

## Compose Your Author Bio

Your author bio lets readers know more about you and why you are qualified to write your book. You can use this information on the back cover of your book, on an "about the author" page inside of your book, as part of your journal description on Amazon, in marketing material and more. (Refer to the author page of this journal for an example.) Here's a sample template:

(Your name) \_\_\_\_\_  
of (business name/website/company): \_\_\_\_\_  
(has been) \_\_ helping \_\_ teaching \_\_ \_\_\_\_\_  
(population) \_\_\_\_\_ since (year) \_\_\_\_\_.  
(Name) \_\_\_\_\_ has been (verb) \_\_\_\_\_  
(population) \_\_\_\_\_ (accomplish, achieve,  
or...) \_\_\_\_\_ so they  
can \_\_\_\_\_  
(What else do you want people to know?): \_\_\_\_\_

Draw from the above to compose your author bio:

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## Compose Your Back Cover Text

Now it's time to tell readers about your journal and how it can help them. The text on the back cover should inspire your ideal readers to want to buy your book.

Compose a brief tag line that summarizes the essence of what people will gain by using your journal.

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Two or three sentences that describe your journal: \_\_\_\_\_

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Three bullet points that highlight what they'll gain.

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One line about you and your expertise. \_\_\_\_\_

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