This worksheet is designed to guide you through the development of a professional bio. Fill in each of the boxes before you draft your bio. This information should guide you through the writing process.

1. Identify Your Audience

Who is your target audience? (e.g. investors, customers, employees, etc.)

What do they want to know about you? (e.g. your experience, your achievements, your personal values, etc.)

2. Choose a Tone that Matches Your Brand

What is your personal brand? (e.g. professional, authoritative, approachable, etc.)

What tone will best reflect your personal brand and appeal to your target audience?

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3. Highlight Your Achievements

What are your most significant achievements in your career?

How have you made an impact in your industry or field?

4. Use Concrete Details and Examples

What specific examples can you provide to illustrate your skills and accomplishments?

How have you applied your skills in real-world situations?

5. Keep it Concise

What are the most important details to include in your bio?

❗ Don't forget, avoid unnecessary fluff, and keep your bio to one page or less

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6. Include Relevant Education and Credentials

What degrees, certifications, or licenses do you hold?

Which credentials are most relevant to your target audience?

7. Add Personal Details to Make it More Relatable

What personal details can you share that will help people connect with you on a human level?

❗ Don't forget to balance personal details with professionalism

8. Get Feedback from Others

Who can you ask to review your bio and provide feedback? (list 2-3 people)

❗ How can you use their feedback to improve your bio?

9. Use a Professional Photo

❗ What type of photo will align with your personal brand?

❗ Do you have a photo, or do you need to have a new one taken?

10. Update Your Bio Regularly

❗ How often should you review and update your bio?

- We recommend at least reviewing and updating yearly but certain business categories may require more regular updating.

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❗ What changes should you make to reflect new accomplishments or changes in your personal brand?

Summary

By using this worksheet to guide the creation of their professional bio, executives can ensure that they create a bio that is effective, engaging, and reflective of their personal brand and achievements.

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