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WRITE YOUR

***KILLER* BIO**

CHEAT SHEET

For Brave Branding With Your
Own Experience & Big Ideas

Your bio is a living, breathing document which will be tweaked depending on who you're pitching to. Start with a killer foundation that reflects your unique point of view and brave ideas, then relate them to the audience, and you've got your killer bio!

KILLER BIO TIP #1

Before you start writing, let's get clear on your message and your big idea.

WHAT IS YOUR BIG IDEA?

Your personal, unique approach / philosophy / opinion / personality / story / patterns:

WHAT IS YOUR BACKSTORY?

Why are you the perfect person to carry the torch for this idea? What experiences from your past give you intimate knowledge about the subject?

WHY IS THIS IDEA IMPORTANT FOR YOUR CLIENT'S SUCCESS?

WHAT IS THE MAIN BENEFIT OF YOUR SERVICES?

This is the promise you make to your clients, in words they can understand.

KILLER BIO TIP #2

There are three types of bios. Let's look at those up close.

PROFESSIONAL BIO

This document, written in the third person, is your official bio and it's intended for journalists, podcasters, bloggers and other media. Use it as a brand tool for your message that illustrates the cultural relevancy of your work. Cultural relevancy often equals newsworthy. You will need to make your message newsworthy. Here is how you do it:

Tie your big idea to any of the following:

- A cultural shift in society (e.g. "remote work")
- Fresh take on an old idea (there is nothing new under sky, just different points of view)
- Story of overcoming a weakness or crisis (a challenge which that turned into a triumph)

ABOUT PAGE BIO

This page is targeted towards your clients and website visitors. The *About Page* is the most visited page on the website, because your prospects are always looking for a connection with the human behind. This is where you mention your backstory. Remember: even though about you, this is still about your clients. Use it as a sales tool for business, and a way to get your clients to take the next step towards hiring you. Written in the first person, its job is to be persuasive and make a connection.

SOCIAL MEDIA BIO

Since social media deals with micro formats, your social media killer bio needs to be "rapid fire" quick, sweet and short.

KILLER BIO TIP #3

Follow these directions when writing your bios. Let's do this!

PROFESSIONAL BIO | 4-PARAGRAPH STRUCTURE:

1| Authority: pick a title that describes you

Founder, Creator, President, Maker, Owner, Blogger, Podcaster, etc.

Pick your title and own it. Then add your company name + your value proposition (the main benefit you deliver to clients).

2| Big Idea:

Here you state your big idea and underscore its newsworthiness.

3| Credibility/Social Proof:

References to any publications, media mentions, awards, accolades, successful projects, past businesses, something you're proud of. If you don't have any, it's totally okay leave this paragraph off. Once you start getting more social proof, you will insert it here.

4| Charm:

Inject some levity by ending on a personal note. Be funny and human.

ABOUT PAGE BIO | 3-PART STRUCTURE:

1| About them: start by talking about your client

- Give a warm welcome (e.g. "Hello, I am so and so")
- Assurance
(say something like "You're definitely in the right place if...*your value proposition here*")
- Benefits: (you can say "the good news is, you can find all of....*put benefits here*")
- Insert a call to action (e.g. opt-in to email list)

2| About you

- Introduce yourself
- Talk about your philosophy
- Talk about how your background informed your work
- Call to action

3| For the media

- Professional bio
- Headshots
- Quotables (one lines that you really like that are useful) so journalist can quote you in a story
- Contact

SOCIAL MEDIA BIO | 3 PARTS:

INSTAGRAM:

- Theme (insert here what kind of content they can expect, your feed will definitely be about something, mention it here)
- Value proposition
- Call to action (e.g. "get on my email list")

LINKEDIN AND FACEBOOK:

- Main title or expertise of yours
- Main benefit of a tagline
- Hashtags (insert your brand hashtags)

KILLER BIO TIP #4

Double check your killer bio:

PROFESSIONAL BIO:

- It's written for the **media**
- I have designed it around **newsworthiness**
- It is focused on my point of view and **big idea**
- It's written as a sales tool for my **MESSAGE**
- It's written in **3rd person**

ABOUT PAGE:

- It's written for my **website**
- It's designed to sell **clients**
- It's focused on **trustworthiness**
- It's a sales tool for my **BUSINESS**
- It's written in **1st person**

SOCIAL MEDIA BIO:

- It's **short** and fits in the format
- It mentions my **main benefit**
- It has a **call to action**



Stay focused and brave and don't give in to what the world thinks you should be! Have your own BRAVE IDEAS!
Do the UNTHINKABLE, be WHO YOU ARE with your brand!

**If you had trouble answering
some of these questions,
you may need more help
clarifying your Brave Brand.**

Book a brainstorm with me [HERE](#).