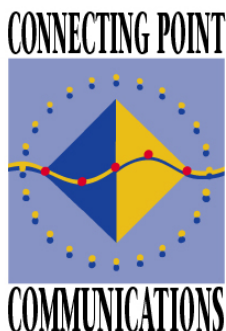


mei-ster:
Suffix denoting
a professional
practitioner

ProfitMeister TIP SHEET

Think about including the interesting, the unusual, the lessons you live by; get creative and get noticed. What do you notice? What separates you from the crowd?



P.O. Box 3523
Albuquerque, NM
87190-3523
505-280-9772
www.ProfitMeister.com

Produce a Bio That Pops!

Craft your story in ways that ward off boring; you'll smile all the way to the bank as media, customers, key stakeholders and the general public discover that you're creative, fun and worth a second look.

1. Make a list of the words or phrases that best describe you and work them into the summary that makes up your biographical sketch.
2. Think in terms of a story. What special facts might be of interest to people who don't know you?
3. Consider organizing your information in different formats; an interview, for example, might present interesting questions you could answer. Third party narratives could be another option.
4. This is NOT a resume. Drop the boring detail except facts that specifically support your credibility.
5. If there is a personal reason why you do what you do or why you created your product, include a very brief description of that to show why your product or service is important to you and others.
6. Use short, active sentences to put life into your material.
7. Condense your history into a few short sentences.
8. Read your final product aloud to be sure it flows.
9. Tell your story from a reverse timeline approach.
10. Punch it up! Make it snappy! Do something clever to perk up drab copy.
11. Write, rewrite and play around with your presentation. You may be surprised at what your creativity can produce.

Use a bio sketch to tell your critical media audience what you do and why it is important. For more information on communicating with your critical audiences—stakeholders, customers, employees, general public and media—email MaryEllen@ProfitMeister.com.

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