

Updated, Revised, and Expanded 2<sup>nd</sup> Edition

# Bye-Bye **B** **ORING BIO**

Attract clients, speaking gigs,  
and media interviews NOW!

*The solopreneur's  
ultimate action guide  
to get seen, heard,  
celebrated and  
**COMPEN\$ATED**  
for expert status*



NANCY S. JUETTEN

*Updated, Revised, and Expanded 2<sup>nd</sup> Edition*

**Bye-Bye**  
**BORING BIO**

The title 'Bye-Bye BORING BIO' is centered on the page. 'Bye-Bye' is in a smaller, bold, maroon font. 'BORING BIO' is in a larger, bold, maroon font. A yellow shocked face emoji with a wide-open mouth and blue sweat drops is positioned over the letter 'O' in 'BORING'. The text is surrounded by decorative, light green, swirling vine-like patterns.

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[www.byebyeboringbio.com](http://www.byebyeboringbio.com)

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***Upgraded, Revised and Expanded Second Edition***

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Visit these links to learn more about Nancy's most popular offerings:

**Bye-Bye Boring Bio**  
[www.byebyeboringbio.com](http://www.byebyeboringbio.com)

**Bye-Bye Boring Bio Action Workshop**  
<http://www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-workshop>

**Extreme Bio Makeover**  
[www.extremebiomakeover.com](http://www.extremebiomakeover.com)

**Build YOUR Buzz Strategy Sessions**  
[www.mainstreetmediasavvy.com/buildyourbuzzstrategysession](http://www.mainstreetmediasavvy.com/buildyourbuzzstrategysession)

**Nancy Speaks!**  
<http://www.mainstreetmediasavvy.com/speaking/nancys-favorite-topics>

## Praise for *Bye-Bye Boring Bio*

“If you need to position yourself ahead of your competition, you need Nancy Juetten’s practical, easy to adapt, high impact advice.”

—Patricia Fripp  
Past President, National Speakers Association, [www.patriciafripp.com](http://www.patriciafripp.com)



“What gets folks to put their trust in you? What gets the media to call you cold? Your online image! And PARTICULARLY your bio — it’s where the rubber meets the road, and let me tell you, Nancy Juetten, totally has that figured out. I’m completely impressed with her *Bye-Bye Boring Bio*. She’s cracked the code on how you can look better online instantly, just by creating a truly compelling and exciting bio. That’s what all of us platform builders want to do first. Thanks, Nancy!”

—Suzanne Falter-Barns  
Platform Building Expert, [www.getknownnow.com](http://www.getknownnow.com)



“As a social media expert for entrepreneurs, I can’t emphasize enough to my clients how important it is to have a GREAT bio that conveys your expertise and personality in mere seconds. In this digital world, your bio is the equivalent of a handshake, smile, and eye contact all rolled into one. When done well, it wins friends and new clients. And when not done well, it crushes your credibility and opportunities. Nancy Juetten has created a wonderful resource for writing an effective bio. Your new bio will not only impress your followers, but intrigue them so they will want to know more about you. I pulled so many great ideas from Nancy’s book, I ran over to my bio and made some quick tweaks following her advice! This is definitely a ‘must buy’ book I highly recommend!”

—Nancy Marmolejo  
Social Media Expert, CEO of Sizzibility™, [www.VivaVisibility.com](http://www.VivaVisibility.com)





## Dedication

To my loving husband Steve Juetten for encouraging me to be my best since we met in June of 1983 and every day since then. Quoting Julia Child, “You are the butter on my bread and the breath to my life.”

To my beloved son Kyle James Juetten. Your birth gave me the motivation to start and grow my business in the first place. Quoting Dr. Phil McGraw, “How come out of all the little boys in the world, I got the very best one?”

And to independent business owners everywhere for the courage, passion, and commitment you demonstrate every day to get seen, heard, celebrated and COMPEN\$ATED as you bring your own gifts to the marketplace. I salute you and wish you all the success of which you are so worthy.



Nancy Juetten  
September 8, 2010

## Acknowledgements

Thousands of business owners are getting seen, heard, celebrated and COMPEN\$ATED for their expert status with *Bye-Bye Boring Bio* as their tool of choice. In just one year, word has spread from Bellevue, Washington to places far beyond—including Austria, Canada, France, Israel, the United Kingdom, South Africa and New Zealand—to guide business owners to prepare and share their stories to compel the right people to listen.

Long may this trend continue to the betterment of all!

While there have been hundreds of people who have inspired me along my journey to create this tool and other services that flow from it, I call out the following individuals in particular:

Oprah Winfrey, whose belief that being heard is a universal need, for inspiring me to live my best life by being a mirror to reflect the brilliance of others.

Tammy Redmon, who guided this word lover to distill her ultimate desire into five powerful words: “I am worthy and heard.”

Kathie Nelson, who challenged me to create this guide in the first place. Thanks for the push!

To my mentors, guides, co-collaborators and joint venture partners. Thank you for your many insights to guide me in the creation of *Bye-Bye Boring Bio* and the services and programs that now flow from this tool:

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My editor, Barbara McNichol

My graphic designer, Victoria Vinton. You're a rock star!

My webmaster, David Wiseman

My video guru, Brad Tollefson

To every client, audience member, and affiliate who proudly advocates for my products and services—and to every meeting planner and program director who has engaged me to speak—I thank you for the doors of opportunity you've opened for me. You've allowed me to make the contribution to the marketplace that is uniquely mine to make.



*“Every day gives us each an opportunity  
to be important.*

*Let today be that day.”*

*-- Anonymous*



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## INTRODUCTION

### *A Quest to Banish Boring Bios and Open New Doors to Opportunity for All*

In September of 2009, I created the first edition of *Bye-Bye Boring Bio* to help independent professionals tell their stories so the right people would listen.

Having worked as a publicist for years, I was frankly bored to tears by all the fuddy-duddy, boring bios I was reading that were taking up valuable space without adding value to the business development conversation or the quest to earn compelling and favorable media attention. Fed up and fired up, I started my quest to banish boring bios forever so clients could invite money, clients, and media attention now.

### **Now More than Ever, A Client-Attracting Bio is an Essential Success Tool**

The daunting challenges independent business professionals face in navigating today's demanding economy and marketplace are many. High unemployment, a rocky economy on a slower than desired road to recovery, the fast growing popularity of social media, and the steady decline of traditional media offer opportunities and challenges for those seeking to get seen, heard, celebrated *and* COMPEN\$ATED for their expert status now. With circumstances like these, boring just doesn't get the job done.

Some reports show that there are 27 million independent business professionals in some stage of business start up and activity across Main Street USA. Every one of us needs to deliver a compelling message to the right people who can benefit from what we bring to the marketplace, especially when competition seems especially fierce to capture attention and market share.

We live in a time when people make the decision to do business first with people and secondarily with companies. Today a Google search for your name and company can mean the difference between making the right first impression or sending your ideal clients running in the opposite direction. That is why a client-attracting bio is a crucial element in every business owner's marketing toolkit.



*... you can achieve  
an outstanding  
result on a do-it-  
yourself basis that  
will likely compel  
your own ideal  
client to stand up  
and cheer.*



## Turning “Blah, Blah, Blah” into Memorable, Remarkable, and Compelling

I’ve spoken to and corresponded with thousands of fascinating people—coaches, consultants, aspiring and thriving speakers, authors, and infopreneurs—through my workshops, teleseminars, radio interviews, and via my blog at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com). Working side by side with many, I’ve turned what I refer to as “blah, blah, blah boring bios” into stories that are memorable, remarkable, and compelling. I’ve also reviewed my favorite business books and conference event programs to find bios for this action guide that can inspire your winning efforts.

Hundreds of people over the last year have used the tips and templates within these pages to write “rock star” bios on a do-it-yourself basis. The cards, emails, and letters I have received from grateful business owners who are thrilled with their storytelling and their results let me know that *Bye-Bye Boring Bio* delivers what it promises.

What I know to be true is that every person has a story to tell that can resonate with a decision maker. It’s just a matter of asking the right questions and getting to the meat and the heart of the matter with well chosen words that pack a powerful punch for meeting the objective at hand.

### A One-Size-Fits-All Bio Doesn’t Get the Job Done

A one-size-fits-all approach to telling your story isn’t going to deliver the impact that the right bio for the right situation can. For example:

- Everyone needs a client-attracting bio that helps them “get to yes” faster.
- Content experts need bios that position them as go-to people in their fields so they can earn a local, regional or national platform to serve even wider audiences with their expertise, commentary, and perspective.
- Authors need “bio boxes” for their books and Internet article submissions.
- Speakers need bios that help meeting planners and program directors “get to yes” faster.
- Speakers also need speaker introductions that set the stage for them to “wow” the audience before they speak their first word.
- Radio guests and authors need short blurb bios and two-sentence introductions to set the stage for them to deliver quality content in short order.
- Twitter users need to make the most of their allowed 160 characters to get to the meat and the heart of who they are and why their contributions matter.
- Facebook profiles and business fan pages offer still more opportunities to

connect with friends, prospects and clients, add value to conversations in progress, and invite new possibilities for commerce and beyond.

## What the Second Edition Delivers Even Better than the First

This updated, upgraded, and expanded second edition of *Bye-Bye Boring Bio* honors the needs that independent business professionals have to share their stories in a variety of formats that guide them to get seen, heard, celebrated and *COMPEN\$ATED* in the ways that matter most in their businesses. This edition also recognizes that of all the bio versions, a client-attracting format is the most important format of all.

Abundant examples for each type of bio are included to offer creative inspiration to guide your bio writing success. The useful templates within are easier than ever to use. The index of featured bios organized by profession makes is fast and easy for you to find the right inspiration to guide your own bio writing efforts.

## A Call to Action

When writing your bio, consider this question.

*If your ideal client were to land on your website bio page first before meeting you in person or visiting the home page, would he or she want to learn more, pick up the phone, or take immediate action to engage?*

If the answer is “NO,” *Bye-Bye Boring Bio* will help you upgrade your bio so people beyond your mother will be proud to work with you, recommend you, and interview you for the media. Best of all, you can achieve an outstanding result on a do-it-yourself basis that will likely compel your own ideal client to stand up, cheer, and say “yes” to what you bring to the party. That is cause for celebration!

And, if you need some additional help, I am happy to welcome you to an upcoming *Bye-Bye Boring Bio* Action Workshop, work with you over the course of three Build YOUR Buzz Strategy Sessions so you can prepare AND share your story with speed and impact, or write your bio for you via your very own Extreme Bio Makeover.

## One More Thought Before Beginning Your Storytelling Journey

It has often been said that any publicity is good publicity. Call me a maverick, but I disagree. In today’s demanding marketplace, it is important to get seen, heard, and celebrated in ways that reflect favorably on personal brand, repu-

tation, and the mission that each business is here to serve. Publicity without purpose doesn't pack the proper punch to power prosperity.

I think Tom Cruise's character spoke the truth in a pretty powerful way in the film "Jerry McGuire" when he screamed into the phone, "Show me the money."

Let's invite compensation for the unique gifts we bring to the marketplace, along with the ego boost that comes with being known as go-to experts in our respective fields. In what the Wall Street Journal has described as "today's age of going solo," one without the other is not good enough.

It's time to begin.

# CONTENT TO GUIDE AND INSPIRE YOUR WINNING BIO

## The ABC's of Common Bio Blunders

Out here in free agent nation, millions of independent business professionals are pounding the pavement, attending networking events, and sharing their messages via cyberspace and social networks as they seek perfect clients and media opportunities. The trouble is, many are failing to “launch” because the stories they tell about their background, experience, and qualifications fall short of the mark.

Now more than ever, decision makers conduct business with *individuals* more than *companies*. That means they need to immediately like, trust, and respect you as a person to engage with you. If the story you share in your online bio or social networking profile is bland, boring, and unremarkable, you've actually built a roadblock that can stand in the way of attracting the perfect engagements you seek.

Here are the most common bio blunders independent business professionals make that can stop opportunity in its tracks. They are most easily called out with this acronym: ABC DIY.

### Arrogance

- Too many lofty words that say too little
- Too many five-dollar words that don't count for a lot
- Makes readers feel at arms length rather than wanting to lean in and engage

### Absence of Proof

- Bold claims without substantiation or attribution
- Sets up a gut feeling that this emperor has no clothes

If you substitute Authenticity and Affability for Arrogance and Absence of Proof, chances are your bio will resonate more with the right people, attract more of the right opportunities, and serve as a truly accurate reflection of you.

### Blah, Blah, Blah, Boring, and Boilerplate

The words scream “Who cares!”

- The story conveys no personality.



*Publicity without  
purpose doesn't  
pack the proper  
punch to power  
prosperity.*

- The unremarkable information puts readers to sleep.
- When in doubt, remember: Brevity can be beautiful; less can be more.

### Content

- No clarity about who you serve and why it matters
- Absence of credentials or proof to your claims
- “Cute” stories that don’t deliver relevant, compelling content
- Too little content or too much content
- Absence of “right-sized” choices to suit the opportunity

### Differentiation

- Disconnected content that fails to tell a compelling story
- Wording that sounds like every other professional in your category
- No memorable, remarkable, stunning results
- No quotes, facts, or compelling information

### I-Disease

- Characterized by every sentence beginning with “I”
- Leaves impression that “I walk on water.”

Take a moment to read your current bio. Count how many times you’ve written “I” within the text, then change the “I” to “you.” Do you see how much better it reads and how much more inviting the message becomes?

In addition to this simple, powerful change, review these essential elements of an engaging bio and determine how yours measures up.

- State what you are committed to.
- Name your ideal clients in specific terms so they know immediately they’ve come to the right place.
- Share the kinds of problems you help solve and the pain you ease for your ideal clients.
- Demonstrate your credibility in a powerful, compelling way with stories that put meaning behind your decades of experience.
- Share what your valued clients have said about the contribution you’ve made to solving their problems and making their lives easier in clear, compelling, descriptive terms. Use first and last names, and include links to their websites to lend credibility to their comments.
- Include something that showcases you as someone readers will like, trust, and respect. For example, don’t just say you know how to keep a secret. Rather, say that you know how many licks it takes to get to the center of a Tootsie Pop, and you’ll never tell. One approach is straightforward; the other is memorable. Memorable is always better.

**The intention of these action steps is not to talk about yourself; it’s to make**

clear the mission you are on, how you serve, what you do, and who you are that relates to your ideal clients and invite their action.

Ask yourself this question: ***How can you write your bio to enlist the hearts, minds, and actions of your ideal clients to benefit from how you serve with immediacy and impact?*** Compare that to starting every sentence with “I” and risk cutting off any connection before it has a chance to start.

### **Yada, Yada, Yada**

A bio might include lots of words that take up space, seem irrelevant to the objective at hand, and could and should be deleted. In my work with clients, many have looked me in the eye and said, “You know . . . yada, yada, yada.” I’ve had to say, “Yada, yada, yada simply doesn’t get it done.” If certain words have no purpose, leave them out. Remember, less can be more, and brevity can be beautiful.

That being said, I suggest following these recommendations:

1. Put your own bio through the ABC DIY filters noted above.
2. Rewrite the content to lead with your stunning results, succinct stories, sassy sound bites, and social information to help your ideal clients connect with you.
3. Share your new and improved story with the right decision makers to invite more of the right opportunities.

You get one chance to make a fabulous first impression. Take time to showcase what you bring to the marketplace in a compelling, memorable way in your online bio and social networking profiles. That will increase the likelihood that ideal clients will learn to like, trust, and respect you more readily, and you’ll likely get to “YES” a whole lot faster.

Above all else, remember this: **It’s your story. Tell it well.**



## How Boring is YOUR Bio?

As the saying goes, if you snooze, you lose. And that's why having a snoozer for a bio doesn't serve you or your growing business in the least.

Don't play safe and offer just the facts about your credentials, client list, and work experience. Go deeper and share your passion for the business, your personality, and your perspectives that set you apart in the marketplace and make you memorable.

People often tell me they worry about revealing too much personal information or sharing powerful or polarizing perspectives in their bios. Their fear causes them to wimp out and put readers to sleep with boilerplate bland words without helping them know if they've come to the right place!

It's far better to dazzle them with a few concise, compelling, inviting, and authentic statements than to overwhelm with paragraphs of "blah, blah, blah" that don't have a prayer of earning the right readership, attention, and action.

A large number of potential customers shop for products and services by visiting Internet sites first. Having a memorable, engaging bio on your website can go a long way toward inviting the right telephone conversations, email exchanges, and new business meetings. It will bring about more perfect engagements and shopping cart clicks with the right people and products.

**We can't be all things to all people. Instead, we have to be the right things to the right people.** So resist the temptation to keep things bland and boring to appeal to the greatest number of prospects. Otherwise, you could spend way too much time courting the wrong people. That doesn't serve anyone.

**When writing your bio, shake things up to create a winning impression that will earn you points on the "trust, like, and respect" meter.** Yes, please impress with prestigious college degrees, decades of business advisory experience, and important brand name companies on your client list—assuming it's important to your ideal clients. Then share your track record of great results in a manner that makes prospects want to reach out, take your hand, and journey forward together.

You can:

- Tell stories about your proudest career or life accomplishments.
- Demonstrate how your counsel helped clients exceed their wildest performance expectations. Share a quote that inspires you to do your best work.
- Reveal something about the passion you bring to each client relationship so people will want to meet you to continue the conversation.
- And don't hesitate to have fun if it fits with your company's brand and image.

Recently, I wanted to hire a home stager and was struck by this fun biographical information Dennis Conner of [designdialogue.com](http://designdialogue.com) shared in his bio. These revealing, passionate, playful words in his bio compelled me to pick up the phone and engage his services.

*Even as a young child, Dennis Conner was aware of his environment. He noticed that by pushing furniture and accessories around, he could affect how his space felt. This passion for three-dimensional space has been a driving force behind his career and life choices... If you're looking for help in selling your home, wanting to make your home or office feel and look better, or need assistance with holiday space planning, call Dennis Conner at Design Dialogue. After all these years, he's still pushing furniture around.*

What kinds of short and engaging stories can your bio tell about you and your business that will compel the right people to call you? Have some fun as you put pen to paper and let your authenticity shine. Your business will be better for it.

**In case you feel stuck and need inspiration, answering these questions can get you started:**

- What was your "aha" moment when you knew that doing what you do now would be your path in life?
- What are you committed to?
- What meaningful results do you bring about or problems you solve for your clients?
- What do clients say about what you do and what it means to them?
- What five things would others be surprised to learn about you that are also relevant to your business?
- If you could have a super power, what would it be and why?
- What book has had the biggest impact on your life and work?
- If you could be a TV character, who would that be and why?



*The only thing  
worse than being  
talked about is NOT  
being talked about.*

*Oscar Wilde*

## Identify the Four S's That Set You Apart

The four S's refer to **stunning results, succinct stories, sassy sound bites, and social information** to help your ideal client get to that "like, trust, respect" place as soon as possible. It is important to showcase the four S's that are most relevant to the opportunities you are seeking today.

**Stunning results** can be things like:

- Sought After and Award-Winning Keynote Speaker Patricia Fripp consistently electrifies audiences and inspires sales teams.
- Patrick Snow's self-published version of *Creating Your Own Destiny* has sold more than 150,000 copies and has been translated into numerous foreign languages.
- Certified Financial Planner™ Steve Juetten is an award-winning entrepreneur recognized by *Seattle Magazine* as among the top financial planners in the Puget Sound region for client satisfaction.

**Sassy sound bites** are memorable phrases you use in conversation that showcase your unique take on the world or favorite quotes that get to the heart of your mission,. They can also be quotes about you, your product, or serve as shared by clients or influential media outlets.

- *Kiplinger's Personal Finance* magazine reported, "An investment in Patricia Fripp Speaking School is among the sixth most powerful investments anyone can make in their professional career."
- Certified Financial Planner™ Steve Juetten says, "People hire me for my head, pay me for my heart, and trust me most when I use both."
- Executive Leadership Coach Sara Harvey Yao is described as "an invaluable advisor" by some and "a leadership chiropractor" by others. No matter how they describe her, clients regularly welcome the benefits that flow from their work together. Most notably, clients advance in their careers, make bigger impact at work and home, and learn smarter ways to add value without burning out.
- Betsy Gray Talbot, a blogger at [www.marriedwithluggage.com](http://www.marriedwithluggage.com) says, "Nancy Juetten is like self-esteem in a can. She sprays it and all the fabulous things about you that you had forgotten or didn't think were important are in the air for everyone to see. You feel better, potential clients find you more appealing, and you look and sound like a professional. Just like that!"

**Succinct stories** are anecdotes that demonstrate the value you bring in a way that conveys personality and relevance to your offering.

- New Client Marketing Institute Founder Henry DeVries once lost \$13,000 in the final round of *Jeopardy*.
- Storyteller and Publicity Expert Nancy Juetten knows how to keep a secret. As a nine year old, she figured out how many licks it takes to get to the center of a Tootsie Pop, and she'll never tell.

## Bye-Bye BORING BIO

- Real Estate Agent Risa Davis discovered her talent for savvy negotiating while playing Monopoly as a third grader.

**Social Information** refers to tidbits about your life outside of your work that reinforce that you are someone your ideal client can't wait to work with.

- Professional Organizer Kammie Lisenby, a former Seattle Seahawks cheerleader, used to dance in inspired synchronicity to bring rabid football fans to their feet. Now she creates order out of chaos for desperate housewives in the Puget Sound region and gives their families something to cheer about.
- Serial Entrepreneur and “Ask the Expert” Business Blogger Nicole Donnelly says, “My daughter and husband inspire me every day to reach higher, think bigger, and to find humor in the chaos of entrepreneurial life.”
- Storyteller and Publicity Expert Nancy Juetten started her business with a desire to earn enough money to buy better groceries. Within six months of launching her business, she was booked solid and too busy to cook. Today, she has redefined her success by the impact her efforts have on others' success, and that has made all the difference.
- Happily in relationship with her perfect partner, Dating Coach Katherin Scott travels the tropical beaches of the world to attend weddings of grateful clients. Their happily-ever-after stories are proof positive of the impact Katherin's time-tested systems and approaches deliver for those who are ready for love now.

Your four S's are the foundation of your memorable, remarkable, compelling and client-attracting bio. Take the time to think through these essential message points before you put pen to paper. The worksheets within this book will guide you in this way and make crafting your own story a pleasure.

## One Size Bio Doesn't Suit All Situations: When to Use Which Bio Format

Having several appropriate and relevant bio options of varying lengths and styles immediately available at any given time makes it easy for you to meet the needs of the prospects or decision makers who are interested in you and your story. It's best to post them to your online press room on your website or blog so reporters and others interested in your story can have access to the information on a 24/7 basis.

Here are a few ideas:

- Begin with a two-sentence introduction that gets to the meat of the value you offer and why it is timely, relevant, newsworthy, and trend worthy right now. Then, when The Today Show or CNN Radio come to call, you help the producer set the stage to add value to the program with a few well-chosen words about you.
- Then offer a “short blurb” that can be used for a teleseminar or live speaking introductions. You may wish to create versions of 50, 100, and 150 word count to suit each opportunity as it presents itself.
- Below that, offer a longer bio [e.g., 150-250 words] that goes into even more detail.
- Post your “short blurb” speaker bio to the speaking tab of your website or blog.
- Use your longer bio as a speaker introduction to help the emcee set the stage for you to rock the house before you say your first word.

You also want to close your contributed article submissions to local media, online article directories, and social networks to which you belong with a “bio box” that offers your full name, your unique selling proposition, your call to action, and your website or blog address. Here is an example:

Nancy S. Juetten, author of *Bye-Bye Boring Bio*, is an Extreme Bio Makeover expert who speaks and leads workshops that guide business professionals to get seen, heard, celebrated and COMPENSATED for their expert status. Visit her DIY publicity blog at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com) to access a 60-minute audio presentation and transcript to help you kick your boring bio to the curb to attract money, clients, and media attention. Sign up to receive the RSS feed so you never miss a single post. Get in touch with Nancy at 425-641-5214 or by email at [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com).

## Make Your Speaker One-Sheet Stand Out and Shine



*By Barbara McNichol*

You meet someone who could hire you for your expertise as a speaker. In the spirit of getting to know you, that decision-maker asks, “What do you speak about?” or “How do you help organizations?” or “Which groups have you worked with?” These questions open an opportunity to convey how you assist people and why you’re the one to do so.

That’s exactly what a speaker one-sheet does, too. To convey that you’re a “must-hire” expert, your one-sheet needs to be well written and well designed.

### Answer 7 Key Questions

Your one-sheet succinctly addresses seven these questions decision makers would ask you in person:

1. How would you describe your area of expertise?
2. Whom do you work with and give presentations to?
3. What are the benefits of hiring you—
  - a. for the leaders of the organization
  - b. for the participants in the ranks
  - c. for organizational progress
4. What have you accomplished that makes you an expert?
5. Which groups have you worked with?
6. What did participants think of your contribution?



7. How can you glean more information?

Your one-sheet provides answers for them through these elements:

- 3- to 6-sentence introduction (Who you are, what you speak about, who you speak to, and benefits you deliver—made especially apparent in headlines)
- Program titles and descriptions (2-3 sentences for each)
- Client list (include valued clients)
- Testimonials (one or two, plus a link to “view more testimonials” on your website)
- Call to action /contact info (e.g., Reach \_\_\_ at \_\_\_)

In the electronic version of your one-sheet, take the opportunity to embed a demo video. Typically having it right after the introduction is a great place.

### Give It Personality

Even with all of these elements in place, what turns your one-sheet into a stronger “must-have” piece that represents you? Personality—through photographs, graphics, logos, and brand-building tag line. They help you convey your approachable personality as part of your appeal to the decision-makers you want to reach.

Make your speaker one-sheet a credible, informative extension of your best client-attracting bio—and ensure that your personality shines through.

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*Barbara McNichol is passionately committed to guiding speakers and authors to achieve accuracy, artistry, clarity, and persuasiveness in their writing. If you seek a proven editor to help craft a professional manuscript that enhances your credibility and reputation, you've come to the right place. With close to two decades working with 200-plus amazing achievers, Barbara delivers quality editing that puts your nonfiction book on the pedestal it deserves. Allow Barbara to support your success with well-edited books and marketing materials that bring you pride. You can reach Barbara at 520-615-7910 or [www.BarbaraMcNichol.com](http://www.BarbaraMcNichol.com)*

## Your “Wow” Speaker Introduction

Not long ago, I had the distinct pleasure to hear Brian Tracy speak before an audience of 300 people at a Mercer Island, Washington, business and networking event. Brian Tracy is a best-selling author of more than 40 books, including *Maximum Achievement*, *Advanced Selling Strategies*, *Focal Point*, and *The 100 Absolutely Unbreakable Laws of Business Success*. He’s one of the world’s most popular and influential speakers on personal and professional development, having shared his ideas with more than four million people in forty-five countries since he began speaking professionally. Every year, he still addresses more than a quarter of a million people.

As the emcee read his extremely impressive bio, every member of the audience jumped up to give him a standing ovation before Mr. Tracy spoke his first word. His presentation did not disappoint. For quite a while once his presentation concluded, people lined up to purchase his books, pose for photographs, and ask for autographs.

Not everyone has achieved the remarkable success and earned the considerable respect that Brian Tracy has throughout his career. What I say to clients is, “Wherever you are, well, there you are. If you aspire to become an outstanding, acclaimed speaker and author, you must tell the best stories you can. You must showcase your passion, purpose, and ongoing pattern of delivering your unique brand of magic and results.”

An event emcee will read aloud your prepared intro and set the stage for you to rock the house before you say your first word. With that said, do you have the perfect speaker introduction already written? If you’ve been leaving this important item to chance, revisit that approach right now.

### Practical Considerations:

- Make the type for your speaker introduction 14 point or larger so the emcee can read it without having to search for reading glasses.
- Spell your name phonetically so giving the correct pronunciation is easy and accurate.
- Write it so passionately that the words bring audience members to attention—and even to their feet—before you say your first word.

Don’t leave your speaker introduction to chance. Prepare a winning introduction that creates a “WOW” reaction and brings the audience to your side as you take the stage. As you write your introduction, consider these three important questions:

- How do you want audience members to *feel*?
- What do you want audience members to *do*?
- What do you most want audience members to *remember*?

On the following pages are a few speaker introductions that deliver the goods. Study them and get inspired to create your own “rock star” introduction.



*Wherever you are,  
well, there you are.*

*Nancy Juetten*



Surround yourself  
only with those who  
lift you higher.

Oprah Winfrey

## PATRICK SNOW

Best-Selling Author, International Keynote  
Speaker, Publishing Coach, and Internet  
Entrepreneur



### *Dream, Plan, Execute, and Soar*

Patrick Snow has electrified and inspired over 1,500 audiences at Fortune 500 companies, non-profit organizations, and community groups for over 20 years to create their own destinies and get exactly what they want out of life. Today, he is known as “The Dean of Destiny” by high achievers nationwide.

Having been laid off after 9/11 and 2002 during very tough economic times, Patrick retired from corporate America at 36 years of age to live the entrepreneurial life he loves. Today – at 41 years of age – guiding and inspiring others to turn career distress into personal success is his passion and commitment. What he knows to be true is this. “If it is to be, it is up to me.”

Patrick discovered his gift for speaking in the fall of 1986 at age 17. As the captain of his high school football team, he delivered a pre-game speech that inspired his team to victory against incredible odds. He knew at that moment that inspiring audiences to achieve extraordinary results was his passion in life.

Patrick’s “DESTINY” message has been profiled in *The New York Times*, *Denver Post*, and the *Chicago Sun-Times*. His best-selling book **Creating Your Own Destiny: How to Get Exactly What You Want Out of Life** and story were also featured on the cover of *USA TODAY*. Radio talk show hosts throughout North America and Europe invite Patrick to share his inspiring and empowering message with their audiences.

Patrick's book has been translated into five foreign languages and has sold more than 150,000 copies across six continents since 2001. John Wiley & Sons will re-publish the book in the Spring of 2010. He is also a contributing author to numerous other books including the new ***Chicken Soup for the Soul: Life Lessons for Mastering the Law of Attraction***.

To date, Patrick has coached over 200 people to achieve their goals of writing, publishing, and marketing their books. He's coached even more people to build their businesses with limited budgets. Because he walks his own talk and applies the lessons he teaches successfully in his own life and business, Patrick earns credibility and trust with audiences and clients in short order. His warm-hearted style and passion for helping others achieve stunning, decisive results in their lives, careers, and businesses fuels lasting friendships and invites expressions of gratitude from those who follow his time-tested, from-the-trenches, proven advice.

Originally from Michigan, Patrick graduated from the University of Montana in 1991. He and his wife of 19 years, Cheryl, are proud parents of two sons, Samuel and Jacob. They reside on Bainbridge Island.

**Please join me in welcoming Patrick Snow, the Dean of Destiny, to the podium.**



*It's your story.*

*Tell it well.*

*Nancy Juetten*

## NANCY JUETTEN

### *Bye-Bye Boring Bio Author, Engaging Workshop Leader and Speaker*



Nancy Juetten shows success and publicity-seeking business owners proven ways to get seen, heard, celebrated and COMPEN\$ATED in their own backyards ... and beyond.

The author of the popular *Bye-Bye Boring Bio*, Nancy has written bios that open doors and invite applause for the famous, slightly famous and want-to-be famous. Nancy's compelling Extreme Bio Makeover examples showcase the value of the right bio for broadcast, print, and social media, while inspiring audience members to tell better stories now.

Today, Nancy is going to share useful tips to help you kick your boring bio to the curb to attract quality leads, attract quality speaking gigs, and invite prestigious media interviews that recognize YOU as the expert. Her essential advice is this:

#### **It's Your Story. Tell It Well.**

I think Nancy hears what we take for granted and makes it fabulous. She reminds me of a quote by Michelangelo... *I saw the angel in the marble and carved until I set him free.*

Here are what some other women I know and respect have to say about Nancy

- Margit Roshal Crane - generous - enthusiastic

- Debbie Whitlock - Career changing publicity expert.
- Faith Sheridan - Nancy identifies your uniqueness and then tells you how to capitalize on it. She is your ultimate cheerleader.
- Betsy Gray Talbot – “Nancy is like self-esteem in a can. She sprays it and all the fabulous things about you that you had forgotten or didn't think were important are in the air for everyone to see. You feel better, potential clients find you more appealing, and you look and sound like a professional. Just like that.”
- Suzette Sommer - a Word Wizard.

“And I think this sums up Nancy...” Ashley Rice says. “There are women who make things better... simply by showing up. There are women who make things happen. There are women who make their way. There are women who make a difference. And women who make us smile. There are women of wit and wisdom who, through strength and courage, make it through. There are women who change the world everyday...”

**Women like Nancy. Please join me in welcoming Nancy Juetten to the podium.**



**TAMMY REDMON**  
**Business Growth Strategist and**  
**Keynote Speaker**



*It starts with how  
you are talking  
about your present  
situation.*

*Tammy Redmon*

**Business Growth Strategist Tammy Redmon**—creator of the Intensive Action Strategy Session— guides growth-oriented business leaders to clearly define the strategies and plans to attract big fish in the best and worst of times.

Satisfied clients rave about the powerful impact Tammy has and her ability for delivering them squarely to the starting point to impact growth. Tammy has motivated leaders everywhere to step into their own personal power. She shows success-seeking individuals the proven path to get from where they are to where they want to be.

The author of the Exquisite Self-Care Tips for Professional Women series and the Pillars to Success Workbook, Tammy has championed for the power of transformation in leaders, solopreneurs, audiences and mastermind groups around the country. Her essential message is “Words are powerful, choose them and use them wisely.”

- How are you communicating your message to the world?
- Are you attracting the “big fish” in the pond?

With Tammy as your transformation guide, you will begin to really get what you say you want and more. You will want to visit [www.tammyredmon.com](http://www.tammyredmon.com) to learn more.

**Please join me in welcoming Tammy Redmon to the stage!**

## LESLIE IRISH EVANS

### On a Mission to Peel Moms Off the Ceiling, One Mommy Martyr at a Time!

Speaker, Workshop Leader  
and Frequent Radio Guest



“Mommy Martyrs No More” is the rallying cry Leslie Irish Evans shares to empower moms in the midst of the madness of modern motherhood to find peace, calm, and purpose within the chaos of everyday life. A modern-day Erma Bombeck who offers quick wit and powerful truth, Leslie’s popular workshops, keynote presentations, radio segments, blog posts, and articles touch hearts and shape formerly crazy lives for the better and just in time.

Touching lives in one profound way or another has been Leslie’s passion for years. In addition to her insightful, engaging, and nurturing communications, Leslie is a licensed massage therapist, a nationally board certified reflexologist, and a former harried mom who has embraced her own advice to successfully guide hundreds of others do the same.

Her Blog Talk Radio interviews, frequent article contributions to [www.divatoolbox.com](http://www.divatoolbox.com), and well-attended workshops bring pithy perspective and proven, from-the-trenches mommy wisdom to those ready and eager to welcome calm in life’s storm. Leslie’s self-published book, *Peeling Moms Off the Ceiling*, will soon be released to bring her message to mommies here and well beyond.

During her engaging workshops, keynotes, and radio interviews, Leslie guides listeners to:

- Resist thinking in black and white
- Preserve, protect, and defend sleep
- Make room for spirit
- Create and utilize “white space”



*A modern-day  
Erma Bombeck who  
offers quick wit  
and powerful truth,  
Leslie touches hearts  
and shapes formerly  
crazy lives for the  
better, and just in  
time.*

- Ask for help
- Pay attention to what you eat
- Move it and water it
- Get touched
- Consider essential oils for health and wellness
- Seek flexibility and resilience over “balance”
- Laugh, bend, and sway with the chaos that life brings.

Visit [www.peelingmomofftheceiling.com](http://www.peelingmomofftheceiling.com) to learn more, engage, and be profoundly touched by the wisdom of this mommy on a mission well worth fighting for—Mommy Martyrs No More!

**Please welcome Leslie Irish Evans to the stage.**



## BERNICE BRIGHT DICKEY

**Author, Inspiring Keynote Speaker,  
and Believer in Triumph Over Tragedy**

Bernice's riveting story about losing half her family twice in two separate auto accidents guides faith-based groups and families coping with profound loss to persevere and believe the unlimited possibilities, even in the face of unimaginable and tragic loss.

Bernice Dickey is the author of "My #1 is Still My #1." This book of journal entries, letters to God, and memories chronicles the difficult journey she traveled to overcome the deaths of her parents and her husband and eldest daughter in two separate car accidents. Step-by-painful-step, Bernice has created a new and much different life of service and community contribution for herself and her daughter Miriam, who miraculously survived the burning crash that claimed the lives of her father and sister when she was just one-year-old.

Today, Bernice Dickey is fiercely committed to guiding the bereaved and broken-hearted to achieve reconciliation of their profound losses and closure in reconciling past hurts so they can move forward with perspective and feel gratitude for the lives they must be fully present to lead.

As a result of hearing Bernice's story, audience members learn how to:

- Get unstuck in the grieving process
- Gift themselves and others the treasure of forgiveness
- Release bitterness and anger to open the door for grace
- Tame depression



*If you can imagine it,  
you can achieve it;  
if you can dream it,  
you can become it.*

*William Arthur Ward*

- Rise up and be resilient, knowing that what doesn't kill us makes us stronger
- Look forward to the rest of their lives with gratitude and belief that the best is still yet to come

Bernice's mission is to share her own story as a means to coach others through their own painful process of grief recovery. Based on the journey Bernice has traveled, she wants everyone to believe that a bright future is possible.

That her given name is Bright is no accident. She's walked her own talk with God as her constant companion in the best of most tragic of circumstances to emerge as a gifted minister of healing for others. She stands victorious after suffering the loss of half of her family – twice. Her victory over tragedy will give everyone in your audience abiding hope that the best is yet to come and inspire them to begin their grief recovery journey today.

Prior to starting her journey as a minister of healing, Bernice Bernice served as a public school educator. She invested 20 years serving as a bilingual teacher, instructional specialist and as an elementary school administrator. She is the president of BRIGHT Educational Resources, an Educational Consulting firm that serves At-Risk Students by offering bilingual and ESL services and parental involvement workshops. She also speaks, reads and writes fluently in Spanish.

Bernice Dickey holds both a B. A. in Spanish and a B.S. in Psychology from Tulane University in New Orleans. She also has a Master's Degree in Educational Administration from Houston Baptist University.

Bernice Bright Dickey is a licensed minister of the Gospel at Kainos Community Church in Katy, TX. At Kainos she is a Rhema Minister, bible study teacher, and teacher trainer for all bible study teachers. She is working on her Doctorate in Education at Trinity Theological Seminary majoring in Biblical Counseling.

#### **Your Call to Action:**

Connect with Bernice today explore how she can add value to your upcoming event, workshop, or conference and how quantity purchases of "My #1 is Still My #1!" can empower your audiences to take steps today along their own journeys to recovery from grief to achieve triumphs of their own. Send email to [bbdickey@juno.com](mailto:bbdickey@juno.com), call her on her direct line at 832-361-1204 today, and visit the website at [www.bernicebrightdickey.com](http://www.bernicebrightdickey.com).

## SPEAK FOR DOLLARS Create an ENROLLING Presentation That Attracts Sales on the Spot

*Bonus Audio Interview with  
Master Enrollment Coach Bill Baren*



Speakers the world over strive to craft presentations that convert audience members to paying clients on the spot. I've listened to plenty of them. When I learned about Bill Baren's master of enrollment program, I was compelled to both interview him and apply his lessons to grow my business.

Without a doubt, the lessons he taught me about enrolling from the stage have helped me to build immediate rapport with my live and teleseminar audiences. And people have actually lined up after my content-rich presentations to enroll on the spot in my paid offerings. That is what we call in the world of publicity an "alert the media" moment.

Before learning Bill's methods, I'd deliver presentations that would earn audience raves, but I wouldn't come home with money in my pocket. That all changed once I completed Bill's program.

I'm so excited about the impact Bill's lessons can contribute to your ease in getting seen, heard, celebrated and COMPEN\$ATED that I'm offering immediate web access to a teleseminar interview I hosted about becoming a master of enrollment. I invite you to listen to the recording of this teleseminar with Bill Baren so you can start along YOUR path to become a master of enrollment.

Access the file through this link

<http://www.billbaren.com/moe/nancyj.html>

When you apply what you learn, you'll feel the difference as your revenues escalate. That has certainly been my experience, and I wish the same for you. Remember, action is always the key. Nothing happens until you take action.



*Without a doubt, the  
lessons Bill taught  
me about enrolling  
from the stage  
have helped me to  
build immediate  
rapport with my  
live and teleseminar  
audiences.*

*Nancy Juetten*





*If you want significant results, John knows how to make that happen. John Eggen has my highest recommendation.*

*Mark Victor Hansen*

## WRITE FOR DOLLARS

**Create a Client-Attracting Book that Makes Up to \$150,000 Before It's Published**

**Bonus Audio Interview with Mission Publishing Mentor Founder John Eggen**



*John Eggen, Publishing and Marketing Mentor*

If you are an author or aspiring author, you may be curious about how to make up to \$150,000 in revenue from your book before it's published. You are invited to listen in to this engaging, content-rich interview with me and Mission Publishing Founder John Eggen.

Access the file through this link:

<http://www.mypublishingopportunity.com/nancyj/recording/>

Hundreds of people participated in this call, and the rave reviews flowed for weeks afterwards. I hope you enjoy it and profit from the quality information shared during the call.

As you listen, you will get in-depth answers to these questions:

- Why now (more than ever) a book can bring you more and better clients who will gladly pay you the fees you deserve
- How to write and publish this caliber of book in as few as 90 days
- Top 5 ways to attract new clients from a book before it's even written
- Why traditional publishing works against an independent professional and how insiders really use a book to attract clients and build a business

You'll also enjoy the interactive Q&A at the end that answers questions asked by participants.

### About John Eggen

For 27 years, John Eggen has helped thousands of innovative and socially-conscious professionals and business owners to achieve their missions successfully through his high-leverage publishing and marketing programs.

John compiled and published the bestselling book ***Create the Business Breakthrough You Want: Secrets and Strategies from the World's Greatest Mentors***.

John's clients range from professionals and business owners who are unfamiliar to those outside of their own specialized niches, and just starting their first book, to projects with world-renowned experts. They include Dr. Stephen Covey, Brian Tracy, Mark Victor Hansen, Robert G. Allen, and Ken Blanchard.

Mark Victor Hansen, America's leading expert in human potential, has book sales exceeding 144 million copies. He says, "If you want significant results, John knows how to make that happen. John Eggen has my highest recommendation." Financial guru Robert G. Allen has written five *New York Times* bestsellers. He says, "John has extensive experience developing books and information products. But he offers clients much more. He deeply understands trends re-shaping life today that you can profit hugely from. I'm astounded by his synthesis of wisdom with business strategies. His insights are far more powerful than those I've received from other highly publicized advisors. His recommendations could be worth millions to us. John Eggen has my highest recommendation."

John has also helped clients build many small publishing companies, one of which was sold to the media giant Viacom. In the last few years, John and his team have offered a successful, high-leverage publishing and marketing mentoring program to qualified business owners at a fraction of the price his clients have paid over the years.

John earned his baccalaureate degree magna cum laude from the State University of New York at Buffalo, where he studied 5,000 years of history. Struck by the role that innovations play in all human progress, he devoted his master's program studies to the development and marketing of innovations. To further research and predict future trends, John engaged in Ph.D. work at the Sancta Sophia Seminary and the California Institute of Integral Studies.



## Practical Considerations for Speakers Who Want to Get Seen, Heard, Celebrated and COMPEN\$ATED Now

Do you want to pave your path to success as a sought-after speaker who earns big fees in exchange for your insights and expertise? You are not alone. Sharing your message on a one-to-many basis as a public speaker offers efficiency, impact, and the prospect for excellent lead generation results for your business. However, the path to earning a reputation as a quality public speaker is not for the faint of heart.

Getting started as a speaker is a bit of a “chicken and egg” situation. You want to speak, but you can’t because no one has heard you and decided you are worth listening to.

One solution to this dilemma is to host your own “lunch and learn” sessions at the board room of your local bank or the co-working space in your trading area. Charge a nominal fee in exchange for an information-packed, compelling, and well-organized presentation that includes lunch and plenty of useful handouts. Why charge a fee? When audience members have to invest even a few dollars in attending, they have “skin in the game” and make your event a priority on their busy calendars.

Four to six weeks before your scheduled event:

- Create and issue meeting notices for the local calendar sections of the media.
- Issue ezines to alert your customers and subscribers about the upcoming workshops
- Post notices to [www.fullcalendar.com](http://www.fullcalendar.com) to alert the online and traditional media about your upcoming event.
- Make blog posts about what you have brewing.
- Talk up your sessions at the local networking groups and social networks you belong to.
- Consider booking radio show interviews to talk up your event.
- Write and issue press releases to invite interest and create and share flyers to share with colleagues and prospects.
- Extend VIP invitations to program directors at the organizations where you would like to earn speaking invitations to attend your events without fee so they can experience your presentation and the value you offer.

Take a digital recorder to every presentation and capture your remarks so you can post your best audio files to your website, blog, and the speaking section of your online press room. This makes it easy for potential decision makers to listen to your style and message and evaluate if what you share is a fit for their audience. These audio files can also be turned into new products that create a new revenue stream for your business.

Post a compelling speaker profile with a quality executive photograph of you looking your very best on your blog or website. That builds confidence among program directors who are shopping for polished, professional contributors.

This low-budget, grass roots effort can deliver good results. When I first started out as a speaker, I did all of these things and didn't spend a penny on advertising or direct mail. The first two or three events attracted 50 people interested in learning how to win the media relations game. Plus influential program directors from local business networking organization elected to attend and hear what I had to say. At the close of each session, I asked for written feedback. I earned compliments about the information I shared and the manner in which I shared it. Those compliments—complete with the names, websites, and company names of event guests—started laying a foundation of credible support. Having credible sources speaking out for me made it easier for event programming directors to invite me to address their audiences.

Soon, I was receiving regular invitations to address local business organizations, Chamber of Commerce groups, Rotary clubs, and other professional organizations. Franchise organizations and local banks hired me to speak to their owners and clients. As I accepted those invitations, I worked at improving my speaking skills by observing other speakers who did a great job delivering their messages.

Today, I get invited to speak or serve on panels about small business buzz marketing and do-it-yourself publicity often. I've received many invitations to contribute to webinars, teleseminars, and other virtual conferences that have brought my expertise to national and international audiences. Best of all, I'm often paid for my contributions. Because I've created a suite of information products to sell in the back-of-the-room, my revenue generating opportunities continue to grow.

Public speaking opens new doors to build the buzz, reach new audiences, and fuel the lead-generation pipeline. It takes work, and it is well worth it.



*If you look like your  
passport photo, it's  
time to go home.*

Erma Bombeck

## Put Your Best Face Forward

Your bio is just one element in painting the complete story about you. Your photo tells a story, too. This leads me to a question well worth asking. **If a picture is worth a thousand words, what does your current professional head shot say about you?**

Many business owners take the do-it-yourself route when submitting head-shot photos for traditional or social media use or posting to their websites or blogs. Some do so to save time and money or meet a pressing deadline. This can work well, provided they take care to capture a winning image.

Other times, owners post images don't put their best faces forward. Maybe these mug shots would pass for a driver's license or passport, but not for promotional use. As humorist Erma Bombeck once quipped, "If you look like your passport photo, it's time to go home." Face it, just owning a digital camera doesn't mean you should use it for business. A poor portrait can reflect negatively on your personal brand and reputation.

Newspapers publish executive photos in their "Briefcase" sections, and readers turn to them to learn who's been promoted or moved to new positions. Readers who seek new business prioritize prospecting efforts based on these postings and follow up to extend congratulations and invite new business conversations.

In addition, many papers publish how-to columns from area experts in both print and online editions, offering tips that readers can use to make smarter business decisions. A quality head shot can turn such a column into a credible, persuasive branding tool that can live on as a professional reprint long after the newspaper has found a new home in the recycling bin. That is because the "live" link associated with that article can certainly come up in a Google search and help a new prospect make the "yes" decision to become a client.

Practically speaking, having a quality, recent photo of you posted online can also make it a whole lot easier for prospects to identify you when meeting for the first time at the local coffee shop.

**Because your image is on the line, supply a photo that does the best that can be done with what you've got to work with. Then, when editors see your photo, they won't quip that you have a face for radio.** Worse yet, they won't exclude your photo from the mix in favor of others of better quality.

Some of the most common missteps with do-it-yourself head-shot photography include:

- Unflattering lighting
- A non-neutral background (plants that appear to be growing out of an executive's head)
- Poor wardrobe choices (bold patterns and dated clothing)
- Too much blue eye shadow

- Dated or messy hairstyles
- Far more person showing than the standard head-and-shoulders view
- Somber facial expressions
- Submitting a photo from five or 10 years ago. This can backfire when folks meet you for the first time. If you are not truthful about your appearance, what else might you fib about? Keep in mind that hairstyles, hair colors, and fashion trends change as time marches on. If your reflection in the mirror today doesn't match your photo, it is time to sit for a new one.

Henry Schulz, principal of Henry Schulz Photography, has photographed Miss Washington candidates for many years, along with numerous local executives for a wide range of publications. Based on his years of photographing the bold and the beautiful, the shy and retiring, and those who are growing older and wider, he offers these tips:

### Personal Grooming

Women—Pay special attention to hair and make-up. Apply more blush than usual to avoid appearing washed out.

Men—Hair should be neatly styled, and facial hair should be precisely trimmed.

### Clothing

Solid, medium- to dark-tone business attire works best. Faint pinstripes or subtle patterns are acceptable.

### Background

A smooth neutral-colored background works well. You should be situated at least 3 feet away from the background, and 6 feet away is preferable. This helps keep the background out of focus.

### Posing

Turn away from the camera at approximately a 45-degree angle. Turn your head directly to the camera with the shoulders still facing away from the camera. The back should be arched slightly with your shoulders back.

### Technique

Framing in the camera should be from the bottom of the breast pocket on a man's jacket, or just above the "V" where the blazer meets when buttoned. Allow a few inches of background above the head. Always use your "on camera flash" to take the picture, whether in daylight or indoors. Let the subject know when you snap the photo. Saying "cheese" or a similar phrase really works because it tends to put a twinkle in the eye and a smile on the face of the person being photographed.

### Cropping

Images of 4 by 5 inches or 5 by 7 inches are adequate for most uses.

### Digital quality

Most newspapers and magazines prefer digital photos of at least 300 DPI, or dots per inch.

### Web use

Most web applications consider a low resolution image to be suitable.

### Labeling

Label the images by first and last name, your title, your company and the date.

If you insist on do-it-yourself photography, follow these tips. As an alternative, hire a professional photographer to capture a winning image. The investment of time and money is modest, and the result will put your best face forward so folks beyond your mother will notice.

### Your Assignment

Take a look at your executive photo and your current reflection in the mirror.

- Are you satisfied you are putting your best face forward?
- Are you still using that great photo of yourself from ten years ago on your website?
- Is a tree growing from your head?
- Does your make-up and hairstyle scream 1985?
- If you've answered "YES" to these questions, it's time take action to put your best face forward.
- If not, take action. Make an appointment with a professional photographer so you can put your best face forward with confidence.

## Twitter Profiles That Deliver

Social networking is a new reality that's changing the way we connect with people across the cubicle and around the world. With a few well-chosen words, you can invite an abundance of new followers to take interest in the tweets you share over Twitter, or you can send them running in the opposite direction.

It's important to share information that helps people move quickly to "like, trust, respect" as they read the words you've chosen to describe who you are and why knowing you should matter to them. Twitter profiles allow 160 characters to get the job done. Lead with the expertise that delivers the most value for your ideal clients and follow with information that helps them know if you're a perfect fit to start a conversation.

Here are a few Twitter profiles I think are great:

- Nancy Marmolejo, Southern California, <http://VivaVisibility.com>; Hi achieving, mega creative, soul driven entrepreneur. Founder of Viva Visibility. Fueled by spicy food.
- Joan Stewart, Port Washington, Wisconsin, <http://www.PublicityHound.com>, Publicity and PR expert, journalist, author, biker chick, gardener, foodie, Weight Watchers devotee, Sopranos junkie & proud Cheesehead
- Ali Brown, Los Angeles, Calif., <http://www.alibrown.com>; Ali Brown is a self-made millionaire entrepreneur and a mentor to women around the world, helping them start and grow businesses and live extraordinary lives
- Susan Harrow, Marin, CA, <http://www.prsecrets.com>; Media coach, PR expert, gardener, quote collector, tennis pro, gypsy spirit, triple your biz w/pr, speak in soundbites, <http://www.linkedin.com/in/susanharrow>
- John C. Maxwell, USA, <http://johnmaxwellleadership.com>; Bestselling author and speaker on leadership. Christian. Blogger. Grandpa. People don't care how much you know until they know how much you care.
- Nancy Juetten, Bellevue WA, Web <http://www.mainstreetmediasavvy.com> DIY publicity blogger & *Bye-Bye Boring Bio* author. Clients call me the Bio Whisperer. I can coax your story out of you so the world can celebrate!

As you craft your own 160-character Twitter profile, follow a similar recipe. Watch as your community of followers grows with each Tweet you share.



*Consider working through the worksheets at an upcoming Bye-Bye Boring Bio Action Workshop or connecting with a trusted colleague in your own creative bio writing session so you can benefit from the insights others share about the four S's that set you and your marketplace offerings apart.*

## Facebook and Your Bio

Over 500 million people are members of Facebook, and many are using this popular, influential social network to do a great deal more than stay in touch with their school friends. They use Facebook personal or Fan pages to make connections that fuel their business success.

Not everyone has yet jumped into the social media waters. Some believe they're coming to the Facebook party late. Still others say they feel stumped about how to post their bios to Facebook.

Take heart. You're not alone. Posting your bio can be fast and easy.

### How to Post Your Short Blurb Bio to Facebook

- Click on "edit my profile" on your Facebook page.
- Type your short blurb bio in the "bio" box.
- Scroll down and click "save changes."
- You are done!

### Want to Add a Bio Tab to Your Facebook Page? Here's How

- Go to the Search bar on Facebook, put in FBML, which stands for Static FBML Application. Then you will see a list of things with that in the title, the first one (usually) that pops up is Static FBM. Click on that and on the left column, under the logo, click "Add Application."
- Go to your Fan Page and under your photo, click the "Edit Page" link.
- Scroll down to the Application titled "Static FBML." Click "Edit."
- Two boxes will pop up on the screen, one for "Title" and one for everything else. Change the "Title" to "Bio" or whatever name you want.
- Enter the text of your bio in the second box. Save changes.
- Go to your Fan page and at the top of your page where you see all the other Tabs, click on the + sign. A drop down box will appear and you will see your Bio link there. Click on that.
- Once you open the new Tab on your Fan Page, you can drag it into the position you want on your Tabs Bar. NOTE: The Wall and Info tabs are always the first two tabs. You can place this new tab after them.

You can link people to this tab in posts, blog posts, Tweets, etc. by selecting the URL when you are on that Tab in your page. Then it takes people right to where you want them to go on your Fan Page. You can add video to this tab as well as photos. These will help your "rock star" bio pop on the page. My thanks to Tammy Redmon for explaining this in step-by-step fashion.



**WORKSHEETS  
TO MAKE BIO WRITING  
FAST, EASY AND PRODUCTIVE**





# Get to the Magic Behind Your Message

## WORKSHEET #1

Review these questions and answer those that resonate most with YOUR story and help make you and your business memorable, repeatable, and remarkable. Make sure the stories are relevant to how you want to be known in your community and the marketplace by your ideal customers.

**Can you remember a story when you were nine years old that helped you find your way to the work you are now doing today?**

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What was your “aha” moment when you knew that doing what you do now would be your path in life?

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What are you committed to? Make this idea bigger than paying your bills or providing for your family. Dig deep for the “why” behind your current entrepreneurial path or service offering.

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What are the most meaningful results you bring about or problems you solve for your clients?

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**Bye-Bye BORING BIO**

## Worksheet 1, continued

What do clients say about what you do and what it means to them?

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What five things would others be surprised to learn about you that are also relevant to your business?

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If you could have a super power, what would it be and why?

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What is the book you've read that has had the biggest impact on your life and work?

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If you could be a TV character from any of the shows you've watched during your lifetime, who would that be and why?

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# Identify the Four S's That Set You Apart

*Stunning Results • Sassy Sound Bites • Succinct Stories • Social Information*

## Worksheet 2

Your Stunning Results:

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Your Remarkable and Succinct Stories:

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Worksheet 2, continued

Your Sassy Sound Bites:

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Social Information to Help Ideal Customers Connect with You:

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## Create a Client-Attracting Bio FAST

(Nancy and others say this is the single most powerful tool within this guide!)

### Worksheet #3

Start with an inspiring quote that guides your every move, and offer attribution to the correct source:

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[Your Name Here] \_\_\_\_\_ is fiercely committed to guiding [your ideal customers here] \_\_\_\_\_ to achieve [eased pain, meaningful benefits, and other high value upside] \_\_\_\_\_ and \_\_\_\_\_ so you can [have the life/business of their dreams, enjoy other meaningful & specific outcomes that make your fees worthwhile]

If you are looking for a proven professional (or firm) who can guide you to address [specify three nagging aches, pains, or concerns that stand in your way of lasting success,]

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you've come to the right place. With (state years of experience) \_\_\_\_\_ of experience working with amazing clients with similar worries and concerns and guiding them to achieve remarkable success, my mission and commitment is to (state your mission here in terms that will resonate with your ideal customer or employer).

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Bye-Bye BORING BIO

My path to become a [insert your role here] \_\_\_\_\_

became clear at an early age. [Insert an engaging story from your early years that puts in focus when you first knew that this role you now play would be your life's work.] \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Clients or employers say remarkable things about the impact my work has on their life and business success. Example comments include [insert amazing, attributed testimonials from other ideal customers, including back links to their websites here in bulleted format.]

Testimonial \_\_\_\_\_

\_\_\_\_\_

Testimonial \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Testimonial \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Similar benefits await when you decide to invite me to serve in the powerful ways that I can support your success.

What lights me up about this work in knowing that *[insert your passion statement here.]*

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What sets me apart from other service providers or job candidates is *[make clear your differentiation and what makes you special, different, and compelling in today’s marketplace. Here you can say more about the “how” and the “what” you offer to make the difference only you can make.]*

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You can feel confident engaging me to guide you and your organization to solve these problems. Over the years, my expertise has been honored with remarkable and notable accolades, including *[list your awards, college degrees, certifications, best-selling books, and other notable accomplishments such as delighting audiences of every size with your insights and inspiration.]*

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My perspectives have been featured in *[list radio, tv, print, and online references and active links to press coverage that demonstrate the impact you are making on a larger audience while reinforcing your credibility.]*

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Five things about me and my experience that might surprise and delight you – while serving our work together *[insert factoids that support your mission, support what an interesting and remarkable person you are, and contribute to the likelihood that the reader will quickly like, trust, and respect you as a result of learning these things.]*

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**Bye-Bye BORING BIO**

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*[Offer a call to action or special introductory offer to make it easy for your ideal customers or the hiring manager to learn more and engage your services here.]*

\_\_\_\_\_

\_\_\_\_\_

It would be my pleasure to guide you to achieve the results you desire or the life you imagine in our *[specify the kind of work you do]* together. Let's continue the conversation in the manner that suits you best.

Your email address: \_\_\_\_\_

Your phone number: \_\_\_\_\_



## Just-the-Facts Bio Template for People with Writer's Block

### Worksheet #4

1. Your name \_\_\_\_\_

2. Your job title \_\_\_\_\_

3. Your key responsibilities for your company

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4. When did you start this company? \_\_\_\_\_

5. Describe with as much specificity as possible your ideal customer:

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6. What is your prior career and/or military experience? \_\_\_\_\_

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7. Your formal education, degrees, certifications, and relevant professional designations.

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8. Your proudest contributions and accomplishments. \_\_\_\_\_

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**Bye-Bye BORING BIO**

9. Share the mantras, philosophies, or quotes that guide your management style and/or your approach to work and life. Examples to inspire your thinking are: *Surround yourself only with those who lift you higher.* — Oprah Winfrey; *You miss 100% of the shots you don't take.* — Wayne Gretsky; *The harder you work, the luckier you get.* — Gary Player.

10. What do you enjoy most about your work? \_\_\_\_\_

11. Tell us about your involvement in non-profit boards and community service. Be as specific as possible. What inspires you to contribute either time, money, or both to these causes? Are these board activities related to your position with your company, or are these personal commitments separate and distinct from your position? \_\_\_\_\_

12. What was your first job after you completed your formal education? \_\_\_\_\_

13. How did you get the job? \_\_\_\_\_

14. What did you earn? \_\_\_\_\_

15. What did you learn as it relates to what you do for your company today?

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16. Share your thoughts about your company's business values, mission, and vision for the future.

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17. What key words would your employees use to describe you? \_\_\_\_\_

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18. What key words would your ideal customer use to find you or your company in a Google search? Use those words in your bio so the search engines can work even harder to bring your ideal clients to your door.

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19. What key words would your valued clients use to describe you? \_\_\_\_\_

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20. How would vendors/partners in your business describe you as a business person and a human being?

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21. Tell us about the distinctive service practices that help differentiate your company from its competition.

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22. What trade publications and newspapers do you read most regularly? \_\_\_\_\_

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**Bye-Bye BORING BIO**

23. Which among those publications would you consider the best venue for storytelling about your company in terms of successfully influencing potential customers and employees to seek out your company for new business or employment?

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24. Do you have interest in being a published author in industry trade publications or local business journals? If the answer is “yes,” please share the three areas of industry expertise you can talk about with impact and credibility to provide news the reader can use to run a better business, live a better life, and -- ultimately to engage you, your services, or your company.

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25. Are you aware of any heart-warming human interest stories that relate to your company’s employees or customers that might factor into storytelling efforts with the media and marketing communications? For example, has an employee worked for the company for 25 years or longer? Have the company’s services played an unusual role in saving a life or making lives better? Has the company created a service so unique that the industry and the local or national media need to know about it? If so, please share the details or the names and contact numbers and e-mail addresses of the people who can round out the relevant details?

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26. Personal Information: Are you married? If so, what is your spouse’s name? Do you have children? If so, what are their names and ages? What is your neighborhood of residence (this helps when dealing with local newspapers)? What do you enjoy doing in your non-work time?

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27. Is there anything else you would like to add that would lend impact to telling your story and your company’s story? If so, please share.

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28. Contact Information and website or blog address.

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## A Sassy Media Profile

Here's a bio format used from time to time in USA today that is pretty effective for sharing the highlights of your career experience.

### About Barry Diller:

- Born:** 1942 in San Francisco
- Raised:** Beverly Hills
- College:** Dropped out of University of California – Los Angeles
- First job:** Mailroom of the William Morris talent agency.
- Big break:** In 1969, became vice president of prime-time television for ABC Entertainment and developed the first series of made-for-TV movies.
- Recent reading:** Moss Hart's *Act One: An Autobiography*: "One of the best autobiographies I've ever read." Also Stephen Back's *Daller: The Life and Times of Moss Hart*.
- Favorite recent movie:** *Duplicity* with Clive Owen and Julia Roberts.
- Favorite current TV show:** NBC's *30 Rock*.
- Best advice ever received:** When I was starting out in the mailroom of William Morris, this great mentorish figure there who ran the young guys said, "You've got something that none of these other people seem to have. You have curiosity. Don't let this process, or any process, grind it out of you."

# Create Your Own Sassy Media Profile in Minutes

## Worksheet #5

Fill out your answers to the same questions and see what kind of story emerges about you.

About *[Your Name Here – now fill in the rest!]* \_\_\_\_\_

Born: \_\_\_\_\_

Raised: \_\_\_\_\_

College: \_\_\_\_\_

First job: \_\_\_\_\_

Big Break: \_\_\_\_\_  
\_\_\_\_\_

Recent reading: \_\_\_\_\_

Favorite recent movie: \_\_\_\_\_

Favorite current TV show: \_\_\_\_\_

Best advice ever received: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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# Prepare Your Speaker One-Sheet FAST!

## Worksheet #6

Three to six-sentence introduction (Who you are, what you speak about, who you speak to, benefits you bring to your ideal clients)

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Program titles and description (using headlines, subheads, and a 2- or 3-sentence program description)

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**Bye-Bye BORING BIO**

Call to action. [Your name] can be reached at...

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Client list (valued clients include...)

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Testimonials (typically listing one or two with a link to “view more testimonials” on the speakers personal website)

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Embed a demo video where appropriate (typically having it right after the introduction is a great place).



# Your “WOW” Speaker Introduction

## Worksheet #7

Your name and how you want to be known.

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Your photo.



Your ideal audience.

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The big idea you speak about and why it matters to your ideal audience.

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**Bye-Bye BORING BIO**

What people say about the impact of your work on others.

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Remarkable accomplishments, key messages, and other brief anecdotes that demonstrate your impact in the marketplace and your commitment to add value at every turn

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Please join me in welcoming (your name here) to the stage!

# Your Two-Sentence Radio Introduction

## Worksheet #8

*“My dear young man, don’t take it too hard. Your work is ingenious. It’s quality work. And there are simply too many notes. That’s all. Just cut a few, and it will be perfect.”*

— Emperor Joseph II to Amadeus Mozart

What two-sentences would you offer to a radio host who would introduce you in a winning way and set the stage for you to “wow” the audience?

### Examples:

- “Mommy Martyrs No More” is the rallying cry Leslie Irish Evans shares to empower moms in the midst of the madness of modern motherhood to find peace, calm, and purpose within the chaos of everyday life. A modern-day Erma Bombeck who offers quick wit and powerful truth, please welcome Leslie to the show as she shares tips and stories that will touch hearts and shape formerly crazy lives for the better and just in time.
- Patrick Snow has electrified and inspired over 1,500 audiences at Fortune 500 companies, non-profit organizations, and community groups for over 20 years to create their own destinies and get exactly what they want out of life. Today, he is known as “The Dean of Destiny” by high achievers nationwide, and he’s here today to help us all Dream, Plan, Execute, and Soar.

### Your Best Two-Sentence Introduction:

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# Create A “Bio-Box” for Yourself

## Worksheet #9

### Tips:

- If growing your ezine list is a top priority, include a mention of the special report you offer as a gift with opt-in so readers are compelled to ask for it.
- Describe yourself as you want to be known.
- Offer a link to your website, your telephone number, and your email address.
- One link is generally best because a confused reader never acts.

### Examples:

- Sales-from-the-podium expert Lisa Sasevich has x-ray vision for seeing the sales opportunities that exist in every company—and the creativity to convert them into gold! If you’re looking for simple, quick and easy ways to boost sales without spending a dime, get your FREE Sales Nuggets now at <http://www.theinvisible-close.com>.
- Bill Baren Coaching is an organization that works with intelligent and conscious entrepreneurs who find either time, money or energy is missing from their work/life mix. Together we create prosperity by aligning their business and life so that there’s more than enough money, time and energy for what’s really meaningful to them. We offer many kinds of coaching services to small business owners and entrepreneurs from business coaching, marketing coaching, marketing consulting, to life coaching. Since 2001 we are business and life coaches who have coached hundreds of entrepreneurs, business owners and executives to success and prosperity. Learn more at [www.billbarencoaching.com](http://www.billbarencoaching.com).
- Small business marketing coach, James Roche, shows you how to attract more clients, develop an internet marketing strategy and create your information products and programs. Discover his proven and practical marketing strategies with his free special report, “The Entrepreneur’s Path: Clarity! The Simple Secret Behind How to Make Money Doing What You Love at <http://www.rochemarketing.com>.
- Nancy S. Juetten, author of *Bye-Bye Boring Bio*, speaks and leads workshops to guide business professionals to get seen, heard, celebrated and COMPENSATED for their expert status. Visit her DIY publicity blog at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com) to access a 60-minute audio presentation and transcript to help you kick your boring bio to the curb to attract clients, speaking engagements, and media attention now.

### Your Bio Box:

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## Ask for Testimonials

### Worksheet #10

### Simple Script to Glory!

Testimonials from your most loyal and satisfied customers can influence new customers to engage your services or buy your products. They can also be compelling in persuading meeting planners to say “YES” to engaging your speaking talents to inspire their audiences. Testimonials are most persuasive when the people who provide them identify themselves by name, company name, and website.

If you don't yet have dozens of amazing testimonials that advocate for how you serve, now is the time to ask. Here is a message you can email to your best customers to ask them to advocate on your behalf. Of course, customize this message to reflect your authentic tone of voice.

*Dear (First Name Here),*

*Thank you for the opportunity to contribute to your company's success through my company's products and services. The reason I am connecting today is to ask for a testimonial we can use in our marketing about your favorable experience with our company. If you could send a quick email with your comments or make time to chat briefly by phone within the next several days, I would really appreciate it.*

*Sincerely,*

When you ask for what you want, you often get what you ask for, especially since you are in the habit of delivering decisive, stunning results that your clients are happy to rave about. Try this and see how generous your best clients will be in supporting your success with their remarkable, memorable, and repeatable testimonials. You can also set up a customer review site on Yelp.com so customers can offer their comments. Yelp is an online community that makes it easy for customers to share what they think about products, services, travel destinations, and much more. The beauty of Yelp.com is that the search engine optimization behind this site is highly robust. When potential customers do a search for your name or your company name, the Yelp results come up quickly in the search. Here is an example: <http://www.yelp.com/biz/main-street-media-savvy-bellevue>.

### Making Asking For Testimonials Systematic

Consider making testimonial requests a systematic process. For example, I work directly with clients to deliver Extreme Bio Makeovers and Build YOUR Buzz Strategy Sessions. I also lead Bye-Bye Boring Bio Action Workshops. After each appointment or workshop, I routinely express gratitude for the opportunity to work together and ask to receive a testimonial to showcase the impact we created.

On the following page is the information I send via a special hidden link that resides on my blog. You are welcome to put a similar system in place for your growing business.

- Adapt the words used on these pages to your tone of voice.
- Post them to a secret page on your blog.
- Share them with clients when your work together is complete.

Go forth and ask for testimonials. Use them generously in your marketing efforts. You just might find the phone rings with prospects who are so impressed with the glowing comments on your behalf, they can't wait to do business with you.

## Here's All You Have to Do to Leave a Testimonial

- 1 Use the instructions below on leaving a great testimonial.
- 2 I recommend you write out your testimonial in a Word document first. Then, you can check for spelling and get it just right. Email me your testimonial along with a digital photo of you looking your professional, fabulous best. Be sure to specify the website or blog that you would like mentioned with your testimonial.

### Step 1

#### How to Leave a Great Testimonial

There's an art to leaving a good testimonial. I'm going to share with you the secret, and I encourage you to swipe these testimonial secrets and use them when you collect testimonials for yourself. Here we go...

##### It's a Simple Two-Step Process

1. Begin your testimonial by stating your name and company and where you're from.
2. Then hone in on a specific result you received from our work together. To get ideas, here are excellent questions you could answer in your testimonial. Simply choose one or two of these questions to answer and that's all there is to it.
  - How would you rate your experience with me? Good, great, excellent?
  - What's the most important thing you learned or result you achieved?
  - How will you use this information to improve your business?
  - How much time and money do you think our call saved you?
  - What convinced you to buy this in the first place?
  - How would you describe my service to another entrepreneur?

Thanks again for your testimonial – I appreciate it very much. Now simply follow the link below to leave your testimonial.

### Step 2

#### Write Your Testimonial

Write out your testimonial and email it to me at [nancy@nsjmktg.com](mailto:nancy@nsjmktg.com).

Be sure to include a digital, color headshot looking your polished, professional best in the email.



*If we could sell our  
experiences for what  
they cost us, we'd all  
be millionaires.*

*Abigail Van Buren*

## **EXTREME BIO MAKEOVERS**



*Want to be a Star in Your Own Backyard?*





*The only thing  
worse than being  
talked about is NOT  
being talked about.*

*Oscar Wilde*



## **RISA DAVIS** **Before Bio**

*Risa Davis has lived in Portland area for 30 years. She worked with many clients on the sale or purchase of their homes. Her working philosophy is to create an educated environment to help her clients make confident decisions while negotiating their way through any transaction. She has a practical background in home renovation that carries over to all periods of homes. She is on the board of the Architectural Heritage Center.*

Through conversation and study of her website, the Stunning Results, Succinct Stories, Social Information became more clear.

**Stunning Results:** Hundreds of satisfied Portland area clients seeking homes with character and distinction rave about the prospect of buying and selling their homes under the competent guidance of Risa Davis and her team at Nouveau Realty Group. Risa and her team are ranked among the top rated real estate agents for customer satisfaction.

**Succinct Story and Social Information:** She discovered her passion for real estate and talent for savvy negotiating while playing Monopoly as a 3<sup>rd</sup> grader. During her time away from the office, Risa is totally engaged in the passion that fuels her work.

## **Extreme Bio Makeover**

Hundreds of satisfied Portland area clients seeking homes with character and distinction rave about prospect of buying and selling their homes under the competent guidance of Risa Davis and her team at Nouveau Realty Group. Since 2003, Risa and her able team have combined 100 years of practical background in home renovation, insight, and education to successfully guide buyers and sellers to winning outcomes. In the best and most challenging of times, Risa's passion for performance and results is why she consistently earns her place among the top-rated real estate agents for customer satisfaction. She discovered her passion for real estate and talent for negotiating while playing Monopoly as a 3<sup>rd</sup> grader. The combination of art, heart, market knowledge, and skills associated with completing complex transactions in her Portland backyard set Risa and her team apart. When she was not guiding buyers and sellers to get what they want, she enjoys renovating her own home, studying preservation-related articles, and teaching classes at the Green Myth Revisited. Visit Nouveau Realty Group to learn more.



## CATHERINE BEHAN

### Before Bio

*Catherine is a gifted teacher, speaker, seminar leader, and coach who has been helping people find true love for over 30 years. She believes that the truest of love is self-love and true love is irresistible. Successful single women in their 40s and 50s who can manifest everything but love, Catherine shows them how to attract the highest and best in the men they meet. She likes to call herself a soul mate magician because she teaches a woman to give her heart away and keep it at the same time. Ready for magic? Check us out at [attractyoursoulmatenow.com](http://attractyoursoulmatenow.com).*

**Observations:** If you are Madonna or Oprah, Sting, or Prince, go ahead and refer to yourself by first name only. Otherwise, use both your first and last name for a more complete presentation. The bio comes across primarily from Catherine's perspective as opposed to how clients benefit most. The "after" version keeps the focus squarely on her ideal clients and the benefits they enjoy, while also making clear what sets her apart in the marketplace. The new bio showcases stunning results, offers a succinct story, and offers social information to reinforce her credibility in her work.

### Extreme Bio Makeover

Successful single women in their 40s and 50s from all over America who can manifest everything but love are happily singing the praises of soul mate magician Catherine Behan. *(stunning result)*

Catherine's unique take on the law of attraction has guided hundreds of women to stop getting dumped and to start loving life by having the highest and best from the men they meet. *(stunning result and point of differentiation)*

She discovered her gift for bringing out the best in people seeking love as a 12-year-old who had an intuitive ability to wave her magic wand to bring the right people together. *(succinct story)*

Today, through workshops, private coaching, and radio interviews, this modern-day cupid joyfully spreads her magic dust to show love seekers how to find what they are looking for in themselves and others so that they can live happily ever after at long last. Happily married to her soul mate, Catherine has been there and done that to find and nurture true love. *(proof of her credibility by offering this social information)* She cannot wait to show you how you can, too. Visit [attractyoursoulmatenow.com](http://attractyoursoulmatenow.com).



*Happily married  
to her soul mate,  
Catherine has been  
there and done that  
to find and nurture  
true love.*



*Live by design, not*

*default.*

*Nina Durfee*



## NINA DURFEE

### Before

Nina Durfee submitted 40 thoughtful pages of input about her life and work experience prior to her Extreme Bio Makeover appointment. What follows are two compelling paragraphs that showcase the most compelling highlights of her experience to attract more ideal clients to benefit from her offerings.

### Extreme Bio Makeover

#### *Nina Durfee*

#### *Life Coach, Group Workshop & Retreat Leader, and Radio Personality*

Hundreds of empty-nester women seeking to step off the back burner and step into a satisfying, energetic, purposeful lives at long last are singing the praises of life coach, group workshop & retreat leader, and radio personality Nina Durfee (stunning result).

Since 2006 (track record) Nina's inspired work has focused on shining light on a time-tested, proven, and practical process that provides her followers to get exactly what they want out of life -- **finally**. Those touched by Nina's gifts delight in seeing her and guided lovingly and deliberately to make good life choices, take action, and to step boldly into a sassy, classy lives they design and could not prior image without her help (stunning results). Nina's E-book *Full Bloom: 7 Practical Steps to Get What You Want Plus +1 To Grow On* has earned thousands of readers worldwide as she shares her life-sculpting message on Blog Talk Radio Radio, Northwest Prime Time, *The Country Register*, *Writer's Journal*, and *Going Bonkers*, the self-help magazine with a sense of humor (she's media savvy and media ready). At age 16, Nina single-handedly took off and landed an airplane in a 35-mile-per-hour crosswind without the benefit of autopilot and she lived to tell the tale (succinct story). Her fearless, adventurous approach to crafting an extraordinary life continues as she inspires and invites others to do the same. Happily married for over three decades to the husband she met on stage as a can-can dancer at an Alaska saloon, Nina's essential advice is this, "Live by default and not by design." (sassy sound bite) Why wait a moment longer? Learn more at [www.Lifesculpt.net](http://www.Lifesculpt.net).



## NICOLE DONNELLY

### Before

Nicole Donnelly called me for help crafting a “first person” bio requested by the founders of the popular mommy blog at [www.hybridmom.com](http://www.hybridmom.com). After asking a few key questions, Nicole’s Extreme Bio Makeover took shape.

### Extreme Bio Makeover

#### Hybrid Mom – “Ask the Expert” Business Blogger

Selling cookies for profit as a little girl was the first in a long line of successful entrepreneurial ventures. Whether I was riding off a big jump at the X Games as a world-class professional snowboarder or launching, growing, and ultimately selling the majority of Babylegs LLC—an international business—to a major hosiery manufacturer for a price that exceeded even my own high expectations, performing at the top of my game has always been priority one. Today, I am fiercely committed to sharing the powerful lessons learned along my journey to empower aspiring and growth-focused entrepreneurs to travel their own remarkable, memorable, and profitable paths to success. What I know for sure is that there is marketplace magic in finding extraordinary solutions to common problems. It’s just a matter of making the right steps, taking the right risks, and being prepared to pick yourself up and keep going when things don’t go your way. Serving a leadership role for the Entrepreneurs Organization as EO Accelerator Chair offers me the rewarding opportunity to guide growth-oriented businesses from \$250,000 through the million-dollar mark. I enjoy giving back to a global network of truly outstanding business owners that have been equally generous in providing personal and professional resources to guide my own journey. My daughter and husband inspire me every day to reach higher, think bigger, and to find humor in the chaos of entrepreneurial life.” Nicole is frequently quoted in *Fortune Small Business*, *Wall Street Journal*, *Inc. Magazine*, and many other trade journals such as *Earnshaw’s* magazine. She is also a resource for news and radio shows, including *The Today Show*.



*Today, I am fiercely committed to sharing the powerful lessons learned along my journey to empower aspiring and growth-focused entrepreneurs to travel their own remarkable, memorable, and profitable paths to success.*

*Nicole Donnelly*



*If you aren't playing well, the game isn't as much fun. When that happens, I tell myself just to go out and play as I did when I was a kid.*

*Thomas J. Watson*



## DAWN MARTINELLO

**Monday Morning VA**

### Before

Dawn opened Monday Morning VA in February of 2009 and works with clients who are eager to enhance their online visibility. Her specialties include internet marketing, social networking, Wordpress theme tweaks, creating and implementing systems and procedures, and general life + business coordination/automation. She's the recipient of the VAccolade Business Entrepreneur Award from the Virtual Assistant Networking Association for demonstrating professionalism on the Web.

### Extreme Bio Makeover

***"Get your systems up and running smoothly BEFORE you launch your information products to the world. We are here to make it easy, seamless, and profitable."***—Dawn Martinello, Monday Morning VA

Dawn Martinello is on a mission to open up new income stream possibilities for solopreneurs who are ready to systematically turn their expertise into profitable information products right now. High performing entrepreneurs with high expectations for results enjoy the **get-it-done right** approach demonstrated every day by Dawn and the Monday Morning VA team.

It's one thing to create an information product that ideal clients are eager and willing to spend money to buy. It's another equally important thing to set up the behind-the-scenes systems to support ongoing and escalating sales over time. Guiding clients to successfully launch their information products with the right shopping cart, payment systems, affiliate programs, and more with ease, speed, and impact is just one of the ways this award-winning business owner adds value to the effort.

Dawn also guides clients to use Twitter and Facebook with confidence to build a solid fan base. Dawn's talent for automating essential systems that allow clients to spend more time in their areas of genius brings the concept of leverage alive in their businesses at long last and not a minute too soon.



Dawn doesn't just teach these lessons. She practices them to achieve quality results in her business without wasting a moment of time or money. Dawn launched Monday Morning VA on a cold day in February 2009 with a toddler in tow just as the economy took a turn for the worse. Her goal was to quickly generate enough revenue by working from home to support her young family. Without spending a penny on advertising and relying upon winning connections made on Twitter, Dawn's virtual assistant business was soon booked solid and adding staff to keep up with demand for her team's exceptional administrative support services.

In fact, Danielle La Porte, founder of WhiteHotTruth and author of the Fire Starter Sessions E-Book achieved stunning, decisive success of her own with Dawn's support. The Fire Starter Sessions E-Book sold \$11,000 within the first 11 hours and \$60,000 within the first few months. "Achieving a seamless, flawless launch was largely due to the systems Dawn Martinello created to support my unfolding success," La Porte said.

Whether clients seek one-on-one strategy sessions that also address implementation details, do-it-for-me services, or collaborative work to get the mission accomplished, Dawn and her team stand ready to serve, adding value with every move they make. She'll gladly tell you, "You don't have to do it all anymore. Best of all, more prosperous, enjoyable days are ahead as we work together to get your business goals accomplished. I promise."

To date, Dawn's commentary about creating winning systems to support solopreneur business success has been featured on StartUpPrincess, The Mogul Mom, Mompreneurs, UpStart Smart, WHY Magazine, Toilet Paper Entrepreneur, Web Worker Daily, and ArtLoveInspiration. In 2009, the Virtual Assistant Networking Association awarded Dawn the VAccolade Business Entrepreneur Award for demonstrating professionalism on the web.

To learn more and engage, visit [www.mondaymorningva.com](http://www.mondaymorningva.com).

## SHORT BLURB BIO EXAMPLES

Short blurb bios are useful for feature in conference brochures and as brief introductions for keynote speaking opportunities and radio interviews. Study these excellent examples to appreciate how powerful just a few sentences of well chosen words can be to establish expertise, create excitement, and invite reader interest and action. Remember, a great bio typically features four ingredients in common:

- Sassy sound bites
- Stunning results
- Succinct storytelling
- Social information to help readers connect with you personally

As you read the following examples, you'll see this recipe come alive with well chosen words.



**Suzanne Falter-Barns** is the Web's leading expert in Platform building, branding and niching. She helps small business professionals; authors, consultants, coaches and solo professionals create a powerful, "hooky" online presence that conveys greater credibility and more impact. Suzanne is a fun, engaging guest and speaker who can offer plenty of hands-on, practical tips for audiences on how to tailor websites, ezines, blogs and podcasts, and use online promotion techniques to attract national media. Her clients have gotten called cold by CNN, USA Today, *Sixty Minutes*, PBS, *Wall Street Journal* and more, as well as attracted major publishing deals. Not only is she a bestselling author herself (her self-help books published by Ballantine have sold more than 90,000 copies); she worked for 18 years as a marketing consultant, branding expert and freelance journalist in New York City. She's been a guest on more than 100 radio and television shows, including David Essel Alive!, The Joannie Greggains Show, and "Paul and Sarah Edwards at Home." She has also been featured in *Woman's Day*, *Fitness*, *More, Self*, *The Christian Science Monitor*, *First for Women*, *Women's World*, *New Age Journal*, msn.com, i-village, and *Writer's Digest*. Visit [www.getknownnow.com](http://www.getknownnow.com) to learn more.



**Kim Duke**, founder of SalesDivas.com, is an international sales expert who provides savvy, sassy sales training for entrepreneurs who believes that **cold-calling is best left in the freezer**. Her extensive sales background was based in the media, including 15 years working with two of Canada's largest national television networks in sales and management. She is a national



award-winning salesperson and was the second youngest sales manager in Canada for CBC Television. Now Kim is a successful entrepreneur, providing training for companies internationally. Kim's first love is working with women entrepreneurs and women in sales. She loves helping women succeed. And she doesn't want you to break a nail dialing for dollars. She's an author and speaker who has been interviewed for national television, radio and print across North America. Kim also writes hundreds of articles for newsletters and websites internationally. Thousands of women entrepreneurs from 54 countries around the world eagerly await her sales tips each week. She's bold. She's sassy, and she tells it like it is. Sign up at [www.salesdivas.com](http://www.salesdivas.com) to receive her FREE 30-page report: *The 5 Biggest Sales Mistakes Women Make*.



**Michael Gerber** is the founder of E-Myth Worldwide, the coaching, training, and education firm he founded in 1977 to transform the development of small businesses worldwide. E-Myth Worldwide has achieved stunning results by helping to grow more than 60,000 business clients in 145 countries. As the author of eight E-Myth books, including the mega-bestseller

*“The E-Myth Revisited,”* Michael Gerber has established his revolutionary perspective as the gold standard for small business development, becoming what *Inc. Magazine* called, “the world’s #1 small business guru” and one of *BusinessWeek*’s best-selling authors over the past two decades.



**Marci Shimoff** is the woman's face of the biggest self-help book phenomenon in history, *Chicken Soup for the Soul*. Her six best-selling titles in the series, including *Chicken Soup for the Woman's Soul* and *Chicken Soup for the Mother's Soul*, have met with stunning success, selling more than 13 million copies worldwide in 33 languages and have been on the New York Times bestseller list for a total of 108 weeks. Marci is one of the best-selling female nonfiction authors of all time. In addition, she's a featured teacher in the international film and book phenomenon, *The Secret*. Her new book, *HAPPY FOR NO REASON: 7 Steps to Being Happy from the Inside Out*, she offers a revolutionary approach to experiencing deep and lasting happiness.



**Nancy Marmolejo** is the award-winning founder of Viva Visibility, a coaching and consulting company that helps entrepreneurs get known. A gifted PR and media strategist with a heightened sense of intuition, Nancy's specialty is raising the visibility level of entrepreneurs so they can market themselves as recognized, credible experts. Her company provides social media and PR strategies for individuals and companies wanting to take their messages to bigger audiences. Her clients include thought leaders in business, the arts, niche markets, and personal development. Nancy has been named one of the Top 50 Most Influential and Powerful Women in Social Media and is the recipient of numerous business achievement awards. A recognized expert herself, Nancy has shared expert commentary with numerous media outlets including SmartMoney.com, Hispanic Business, Latina maga-

zine, Univisión TV, KPBS radio, Redbook, The Fresno Business Journal, The Orange County Register, Orange Coast magazine, the Arizona Republic, and many more. Known for her creative and spirited style, Nancy is all over the web as an avid social networker and trend watcher in the area of visibility for entrepreneurs. She lives in Southern California with her family.



**Alice Cunningham** is co-owner and sales and marketing director for Olympic Hot Tub Company—the oldest and highest volume spa and hot tub company in the Northwest with five retail stores located in Seattle, Fife, Issaquah, Lacey and Everett and a sales and service center in Tukwila, Washington. Founded in 1977, the company employees 31, has a customer base of over 15,6000 extraordinarily satisfied customers in greater Puget Sound and SE Alaska, and achieved gross sales of nearly \$10 million in 2007. That’s tremendous progress for a company that got its start 31 years ago based on the simple idea that hot tubs are great and everyone should have one. Never mind that no one at the time even knew what a hot tub was. Today, “We make it easy to take it easy” is more than the company tag line. It is a way of doing business. By making the company’s Hot Springs Spas and accessories easy to buy, easy to own, and easy to refer, Olympic Hot Tub Company is the top-selling Hot Springs Spa dealer in the United States today. Hot Spring Spas are the best-selling selling brand of spas in the U.S. In addition, Olympic is the most award-winning spa retailer in the U.S., which is one of the reasons that hot tub sales in King County rank fifth in the nation.



**John Curley**, (former) Host, *Evening Magazine* - The mere fact that John Curley has a job in TV should be proof enough for anyone that there is indeed a God. John was never what you would call a scholar. He has always declared he would have done much better in school if only the child next to him had applied himself a little more. With no formal training, John was hired as a weatherman in Grand Junction, Colorado. After just six months, he was able to find Colorado on the map without looking. This skill was enough to get him hired in Champaign, Illinois, at WCIA TV. Curley spent only 88 days there and never learned to spell Illinois.

Other stops along the career track include Lancaster, PA; Springfield, VA; and Washington, D.C. He picked up an Emmy for weather in 1993 and for interviewing and hosting in 1994. The zenith of his career was reached in 1995 when he was hired for *Evening Magazine* on KING TV. John quickly became the most recognized local TV personality and was voted by the readers of *Seattle Weekly* as their favorite TV Guy.”

He’s earned numerous awards for his work in the community and in the field of broadcasting. He can be heard on Macy’s radio spots and seen (unfortunately) in various infomercials.

John can also make balloon animals and grow a beard in less than a week.



*John Curley’s bio is among my all-time favorites because it is just so darn fun and authentic to who he is and why he is so likeable, engaging, and perfect for his role.*

*Nancy Juetten*



*“Wherever we are, it  
is but a stage on the  
way to somewhere else,  
and whatever we do,  
however well we do it,  
it is only a preparation  
to do something else  
that shall be different.”*

*Robert Louis Stevenson,  
Scottish Novelist and Poet*

## CLIENT-ATTRACTING BIOS

### Abundant Examples to Inspire Your Own Winning Efforts

The following are bios that users of *Bye-Bye Boring Bio* created over the last year using this template to tell their stories to get seen, heard, celebrated *and* COMPEN\$ATED. Represented here are bios of coaches, consultants, authors, speakers, infopreneurs, and specialty professional service providers.

Read these bios to see how well this template delivers for each, and then GET INSPIRED to create a client-attracting bio that shares **your** story.

And by all means, get in touch with these people to benefit from the value, the expertise, and the services they offer.



*We need to see more  
examples of successful  
conscious businesses.  
People thriving doing  
something they love  
that also makes a  
positive difference in  
the world.*

*Tad Hargrave*



## TAD HARGRAVE

### Expert in Marketing to Hippies

[www.radicalmarketing.com](http://www.radicalmarketing.com)

**Tad Hargrave** is a hippy who developed a knack for marketing. Despite years in the non-profit and activist world, he finally had to admit he was a marketing nerd and, in the end, he became a marketing coach for hippies. Maybe it was because he couldn't stand seeing his hippy friends struggle to promote their amazing, green, and holistic projects. Maybe it was because he couldn't keep a 9-5 job to save his life.

Whatever the reason, for almost a decade, he has been touring his marketing workshops around Canada, bringing refreshing and unorthodox ideas to conscious entrepreneurs and green businesses that help them grow their organizations and businesses (without selling their souls). And, over the years, he has become recognized as a leader in the wider movement toward green and local economies.

*“There are so many people in the world doing such incredible things! Green businesses, holistic practitioners, local and independent retail . . . But they're an expert in what they do – not in articulating what they do; not in marketing what they do. And yet they can't afford to learn how to be a better marketer because so many of the marketing workshops cost a fortune. They're not accessible to the people who need them the most. The people whose businesses are the most cutting edge, inspiring and radical are often on the most shoestring budgets. But these are the businesses the world needs right now. We need to see more examples of successful conscious businesses. People thriving doing something they love that also makes a positive difference in the world. So, instead of charging outrageous amounts, I started doing most of my events on a pay what you can basis – where people come to the whole workshop and then paid me whatever they wanted to pay at the end. It created such good vibes, and I found that people paid well when they got real value. It builds such a beautiful sense of community.”* says Tad.



His approach to pricing has made him a pioneer and documenter of the provocative new economy that is being written about and explored globally—the Pay What You Can Economy. It’s an economy where people decide on the price tag themselves.

When he isn’t hosting potlucks, spending too much time on Facebook, designing a new product, puttering at Remedy Café in Edmonton on his laptop he’s likely working on [www.e-sage.com](http://www.e-sage.com) – a project he co-founded in 2008 which has become one of Edmonton’s leading hubs for green and local lifestyles. Tad seems to have spent much of his adult life building community around positive change and creating events for people to come together to make good things happen.

His work has been featured in publications from the *Edmonton Journal*, *Alberta Venture*, *The Edmonton Sun*, *The Globe and Mail*, *Alberta Report*, *IONS Review*, *Ed Magazine*, *React* magazine and nationally on CBC Radio. He was recently featured in the book *Global Uprising* and was chosen as one of the thirty leading young visionaries in North America by *Utne Reader* magazine in their September, 2002, edition.

#### **Personal Tidbits about Tad:**

Tad is also a funny fellow. He has been a founding member of 3 comedy troupes, and recently completed his seventeenth season with Edmonton’s Rapid Fire Theater as a senior member where he performs improv comedy weekly at Theatresports and Chimprov. This means the other performer’s think he’s really old.

Between September 2004 and February 2006, Tad dedicated himself to learning his ancestral language, Scottish Gaelic, in both Nova Scotia and Scotland. He can speak Gaelic pretty good now. He also has a blog called “Healing Whitness: An Exploration of the European Indigenous Soul” at which is woven around the core question, “*Are white people indigenous? If not anymore, can they reclaim that?*”

Every once in a while Tad leads workshops on Non Violent Communication in Edmonton for the community. He’s not certified or anything—but he finds it fascinating. Tad continues to live in Edmonton, Alberta, where he was born. He’s also an accomplished sleight-of-hand magician and an okay musician.





*What lights John up about this work is the knowledge that in the end, he's helping people.*



## JOHN HUTSON

Director, Forensic Accounting, Hutson Resource Group

*“The time to repair the roof is when the sun is shining,”*

—John F. Kennedy

John Hutson is fiercely committed to guiding risk managers, corporate officers, and business owners through the process of preparing and submitting a business interruption claim; and to helping businesses understand their values at risk.

If you've suffered a business interruption and are looking for a forensic accountant, if you worry that the insurance company doesn't look at accounting issues from your perspective, if you're overwhelmed with confusing document request lists, if you doubt that the process is moving forward, or if you wonder why your insurance company doesn't simply pay you what you're owed, you've come to the right place.

Maybe you're renewing your business interruption insurance, and you get it: you understand that the values-at-risk number you provide to the insurance company is the amount you'll be insured for, no more, no less. But how do you know if the number you're thinking of is truly the right number? If your business is complex, or if you're not certain what the impact to your overall business might be if one of your vendors or locations goes down, we can help.

With fifteen years of experience working with amazing clients with similar worries and concerns, and guiding them to achieve extraordinary success, John's mission is to help businesses like yours comprehend their values-at-risk; and to prepare a business interruption claim in a way that helps you recover the funds your business needs to survive and thrive after experiencing a business interruption loss, while easing the pain and frustration of this process.

### What Clients Say About Us

Clients say remarkable things about the impact John's work has on their life and the success of their businesses after a loss, including:

*"Your analyses and presentations at the settlement meeting were critical in our receiving a fair and timely settlement from our insurance company,"* Matthew Vaughan, Director of Risk Management, 3Com Corporation.

*"The fees paid to Hutson Resource Group were recouped many times over by a quick resolution and recapturing of dollars that the insurance company did not include in their original offer,"* Jeff Foushee, President, Foushee Construction.

*"Your encouragement... was instrumental during the negotiation and resulted in the YMCA benefiting from a positive settlement with our insurance company,"* Susan J. Strong, Risk Manager, YMCA of Greater Seattle.

*"The end result was ideal not only for our insurance renewal process, but also provides us with a useful tool for understanding and measuring our BI exposures going forward,"* John P. Sullivan, Vice President and Treasurer, JDSUniphase

*"John's extensive experience with Business Interruption claims was clearly evident when he thoroughly analyzed the situation and presented critical arguments to the adjuster resulting in a favorable outcome for our company. I can truthfully say that his services are of the highest caliber and it is without reservation that I encourage you to utilize the services of his firm,"* Alan J. Averna, Controller, Chopard.

*"Based on your input and suggestions, we have revised our insurance coverage and business interruption values to better protect our school and ultimately, the families that we serve,"* Paul Brahce, Head of School, The Little School

*"We were affected by Hurricane Ike and felt as if we were on an island by ourselves without any support or direction. John Hutson was there to guide us in the right direction and took control of the loss analysis. He walked us through the process, step-by-step until we felt comfortable. I would recommend John Hutson and Hutson Resource Group LLC to anyone going through an insurance claim. His expertise successfully helped us through a very trying situation. We would not hesitate to use his services again if the situation ever arose,"* Tony Eisermann, CFO, The Marwin Group.

Similar benefits can be yours when you decide to invite John to help you. He'll bring all of the powerful methods and insider experience he's gained over the years to the preparation and submission of your business interruption claim, or to helping you understand your values-at-risk.

### Businesses Mean More Than Bottom Lines

What lights John up about this work is the knowledge that in the end, he's helping people. He understands that when businesses thrive, people can

sleep better knowing that they can pay their mortgage, not worry about an unexpected medical bill, or sign up their son for an elite baseball team... knowing that paying for the uniforms and other expenses won't be a problem.

He realizes that businesses that suffer losses could be faced with the tough decision of laying-off employees ... or worse. That's why he's so committed to helping businesses prepare before a loss occurs by helping risk managers, corporate officers, and business owners fully understand their values-at-risk, and to helping them recover the money a business needs to survive after a loss.

### ***Premiere Experience, Insider Knowledge, Personal Access***

What sets us apart from other professional service firms is our size combined with our singular experience. John started his unique career 'working for the other side,' preparing loss calculations for insurance companies, so he understands the methods the insurance company's accountants use to try and minimize a claim. While working for the other side, the frustration he saw on the part of risk managers, corporate officers, and business owners led him to the realization that he could no longer, with integrity, work on that side of the table.

Over the next twelve years, John gained invaluable insights working for some of the biggest names in the consulting world: Deloitte & Touche and Aon Horizon. John is a valued consultant and frequent speaker at brokerages around the nation, creates and leads classes on business interruption issues that are approved for continuing education credit, and holds numerous professional designations, including Certified Fraud Examiner, Certified Forensic Financial Analyst, Certified Business Continuity Vendor, and Associate in Risk Management.

### ***Who is This Guy, Really?***

Here are some things about John and his experiences that might surprise and amuse you:

- John once caught a woman, in the middle of the night, who jumped from the second floor of a burning building.
- John was a cheerleader in high school.
- John served as a Corporal in the Marine Corps. during the Gulf War, and says that not much scares him after being shot at in combat.
- John is considered to be an expert marksman, has taught several people how to safely handle a weapon, and claims that women are many times better shots than men.
- John has been married to his high-school sweetheart for nineteen years and is the father of two school-aged children. During his off-time, you can catch him hiking Tiger Mountain III with his dogs, Roxy and Henry, or playing lacrosse with his oldest daughter.

***Your Invitation***

Guiding businesses through the often—murky waters of determining values-at-risk, and calculating and submitting a business interruption insurance claim with winning results is John’s passion and commitment. Call John today—he’ll tell you frankly, with no commitment on your part, whether or not he can help you.

John’s cell (425) 681-0700, [jhutson@hutsonresourcegroup.com](mailto:jhutson@hutsonresourcegroup.com), [www.hutsonresourcegroup.com](http://www.hutsonresourcegroup.com)



## What is the unsaid costing you?

*Sara Harvey Yao*



### **SARA HARVEY YAO**

#### **Executive Leadership Coach, Keynote Speaker, and Author/ Creator of Game Changing Tools to Expand Leaders**

Executives and top performers at leading companies rely upon Executive Coach Sara Harvey Yao to call them on their blind spots, expand their influence and create a more compelling executive presence. High achieving professionals from Microsoft, T-Mobile, and Coldwell Banker Bain have come to know Sara as their secret weapon to overcome leadership and communications challenges that stand in their way of making an even bigger impact.

Sara is described as “an invaluable advisor” by some and “a leadership chiropractor” by others. No matter how they describe her, clients regularly welcome the benefits that flow from their work together. Most notably, clients advance in their careers, make bigger impact at work and home, and learn smarter ways to add value without burning out.

Known for her compassionate, direct, and truth telling candor, Sara Harvey Yao has coached and trained more than 3,000 leaders in six countries since 1998. Whether working one-on-one with clients, as a leadership team facilitator, or as an inspiring keynote speaker, Sara’s commitment is to guide clients to clarity about the behaviors, communications, and stumbling blocks that stand in their way of their effectiveness.

Before launching Working with Power LLC, Sara worked for a decade as a leadership development director for several technology and communications firms. She thrives in her role as a trusted outsider looking in because of the freedom she has to speak her mind without apology while offering clients the safety, trust, and privacy to do the same.

Her powers of observation, ability to build trust immediately, and her tactful, direct style create an environment in which clients can speak their truth and receive feedback that they wouldn’t hear from anyone else. It is precisely the kind of feedback clients need to make changes that often catapult their leadership in powerful, compelling, and high impact ways.

### Ideal Clients to Benefit from Working with Sara

- CEO's, Presidents, Vice Presidents and General Managers who want to leave a legacy to their companies and need a game changing approach to get the mission accomplished.
- Clients who are already successful, but paying a heavy price for it and hungry for a new way of working that is easier and more impactful.
- Clients who are ready to hear what they need to start, stop, and keep doing to kick their contributions up to a much higher level and are willing to commit to taking action.

### Stunning Client Results

New positions, new promotions, successful sales of their companies, and building bench strength among their leadership teams are among the stunning results clients achieve during their very personal coaching engagements with Sara. In fact, 98% of the leaders Sara works with accomplish their personal and professional objectives defined at the start of their engagements, and 95% of clients re-engage to keep the forward momentum flowing.

### Creator of Game Changing Tools to Inspire Success

Sara is the creator of The Candid Solution™ which surfaces the most costly topics that aren't being talked about. She is also the author of the forthcoming book, **"Succeeding without Side Effects: Burnout-Proof Your Leadership and Life"**, and the creator of several audio programs, including:

- What's the Unsaid Costing You? How Candid Communication Can Save Your Business and Life
- White Space Time: The Only Productivity Tool You Need
- Is Success Running You Ragged?

### Education and Accolades

Sara earned a Bachelor's degree in Organizational Communications and a Master's Degree in Organizational Management. Her "Working with Power: How to Thrive in an Intense Environment" aimed at retaining female leaders at Microsoft, earned some of the highest participant satisfaction ratings among programs offered for women in leadership.

### On the Personal Side

Sara's gifts for guiding executives took root at an early age. Her father was the President of a publicly traded company and conversations about business were common around the family dinner table. Sara's parents enrolled her into Lou Tice seminars when she was ten years old and her dad allowed her to observe his Leadership Team meetings. As a teen observing these meetings, she would often ask questions about why people would behave in ways that would stand in the way of progress.

Married happily to husband Jesse since 1998, she is enjoying the journey of raising two sons, Ethan and Logan, to be emotionally intelligent, grounded and happy people. A former competitive ballroom dancer, Latin music and

dance always stir her soul and remind her that there is a distinct rhythm to what matters most. Sara's guilty pleasures include American Idol and People Magazine.

**Engage**

To engage Sara and learn more about her programs and services, visit [www.workingwithpower.com](http://www.workingwithpower.com), call 206-686-7697, or send email to [sara@workingwithpower.com](mailto:sara@workingwithpower.com).





## JAMES ROCHE

**Guiding Independent, Service-Based Business Owners Through a Proven Entrepreneurial Path to Achieve Multiple Six-Figure Incomes**

*“I’m happiest when I’m helping my clients create a clear and personalized roadmap that brings them prosperity and lets them share their gifts with the world. The way I see it, if I help leaders and entrepreneurs create simple and authentic marketing then they’ll attract and impact more people. So indirectly, I’ve also impacted all those people, too. That lights me up!” — James Roche*

Thousands of entrepreneurs and service-based professionals from more than 25 industries rave about the practical and proven strategies James Roche generously shares, which produce business results.

Conscious, forward-thinking clients value having direct access to James because he helps them find simple solutions to their most pressing business and marketing challenges. His coaching clears the path they are on so they discover the simplest and easiest way to get the results they want.

Whether working one-on-one with a client by phone or addressing crowds numbering 500 – 1000 people at a time, James’ mission is to coach results-oriented professionals to successfully attract more clients and make more money online. His clients get customized, personal attention that allows their best gifts to shine.

Among James’ strongest gifts is the ability to present and convey business knowledge in a simple, easy to understand way mixed with humor, authenticity, and a sincere quest to add value and guide clients to produce consistent business results.



*I’m happiest when  
I’m helping my clients  
create a clear and  
personalized roadmap  
that brings them  
prosperity and lets  
them share their gifts  
with the world.*

*James Roche*



James' lifestyle is a model for his clients to also create a life that is stress-free, serene and filled with creativity.

*"I rank James Roche among the top small business marketing coaches and trainers in America. So impressed was I with the results James helps his clients achieve that I chose him to serve as the head coach to lead the Millionaire Protégé Club Platinum Tier Program. His brilliance and coaching savvy shine consistently."*

—Ali Brown  
Ali Brown International

James is the creator of "The Entrepreneur's Path," a common sense approach to building a profitable business that supports your ideal lifestyle. He also created the "Marketing Made Easy Blueprint," a step-by-step home-study program that helps business owners create a marketing blueprint, attract more clients, and create information products.

#### **Interesting Things about James:**

- Since his grade school days, James has always gotten along beautifully with women. Today his client mix is comprised of 90% women and a few really great men. Clients appreciate his warm, engaging approach and his "let's get to work" emphasis on creating systems that deliver measurable and meaningful bottom line results.
- James was fortunate to travel extensively in Europe and experience the best of the Western World before reaching the age of 18. At the age of six he discovered and fell in love with classical music. When he was 15 he had the great fortune to study classical piano with a professor at Cambridge University. He brings his depth and understanding of structure when working with clients on their business.
- James also loves photography. He has a natural "eye" for seeing beautiful compositions. He uses the same gift when working with his clients because he sees the big picture and how all the parts of a clients business fit beautifully together.
- Close friends call James a Zen marketer. In his early 20's he traveled to India three times for a total of a year. In his 20's he also gave lectures on and taught meditation around the world. The concepts of balance, integration, and clarity carry forward in his work with clients today.

To connect with James to explore coaching or keynote speaking opportunities, send email to [james@rochemarketing.com](mailto:james@rochemarketing.com) or call 877-891-4234.



**JEFF BOW**

**Executive and Leadership Coach to Successful Executives  
Who Seek More Satisfaction and Balance in Their Lives**

**Brilliance through Balance™**

Executives from Los Angeles, Hawaii, and Shanghai consider their twice monthly private coaching calls with Master Certified Life Coach Jeff Bow to be among the best ongoing investments they make in their success and satisfaction in business and life. Jeff's proprietary Brilliance through Balance™ approach is the reason clients say they achieve their goals faster, enjoy life a lot more, and feel more deeply connected to Spirit.

Jeff believes **and his clients agree** that the deep sense of purpose that flows from setting priorities in concert with what matters most to each is the fuel that drives inspired growth in every aspect of their lives. **Spirituality is at the center of this work as opposed to being just one essential ingredient in the success mix.** Most clients work with Jeff over a year-long period of time to welcome remarkable results and rewards that are priceless in their lasting value.

**Three Decades of Impact**

Not a stranger to long-term commitments, Jeff worked for three decades as a strategic change agent for organizations ranging from a magazine and book distributor to a construction material manufacturer and supplier before launching his successful private executive coaching practice in 2003. In this role, Jeff's gifts and talent for shaping company cultures to honor mutual respect and the celebration of the Human spirit were well honed. He was proud to put to rest antiquated leadership philosophies such as "Do as I say and not as I do" to open up new, collaborative work styles to bring about stunning, revenue generating results and team satisfaction.

While Jeff has made a lot of hard business decisions, negotiated contracts and fought for the rights of workers to make a lasting difference for leading organizations, one of the hardest personal decisions he ever made was putting Kila, his treasured 9 year old Rottweiler, to sleep. Doing what was best for her quality of life with bone cancer versus letting her rest peacefully put into poignant focus the importance of remembering Spirit first.



*Jeff's proprietary  
Brilliance through  
Balance™ approach is  
the reason clients say  
they achieve their goals  
faster, enjoy life a lot  
more, and feel more  
deeply connected to  
Spirit.*

Among his favorite quotes is this one:

*“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”*

— Martin Luther King

Today, Jeff connects deeply with high performing executives to guide their most inspired performance and satisfaction in work and in life. In his nonjudgmental, receptive, and nurturing way, Jeff supports and motivates clients to guide their teams to accomplish more than they ever thought possible, while showing them how to welcome more joy, fulfillment, and positive results in their own lives.

#### **Jeff’s Education and Credentials:**

Jeff is a Master Certified Life Coach, an inspired learning facilitator, and a graduate of the accredited Coach for Life program. He is an active member of the International Coach Federation who also earned a certificate from Stanford University Graduate School of Business in its Executive Program for Growing Companies. He also completed coursework in negotiation for the senior executives program via the inter-University Consortium of Harvard University, Massachusetts Institute of Technology, and Tufts University.

#### **Jeff’s Publications and Media Contributions:**

Jeff contributed expertise to a Harvard Business School research study of the executive coaching profession. The resulting profile, “The Realities of Executive Coaching” was published in the January 2009 issue of the Harvard Business Review. The author of the forthcoming book -- **“Stop Thinking, Start Believing: How to Breakthrough Fear and Ignite Your Brilliance”** – Jeff welcomes media interviews and speaking invitations from professional groups and associations that seek to benefit from his Brilliance through Balance™ message and overall approach. Learn more and engage at [www.jeffbow-coaching.com](http://www.jeffbow-coaching.com).



## MELISSA WADSWORTH

### What You Notice Matters!™ Author and Mentor Who Propels Clients from Blocked to Brilliant!

Melissa Wadsworth has empowered thousands to access their creative intuition and vision – propelling them **from blocked to brilliant!** After working with Melissa, her clients have released age-old fears and self-doubt to manifest business and personal breakthroughs – from securing major speaking engagements and media attention to experiencing deeper connections with loved ones and a profound alignment with their purpose and place in the world.

Melissa’s fun and mind-expanding **What You Notice Matters!**™ books, videos, retreats, workshops, and one-to-one mentoring help clients step out of their “smallness” and celebrate their authentic gifts and talents. Melissa is a DailyOm.com instructor and is a featured presenter at personal development events such as Harv Eker’s *Master Your Mind* conference.

#### “It’s a Dream Come True for You and Me”

As a child, Melissa was captivated by the Disneyland “Carousel of Progress” attraction. The message of the theme song, “There’s a Great, Big, Beautiful Tomorrow” imprinted resolutely on her tender soul. Years later she realized it spoke directly to her passion for creative evolution. Then in her late thirties she had inspired AHA!: **“What You Notice Matters!**™ In quick succession, she manifested her dream home, her dream man, and she left her 20-year PR career to fulfill her writing dreams. Her first book was published in 2005 and she is currently at work on **From Blocked to Brilliant! 9 Steps to Living Your Dreams.**

#### Transformational Vision

Melissa has taken her unique process and created a **transformational program** for others. This process connects clients to the importance of living their purpose and paying it forward. **What You Notice Matters!** reminds clients to Wake Up and notice that the universe is always sending them THE perfect guidance, people, resources, and opportunities they need to activate their true potential and achieve their goals. Quite simply, you can’t access, appreciate, or expand what you don’t notice.

As one client rejoiced, “I’m diving deeper and flying higher!”

Learn more at [www.melissawadsworth.com](http://www.melissawadsworth.com).



*Quite simply, you can’t  
access, appreciate, or  
expand what you don’t  
notice.*

*Melissa Wadsworth*



*People hire me for my  
head, pay me for my  
heart, and trust me  
most when I use both.*

*Steve Juetten, CFP®*



**STEVE JUETTEN**

**Certified Financial Planner™ Professional  
Juetten Personal Financial Planning LLC.**

If you're looking for someone to help you take care of your money matters so you can do more of what you love, perhaps I'm that person.

"Trust" is a big deal with my clients. Trust is made up of two parts—competence and character and that's how I earn my clients' trust. By being competent at what I do (I hold CFP® designation and it's the highest designation in our profession and the hardest to earn) and by acting in good character by always keeping your interests and needs first. In legal terms, I act as a "fiduciary"—meaning I'm legally bound to put your interests first. Not all financial advisers are willing to do that, but I am.

And my clients seem to like what I do to help them. *Seattle Magazine* has named me a 2010 recipient of its coveted FIVE STAR Wealth Manager award. Of the more than 11,000 wealth managers in the Seattle area, only about 5% earn this honor.

Since 2001, individuals and couples have been coming to me to help them make sound financial decisions so they can do more of what they love. My business is founded on the belief that good financial planning does not have to be confusing, complex or scary. I came to this belief after consulting for more than 25 years with large corporations and their employees to help them understand and use their employer benefits.

I am the managing member and founder of my firm. If you "Google" my name, you'll find that I am quoted regularly in the Puget Sound media on financial planning and employee benefits topics.

My passion for investing took root while I was still in high school. I have always enjoyed organizing financial data and learning about financial markets. Now I apply those passions to help my clients identify and make their financial dreams come true.

I am an avid golfer, photographer, movie buff, exerciser, reader and life-long learner with a wall of "how-to" books about a wide range of subjects. Mar-

## Bye-Bye BORING BIO

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ried to Nancy since 1987, we welcomed our son Kyle to the family in 1997. Shadow, our golden retriever, joined us in 2004. Together, we enjoy today, save for tomorrow, and express gratitude for the good fortune we have to do work we love that serves others in ways that make a lasting difference in their lives.

Get in touch by email at [steve@finpath.com](mailto:steve@finpath.com), calling 425-373-9393, or visiting [www.finpath.com](http://www.finpath.com).





*There is no better place  
to perform than center  
stage of your own life.*

*Kammie Lisenby*



## KAMMIE LISENBY

**Founder & Organizational Expert for  
Live Simply Efficient**

Saving overworked moms from the chaos of everyday life isn't just a passion. It's Kammie's mission. When it all becomes too much, Seattleites call Organizational Expert, Kammie Lisenby. She has been helping desperate housewives across the Puget Sound Region quickly reclaim their lives, one messed up drawer at a time.

Whether you're looking for a complete home makeover or "rent a broom" by the room, Simply Efficient has you covered. Kammie is an organizational powerhouse, "Clutter Savvy" blogger, an inspiring activist for passionate living and "Organize Your Best Life" workshop facilitator who gets busy mompreneurs into action to take control of their environments and create profitable results.

### **From Seattle Seahawk Cheerleader to Organizational Diva**

Kammie's life organizational consulting, environment transformation services and information products business started on her dining room table in 2008, trading her pom-poms in for a business license with the desire to be of greater service to others. For some, performing in front of 67,000 screaming Seahawks fans may be a bit intimidating but Kammie finds herself right at home in the chaos of your clutter.

### **Five Things About Kammie That Might Surprise You**

- Kammie drove 2,853 miles on the road to her personal self discovery at 18 years old from Clifton Park, NY to Seattle, WA in under a week.
- "You're a Lisenby" is Kammie's phrase of motivation. Kammie encourages all her clients to have a *phrase of motivation*. These are words that make us stand up when we would rather lie down.
- Kammie spent three magical days with Oprah Winfrey and her team of

experts in NYC at her O Magazine 10<sup>th</sup> Year Anniversary Live Your Best Life Event. It was there that she won the heart of America's Organizational Expert Peter Walsh. Kammie was also quoted in the August 2010 issue of O Magazine!



- In one organizing session, Kammie uncovered over \$100 in gift cards and \$622 in cash by organizing one room. Her client said, “Kammie pays for herself every time she comes over!” That night she took her husband out to a romantic dinner on a gift card we found under the clutter.
- While driving in her car, Kammie listens to audio recordings of her favorite mentors like Ali Brown, Lisa Sasevich, and Jack Canfield.

### Why You Can Rest Easy with Kammie Guiding You to Organize Your Best Life

Hiring Kammie is like hiring a personal trainer to makeover your life! This is not about the stuff on the floor. This is about the stuff inside you. You're physical environment is a reflection of your personal internal chaos. With these experiences under her belt, there is nothing she can't do.

### Your Invitation

Guiding seniors in transition, giving overworked mothers their sanity back – helping them determine what to keep, and which items to downsize and eliminating mental chaos to produce winning results in your business and life is Kammie's passion and commitment. Get in touch with Kammie today and reclaim your life—she'll tell you, with no commitment on your part, whether or not she can help you or refer you to another professional.

Get in touch by phone or email: (206) 914-6099 or

Kammie@LiveSimplyEfficient.com.





*Don't wait to be on the receiving end of gunfire or to have a knife at your throat before you learn essential strategies and tactics that can save your life and the lives of people you care about.*

*Larry Kaminer*



## **LARRY KAMINER**

**Personal Safety and Security Trainer, Consultant,  
Speaker and Expert to the Media**

### **Saving Lives and Bringing Peace of Mind, One Spell-Binding Presentation at a Time**

Larry Kaminer's passion for saving lives—including his own—began one night as a teenager growing up in Johannesburg, South Africa. Pinned down by an assailant with a knife at his throat during a home invasion, he struggled to think his way through the chaos of the moment as random bullets fired. In that instant, he resolved never again be caught off guard without a personal safety strategy.

### **Larry's Riveting, Memorable, and Practical Advice Saves Lives and Inspires Change**

Today, Larry's "man on the street, from-the-trenches, pull-no-punches" approach to teaching crime avoidance is what sets him apart and makes his message riveting, memorable, and practical. Believing that the mind is your best weapon, Larry teaches audiences to think like criminals, understand the victim selection process, and learn how to eliminate the elements that contribute to being an easy target. These lessons were earned as a result of three decades of travel in high threat circumstances.

Since 2006, Larry and his team of experts, trainers, and consultants from the Army Special Forces, Naval special Operations, SWAT and Executive Protection arenas have inspired thousands of people to craft personal safety strategies that have the potential to save lives all over the world. At the same time, he and his team bring priceless peace of mind to all who benefit from their compelling and empowering message. What Larry knows for sure is that no matter how we make our ways in the world, we are all ultimately responsible for our own personal safety.

**Audience members and meeting planners from leading Puget Sound corporations, non-profit organizations, safety councils, and law enforcement training events rave about the impact Larry's message brings to their audiences as personal security earns top-of-mind awareness and inspires new, life-saving behaviors.**

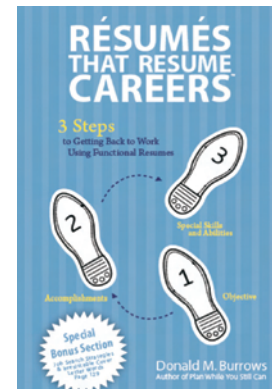
Whether he is addressing relocating executives en route to new countries, college aged kids on their way to enjoy campus life, or offering provocative media perspective in response to a breaking news story about personal safety, Larry's commentary always packs a powerful punch for personal safety empowerment in perfect timing.

Reach Larry at (206) 420-1808 or by email at [Larryk@personalsafetygroup.com](mailto:Larryk@personalsafetygroup.com).



*I am on a mission to  
guide job seekers to  
stand out and shine,  
one functional résumé  
at a time.*

*Don Burrows*



## DON BURROWS

**Speaker, Trainer, and Author of *Résumés that Resume Career***

Formerly frustrated job seekers who are now happily and gainfully employed doing work they love are singing the praises of Don Burrows. Through workshops, keynote speaking, and private coaching, he is showing candidates how to showcase their talents and abilities to secure career employment, even during the most daunting of economic times.

Inspired by President Barack Obama's call to action to Americans to apply their unique talents and gifts to find solutions to the faltering economy, Don Burrows is lifting spirits, building self-esteem, and empowering thousands of people. His intention is to support others powerfully as they get on with their lives and work right now so they can share their unique gifts and talents with the marketplace and the world.

Building on three decades of career contribution as a human resources executive for companies ranging from Chiquita Brands, Columbia Aluminum, Dole Fresh Fruits, Cigna Worldwide, Chicago Pneumatic Tools Company, and Marriott Hotels, today Don Burrows is rolling up his sleeves to help shape career success stories every day along Main Street USA. He can't wait to make an impact for you.

Recognizing that job seekers learn in different ways and have different budgets to apply to meet their needs, Don Burrows offers a "perfect fit" menu of services to suit every learning style and budget. Whether clients want a time-tested and proven online training course, or Don's savvy editing to make their résumé drafts better than they can achieve on their own, or benefit from Don creating their functional résumé for them by working together side by side, help is just one shopping cart click away. Don welcomes speaking invitations and offers group workshops to guide special interest groups ranging from new graduates to military personnel to seniors and service clubs to benefit from his empowering, practical, and productivity-enhancing message.

**Clients Rave:**

*“Don is a true professional career coach. He knows how to get the candidate thinking like a winner. By using his methodology, it prepares a job seeker to answer tough interview questions and present herself in the best light, all by focusing on accomplishments.” -- Rachel Braynin*

*“When I was looking for work, I had an opportunity to use Don Burrows’ approach to writing a functional resume. The effect was twofold. I got more interviews than I had with a traditional formatted resume – and yes – I got the job I wanted. Don’s intelligent, insightful approach will help your resume stand out and get you that interview.” -- JonScott William*

*“I hired Don Burrows to help me re-write my resume. His approach and methodology of extrapolating what my specific skills are into a concise and effective description enabled me to identify tangible expertise and examples for each skill. In doing so, the content for my resume stood out from the pile.” -- Lourdes Sampera-Tsakada*

Visit this link to learn more about the ways to engage Don Burrows to add value for your needs and those of groups who are ready to prepare resumes that résumé their careers now:

<http://resumesthatresumecareers.com/resume-writing-services>,

call 800.597.9972,

or email Don today: [don@resumesthatresumecareers.com](mailto:don@resumesthatresumecareers.com)



*Animal Healing  
Expert Vicki Draper  
is passionate about  
ensuring vitality and  
pain free lives for pets  
and the owners who  
love them.*



**VICKI DRAPER**  
Founder of ViMiere

**Animal Healing Expert for Treasured Pets Brings More  
Joyful Life to the Years  
*Touched by an Angel. Healed in a Moment***

Animal Healing Expert Vicki Draper is passionate about ensuring vitality and pain free lives for pets and the owners who love them. She discovered her unique talents at an early age. When Vicki was just 11 years of age, her kitten was diagnosed with distemper. Rather than accept a tragic diagnosis, Vicki intuitively began visualizing a long, healthy life for her beloved pet. The kitten lived a happy and active 16 years more. Since 1999, Vicki has worked with thousands of happy and loyal pet owners and their veterinarians to bring to life similar stories for their own pets. With Vicki's healing touch at their sides, anxious animals are empowered to be calm. Fearful animals are empowered to feel safe. Abused animals are empowered to release the old and embrace the new with comfort. Many pets and their loving owners enjoy more joyful years together as a result. Happy clients cry tears of joy to watch the quick patter return to the steps of pets who are touched by this angel. Customers from around the world also purchase Vicki's line of essences that invite healing.

With extensive training and clinical experience from leading institutions including the Northwest School of Animal Massage, Tallgrass Animal Acupressure Institute, Wild Reiki and Shamanic Healing, Bellevue Massage School, Acupressure Institute of Berkeley, and Upledger Institute, Vicki has invested

thousands of hours to learn the best ways to apply her special gifts with animals for good.

Pet owners and their veterinarians have come to trust and rely on Vicki to solve the unsolvable. She brings to light the right way to proceed in concert with conventional methods and how to apply new approaches to best serve each pet's unique circumstances in perfect timing.

Vicki embodies a remarkable combination of Sherlock Holmes-inspired investigative skill, Dr. Doolittle-like communication and connection with animals, and Fairy Godmother-like oversight and compassion. Giving back to the animals in ways to facilitate both healing and peaceful passages is how Vicki's work makes the most crucial difference. This is her passion and what compels Vicki to serve the animals and their owners every day.

Vicki's God-given and inspired intuition, healing gift of touch, and heart-centered commitment to make a difference give pet owners and their pets relief, healing, and peace of mind. Her phone number enjoys placement on the "speed dial" function of many cell phones across the Puget Sound region as clients engage with Vicki in a variety of ways:

- 1) Engage by the hour for energy healing
- 2) Purchase her popular line of essences that invite healing
- 3) Participate in classes and events
- 4) Enjoy new information products that support their commitment to lovingly care for their pets throughout their lives

Vicki also welcomes invitations to speak to pet loving groups and teach about her methods. Get in touch by calling her at 425-785-4232, sending email to [info@vimiere.com](mailto:info@vimiere.com), and visiting the website at [www.vimiere.com](http://www.vimiere.com).





*Your success is my  
business.*

*Fred Matthews*



## **FRED MATTHEWS**

### ***Growth-Seeking Solopreneurs and Small Business Owners Rely Upon Fred Matthews' Support Services to Enjoy More Success with Greater Ease***

*Fred Matthews is a highly resourceful and experienced professional who organizes sound business operations and provides high-quality, specialized support services for successful solopreneurs and small businesses.*

- *Do you wish you had someone to delegate who will do the things you least like to do and do them with enthusiasm, accuracy, and excellence?*
- *Do you long for someone to create order out of chaos with speed and impact so you can serve your best clients better than ever?*
- *What would happen in your business and your life if you knew that qualified, capable, detail-attentive project management support was just one telephone call away?*

If you are smiling already, Fred Matthews can't wait to take your call and get to work on your behalf. Fred believes that excellence is doing ordinary things extraordinarily well.

#### **Fred Frees You to Focus on Your Genius**

Fred seeks to work as a team member on contract for up to 20 hours a week to take on high value projects that return big results to your business, while freeing you to focus on your areas of genius. High integrity and problem solving skills are among his most compelling qualities that add value for you at every turn.

Whether you are a Certified Financial Planner professional who needs accurate spread sheet creation, a lawyer who needs a manual that summarizes hiring practices, or a professional service provider who needs to set up and

maintain a system of electronic file organization that saves you save time and adds to your productivity, Fred Matthews is ready to be of service.

Fred is equally skilled and talented with analytical and communication skills. Count on him to write articles, brochures, and newsletters, present data, ideas, and concepts in visually engaging ways, and solve problems that are standing in your way of success.

**Fred is that dream resource you have been wishing for, until now.**

Being purposeful and productive and adding value with every move he makes factor into the vibrancy and profitability of your business today.

Fred is results-oriented and detail-minded, and he brings integrity to every project that he manages. He meets deadlines and commitments and delivers high quality results that contribute to your satisfaction and success. Software programs Fred knows well include MS Word, Excel, and PowerPoint; Raiser's Edge and Morningstar Principia.

**Clients Rave:**

*"Fred scans the horizon, sees what's out there, and applies the best to create useful tools, systems and practices for your business."*

*"Fred has the uncanny ability to organize the unorganizable."*

*"Fred is the answer to every busy professional service provider's prayer for a clone."*

Before launching his project management practice, Fred Matthews worked in fundraising, marketing and public relations, and strategic planning for non-profit organizations ranging from the American Red Cross, Virginia Mason Medical Center, and the Seattle Symphony. Working with major donors to guide them to step up to the plate and accomplish personal and financial/estate planning objectives has been his specialty.

Fred Matthews earned a Bachelor of Arts degree in English literature from Whitman College and a Master of Divinity with emphasis on religion and psychology from Pacific School of Religion.

**Put Fred Matthews' Support Services to Work for Your Success Today.**

Send email or call today to discuss your high value projects and how Fred can get them accomplished with speed and impact.

**fredamatthews@msn.com or by phone at 206-568-3446**





*You can change your  
life when you change  
your mind.*

*Bette James Laughrun*



## **BETTE JAMES LAUGHRUN**

**Founder, [www.thepeoplebuilders.com](http://www.thepeoplebuilders.com)**

*Owner and Million Dollar Producer for His Land, Inc. a Division of Isagenix*

*Author of *I Want What She's Got: The Secret of an Outrageous Life**

### **Developing Leaders Who Have a Passion to Make a Difference in the World**

Bette James Laughrun, 72, is fiercely committed to guiding others to live vibrant, healthy lives of contribution, meaning, and purpose so they can live their legacies today. She accomplishes that mission in two distinct ways. The first is through her community advocacy work with [www.thepeoplebuilders.com](http://www.thepeoplebuilders.com). This organization educates faith communities and non-church organizations about how to live healthy lives. The second is through the building of her successful nutritional cleansing company.

Bette's Isagenix business was the #12 income earner in the company for much of 2008. She started the business at age 62. Today, her intention is to develop leaders who share a passion to make a difference in the world. People who know and work with Bette describe her as caring, responsible, giving, empowering and grateful. She describes herself as a visionary, an encourager, and a builder.

### **Changing Her Mind at 62 is Making a World of Difference to Countless Others Today**

At age 62, Bette was preparing to die. Since her parents had died around that age, she suspected her time on Earth was near complete. She retreated from life. She thought twice about receiving dental work because she wasn't sure the return on investment was worth it. Then, she received information in the mail to participate in a human potential workshop. She decided to attend. During the workshop, she realized she wasn't living her life with a long-term vision. She reflected on the value of her life and the contribution she was—or

wasn't—making. She realized she had a whole lot more to offer to her community and her family, and she has done both since coming to that realization.

Bette James Laughrun is proof positive that the Third Phase of life can be the best of all those to come before.

Her contributions to others give her life meaning. She is surrounded by family, friends, and business associates who value the contribution she makes. She is healthy, vibrant, and alive. And, she has the financial foundation to provide an exceptional quality of life while generously giving back to others in need. The sense of urgency she feels to make the most of every day is apparent because she is having way too much fun and doesn't want to miss a single moment. That is a far different and welcome approach to life than considering whether or not needed dental work will deliver ROI.

Bette said, "Today, I am able to donate to many great organizations that can change the lives of others and who need encouragement. It may be an Ethiopian teenager in Israel who has been uprooted from her own land and can't afford the luxury of getting her teeth fixed. It might be a traumatized child from Gaza who lives in the torment of war and needs to get away to a quiet, no-stress camp to have some fun for a reprieve. It may be an orphan who has lost parents and family or a widowed refugee left with the support of her five children as a result of the continuous bombings. I see more needs every day. I have set up a family trust so that the giving goes on long after my death. It is to be a living memorial in the lives of those in need."

### **Bette's Most Powerful Success Tips**

What lights Bette up is knowing that her efforts are making lives better in her own backyard and well beyond. Among her most powerful and time tested success tips are the following:

- Become a "Need-finder." Successful people seek needs and find ways to fill them. There are needs everywhere. The depth to which you understand your strengths and the value you add heightens your awareness of needs you best fill.
- Enlarge your vision. Bring others along with you. Become a bigger solution. When looking for needs to fill, be intentional. Seek opportunities to solve with your services PLUS!
- Be focused. People are watching you. Find ways to motivate yourself daily toward your goals. Set big goals and benchmark goals. The choices you make every day contribute to the end results. This is true in every situation, all the time.
- Take your business seriously. Earning serious income takes serious commitment. Those who are serious about making big things happen plan to make big things happen. Picture yourself as the premium provider of your solutions. Do what it takes to become that which you imagine.

- Act now. Seek needs to fill. Find other quality service providers to work with you that complement your offering. Focus and measure the activities leading to goal achievement. Pursue big things and commit.

#### **A Few Things about Bette That Might Surprise and Delight You:**

When Bette was about nine years old, she was in a movie theater with her mom when the theater announced an upcoming talent show. Audience members were invited to come to the front to sign up if they wanted to be in the show. Bette got up and headed for the front. Her mother grabbed her shirt and pulled her back, asking, “What are you going to tell them you can do?” She replied, “I don’t know, but I will think of something on the way up there.” Bette’s mom didn’t let her go to the front, but she says she is still on her way there. It is no surprise that public speaking to inspire great leadership is something Bette approaches with great passion.

Bette’s path to building a winning organization started early. Her first job was working in a hardware store in 1975 for minimum wage. She is still building things and helping others do the same, though she earns substantially more today in exchange for her contributions.

The apples don’t fall very far from the tree. Five of Bette’s children own and operate successful and distinct businesses in five different cities across the nation.

A life-long learner, Bette loves to read, participate in personal development coursework, and learn and apply new skills to support others in their quest for better health, better lives, and greater prosperity.

Bette has nine grandchildren and six children—including a daughter she gave up for adoption 51 years ago. She traced her about ten years ago through an online search organization. She has since purchased a home for her and helped her get established in Colorado. Since Bette lives in Grand Junction, CO, this duo is able to make up for many years of lost time and make memories to last for the balance of their lives.



**MARGIT CRANE**  
The Gifted Teen Coach

Margit Crane is passionately devoted to making growing up much easier for ADD/ADHD kids, discombobulated teens, and the stressed-out parents who love them. “You don’t have to sit around waiting for this latest ‘phase’ to pass,” she says encouragingly. With Margit, clients enjoy more confidence, smoother communication, fewer conflicts, closer relationships, and increased academic success, all while having a lot more FUN. Simply put, whether she is coaching, writing books, or speaking, Margit will rock your world!

#### Healing Families

Confused and frustrated parents are drawn to Margit’s bright-eyed optimism and her real-world solutions. They fall in love with her humor and compassion, realizing that she is their strongest advocate and biggest fan. Clients feel heard and understood, and they trust her to support every family member equally. She blends an uncanny and authentic understanding of children and teens with adult wisdom and experience.

Margit transforms client perceptions about who they are -- shifting fear-based judgments of “good” and “bad” to heart-based perspectives of “uniquely gifted” and “heroic.” Margit poses the question: What if all your challenges were simply GIFTS that you didn’t know how to open?”

#### Jumping into the “Mosh Pit” of Family Conflict (The Operating Premises)

- PARENTING IS NOT A MORAL ISSUE. Parenting is a set of skills that can be taught and she does just that to the great delight of the families she serves.
- DEFIANT BEHAVIOR ISN’T A MORAL ISSUE. Having a huge spirit that’s trapped in a young body is challenging! Conflict is just crossed signals and crossed purposes and these can be uncrossed.
- THE FAMILY HEALS AS A UNIT. Parents are the agents of change in a family. Success is not dependent upon the child’s willingness to change, but rather upon the parents’ commitment to the coaching process.



*Let me guide you  
and your family to  
a renewed sense of  
harmony, enjoyment,  
and pride. I offer more  
than reassurance; I  
offer solutions. You can  
have some relief and  
hope TODAY!”*

*Margit Crane*

“Knowing Margit is in our court is a huge weight off my shoulders, which frees me up to focus on my business, the rest of my family, and having fun with my son.” (former client Lori Z)

### Underachieving and Over-Irritating

Margit intimately knows the pain of growing up misunderstood. She explains, “When I was young I felt so out of place. High I.Q. with undiagnosed A.D.D! I was a nice enough person (sometimes) but I just couldn’t get my act together. People expected so much of me and I had no clue how to deliver. Teachers were constantly saying that I wasn’t living up to my potential. And it wasn’t just about grades; I was rude and demanding as well.

My parents, being the successful and high-status people that they were, hid their parenting insecurities and we all just lived in a state of frustration and disappointment.

What really made a difference for me was finding a mentor who understood me and always believed in me. And that’s when I decided that I wanted to be THAT for the rest of my life!”

### Margit’s A.D.D. Ph.D.

Margit Crane is the author of the forthcoming book, *How to Train Your Parents in 6 1/2 Days: A Teen Handbook*, and the award-winning *STOP THE STRUGGLE! Solutions for Parenting Gifted Tweens and Teens*. She also created the CD program, *Gifted With ADD/ADHD: Insider Strategies to Increase Your Child’s Success and Happiness*. In 2002, Margit won an award for Inspiring High School Educator from UC San Diego, and her M.Ed. thesis was cited as a notable contribution to 300 years of Jewish Education by the American Jewish Archives.

Margit speaks to groups of teens, parents, school personnel, and family educators on such topics as, “Power Conversations not Power Struggles,” “Focusing Your Distracted Child,” “The Secret Life of the ADD Family,” and “Pretending Your Way to Success.”

She has earned three Master’s Degrees, which she refers to as her “A.D.D. Ph.D.” She has been a teacher and school counselor for educationally disadvantaged, special education, and gifted kids, teens, and college students ... and everyone in between!

### Happies and Crappies

When you meet Margit, you will find that she is clear about her likes and dislikes (in a very non-judgmental way, of course!) She calls them her “Happies” and “Crappies.” Among her “Happies” are her wonder-husband,

Nick, her two loving step kids, her fabulous friends, Harry Potter, and soft tacos made with corn tortillas. (If they're made with flour tortillas, they immediately become "Crappies.")

### **Message from Margit**

Isn't it about time someone listened to you and your needs? Call or email to schedule your complimentary 20-minute phone consultation. 206-326-8446 or [Margit@MargitCrane.com](mailto:Margit@MargitCrane.com).

- Sign up for free parenting tips and other goodies: [margitcrane.com](http://margitcrane.com)
- Follow Me on Twitter: [twitter.com/margitcrane](https://twitter.com/margitcrane) and at [facebook.com/giftedkid](https://facebook.com/giftedkid)





*Always begin with the  
end in mind.*

*Elsie Chaudoin*



## **ELSIE CHAUDOIN**

### **Award-Winning Maple Valley Real Estate Specialist**

In the best and most challenging of times, clients seeking to buy their first homes, invest in real estate, or move up to their dream homes say great things about award-winning real estate agent and lasting relationship builder Elsie Chaudoin.

Elise is empathetic to buyers' needs, hopes, and dreams, and she is also doggedly pragmatic in managing every step of the purchasing process to guide clients toward their home purchase and sale objectives. The trust she earns from parties on both sides of every transaction is proof of her collaborative, skilled negotiation skills and her commitment to find winning solutions for all.

What lights Elise up is playing a pivotal role in creating new chapters in people's lives. Breaking bread over the backyard bar-be-que with clients who invite her to bring their real estate objectives to life is one of the great compensations she enjoys by working with diligence to achieve winning outcomes.

In 2005, Elsie was named Maple Valley Rookie of the Year by John L. Scott, and she earned a place in the President's Gold Club in 2006 for her stellar production for John L. Scott and her clients. While the Great Recession has created demanding economic circumstances for buyers and sellers these last few years in particular, Elsie has successfully closed a number of transactions to earn client delight and satisfaction.

While she serves clients from Everett to Tacoma, she particularly enjoys serving the Maple Valley community, which is also where she makes her home as parent to three treasured daughters. The author of the forthcoming book, "Walking the Zebra," Elsie is a proponent of living in the present and showing up with authenticity. She believes that women emerging from divorce and other challenging life transitions can leave fear and self doubt behind and move forward with confidence, one bold and deliberate step at a time. She is

## Bye-Bye BORING BIO

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walking that talk in her own life and fearless in her pursuit of limitless possibilities for all.

Get in touch to engage her talents to bring about the successful real estate transactions on your planning horizon and be lifted up by her optimistic spirit, hard work, and commitment to your success. Visit [www.lclegacyteam.com](http://www.lclegacyteam.com) to learn more.





*Your wedding business is like a sports car. It can quickly take you to where you want to go – or not. My advice is to take the wheel and drive. Otherwise, you go nowhere.*

*Dina Eisenberg*



## **DINA EISENBERG**

**Chief Communications Strategist**  
**PositivelyWed.com**

PositivelyWed.com is in business to guide emerging and veteran wedding professionals to add a winning recipe of business savvy and negotiating skill to their creative genius so they can serve all the brides they want, be paid what they are worth, and operate happier, more profitable wedding businesses. Photographers, invitation providers, wedding officiants, and other professionals who are integral to creating perfect days for brides count on Chief Communications Strategist Dina Eisenberg and her team at PositivelyWed to guide them to achieve their own version of “happily ever after” in the ways that suit their needs and budget best.

Whether clients take a seat at the Chef’s Table for private, one-on-one coaching with Dina, pull up a virtual chair at the Communal Table to connect, collaborate, and learn new ways to succeed as members of a like-minded group, or enjoy the variety of do-it-yourself information products Dina has created to ease their most thorny business problems, clients are promised a delicious, savory experience and rich insights that they can apply immediately to welcome and ultimately toast their sustainable and lasting business success.

Dina wed her lifelong love affair with everything to do with weddings, her passion for great food and wine, and her 18 years of experience working in a variety of influential conflict resolution and strategic communication roles to launch PositivelyWed.com in August of 2009. Its goal is to serve as a resource and haven for wedding professionals seeking happier, less stressful, more profitable businesses. Dina guides clients to become fearless and to master their most important conversations – including the conversations they have with themselves. Her mission and commitment is to guide creative, talented clients to be better business people who fall back in love with their businesses in short order.

### **About Dina Eisenberg**

Dina’s path to become a communications strategist became clear at an early age. An energetic debater at 10, her father bet his friends she would become a lawyer, and she did. Dina wanted learn how to use words to achieve goals with less stress and bother. Self-employed since 1991, Dina has served clients as an attorney, a mediator, a marketing coach for mediators, and an ombudsman for a leading bank. Along this journey, she learned that fear of communicating ideas, needs, goals, issues, and concerns is often paralyzing for small

business owners – especially women entrepreneurs, Many fear offending others or coming across as too sales-y or pushy, even though the customer isn't always right or reasonable.

The marriage of Dina's passions and credible and varied career experience join together in perfect partnership to serve clients who are eager to take their seat at the PositivelyWed table to profit from her perspectives, solutions, and support. Together, they journey forward to achieve the "happily ever after" they seek in life and in business.

What lights her up about this work is the knowledge that each client's business can be the vehicle that takes her to the quality of life and the prosperity she deserves. Guiding clients to choose the right vehicles to get going is very rewarding. With Dina's help, clients acquire and practice the skills and mindset that lead them to enjoy profitable, stress-free businesses. In doing so, they become role models for brides who need to learn new ways of communicating.

Over the years, Dina's expertise has been honored with remarkable, notable accolades, including

- "Forty under 40" awarded by the Boston Business Journal
- Peacemaker award from the Cambridge Dispute Settlement Center
- Lifetime Achievement award from the Society of Dispute Resolution Professionals
- Commendation from Governor William Weld for her conflict work

Her articles and perspectives have been featured in Entrepreneur Magazine, Inc magazine and Wedlock magazine. Dina speaks regularly to students at Harvard University and Harvard Law School.

#### **Five Things About Dina That Might Surprise and Engage You:**

- She launched her first business 18 years ago as a way to support her two children after a divorce and was able to buy them a home after just two years.
- Dina is blissfully married. So happy are they that her husband has promised to marry every five years, for as long as they both shall live.
- She was featured on an OPEN American Express radio commercial
- Dina traveled for almost a complete year to meet many of the 60,000 people she served while an Ombudsman for Fleet Bank
- She adores food and loves to plan business travel around food/music festivals
- As a biracial person who is Jewish, Dina has a real sensitivity for differences and bridging them.
- Dina's children are "Irish twins" born just 19 months apart.

To learn more, benefit from her free audio, 3 Massive Mistakes Wedding Pros Make Negotiating, and learn more about the perfect ways to engage, visit [www.positivelywed.com](http://www.positivelywed.com).

## MEDIA-ATTRACTING BIOS FOR EXPERTS



*I'm always on top of  
what is new and ahead  
of what is next with  
respect to all things  
personal security.*

*Robert Siciliano*



### ROBERT SICILIANO

**Personal Security and Identity Theft Expert, Author, Speaker, Television News Correspondent, and Advisor to C-Suite Executives Who Demand and Expect Safety for Their Customers, Data, and Security**

#### **Count on Him for Straight Talk to Save Lives and Property – Online and Off**

Robert Siciliano, CEO of [www.IDTheftSecurity.com](http://www.IDTheftSecurity.com) is fiercely committed to informing, educating, and empowering Americans so they can be protected from violence and crime in the physical and virtual worlds. His “tell it like it is” style is sought after by major media outlets, executives in the C-Suite of leading corporations, meeting planners, and community leaders to get the straight talk they need to stay safe in a world in which physical and virtual violence is commonplace. Siciliano is accessible, real, professional, and ready to weigh in and comment at a moment’s notice on breaking news. His goal is simple – to wake up and empower people across Main Street USA so they can avoid becoming victims of crime. His personal security and identify theft expertise are assets to any program or organization that demands straight talk, common sense, and potentially life and property saving results right now.

Whether he is speaking on camera, to a reporter, or sharing his identity theft and personal security stories and tips as a keynote speaker or workshop leader, Siciliano's direct and to-the-point tone of voice can be counted on to raise hackles, capture attention, and – most importantly – inspire and empower action. He wants people everywhere to do the right things to keep family, data, and property safe. Audience members describe his credible, from-the-trenches advice as life-changing and life saving. Siciliano's media credentials include hard hitting and provocative contributions to The Today Show, CBS Early Show, CNN, MSNBC, Insight Edition, Tyra Banks, Sally Jess, Montel, Maury Povich, Howard Stern, USA Today, Forbes, Cosmopolitan, Good Housekeeping, Reader's Digest, Consumer Digest, Smart Money, the New York Times, the Washington Post, and many more.

In addition to his role as a frequently quoted television news correspondent, Siciliano is the author of *The Safety Minute: Living on High Alert – How to Take Control of Your Personal Security and Prevent Fraud*. Chief Executive Officers, Chief Information Officers, and Boards of Directors from leading corporations such as McAfee Anti-Virus, Intelius, and Uni-Ball Corporation rely upon Siciliano's insights, perspectives, and guidance to bring additional fire power and protections to their system and customer security initiatives. Each day, Siciliano consumes at least three hours of media. He subscribes to over 500 RSS feeds, and he monitors 60 Google Alerts to stay up to speed and in the know about all matters relating to personal security and identity theft. "I'm always on top of what is new and ahead of what is next with respect to all things personal security," Siciliano says.

Along his 29-year career path, he's studied martial arts, self-defense, human behavior, white-collar crime, cyber crime, and identity theft. He's even worked as a bar room bouncer and a personal bodyguard. His lifelong and personal interest in these subjects is an asset to those who engage and benefit from his expertise.



*Love is geographical.  
Wherever you go you  
can find love, when  
you know how.*

*Coach Katherin*



## KATHERIN SCOTT

### Internationally Recognized Authority on Dating and Attracting Love

The *Wall Street Journal*, *Cosmopolitan Magazine*, Match.com, The Hearst Corporation and *Precious Magazine* of Japan are among the prestigious media outlets that routinely seek out the sassy, studied and provocative commentary of America's Premier Date2Mate™ Coach Katherin Scott.

The author of ***ABC's of Dating: Simple Strategies for Dating Success*** and the forthcoming book ***Body Language Secrets: How to Gain an Unfair Advantage in Communicating and Persuading***, Katherin is affectionately named "Coach Cupid" by the media and many of her now happily married clients. Katherin coaches singles in their 40's and beyond who believe their cup in life is half-empty and guides them to feel full to overflowing with love from perfect partners.

Her proprietary five-step Date2Mate™ process also teaches clients to pre-qualify or disqualify a potential partner in five minutes or less, guaranteed! Katherin teaches clients to tap into the power of the unconscious mind and the Law of Attraction to navigate the dating scene to romantic and lasting outcomes.

Katherin guides without judgment and with a fierce and loving commitment to add value at every turn. Her direct and compassionately mischievous approach to telling clients the truth is among her hallmark gifts. Whether clients participate in Katherin's popular Date2Mate™ Boot Camps, group coaching or private coaching sessions, one thing is certain; when they apply what they've learned, they will find love.

Katherin earned a bachelor's degree in computer science and a master's in applied behavioral science. She also earned many certifications in hypnotherapy, Neuro-Linguistic Programming and Feng Shui and is a Certified Master Relationship Coach for Singles. She teaches dating courses worldwide

## Bye-Bye BORING BIO

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through workshops and teleseminars and at colleges nationwide.

Happily in relationship with her perfect partner, Katherin travels the tropical beaches of the world to attend weddings of grateful clients. Their happily-ever-after stories are proof positive of the impact Katherin's time-tested systems and approaches deliver for those who are ready for love now.

To engage, visit [www.date2matesecrets.com](http://www.date2matesecrets.com), send email to [katherin@date2matesecrets.com](mailto:katherin@date2matesecrets.com) or call 1-425-681-2620.




  
*Janet Switzer helps achievers who are experts in their field attain worldwide status and million-dollar income by building publishing empires, around their business strategies, straining concepts, industry expertise, and unique market posture.*



**JANET SWITZER**

**Marketing Genius and Business Growth Expert of Choice for Some of the World's Top Success Gurus and Co-Author of *The Success Principles* with Jack Canfield**

From her first job as campaign coordinator for a member of Congress at age 19 to building an international publishing company with over \$10 million in assets by age 29, Janet Switzer epitomizes the personal achievement and professional accomplishment that comes from applying proven principles of success.

Today, she is the marketing genius and business growth expert of choice for some of the world's top success gurus: peak performance expert Jack Canfield, master motivator Mark Victor Hansen, marketing icon Jay Abraham, Internet income expert Yanik Silver, and *Jesus CEO* author Laurie Beth Jones, among others. Additionally, Jane has counseled more than 50,000 companies and entrepreneurs worldwide in leveraging their intangibles and information assets for untold millions in potential windfall revenue. She's the author of the Instant Income series of small-business marketing resources designed to help entrepreneurs not only create immediate cash flow for their business but develop lucrative new profit centers, too. For details, visit [www.instantincome.com](http://www.instantincome.com).

Janet is an internationally recognized keynote speaker and founder and editor of *Leading Experts* magazine – as well as a columnist with *Training Magazine Asia* and numerous newswires and press syndicates. She regularly speaks to thousands of entrepreneurs, independent sales professionals, corporate employees, and industry association members on the principles of success and income generation. Additionally, she helps achievers who are experts in their field attain worldwide status and million-dollar income by building pub-

## Bye-Bye BORING BIO

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lishing empires, around their business strategies, straining concepts, industry expertise, and unique market posture. Her multimedia short course, “How Expert Build Empires: The Step-By-Step System for Turning Your Expertise into Super-Lucrative Profit Centers’ is the industry’s definitive work on the subject of developing and marketing information products.

Janet makes her home in Thousand Oaks, California, where she belongs to Cavary Community Church and works with young people as a local 4-H Club project leader—a role’s she’s enjoyed for nearly 20 years.

To bring Janet to your next event, call 805-499-9400 or visit [www.janetswitzer.com](http://www.janetswitzer.com). To subscribe to Leading Experts e-Magazine, visit [www.leadingexperts.net](http://www.leadingexperts.net).



## SPEAKER BIOS THAT GET DECISION MAKERS TO “YES” FAST!

If starting your path as a sought-after, professional, well compensated, or occasionally compensated speaker is your goal, create a speaker sheet that makes it easy for meeting planners and other decision makers to say “YES” to you and your credentials.

Here are some speaker profiles that I think are just great. Study the formats and choose the approach that is right for your speaking career right now. Do visit the websites for each to see the complete picture for each speaker.

Remember, not everyone starts out as a National Speaker Association award-winning speaker who earns \$25,000 per engagement. We all have to start somewhere. The key is to get into action to create a speaker profile that invites more of the right engagements so you can make progress on the professional speaking journey that is in your career plans.



## PATRICIA FRIPP, CSP, CPAE

Delivers High-Content, High-Performance, Entertaining  
Keynote Speeches and Motivational Presentations

[www.PatriciaFripp.com](http://www.PatriciaFripp.com)

Hiring a speaker is an awesome responsibility. You know you need the right speaker... With the appropriate message... One who has interesting and relevant content... And is known for exceptional delivery skills.

Are you seeking a speaker who can maximize your budget? Do you want the security of hiring a keynote speaker who is a seasoned professional? Have you considered a professional keynote speaker with the skill, ability, and willingness to deliver multiple offerings within each meeting or convention?

Have you been disappointed with professional speakers who give a great speech yet overlook the need to relate to all members of your audience?

Would you sleep better at night if you were confident your professional speaker will interview members of your leadership or audience in advance?

If you are still reading, may I recommend you consider Patricia Fripp for your next meeting or convention?

*“For 26 years I have been hiring speakers for the American Payroll Association. Without a doubt, Patricia Fripp is the most reliable, hassle-free, customer-friendly keynote speaker we have hired. Every year since 1997 we have booked Patricia Fripp for:*

- Presentation skills training for our industry experts.
- Keynotes at our conventions. Many of her keynote speeches are designed around our theme.
- Emceeding special events.
- Sales Presentation Training for our Board of Directors.



*Meetings and  
Conventions magazine  
calls Patricia Fripp,  
“...one of the 10 most  
electrifying speakers in  
North America.”*

- *Multiple breakout sessions each day of our conference."*

—Dan Maddux, Executive Director, American Payroll Association

*Meetings and Conventions* magazine calls Patricia Fripp, "...one of the 10 most electrifying speakers in North America."

- Check out Patricia Fripp's Speaking Clients and Read Their comments
- View Online Video Samples

Patricia Fripp's popular keynote titles include:

- Preparing & Presenting Powerful Presentations
- Opportunity Does Not Knock Once
- Getting, Keeping, and Deserving Your Customers
- Superstar Sales Presentations

*"Patricia Fripp is the BEST! She keynoted our major client conference, Meeting Of The Minds and was a HIT! Not only as the opening keynoter, but also for conducting HALF of the ten best break-out sessions. Our clients judged the 115 presentations and voted Patricia's five break-outs in first, second, third, seventh and tenth place. Based on this incredible feedback, we have invited her back and ADP has engaged her to speech coach our session speakers and train our sales teams."*

—Dave Larson VP, ADP, Client Marketing & MOTM Conference Chair



## BILL STANTON

### Humorous Keynote Speaker, Beatles Expert, Comedy Writer

Bill Stainton is a multiple Emmy Award-winning TV producer, writer, and performer; a highly sought-after keynote speaker; and an internationally-recognized Beatles expert. Not bad for a kid who grew up behind a dairy farm in the Amish countryside of Lancaster, Pennsylvania.

Today Bill blends the business smarts he learned from twenty years in corporate management with the show biz sparks he gleaned from working with people like Jerry Seinfeld, Ellen DeGeneres, and Jay Leno to create riveting presentations enjoyed by audiences around the world. Focusing primarily on the areas of leadership, teamwork, and innovation, Bill calls upon his background as a comedy writer to customize each keynote to each individual client. (And, unlike some “leadership” speakers, Bill has actually led a successful team!)

So what’s his background? Well, for fifteen years, Bill was the executive producer of Seattle’s legendary comedy TV show, *Almost Live!* (which also enjoyed a two and a half year run in national syndication on Comedy Central). Along the way, he won 29 Emmy Awards for his work as a producer, writer, and performer. He’s also written for HBO, NPR, and *The Tonight Show* with Jay Leno. In addition, Bill has authored nine corporate training programs in subjects ranging from Office Politics to Customer Service to Team Motivation. His programs are currently being used by hundreds of organizations, from IBM and Boeing to Paramount Pictures and the CIA. (And yes, the fact that the CIA is actually using Bill’s training materials is a cause for worry!)

Bill is the author of *The 5 Best Decisions the Beatles Ever Made: A Handbook for “Top of the Charts” Success*, and a co-author of *Humor Us: America’s Funniest Humorists on the Power of Laughter*. As either the opening, closing, or lun-



*Focusing primarily on the areas of leadership, teamwork, and innovation, Bill calls upon his background as a comedy writer to customize each keynote to each individual client.*

cheon speaker for your next event, Bill sees his responsibility to your audience as three-fold:

- Give them something to think about
- Give them something to laugh about
- Give them a reason to say, “This is the best meeting ever!”

Book Bill Stainton for your next event or meeting. Contact us at <http://ovationconsulting.com/contact-us> or call us at 1-888-5BEATLE (1-888-523-2853) today!



## JAMES DONALDSON

### Motivational Speaker, Author, Veteran Entrepreneur, and Former NBA All Star

Standing at seven foot, two inches tall, James Donaldson stands above the crowd in more ways than physical stature. His stories about making the right choices, overcoming fear and self doubt, and staying resilient and goal focused in the face of tough challenges routinely bring audiences to their feet. Audience members – from business executives to youth groups to guests at major industry conferences – walk away standing taller, thinking more boldly, and believing in unlimited possibilities that they can make happen in their lives and work.

If your audience is seeking this kind of inspiration, James Donaldson, a 20-year veteran entrepreneur, author, former NBA All Star, and passionate contributor to a host of community causes, is the perfect choice for your next conference, keynote, or industry event. James Donaldson is an in-demand keynote speaker and the author of *Standing Above the Crowd*. His most popular topics can be presented as a keynote or breakout session and cover these big ideas:

- How YOU Can Stand Above the Crowd and Fulfill Your True Potential
- Donaldson's 3D Approach to Getting the Most Out of Life
- Design, Dedication and Discipline
- Believe, Keep Your Eyes on the Prize, and Never Give Up

To engage Donaldson, visit [www.standingabovethecrowd.com](http://www.standingabovethecrowd.com), send email to [JamesD@StandingAboveTheCrowd.com](mailto:JamesD@StandingAboveTheCrowd.com), or call 800-745-3161.



*Don't stand out in a  
crowd. Stand above it.*

*James Donaldson*



Find your signature  
style and rise up to  
meet your goals:  
practical ways to stand  
out, shine and make a  
difference now.

*Alison Vaughn*



## ALISON VAUGHN

**Keynote Speaker and Author Who Inspires Audiences to  
Look and Feel Their Best at Any Age**

Award-winning entrepreneur, *Inspired Style* co-author, and sought-after speaker Alison Vaughn knows what it means to step out in faith to make a lasting and beautiful impact on her community of Detroit, Michigan and to touch lives and self esteem in a profound way. Today, she guides audiences to achieve inspired, timeless style, while demonstrating through her words and actions that beauty flows from within. Listeners are routinely brought to their high-heeled feet in appreciation for learning Alison's time-tested and proven style tips that inspire grace, confidence, and impact.

Alison shares practical information that empowers women to make the right style choices to reflect the message and image they want to convey. She also showcases crowd-pleasing style blunders to sidestep, while covering these essential tips:

- How to take a fresh look at the treasures already in your closet to renew your look and lift your spirits;
- Suggestions to look great at any age;
- Fashion rules you need to break;
- The one color every woman should have in her wardrobe;
- How to make yourself memorable, one signature statement at a time.

As the founder of Jackets for Jobs Inc. – a much heralded nonprofit organization that outfits economically challenged people with jackets that open doors to new opportunities – Alison's enduring message is that we can all look and feel our best at any age with any budget. Start today.

### **Engage Alison Vaughn for Your Next Event**

To engage Alison and discuss quantity purchases of *Inspired Style* for your next big event, get in touch by phone at 313-597-9160 or by email at [avaughn@sexyandageless.com](mailto:avaughn@sexyandageless.com).





## LORI RICHARDSON

**Keynote Speaker, Sales Trainer, and Author,  
*Jumpstart Your Sales in a Tough Economy***

Lori Richardson brings enthusiasm, high-energy, and years of “in the trenches” sales experience to speaking engagements, training, consulting, and coaching projects. Her presentations, talks, and trainings are fresh and thought-provoking, and always customized to the audience. Lori is a dynamic presenter who blends a background of athletics, music, business, charity auctioneering, overcoming adversity, and international experience to help audiences learn specific and “nitty-gritty” tips and strategies for sales and business success which they can immediately put into place. She brings “old school” selling strategies, time management, and process coupled in with the latest in social media marketing to create a sound plan for increased revenues and profits.

Regularly working within the tech, distribution, manufacturing, non-profit, financial and professional services sectors, Lori knows first-hand how to inspire and connect. She leads sales leadership roundtable groups for business associations and has access to the current trends plus what sales leaders are talking about.

Lori, an award winning blogger with Dun & Bradstreet’s All Business, Top Sales Experts, and Score More Sales is an author on sales effectiveness and is known as a thought leader in selling. She’s a certified Asset-Based Thinking© Facilitator for sales teams, and shines offering great insight on these topics:

- 50 Ways in 50 Days to Score More Sales – Keynote & Workshop
- 8 Types of Call Reluctance – Inspire Yourself to Take Sales Action
- Asset-Based Thinking© – Selling Success for Sales Teams
- 8 Ways to Prospect in a Down Economy
- Building Strategic Alliances to Create “Feet on the Street” Sales

Contact Lori now to discuss your next keynote at 1-888-883-8370. Fee varies, depending on length of engagement, potential opportunity, and date. Lori travels from Bellingham or Seattle, WA.



*Lori, an award  
winning blogger with  
Dun & Bradstreet’s  
All Business, Top Sales  
Experts, and Score  
More Sales is an author  
on sales effectiveness  
and is known as a  
thought leader in  
selling.*



# FIND THE PERFECT BIO BY PROFESSION TO INSPIRE YOUR OWN BIO-WRITING EFFORTS

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## RESOURCES TO LEARN MORE AND ENGAGE

- If, after working through this action guide, you want Nancy to work her magic on your behalf to help you PREPARE and SHARE YOUR STORY, sign up for three **Build YOUR Buzz Strategy Sessions** to benefit from custom guidance and quality results worthy of celebration.

Visit [www.mainstreetmediasavvy.com/buildyourbuzzstrategyssession](http://www.mainstreetmediasavvy.com/buildyourbuzzstrategyssession) for details.

- **Want Nancy to write your bio for you?** Fabulous! Sign up for your Extreme Bio Makeover today at [www.extremebiomakeover.com](http://www.extremebiomakeover.com).
- **Nancy Speaks!** Looking for an engaging teleseminar, webinar, LIVE speaker or joint venture partner to engage your audiences in learning how to kick their boring bios to the curb? Engage Nancy to deliver the message in her engaging way so your people can go forth to get seen, heard, celebrated and COMPEN\$ATED for their expert status now. Call 425-641-5214 or send email to Nancy at [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com).
- **Want to bring the Bye-Bye Boring Bio Action Workshop** to your association, networking group, or other collection of people with great stories to tell? Nancy aspires to speak to thousands of people every year who are serious about PREPARING and SHARING their stories so the right people listen. The Bye-Bye Boring Bio Action Workshop is a great way to start. With **Bye-Bye Boring Bio** as the tool of choice, Nancy guides groups from 10 – 1000 people to create multiple bios to suit their specific needs during a half-day session that packs a powerful punch. Guests benefit from Nancy's guidance, the collaboration and feedback of those in attendance, and connecting with quality business owners who may elect to become their clients. Visit this link: [www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-workshop](http://www.mainstreetmediasavvy.com/bye-bye-boring-bio-action-workshop) for upcoming Bye-Bye Boring Bio Action Workshops taking place in Seattle, WA. If you'd like to bring this workshop to YOUR city, call Nancy at 425-641-5214 or send email to [nancy@nsjmtg.com](mailto:nancy@nsjmtg.com) to explore availability and other details.
- **Looking for even more proven, quality resources to help you build the buzz about your business?** Visit this link to access **Nancy's Golden Rolodex**: [www.mainstreetmediasavvy.com/the-n-list-useful-resources-to-support-your-diy-publicity-and-online-marketing-success](http://www.mainstreetmediasavvy.com/the-n-list-useful-resources-to-support-your-diy-publicity-and-online-marketing-success). Here you will find time-tested and proven service providers that Nancy engages and knows to be excellent.
- **Love Bye-Bye Boring Bio?** Join the affiliate program to make it easy to recommend a product that delivers what it promises, while welcoming

a new stream of revenue to fuel your own prosperity. Click here to join: [www.mainstreetmediasavvy.com/affiliate-program](http://www.mainstreetmediasavvy.com/affiliate-program)

- **Want to Learn More about Building YOUR Buzz?** Opt-in to receive the [Main Street Media Savvy](#) ezine, and sign up to receive the RSS feed for the [Main Street Media Savvy DIY Publicity Blog](#) so you never miss a single post!

- **Do You Learn Best by Listening?** Don't forget to listen to the one-hour audio file entitled, "Kick Your Boring Bio to the Curb to Attract Money, Clients and Media Attention Now!" You can access the MP3 file, the full written transcript, and Nancy's best suggestions to get the mission accomplished fast by visiting this link: [www.mainstreetmediasavvy.com/access-your-bonus-gifts-now](http://www.mainstreetmediasavvy.com/access-your-bonus-gifts-now)

- Visit the DIY Publicity Store to learn more about the line of buzz building information products and services available from Main Street Media Savvy to help you prepare and share YOUR story. [www.mainstreetmediasavvy.com/our-products](http://www.mainstreetmediasavvy.com/our-products)

- Join the conversation at the Extreme Bio Makeover Salon on Facebook.



[www.bit.ly/ExtremeBioMakeoverSalon](http://www.bit.ly/ExtremeBioMakeoverSalon)

- Follow Nancy on Twitter.



[www.twitter.com/nancyjuetten](http://www.twitter.com/nancyjuetten)

## CLOSING THOUGHTS AND AN INVITATION!

Remember that your bio is a work in progress. Make a habit of revisiting your bio every time you achieve something new and remarkable, or once a year. As your career unfolds, update your bio to reflect the contributions you make and share it at every opportunity in your marketing, publicity, speaking, and social networking efforts. Over time, more of the right people will find their way to do business with you, and you'll have more success with greater ease. It's a beautiful thing.

Please share your successes as they unfold. I'll be thrilled to post your "after" bio to the "Bye-Bye Boring" success story page on the blog so even more people can get acquainted with the value you bring to the marketplace and why it matters, now more than ever.

*To your memorable, remarkable, and fabulous success!*







## ABOUT NANCY JUETTEN

### Super Short Blurb Bio for Radio Show Introductions

Nancy Juetten is a storyteller, workshop leader and author who shows business owners how to get seen, heard, celebrated, **and COMPEN\$ATED** in their own backyards ... and beyond. Nancy created *Bye-Bye Boring Bio* to help coaches, consultants, solopreneurs, speakers, infopreneurs, and aspiring and thriving authors attract clients, speaking gigs, and media attention now. Nancy's essential advice is this: **"It's your story. Tell it well."**

### Longer Introduction for Teleseminars, Podcasts, and Speaker Introductions

*Bye-Bye Boring Bio* author, workshop leader, and speaker Nancy Juetten is fiercely committed to helping business owners everywhere quickly get up-to-speed on the best ways to use the power of storytelling and free publicity to share their messages to get seen, heard, celebrated **and COMPEN\$ATED** for their expert status.

Leading the *Bye-Bye Boring Bio* Action Workshop and working one-on-one with clients who are serious about building their buzz in the traditional, on-line, and social media are among her favorite ways to make a difference for clients.

Clients rave about the big picture ideas, implementation tips and step-by-step guidance they receive without having to make long term or big budget commitments. Guiding others to achieve winning results they can feel in their bal-

## Bye-Bye BORING BIO

ance sheets is her passion and commitment. Nancy is also a “Media Savvy” columnist for the *Puget Sound Business Journal*, a DIY publicity blogger, and someone who inspires business owners to take control of their storytelling and media opportunities through consistent, winning actions every day.

An award-winning copywriter with ten years of success running her own profitable business, Nancy has been interviewed in connection with her storytelling and publicity expertise by CNN Radio, National Public Radio, the ABC Radio Network, Dresser After Dark, The Rhett Palmer Morning Show, The Dr. Pat Show, The Chat with Women Show, and by engaging and talented radio talk show hosts and information gurus from across America and the world.

She and her publicity tips/expertise have also been featured in print stories issued by the *Associated Press*, *RainToday*, the *Puget Sound Business Journal* and *American City Business Journals*, *The Seattle Times*, the *Redmond Reporter*, and the *Bellevue Reporter*, among other quality media outlets.



### Nancy's Extended Bio From Desperate Housewife to PR Diva

Nancy's public relations consulting, publicity mentoring, and information products business started in February of 2001 with a desire to earn enough money to buy better groceries. Today, Nancy enjoys a wide range of rewarding activities, including leading Bye-Bye Boring Bio Action Workshops, speaking to large audiences, and consulting with clients about building their buzz in the traditional, online, and social media. She now quips that she is too busy to cook! Nancy enjoys working with independent business professionals who are serious about building their own buzz and taking consistent, winning actions every day.

### Bye-Bye Boring Bio Author and More

Nancy is the author of *Bye-Bye Boring Bio* – an action guide that helps business owners everywhere get seen, heard, celebrated, and COMPEN\$ATED in their own backyards and beyond. She writes a monthly “Media Savvy” newspaper column for the *Puget Sound Business Journal*, blogs about DIY publicity regularly at [www.mainstreetmediasavvy.com](http://www.mainstreetmediasavvy.com), speaks often to audiences of publicity-seeking business owners, and teaches the popular Publici-Tea™ and Bye-Bye Boring Bio Action Workshops that earn rave reviews and attract results clients can feel in their balance sheets.

### How Nancy’s Qualifications and Career Experience Serve You

Getting phones to ring, creating media buzz, building credibility, and fostering collaborative, enjoyable relationships with clients and the media are what Nancy’s efforts are all about. Her high integrity, journalistic and enthusiastic approach to storytelling has helped build trusted relationships with many influential reporters and editors in the Puget Sound region and beyond.

Before launching her business, Nancy invested 15 years working in marketing, promotion, and publicity positions at some of the nation’s leading fast food restaurants. She even worked as a marketing consultant for one of Seattle’s premier broadcasting companies. In this role, she gained an up-close-and-personal understanding of the power of television and radio to build business and buzz for companies of all sizes and types. For many years, Nancy spent most of her waking hours figuring out ways to help busy people get what they wanted quickly so they could get fast on their way. Those lessons still inform her work today.

An award-winning copywriter with ten years of success running her own profitable business, Nancy has been interviewed in connection with her storytelling and publicity expertise by CNN Radio, National Public Radio, the ABC Radio Network, Dresser After Dark, The Rhett Palmer Morning Show, The Dr. Pat Show, The Chat with Women Show, and by engaging and talented radio talk show hosts and information gurus from across America and the world. She and her publicity tips/expertise have also been featured in print stories issued by the *Associated Press*, *RainToday*, the *Puget Sound Business Journals*, *American City Business Journals*, *The Seattle Times*, the *Redmond Reporter*, and the *Bellevue Reporter*, among other quality media outlets.

### Six Things About Nancy That Might Surprise You

- Nancy knows how to keep a secret. As a nine-year-old, Nancy figured out how many licks it took to get to the center of a Tootsie Pop. She earned a certificate from the company president for her accomplishment, and she’ll never share the answer.
- Nancy owns every O Magazine that has ever been printed and dreams of sharing a cup of tea with Oprah Winfrey one day to thank her for the positive influence she has had on her life.
- Nancy ran a half-marathon the year she turned 40. She traveled 175 miles in training over three months leading up to the race, even though she had hardly run more than three miles at a time prior. The lessons she learned

about how to apply passion, time, and discipline toward achieving big goals informs every move she makes as a business owner, wife, parent, and friend today.

- Nancy's son Kyle says that if there were Olympic medals for cleaning and laundry, Nancy would earn the gold.
- "The Success Principles" by Jack Canfield is among Nancy's favorite business books.
- In her stocking feet, Nancy stands just under six feet tall.

### **Nancy's Education**

Nancy earned Bachelor of Science degree in business administration with a marketing emphasis from California State University at Northridge. Here the seeds for a promising career in public relations and communications took root. She earned thousands of dollars toward her self-funded college education by entering essay contests and winning.

### **Why You Can Rest Easy with Nancy Guiding Your Way**

Everything Nancy recommends to clients is based on tips she has put to the test to earn great results for scores of Puget Sound-based clients and her own thriving practice. If she could transform from desperate housewife to PR diva by following her own advice, just imagine what is possible for your own growing business when you invite her to apply her direct-from-the-trenches, proven storytelling and publicity tips and winning track record to your own advantage. The *New York Times* once reported that good publicity lasts forever. The only question now is when to begin. If not now, then when? Only you can decide.

# Transform Your Boring Bio from Wallpaper to WOW to Attract Clients Now!

FINALLY, a comprehensive, easy-to-use, engaging action guide that makes it easy for solopreneurs the world over to create bios that attract the results they seek to build the buzz and their businesses right now.

With Bye-Bye Boring Bio as your tool of choice, you will quickly create the right bios to attract the right opportunities:

- Your client-attracting bio
- Your speaker sheet that compels meeting planners to say “yes” fast
- Your “wow” speaker introduction that compels audience members to applaud before you speak your first word
- Your social networking profile that is a-Twitter with personality, and a whole lot more.
- Plus, you’ll be inspired by abundant bio examples organized by profession and objective to inspire and guide your own storytelling efforts!

## Praise for Bye-Bye Boring Bio

*“If you need to position yourself ahead of your competition, you need Nancy Juetten’s practical, easy to adapt, high impact advice.”*

—Patricia Fripp, Past President, National Speakers Association, [www.patriciafripp.com](http://www.patriciafripp.com)

*“What gets folks to put their trust in you? What gets the media to call you cold? Your online image! And PARTICULARLY your bio — it’s where the rubber meets the road, and let me tell you, Nancy Juetten, totally has that figured out. I’m completely impressed with her ‘Bye-Bye Boring Bio Action Guide.’ She’s cracked the code on how you can look better online instantly, just by creating a truly compelling and exciting bio. That’s what all of us platform builders want to do first.”*

—Suzanne Falter-Barns, Platform Building Expert, [www.getknownnow.com](http://www.getknownnow.com)

*“ Nancy Juetten has created a wonderful resource for writing an effective bio. Your new bio will not only impress your followers, but intrigue them so they will want to know more about you. This is definitely a ‘must buy’ book I highly recommend!”*

—Nancy Marmolejo, Social Media Expert, CEO of Sizzibility™, [www.VivaVisibility.com](http://www.VivaVisibility.com)



Nancy S. Juetten

Bring *Bye-Bye Boring Bio* and the Bye-Bye Boring Bio ACTION Workshop to your conference, professional group or special event. Contact us at [www.byebyeoringbio.com](http://www.byebyeoringbio.com) to learn more.

