

# Developing Your Elevator Speech & Crafting a Compelling Bio Workbook



**SASSY BOLD BUSINESS  
CONFIDENCE CLASS**

30 BITE SIZED LESSONS TO GREATER BUSINESS CONFIDENCE

[WWW.LADYBOSSNOMAD.COM](http://WWW.LADYBOSSNOMAD.COM)

# Introduction

One of the ways your audience discovers you and then learns to trust you is via your online bios and then finally your elevator speech.

This is the companion workbook to the *Sassy Bold Business Confidence Class* lectures.

As you read through your lectures, keep this workbook handy so that you are able to take notes and work through the prompts.

## Reasons You Need a Bio & Elevator Speech

Let's look at a few situations you can use a bio or an elevator speech.

- **For Your About Page** – *Do you have an about page on your website? Is your bio up to date? Is it effective?*

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- **For Your Sales Pages** – *Do you have a short bio on your sales pages? If not, a fun way to do it is to create a video bio.*

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- **The Bio Section of Social Media Profiles** – *Do you have bios on ALL of your social media profiles? Are they up to date? Are they effective?*

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- **In Marketing Materials** – *What marketing materials do you have? Do they include your bio?*

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- **To Pitch Public Speaking Events** – *Turn your bio into a one-page document.*

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- **To Offer Training** – *How can you tweak and edit your bio for any training opportunities you want to take?*

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- **In Any Publications** – *Do you have a version of your bio to use in publications? Is it up to date and effective?*

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- **If You Guest Blog** – *Do you have a shortened bio blurb to include at the end of guest blogs? Make sure to include a link to your site.*

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- **To Use Comfortably at Events** – *What events do you attend? What events should you be attending? How will having an elevator speech ready to go improve your networking skills at these events?*

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First, let's learn as much as we can about elevator speeches. Then we'll learn all about crafting the perfect bio to use in your elevator speech as well as in information you provide online to your audience as a bio on your website and social networks.



### **Tell Them What You Do**

For example, if you're a virtual assistant, you may want to add something like *"I'm a virtual assistant who specializes in helping my clients build their email lists."*

*What do you do?*

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### **Tell Them Who You Do It For**

*Who do you help?*

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### **Tell Them Why You Do It**

*What is your Why?*

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### **Let Them Know Your USP**

*What is special about you and your business?*

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# Practice Makes Perfect When It Comes to Delivering Your Speech

**Some facts you should know by heart about your business:**

- ✓ Your Target Audience:

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- ✓ The Size of Your Audience

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- ✓ How You Earn Money

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- ✓ Your Background, Achievements, Education, & Milestones

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- ✓ Your Competition and How You're Different



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✓ Your USP (unique selling point)

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✓ An Interesting Fact

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✓ What's in It for Them

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✓ CTA (call to action)

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## Why You Need a Compelling Bio

Crafting a compelling bio will help you develop important content to use on your blog, on social media, and for use with any products you create. It works as effective search engine optimization as well as additional information that you can easily grab and use when needed.

### Places You Can Use Biographical Information:

*What benefits can you think of when including your bio in these places?*

- ✓ On Your Portfolio

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- ✓ On a Job Application

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- ✓ During a Discovery Call

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- ✓ On Social Media Profiles

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- ✓ On Your About Me Page

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- ✓ On Your Website

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- ✓ In Your Elevator Speech

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- ✓ Inside Your Lead Magnet

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- ✓ Inside Your Reports/eBooks

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- ✓ Inside Any Free or Paid Product

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## Keep This in Mind When Crafting Your Bio

The interesting thing about a good biography is that it's never-ending. It will change as your life and business changes and grows over time. You may also want to craft a long version that you can cut from to create a shorter version for other uses.

When you're done, you'll have multiple versions of your bio that you can use everywhere. You'll want to write it in both 1<sup>st</sup> and 3<sup>rd</sup> person so that it can be used in a variety of places seamlessly.

To make it easy, start with the point of view that is easier for you to write and then edit it to make it into the other version. Most people find it easier to write their bio in the third person because it feels like bragging and it's easier in the third person.

### **Follow These Tips to Write Your Bio**

#### **Introduce Yourself**

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#### **Mention Your Target Audience**

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#### **State the Size of Your Audience**

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**Tell How You Earn Money**

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**Provide Your Background, Achievements, Education, & Milestones Information**

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**Detail Information About Your Competition and How You're Different**

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**Tell Them Your USP (unique selling point)**

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**Provide an Interesting Fact or Two**

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**Tell Your Audience What's in It for Them**

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**Include a CTA (call to action)**

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# Where to Use Your Elevator Speech & Bio

There are numerous places you can use your elevator speech and bio. If you think about it, creating this content will provide you with at least two promotional content pieces to use in your marketing and advertising efforts.

## Any Event You Attend –

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## On Your Website or Blog –

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## On Social Profiles –

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## Front or Back Matter on Books –

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## Inside Freebies –

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**On Guest Posts –**

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**In a Video –**

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**Interviews –**

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Using the content that you've created to spread brand awareness and help people get to know you so that they trust you more is an excellent use of your elevator speech and bio creation.

## Conclusion

Now that you have gone through the lectures and worked through the guide on what biographies and elevator pitches are, and how to create them, you are ready to tackle the task of creating your own.

***Start by collecting the following information. Once you have your rough draft written here, write a final draft onto your 3x5 cards.***

**Who Are You? –**

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**What Do You Do? –**

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**Who Else Does it? –**

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**How Are You Different? –**

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**Who Do You Do It For? –**

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**Describe Your Expertise (How do you earn money?) –**

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**What is Your Background? –**

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**What Are Your Achievements? –**

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**What is Your Education? –**

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**What Milestones Have You Met? –**

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**What is Your Brand Voice? –**

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**What is an Interesting Fact You Can Share About the Industry? –**

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**Possible CTAs –**

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## More useful free resources

How to Tell Your Personal Brand Story includes:

- Tips for What to Include in Your Professional Bio
- 40 Plug-and-Play Bio Templates
- 40+ Real Examples of Professional Bios
- Advice on Preparing to Write Your Bio

<https://offers.hubspot.com/personal-brand-professional-bio-examples>