brings a "Get it Done!" perspective as she coaches clients to use their expertise to craft powerful, business-boosting books, articles, and presentations. Bonnie's tools include her proprietary SCORE system, which makes the secrets of professional writers available for any project. Bonnie blends high-energy, humor, and a cut-to-the-chase style with motivation and encouragement. Her practical techniques save clients time and frustration while helping them to achieve their goals.

Bonnie works with both organizations and individuals. As a nationally in-demand speaker and one-on-one coach, Bonnie delivers results as she works with corporations, entrepreneurs, associations, sales teams, and universities.

On an individual level, Bonnie helps entrepreneurs and other experts to plan and write a book to showcase their expertise and attract business. She uses a proven process to ensure a marketable book that a busy professional can complete in the midst of a busy schedule. The same process can be used to write articles and content to post in multiple places.

Bonnie also helps individuals and teams to make the best possible impression by guiding them to draft and deliver outstanding presentations.

Bonnie holds an MA in Communication, and with 20+ years of experience, she is a proven professional. She holds an adjunct faculty position in the Master's in Organizational Leadership at Geneva College and has taught at the University of Pittsburgh, Carnegie Mellon University, and LaRoche College. Her books include **Secrets to Get Busy People to Respond to Your Messages** and **Clickety Clack: 86 Ways to Keep Your Speech on Track**. In addition to books, Bonnie is the author of many articles and professional resources.

Bonnie was chosen to be Managing Editor of Speaker Magazine, the journal of the National Speakers Association (NSA), during a significant time - the year the magazine was upgraded and reinvented to meet 21st century needs. She is a recipient of the NSA President's Award for Distinguished Service.

Bonnie also served two terms as President of the National Speakers Association Pittsburgh Chapter. She is currently Director of Outreach for the Pittsburgh Coaches Association.

Contact Bonnie today at 412-828-1629 to learn how she can help you to showcase your expertise and attract business with a compelling book, article, or presentation.

Sample Bios:



Dr. Shannon Thieroff

Owner and founder of Choice Chiropractic, has been practicing in Pittsburgh since 1999. She is a graduate of the University of Pittsburgh and Logan College of Chiropractic. Because she grew up in the North Hills, Dr. Shannon has had the pleasure of helping the people who made up her childhood community. She is licensed in PA, MD and NY and is a Diplomate of the National Board of Chiropractic examiners. Dr. Thieroff is proficiency rated in Activator technique.

Additionally she is a graduate of the Entrepreneurial Fellowship Program through the Katz Business School at Pitt.

Dr. Shannon enjoys working with patients of all ages and has done extensive work focusing on treating injuries sustained in motor vehicle accidents as well as cervical spine conditions. She has served as a safety consultant for the Allegheny County EMS, LifeFlight and PennDOT.

Dr. Shannon loves her work and greatly values the opportunities she has each day to help her patients achieve the best health and quality of life possible.



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Once you've completed your bio, you'll want to:

1. Upload it to your website
2. Upload it to Linked In and any other social networking sites that you use
3. Submit it to the professional organizations that you belong to, or boards that you serve on
4. Make a list of media that can use your expertise and get in touch!

Good Luck!

Beth



Beth Caldwell

Author & Publicity Expert

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