

CREATING PROFITABLE
BUSINESSES
THROUGH

SMART

SOCIAL MEDIA
MARKETING

K.M. Robinson

- ☒ write bio
- ☒ add to facebook
- ☐ add to instagram
- ☐ tweak for youtube
- ☐ expand for website
- ☐ version for speaking gigs

- ☐ fix bio on website
- ☐ add to rep
- ☐ add into post
- ☐ short bio to
- ☐ le press bio
- ☐ vie

BIO

HELLO, MY NAME IS

BOOTCAMP

FOR BOSSES

Having your biography ready to go is extremely important
for marketing your brand,
but did you know you should have several different versions of your biography?

Did you also know your biography is different than your back story,
and that you actually need both when building a brand?

In this PDF Workbook, we're going to be breaking down everything you need to know
about creating your biography with info from a professional brander
and everything you need to know about creating your business backstory
with info from a bestselling author.



Let's get started

Biography Break Down

Believe it or not, biographies aren't about you.

»»» Your biography is about what you can do for potential clients. <<<

Your biography needs to contain information that communicates what you can do for a potential client, whether it's to entertain, create a solution to a problem, or to educate.

Your biography isn't going to include past work experience, your personal life, or anything else that doesn't directly impact whether or not a person will hire you.

Pro Tip: Biographies are short.
No more than a paragraph.

Let's Build Your Bio





Do

- *Be specific about what kind of entrepreneur you are
- *List your locations
- *Give yourself credibility
- *Be clear about what you are offering



Don't

- *Talk about work outside of the industry unless it connects somehow
- *Bring up your personal life (including family and pets)
- *Mention outside hobbies



Who Would You Rather Hire?

01

Stacy is a tee shirt maker born and raised in the mountains of Pennsylvania. She has two dogs and a wonderful husband who enables her coffee addiction. She started making shirts at the age of five with her mother and continued the tradition through college, turning it into a full time business shortly after. Her chows, Molly and Mitzy, model her shirts with love and furballs.

02

OR

With over two decades of perfecting the art of tee shirt making, Stacy turned passion into a full-time business after seeing the need for family reunion and vacation tee shirts after graduating college. She's been featured in local magazines and fashion shows, and was nominated one of the fifty best shops on Etsy in 2019. She loves personalizing shirts to each customer's needs. Her favorite part of the process is packaging the final product to send to clients, followed close by the initial phone call or email she has with each client to ensure she creates the perfect design for them.

01 All about Stacy,
but how can she help me?

02 All about me
and how Stacy can help me!

Winner

But the *best* version...

After struggling to keep track of her family while on a reunion trip to Disney, Stacy realized the most stress-free families there were ones wearing matching shirts. She quickly put the tee shirt making skills she learned from her mother over the previous two decades to use and created group shirts for her next trip where she was asked by several other mothers where she ordered her shirts from. Stacy now makes group shirts for elite clients and ships world-wide from her homebase in sunny California, and has appeared on GMA and in several magazine since being elected one of the top five tee shirt makers on Etsy. Grab her free (lead magnet) at (link)

Why?

This version of Stacy's bio:

- *relates her to the potential client (keeping track of family on trip)
- *Points out thather product relieves stress (stress-free families)
- *Points out her skills and training (two decades)
- *Shows how product works (used on next trip)
- *Points out others value her work (other moms asked about them)
- *Gives location adn shipping destinations (ships world-wide from CA)
- *Gives credentials (GMA, magazines, top five on Etsy)
- *Gives them a place to sign up for your newsletter

It's stilll about Stacy, but it's all info the potential cllient cares about.



LET'S WRITE YOUR **BIO**

FILLING OUT YOUR BIO

(Your Name) is a (what you specialize in—a.k.a the services you offer)
based out of (locations you work with—be very specific) She has appeared in
(magazines, tv shows, podcasts, live broadcasts, notable charity events,
any reoccurring events, etc) To download her free (lead magnet/guide/freebie)
visit her website (site) She can also be found on
social media at (@yourhandle)

Now let's fill it out!

_____ is a _____

_____ based out of _____.

She has appeared in _____

_____.

To download her free _____, visit her

website at _____. She can also be found on

social media at @_____.

Pro Tip: Keep it as short and to-the-point as possible

Before jumping in, let's get your information in order.
Fill out this quick form to help you plan your biography.

What Services Do You Offer?

- 1.
- 2.
- 3.
- 4.
- 5.

Where Do You Travel Or Ship?

- 1.
- 2.
- 3.

Where Have You Appeared?

- 1.
- 2.
- 3.
- 4.
- 5.

What Awards Have You Won/Been Nominated For?

- 1.
- 2.
- 3.
- 4.
- 5.

PIECES OF YOUR BIOGRAPHY

Creating Versions of Your **Biography**

It's important to have several versions of your bio ready to go.

The one we just created should go on your website, but you also need versions for different media outlets which should be catered toward each specific outlet/event you are working with, versions for your social media that require shorter bios, as well as one-line, two-line, and three-line bios for different placements in magazines, websites, blogs, etc.

Be sure to create different versions and keep them in a file for easy access when you need them.

It's okay to frequently update and tweak your bio as you add more achievements to your resume.

Creating Versions of Your **Biography**

Three-line bio: _____

Two-line bio: _____

One-line bio: _____

Social media bio: _____

Creating a Back Story

Whether you're creating a business back story for your website or to have something to fall back on when asked questions at an event, every entrepreneur needs to know where her they've come from

LET'S DESIGN YOURS

Where Did You Come From?

Pick one quick story from when you started out.

What did you overcome? What caused you to
open your business?

What is your underdog story?

Be descriptive about what it looked like.

How Did It Change You?

Use this like a before and after. I was here, now

I'm here. It's a way for clients to see
themselves in your story. Talk about
your transformation and how they can

achieve it too.



HELLO, MY NAME IS

BUSINESS HISTORY

BIO

BOOTCAMP

FOR BOSSES

Write Your **Business Story**

Create a beautiful one-three paragraph story about your business' start and use it on your website in the extended bio section (not the main bio section) Have this ready to use when answering questions during interviews or when chatting at business events, local events when people ask more about you, etc

Memorizing Your **Biographies**

Your biographies are also to be used as your elevator pitch. When someone asks what you do, use your short bio to tell them in a concise, easy way.

You also want to make sure you know your biographies in case you are interviewed somewhere and you can't get to a computer to send it to the interviewer.



Biography Checklist

- ☐ **Main Biography**
- ☐ **Three-Sentence Bio**
- ☐ **Two-Sentence Bio**
- ☐ **One-Sentence Bio**
- ☐ **Social Media Bio**
- ☐ **Back Story**

I am storing this list: _____

The file name for this list is: _____

If you need help creating your Bio and Back Story
in a way that effectively communicates who you are
as a professional, consider hiring a copywriter.

You can find someone on a site like Fiverr or hire a professional
copywriter or professional author to create your stories for you.

If you need help, I have lots of writer friends who can assist
that I'm happy to direct you to, or you can inquire about working
with me if you would prefer.

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Want more Useful
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