



**Website Creation Workshop
With Christina Hills**

"3 Biggest Bio Blunders Even Smart Business Owners Make that Stop Them From Attracting Clients -- and What to Do About It Now!"

Christina: Hello and welcome this is Christina Hills with the website Creation Workshop and welcome to this special call with our expert Nancy Juetten on the three biggest bio blunders, even smart business owners make that stop them from attracting clients and what to do about it now.

I am so thrilled to have Nancy here today who is brilliant with words and sometimes as you see I can stumble on my words. But let me tell you a little bit about Nancy. The "Get Known To Get Paid" mentor Nancy Juetten shows speakers and experts how to take their place on bigger live and virtual stages so they can get known and paid for their brilliant work. Luminaries including Alex Mandossian, Sandra Yancy, and Loral Langemeier sing her praises for good reason. Her sizzling speaker sheet and brilliant bio now templates, trainings, and talent with marketing messages guide her clients, fans, and followers to get ready for big opportunity and attract more of their ideal clients and speaking gigs at HELLO.

And let me just tell everyone a little story I met Nancy at a mastermind in 2010, we were at this big table. I didn't know Nancy and she and I just sat right next to each other and we hit off from the start. And what I loved about Nancy and still do is her exceptional way she uses words and I have always felt like I have been a person who sometimes stumbles on my words and I just love the colorful way she uses the English language, and how she's really good at helping people bring out



the best in themselves with their bios. So, everyone I would like to welcome Nancy Juetten.

Nancy: Thank you Christina. It's so great to be here let's have some fun on this call and make everyone really glad they came!

Christina: Awesome! I can't wait. Well I know you have some slides so let me switch over to make you the presenter.

Nancy: Okay, very good. And there we are! Like we have been best friends all along.

Christina: Yay!

Nancy: You know we get to go to these live events and hang out together and come up with brilliant ideas to take our business to the next level and know were here together bringing ideas to your tribe, to make their businesses better at hello. So, I'm super excited to be here and shall we just get on with show.

Christina: Yeah, just take it away Nancy.

Nancy: Alright, golden moments. I'm a golden retriever lover from way back. Who doesn't love a good golden retriever? But, the thing about golden moments and golden retrievers is you never know when your whole game is going to change in an instant because you got a phone call or an opportunity that you were totally not expecting. And what I want you to think about is what if your golden moment came and you were at the train station instead of the airport? You could miss an important connection that could change the direction of your life and business. And, that's really the wakeup call I wanted to start with today because so many people are in this course especially is trying to get their websites done and perfect, and dialed, and you want every page to be gorgeous and while you're waiting to create this amazing bio or "About Me" page on your website and not



getting it done, people are coming to your site and not finding out anything about you and that could very well mean that they're going to run Forest run in the opposite direction and never had the benefit of getting to work with you. And that's why paying attention to your golden moments and believing and behaving as if they were going to happen already and today could be a game changer that could shift your mindset and shift your perspective to see the urgency in getting this done sooner versus later.

You know there really is an important link between your bio and your bank account if people land on your bio without looking at other pages of your site and that's there very first impression. What do they see, what do they read, and does it reflect well on you, the magic you bring, and the specific terrific audience that you love to serve so that they're excited to pick up the phone, send you an email, ask for a discovery session, or maybe hire you or buy something on the spot? These are all the kinds of outcomes I think that many of us as online entrepreneur's want. And so, I just want to ask you Christina in the work that you're doing with your students are you finding that they are interested in attracting clients, and selling information products, and getting people to enroll in their trainings, Is that pretty much what..?

Christina: Oh, absolutely. And you know the other one thing I want to say about a bio is which is why I wanted to invite you to my community to talk about this is when you know someone's bio it gives you and orientation to be able to receive their information so that's why for me it's really important just to know someone's bio because, then my brain can receive them. So, as were all marketing our business and marketing our website that's why you want to have your bio shed the best light on who you are because it will make it easier for people to receive your information.



Nancy: Absolutely. So, speaking of website everyone in this course is creating their fabulous WordPress website. And it's such an exciting door that's being opened where you can open your internet front door and the world could beat the path to it or not. But, it's such an exciting time and yet at the same time it's sort of unfamiliar territory. What do you do, and how do you do it, and what's right for what circumstance, and you know I want to sort of have you take in a deep breath and say I've got this, I got experts guiding me and by the end of today's call you're going to know what to do and you're going to have the confidence to do it. And your website is going to shine brighter right away just because you made the wise investment to join us for today's call.

So, why should you listen to me anyway? Here's a little bit about my bio in 2009 at the depths of the great recession on a dare from a friend, I wrote a book called "Bye Bye Boring Bio" and it basically changed the trajectory of my life. We were in a situation where my marketing and communications firm had fallen on hard times, my clients had fallen away in the depths of the great recession and I was in a crunch time situation where if I didn't figure out a way to make money we might not be able to keep our house. And so, on a dare from a friend I wrote this book that was built my talent for helping people write up who they are and why there cool and why it would matter. And what happened for me is way back then I think I only had 1185 names on my newsletter list which in internet standards is a very modest list but I tapped into an urgent problem that needed relief right away, in that a lot of corporate employees had been shown the door and didn't have a way to make money and they were hanging out there shingle as independent solo business professionals and they needed to attract clients quickly. So, I wrote a series of templates and examples, and training to help people learn how to do that and I wrote a newsletter to my community and I said I have written a book to solve this urgent problem and if you would like to buy it here's the link where you can go get it. And then I went and walked my golden

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retriever, I didn't know what was going to happen but when I came back from that walk I had enough orders lined up in my shopping cart to pay the mortgage that month, the month after that, and the month after that. And my husband and I agreed that we were on to something.

Christina: That is great! Oh, that's a great story.

Nancy: And it's so true because it was an accidental path into entrepreneurship that changed the trajectory of my life. And in the intervening years what happened is I used to be a publicist, and I thought why not beat the drum for the book that I have written that solves this urgent problem that so timely newsworthy, relevant, and of service and by practicing my own build your buzz expertise I managed to get myself on National Public Radio, CNN radio, I got a column in the American City Business Journals. I was seen, heard, and celebrated everywhere. And if you Google business bio expert on any browser you will find that thousands of references come up and point to me. So, I think I know a little bit about this.

Christina: That's great.

Nancy: And I have been lucky enough to work with luminaries, and aspiring luminaries, including Loral Langemeier, Sandra Yancy, and Alex Mandossian. And their stars shine brighter because I came about to help them find the words to showcase their unique talent, even amazing luminaries sometimes can't see their own brilliance to save their own lives. Everyone needs a brilliance reflector.

In two thousand sixteen I too to the stage 43 times live or virtually and have since then written two more books. I am a contributing author to "Speak More, Marketing Strategies to Get More Speaking Business", and just this year I was invited to be showcased in the newest book, "The World's Greatest Speakers, Insider Secrets on How to Engage In and Move Your Audience Into Action." So, this is something I know a lot about. And I want to pour into you as much as I



can in the time that we have so that you can feel like this was time well spent. I think I mentioned that I have shared the stage with some pretty big names including Adam Urbanski, Lisa Sasevich, and Brendan Burchard. And so, what's in it for you today. What I'm going to do is I'm going to reveal the three biggest bio blunders that even smart entrepreneurs make that prevent their ideal clients from doing business with them and how to change that. And while I am doing this I am going to share some unexpected and welcome ideas to help boost your upside with a model that can rock your world. And of course, I have two juicy gifts to share with you, that will get you onto the path to bio brilliance faster and easier than you ever thought it was possible. And then if you all have questions for me I'll come on and chat with you about what your questions are so you that you get even more value. So how does that sound?

Christina: That sounds great, I know everyone will look forward to that. Because you're really good at that.

Nancy: There often surprised how well I can see, hear, and even celebrate them even if I'm meeting them for the first time. So, if you've written a bio and you want me to take a look at it I know I'm going to have the opportunity to see it in the Facebook group for the Website Creation Workshop and I'll be able to comment on it and give you some support so please take advantage of that.

Christina: And let me also just make one more, I'm going to just do a state the obvious, Nancy is talking about a bio I refer to it often as your about page. So, if your brain is going bio I don't know about bio your about page is what we are talking about. You can use those terms interchangeably. Okay Nancy, keep it going.

Nancy: Okay, so you know since 2009, I have read hundreds maybe even thousands of bios over the years and there's a few insights that I want to bring to the front right away. One of them is you need to name and claim your ideal client audience in



your bio, it's crucial you just don't serve everybody with a pulse, or everyone with a spine, or everyone with skin, there's a specific terrific audience that you are on the planet to serve so your bio should reflect who that is in clear and specific terms. Another thing is that one bio does not suit all situations. I kind of say that if you're a woman if you have ever gone to the one size fits all rack at the store you may have clothes on your back but they may not be very flattering. And my point here is that not all bios suit all situations. If you want to speak in gig you need a bio for speaking gigs, if you want to put something on your book jacket you need a bio that's right for an author, if you want something on your "About Me" page on your website well that's another thing entirely, so be clear what your objective is before you start so you get to the promise land with speed and ease. And I am going to show you how you can do that.

Christina: And I'm glad that you clarified that because not all people think I can right it once and use it for all these different situations but what your saying is you really need to craft it slightly for different situations.

Nancy: You do because you know if you want to get booked on stages, your decision maker, your client is someone who has the power and influence to bring you to their stage and that means their interest is are you a good speaker, do you leave the audience with powerful take away points that make them glad to have invested the time, have you spoken on other stages such that they can make the leap of faith to bring you to theirs. What they're needing in terms of information is different then what a client would need to determine if you're the right coach or service provider to solve their specific urgent problem. You see the difference?

Christina: Yeah, definitely.

Nancy: And then with the bio I always say to folks if your bio was the very first thing that people ever read about you did you include a call of action there such that if they



wanted to call you, send you an email, or ask for an appointment they could do it without having to find an magnifying glass and a decoder ring to figure out what their next step might be. Always be clear what you want people to do when there done reading about you. And for most of us it's let's do some business. So, let's be clear about that.

So, I have a sassy little brilliant bio blueprint that I want to share with you right this very minute that gives you a structure to actually build these kinds of messages right here on this call and I would like to share it with you right now. What you're seeing is this cool little pyramid document and at the very bottom it says decide what you need right now. Do you need a story to attract clients, speaking gigs, or media interviews? Be clear about the story your writing so that you can write one to suit that purpose. Step two is to reflect on the who, the how, and the wow. And what I mean by this is who is your ideal client or decision maker that's the who. The how is like what are the stunning results that you bring about through this work that you do such that people would gladly invest lots of money for the privilege to work with you. And the wow is what sets you apart from everybody else in the world who does something similar. When you think about yourself in these terms all of a sudden you start sitting up taller in your chair, your confidence grows, and you can see why someone would choose you over a competitor. Step three is to prove your value and your impact. Here is where you would mention your credentials, your experience, awards you may have won, recognition you've earned, media credits, or perhaps some testimonials from either meeting planners, people who have heard you speak or clients whose world you've rocked because you did such a great job solving their urgent problem. You notice when I introduced myself today I mentioned that I've been the author of three books and I've taken the stage with some pretty big names and that I spoke on 43 stages. I mentioned those things for a reason to demonstrate and prove my value and impact why you should want to listen to me.

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And when you're talking to your clients or your ideal audiences you want to position yourself such that they will feel the same way and that they are leaning in to learn more about you.

Christina: And this is what I can just interject here for a moment?

Nancy: Oh, yes.

Christina: So, this is what I love about you and I love this page we are looking at right now on this screen because it was so seamless when you talked about yourself. But here or when I read your bio but here your breaking it down to make it easy for us as business owners know that we are hitting all these points.

Nancy: Well, that was the whole idea.

Christina: Yeah.

Nancy: Let's face it writing about ourselves is hard.

Christina: It is hard.

Nancy: People don't want to be braggadocious, they don't want to be to self-promotional, they don't want to be salesy but at the same time they want people to say hey I got the goods.

Christina: And this blue print is excellent. So, anyway I just wanted to say how you did it so seamlessly. Sorry to interject I think we were on number three.

Nancy: No keep interjecting. That makes it more fun.

Christina: Okay, So I think we were on number three which is prove your value and impact and you know my brain is going and I'm sure Nancy other people are like, "Oh wow I forgot to mention that," and you know and when you add these things in



because you know most of us have done a lot in our life and we just sort of forget that we did these things.

Nancy: Yes, and so that brings me to a sort of little side bar which is if you have been on the planet for any length of time it's possible that you may be reinventing today to do something new that's a pivot from what you have done before. So, this is where I bring into this idea about relevance and congruence because if you used to be a registered nurse and you were in the emergency room but today you're serving some completely different purpose, we don't need to know everything you did all those 20 years as a nurse we need to know the link around which you have built the new platform but you really want to focus on what you're doing today and why it's relevant. And I have some examples to show in a few minutes to give you the idea of how to bring that to life. But, step number four is to add your personality because you know in today's world were doing business with people and we need to get to a place of know, like, and trust. So here's where you can share a succinct story or a sassy sound byte as a way to demonstrate your authenticity and to build that know, like, trust bridge so that people would say "Wow I like her vibe, I like her attitude, I think I could work with that person." And sometimes it takes courage to learn how to do this you know earlier I told you I had this PR firm and it kind of fell apart in a weekend when the great recession happened and I needed to find a way to build something brand new, so I took a dare from a friend and changed my whole life with an information product that solved an urgent need. It's like I told you a story that let you know that I am a go getter, I'm resourceful, and I think underneath all that I am trying to encourage you to be a go getter and be resourceful too because you can accomplish anything you want if you want it bad enough to make it happen. But telling a story or turning a phrase in your own impermeable way these are the kinds of things that help people connect with you and that's what helps people want to do business with you. And then step number five is to prepare your right



sized stories to meet the needs that are right in front you. And what I mean by that is like we were on a call today getting introduced by the amazing Christina Hills and she said I need a bio to introduce you to my tribe. So, I said how about these fifty words to get to the meat of the matter quickly and then we will get on with the show. And she said great. Sometimes if you're on social media you have 140 I think I don't remember how many characters you get on Twitter but you get an "About Me" page on twitter that you only get a certain number of characters so you got to make it count.

Christina: Right. It's 140. Yes, it's 140.

Nancy: And if you're going to be speaking you know the person that's introducing you to speak on their stage doesn't want to know everything you have ever done in your life; they want to know how you're going to create awe and shock and amazement for that audience so that they're glad they brought you to their stage. And so, every bio has a different intention so you want to – you know I always recommend to people have three bios in the third person 50 words, 100 words, and 300 words and have them posted on the "About Me" section of your website so that anybody day or night can find it and use it to serve their purpose. Because once you get known in a really big way you would be surprised how time consuming it can be to have to go finding bios to share with TV shows, and podcasts hosts, and radio shows, and TV shows, and people that are writing about you in their newspapers; you want to have all of this up and running so that people can grab and go. And so...

Christina: You could be at like a cocktail party or networking reception or whatever and somebody taps you and says hey you would be awesome do you have this, this and this and to already have that in the can ready to go makes you much more professional.



Nancy: Oh my gosh and you know what truth be told that is my secret sauce I have leaped over far more prominent experts just by virtually being ready for opportunity before it knocks. And I have a fun story I'll tell you in a minute about this.

So, with client attraction and your bio's you know you had a rich and rewarding life you have had many twists and turns and just remember less can be more in your bio. If you can just get to the meat of the matter; who you served, the wow you delivered, and what makes you special, different, memorable, and compelling you're off to the races and you'll be on your way to the roses pretty quickly. So just take to heart, take that in, it doesn't have to be hard.

So, using my own bios as an example if I am being you probably need a short bio for interview introductions and here is mine, Get Known To Get Paid mentor, Nancy Juetten, shows speakers and experts shows how to take their place on bigger live and virtual stages so they get known and paid for their brilliant work. I'm saying who I am with a handle in front of name, who my audience is, their big result, so that they get an awesome outcome. I make my own star shine brighter by mentioning some of the luminaries that I have been fortunate to work with. And why they think I am so great. And that I have the wonderful templates and trainings that guide my fans, followers, and clients to get ready for big opportunity and attract more of their ideal clients and speaking gigs at hello. If that's what you're looking for, boy I'm the gal to get you there, and I said it in just a few lines. Actually Christina said it. But I'm challenging who are listening could you create a short bio just like this that follows this same format? I promise you you'll be off to the races and on your way to the roses very quickly.

If you're speaking and you want to get picked to speak on a big stage, or a virtual stage, or a telecast, or you want to be guest faculty expert on a call like this it's so awesome for you to have a speaker sheet that tells your potential host what you



talk about, what the audience is going to take away, what qualifies you, and how they can book you. And this example from Morgana Rae is a very powerful example because when she came to me she said, "I am going to this big JV Retreat and all the biggest names in my industry are going to be there and I want to make a good impression and also come away from that event with new speaking gigs where I can speak on their stages and come home with their tribes in my pocket." And when she showed me her speaker sheet at the very top of it, it used to say author, speaker, coach. It doesn't say that anymore.

Christina: Right.

Nancy: Now it says Morgana Rae the remarkably different, disarming, and powerful relationship with money, keynote speaker. Here is an example of someone who knows she wants to speak and she is positioning herself as someone who is special and distinctive about a topic that is very clear and you know right away whether you want it or not. And if you can have a sassy topic like that you will be off to the races too. Her signature topic is make money fall in love with you and as a result of this training you will uncover your hidden box to financial abundance they are not what you think, you'll abolish your financial anxiety, you'll reveal your next step to creating wealth, and you'll get a revolutionary system you can use for the rest of your life. Wow sign me up. These bullet points are powerful there's intrigue and curiosity you know you want more of Morgana. But the best success I can share from you is that she came from that event with five new speaking gigs on perfect stages to deliver her message. And that's why I wanted to share it with you because preparing a speaker sheet to get booked is different than a bio to get introduced. And it's also different than a media one sheet to secure interviews on podcasts, television, and radio.

Christina: Aww, this is key. Because I did not know there was a difference between a speaker sheet and a one sheet to secure media interviews.



Nancy: Well see the speaker one sheet typically talks about that signature topic that you want to get known for. That when people here it they also see your face. And I am that person if I may say so. People say, "Boy who do you get to talk about to make your bio better?" If you go to Google it will tell you that I am the gal to get it done and "Transform Your Boring Bio From Wallpaper to Wow to Attract Clients Now" is the talk I have given so many times I could do it by heart and not even have to look at my notes.

Christina: That's great.

Nancy: But it's one topic that you give again and again the same topic a different audience, a brilliant result every time. The difference between a sizzling speaker sheet and a one for media interviews is the one for media interviews gives the producer multiple story ideas that might make a great content for their program. Dr. Susan O'Malley who wrote the book "Tough Cookies Don't Crumble: Turn Set-Backs into Success" talks about things like you can't dream your way to success, put down the vision board and roll up your sleeves, four secrets to balance life and work, you can have it all you just can't do it all, make a friend a fear, are you so risk-adverse you're afraid to succeed... These are interesting hot topics that many broadcast venues are interested in. And so, it gives her the choice and the producer the choice to choose the thing that's going to be right in service to their audience.

Christina: Ah, so those are not interview questions those are ideas to have for the interview?

Nancy: Yes.

Christina: Which is different for Morgana's, which was about...

Nancy: If you go back to Morgana's this is what I talk about, this is what the audience will learn...



Christina: Right.

Nancy: You know it's different, and with a media one sheet, it gives the producer enough to work with so they know you can turn on a dime and serve their audience no matter what. And here she indicates her big stage and screen experience because that gives the producer the confidence that she can bring that person onto her show and that she won't get deer in the headlights disease and not be able to complete a sentence when the red light goes on.

Christina: Right, right.

Nancy: Right. But her bio is still short and snappy. Dr. Susan O'Malley is a cosmetic doctor, professional speaker, and personable development catalyst but her path was littered with challenges and drama. In her book, she shares lessons from her transformational journey from college dropout, and secretary, to Emergency room doctor and entrepreneur. She uses unforgettable experiences starting at medical school at thirty-five, six months pregnant without a husband, and started a business at fifty with seventy-five dollars in the ad in the newspaper to teach the crucial lessons of perseverance and personable responsibility. Her strategies inspire people to transform their obstacles into victory. You get to know, like, and trust her right away.

Christina: Right, right. So, there's one version of her bio for her one sheet?

Nancy: Yes. And it's actually one she can tweak very easily for other purposes, which is always what I recommend. So, how about I jump into the three biggest bio blunders that folks make.

Christina: Please do.



Nancy: So, the third biggest bio blunder is what I call too much irrelevant information, TMI! This is when you decide to use your bio as a summary of everything you have ever done in your life instead of only the most relevant, congruent elements that pertain to what you're doing now. My advice is take the best and leave the rest to come up with the very best concise version of what you're up to today. In Dr. Susan's case what does she want, she wants speaking gigs. So, we say here a sought-after speaker owner of Madison Med Spa and member of the Nation Speakers Association Dr. Susan O'Malley speaks from live and virtual stages to empower women to know that it is never too late to create the lives they want and she offers her website. Super short and snappy works really, really well. She has a visual, she's got a call of action, and you know whether she's the gal. Super short and relevant to what she wants which is speaking gigs. Here it says, I think I read this to you a few moments ago but Dr. Susan O'Malley delivers a powerful message of triumph over adversity, focusing on perseverance, personal responsibility, and possibility, she outlines strategy, she used herself to transform from college dropout and secretary to emergency room doctor and successful entrepreneur. A hard-working girl who overcame everyday an insurmountable obstacle to emerge victorious. Dr. O'Malley offers road tested strategies for women everywhere to succeed. "Tough Cookies Don't Crumble" offers the road map what happens next is up to you. She's got some attitude.

Christina: So, what's the difference between this bio and the previous one?

Nancy: Well the one that was on her media sheet was a little bit longer and told a little more detail about being pregnant without a husband. And it's just sort of a judgment call but here's what I do.

Christina: Okay what I think you're doing is showing us how it's the same bio but it's packaged a little bit differently?



Nancy: Yes, because were trying to keep in mind the objective that we have and so here is a little ninja strategy and I highly recommend that you do this. If you get invited to do something cool and someone says I need your bio right away; please ask the person what is the ideal length that you need for this purpose? And the person will say I need fifty words not a penny longer, I need a hundred words and it needs to be in the third person, they will tell you want what they want and what they need and your job is to get it to them as quickly as you possibly can. And just go with it you know when I was first starting out I didn't know any of this and people would say I saw the bio on your website and I want one more personal that tells me your personal journey, and I said well now so you want my from desperate housewife to six-figure-earner story? Yeah that's the one that I want. So, I wrote the one up and now every time someone asks me for something different I posted it on my "About Me" page, or my media page and basically there ordered from six words, to a hundred and forty words, to two hundred words and when I write one that I like I just posted on that page in my websites so that it lives there forever and I never have to write again.

Christina: And you know you said something important that I just want to point out to people and, my brain is just like cranking right now by you asking them what is the ideal length not only do you deliver to them what they want but it shows you as a professional. It shows you that your prepared. And I once, Nancy, spoke at a conference they asked for my bio I didn't ask them for the ideal length and then my bio was way longer than all the other speakers. And it wasn't really a big deal but it stood out to me that "eww" I should have asked them how long the bio should be and "eww" I should have had three different lengths, three different versions.

Nancy: Well, you would be amazed how this is going to serve you when you try it because not only does it demonstrate that you care about serving the person you're here to



serve. You do show up like a pro at hello and it gives you so much confidence you know.

Christina: Sure.

Nancy: And, they think wow I am dealing with a real professional here. And I thought of one other thing I wanted to say about that and it will come to me in a minute.

Christina: It will come to you.

Nancy: So, if you have written a book like Michael Bloom wrote a book called "The Accidental Caregivers Survival Guide: Your Roadmap to Caregiving Without Regret." And his bio, he has a bio for the back of his book certified professional coach and caregiving without regret expert, Michael Bloom has helped to revitalize the careers of hundreds of family and professional caregivers with practical and tactical soul-saving coping strategies and supporting them in saving lives including their own. He's a walk the talk caregiver coach who served as the primary live-in caregiver to his parents during their elder years. He honors his parent's legacy by seeking to energize and support caregivers during their greatest times of need. In a very short period of time you like him, you trust him, and you think he's got what it takes. So, in a very short period of time what can you say that gives a handle in front of your name, makes clear who it is that your serving, and what the big outcome they're going to get, and something that builds credibility, and like, trust, and respect. That's what this back of the book thing does. With the back of the book if you're going to the bookstore your going to read the title your going to look at the back of the book and you might read the table of contents to decide if your going to put that book in your shopping cart so make it work.

Here is an example from my husband close to home. My husband Steve the certified financial planner professional. Since 2002 busy career professionals



have trusted certified financial planner, Steve Juetten, for personal financial guidance all are treated to the same, simple, respectful, and direct counsel that comes from being raised in the mid-west and loving what he does. Steve helps clients identify where they want to go in their lives, evaluate where they stand now from a financial perspective, and help them to create and follow the financial that guide them to achieve their goals. This ninja tip right at the start since 2002 if you have been doing this for twenty years say how long you have been doing it by saying since 2000 and whatever. Because, instantly people know you haven't just started this, you've been doing it a good long time and that gives people a lot of peace of mind especially when you're dealing things like their health, or their finances.

Christina: Right, and so it's not... no wait go back one second because there is anything I want to point out. So, you read that and you're like oh he didn't just start yesterday which is great which is what you said but I loved about comes from being raised in the Midwest and loving what he does. I automatically I trust him even more, because I get this sort of wholesome, Midwesterner, he's going to be a straight shooter.

Nancy: And he is. Your bio should say who he is, who you are and how people go, "Yeah that's what I'm looking for" and if it's all just one credential after another and I can't get your heart or what you care about then I'm going to click away. So, don't be afraid to say who you are and give people a slice of your heart especially if that's the kind of business that your running. So, I hope by now you kind of get the idea that naming and claiming your ideal audience is key in all of your marketing, and especially in your bio. Because, my big idea here is that expert speakers and change makers will never get known and paid for their brilliant work until they can name and claim this audience and share and sell what they bring to market to more of the right people. So, if you don't have clarity about this, today is the day to put on your clarity glasses and say who are people, what



makes me special, and why should they hire me now. Because if you can answer those questions clearly your going to be off to the races and on your way to the roses.

So, what's bio blunder number two? I kind of touched on this when I talked about Morgana. I call it author, speaker, coach, you lose disease. This is when someone says what do you, and you say I am an author, speaker, coach.

Christina: And I have heard that so many times. And I have said that myself. I am an author, speaker, coach.

Nancy: And, you know what I think about this and I hope this makes you wink and grin. When you're going to the grocery store you can buy eggs, bread, and milk, and flour these are all very generic ingredients but when you add your secret sauce to it you can build and bake a delicious cake but generic doesn't get it done. Author, speaker, coach is very generic. It says I do a whole bunch of things and I am hoping that one of them is going to stick with you when I tell you that. But I don't think any of these really work. I love when people have the courage to really give themselves a handle. Guy Fieri is the self-proclaimed Mayor of Flavor Town. And he has a show on TV about Diners, Dives, and Drive thru. And he's got spikey hair and he knows what a good dive is all about but he calls himself the self-proclaimed Mayor of Flavor Town. Dan Savage calls himself America's leading sex advice columnist. If you got trouble in the bedroom you don't want to go to anybody just anybody you want to go to America's leading sex advice columnist and what do you Dan Savage may be your man. And if you're looking for transformation Christine Kloser is a transformational catalyst and book coach and she is also an intuitive but she took a lot of courage to finally come out and say I am a transformational catalyst and I am going to help you get your book done. But you need to say who you are give yourself a handle and give yourself some courage to stand in and on it. Lisa Sasevich is known as the Queen of Sales



Conversion good on her giving herself the crown. Christina Hills is the Queen of the Website Creation Workshop. Okay at least we know what we're talking about. So, you are you, give yourself a handle? I'm the Get Known to Get Paid mentor and the Bio Queen. You know have some fun with it but let people know what you are. It's so much more clearer then author, speaker, coach. And I reinforce that courage is required. I remember when I was working with Christine Kloser to write her bio, and she wrote she did the template I provided and she sent it to me and asked me for some input. And I said you know Christine I have been on your website and I have followed you for quite a while. I've read this and I'm not taking issue with any of the facts or any of the information but your heart doesn't shine through. I think you're not coming completely clean on what you really do. What are you not telling me? And she said, "You know it's my intuitive gifts that I have been really afraid to talk about" and I said what would happen if you actually came clean and told people that you were intuitive and that was a big part on how you create that transformation. And I sort of encouraged her to step in and on that. And she decided to do it. Christine Kloser, the Transformation Catalyst powerful combines spiritual guidance and intuition with nuts and bolts writing, publishing, and marketing expertise and the result is a global movement of authors who unleash their authentic voice share their messages on pages of the book and make a difference in the world. Trusted and celebrated by aspiring authors and publishing experts around the world by our down to earth authentic and inspiring approach Christine is the well-recognized leader of the transformational author movement.

Christina: That's great.

Nancy: Well she saw this she said that's me. And she started sitting up taller in her chair and she started to feel really confident. And I said what would happen if you went out in your newsletter and told the whole world that this is who you are. You wonder what could happen? So, that's what she did and that day I felt so



proud because I was such like a cheerleader in the background or angel in the outfield, because she got so much love. And people said finally your coming out and letting us know that your spiritual guidance and intuition are an integral part of what makes you special and different in this market place and that's why we work with you any way. So, you know what ended up happening which is just an "oh by the way" which was really happy for me. She was so happy with the transformation that I helped her effect with her bio that she invited me to be an expert guest on her transformational author telesummit the following year and the interview that I gave for her tribe was so powerful that between Friday and Monday I had sold fifteen thousand dollars' worth of ninety-seven-dollar products just by showing up on that interview.

Christina: Wow.

Nancy: And then two years later she invited she invited me back each of the second two years, three years in a row to be an expert on her author's series because the transformation and the impact that I was sharing was so valuable to her and to her tribe. So, don't be afraid to be who you really are and let people see it and feel it because you'll be rewarded in ways that you had no idea that were coming. Aren't you inspired?

Christina: This is cool, this is cool.

Nancy: Alright, I'll keep going. So, what's your handle, what are you going to call yourself, and why does this matter? Because you want your clients to be able to quickly find you. And you want what you do to be easily understood, so that you don't have to search for a decoder ring to understand it. And you want to know what the buzz is around your name so that people will want to do business with you. You know I was talking to some people today there really early stage business owners and their business is sort of called Widows Without Labels and I

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said, "What is that?" And they said, "Well we're widows and we don't like the label of being a widow." And I said, "Okay why does that matter?" And she started explaining why that matters. "Are you totally attached to the name of your company, are you open to another suggestion?" She said, "We're open." And I said, "What if you call yourself Empowered Widows Loving Life?"

Christina: Oh, that's much better.

Nancy: Because, the outcome is in a level of empowerment to find the next stage of your new life without apology. Whereas Widows Without Labels I don't really understand it. That's what I mean about is what you do easily understood, and is the benefit crystal clear? Sometimes you need someone to say that to you and say hey are you attached to that, are you open to some upgrades, are you willing to give yourself a different name that would be clearer, compelling, and fresh and crisp? Because if that's what you need; well I might be the gal to get you there. And it will help you get paid a lot faster because if you're a left-handed under water basket weaver there may not be a big enough market for you to make six figures doing that. So, let's come up with a handle for yourself that will actually find an audience that wants what you have, needs what you have, and is most importantly willing to whip out their wallet to invest wisely to get the benefit or the relief. Make sense?

Christina: Totally.

Nancy: So how do you apply this? If you're pondering, "What do I do now?" I want you to declare your intention to be major in your field. It's a very big idea, just don't tippy-toe and have hobby energy and say "I'm going to see how well this goes", I'm inviting you to put that website together and declare your intention to be major in your field by giving yourself a name and credentials and a reason for people to want to do business with you because if you don't, you can schlep

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together an "About Me" page that could be sort of lackluster and not blockbuster, or it could be that what you've got on your page has not been looked at in three or four years and you've morphed into a completely different service now than you were doing four years ago and that's why I'm telling you about this cautionary tale. I was at a big event and I've developed a bit of a name for myself and have some influence in my industry and people know that and so people were coming up to me and asking me, "I know you're pretty well-connected, I'd so like to be introduced to so-and-so, would you please open the door?" and I said to the person, "Well I'm just meeting you now and you seem like a really nice person and I'm happy to be meeting you, how about you share me with your website and I go check out what you're up to and if it feels like a fit, I'll happily introduce you to whatever it is" and so I went to the guy's website and I thought about the person that he wanted me to introduce him to and I know that person very well and right away it was like, this is so not a fit, I cannot recommend this person because his mission, his whole attitude was not aligned with the movement that this person was that he wanted to be introduced to and it was like, he's not getting invited to play in those reindeer games because his bio wasn't updated to reflect who he is right now. How many opportunities are lost because you were just hanging on the old message that wasn't up-to-date to reflect what you're up to right now? How much is that costing you? I mean, it could be very expensive, so I want you to think about that and I want you to dial it in as soon as possible so the benefits can start accruing instead of the consequences. So, are you ready for the number one biggest message blunder that people make?

Christina: Yes, yes, yes.

Nancy: You can name and claim your people and share your message to boost leads and premium attraction for clients and catapult your experience to live and virtual stages, prestigious media, new audiences and find yourself in the social media



spotlight or not and the reason it can all go for naught is if you fail to share your message. You can have your bio anywhere but if you're not easy to find, refer and hire, you're stuck, and you know for many people that are starting new businesses and spending a lot of time creating a website, in the beginning, and I'm sure you have comments about this Christina, but in the beginning like, the website goes live and you have this moment of excitement and joy and excitement or jubilation, but it's almost like, you know, if you're pregnant and you have a baby it takes you nine months to create the baby and then you've got 18 years to create this person from this baby that you brought home, the website is live and that's step one and now you have to get known and seen and celebrated such that people will find their way back to you and so I want you to leverage your message in many different ways and not just rely on your website to get it done because the website is crucial of course but what about, like, many people will say "Well, I'll have a column on the Huffington Post and I'll reach all those eyeballs on the Huffington Post and I'll bring them back to me some other way" and I say "Amen to that" because there are a whole lot more eyeballs on the Huffington Post than will be on a brand new website that's debuting for the first time. Do you agree?

Christina: Totally agree.

Nancy: So why does this matter? When you get known as this expert, you can charge a premium. The information you share makes you memorable, remarkable and referable or not and who you are is your secret sauce and what draws the right people to you and your work in the first place so you've really got to show up, and when you show up, all of a sudden you just might find yourself interviewed on major and minor media and podcasts and telesummits and all kinds of wonderful prestigious opportunities that bring you and your expertise to thousands of potential clients and that can boomerang right back to you to exchange money for what it is that you do.



- Christina: And it kind of feeds on itself because when CNN sees that you're on NBC who sees you're on NPR, it kind of, it starts to build momentum and it's easier to get yeses.
- Nancy: Oh my gosh, that was my experience. You know, I'm just a gal who really knows how to build buzz and you know, I thought, oh one day, I just want to have enough business in my own backyard to make a good living and love my life, you know, a lot of people have that approach and I started doing all these interviews and started getting on all these webinars and teleclasses and then people started recognizing me in the grocery store and wondering who I was and I thought "Oh my gosh, I'm a lot more visible than I ever thought I would be, I'd better like make more of an effort when I leave the house." You know, hair and makeup and such, it's like you get known but people think "wow, she must be some rock star or something" and listen, I'm not that excited about being a rock star, I'm excited about affecting change in the way you talk and write about yourself such that you can stand up taller in your chair, take your place on more live and virtual stages and deliver your message to more of the right people and that means getting this nailed. Because if you wait too long and you just pull together something just to get it done and it's serviceable but not magnificent, well that could mean that you stay at the little table for a lot longer than you deserve versus if you declare your intention to be major, you just might take the big stage and when you take the big stage, whatever that means to you, your impact, your influence and your income can grow, your children will be proud of you, your spouse will be proud of you, your name may be shown in lights, new doors to opportunity that you never thought were possible would be coming your way and you would be wondering why you didn't start any sooner. So, I guess what I'm saying from all of this is, please get ready for the big opportunities now, stop winging it, get ready to play

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big and follow the directions that I've given you here because what I often quip is "pull from air, sometimes means dead on arrival".

Christina: That's good.

Nancy: Get ready to go. I don't want you to be dead on arrival, I want you to be n fire with possibility and so here are a couple little bonus tips for you, if that's okay, are you ready for some bonus tips?

Christina: Take it away.

Nancy: Once you know who you are and why you're cool, you can broadcast your brilliance in your own best way and everybody's got a different best way to do it and if you're brand new in your business and you don't know what your best way is going to be, I'll share with you my favorites. I love to speak on live and virtual stages because I know there's lots of people potentially listening and I can really support a lot of people with a lot of impact and efficiency and I love using words and language and it just speaks to a strength that I have. I love joint ventures because I can partner with someone like Christina Hills and bring a slice of expertise to her audience that may not be covered as completely within her curriculum as I can add to it so it makes her program more complete and it inserts me into something where I can make a big difference for a lot more people. I love e-mail marketing because I love writing and I'm good at it and it just feels intuitive and natural to me. I love using social media, especially leading my "Raise Your Voice, Make Your Impact" Facebook group that has quickly grown to over 500 members in the last six weeks. I love connecting, and I also love "Jewels in the Crown" networking which is going to events where people pay money to be in the room, maybe they've even bought a plane ticket to get there and I show up looking for the awesome people that are going to become jewels in

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the crown of my life and my relationship with Christina Hills is a perfect example of that because in 2010 we both joined the same high level mastermind, there were over 100 of us that joined that group at a significant investment, we're sitting at lunch, she is sitting to my left and I thought "Here's a woman who invests in her success, who has got an expertise that I admire, who I like a lot and I want to create a relationship with her" and here we are, what is it, almost 10 years later, and we're still colleagues, friends and buddies, you know?

Christina: Yeah, and that's a great point. I mean, there are lots of different networking events, some are free, some are paid, but if you're going to be choosy and you pick the paid ones, it sort of weeds some folks out. Not that free ones are bad, I'm not saying that, but what you're pointing out is the paid networking events, you know all those people in the room have put money down so they believe in themselves, so it's going to filter folks out, that's a brilliant point there Nancy.

Nancy: Well, thank you. You know, I've been doing this a long time and one of the complaints I hear people speak about is, people tell me that they can't afford to invest in my X, Y or Z and Jack Canfield who wrote the book "Success Principles" said "Drop out of the 'gosh, ain't it awful' club" and if you're hanging out with the turkeys, it's hard to find the eagles. So, go places where people are dressing up and showing up and investing money because those people believe in themselves, they've kicked their head trash to the curb and they're ready to go downtown and they'll go there with you, and I just like being in that energy so consider that. And remember me, I was a publicist so is it any surprise that I like doing publicity because I know how to build buzz and in an authentic, genuine, credible way and it's a skill that I have so these are my favorite ways to build the buzz. Maybe if you're newer in your journey you can consider learning how to do some of these things just to jumpstart your own success trajectory, but always stay close to your own heart and do things that feel aligned and good to you because when you're



doing things that are aligned and good to you, it shows up that way to people that you show up to and they're attracted to you because you're not trying to wear an itchy Christmas sweater and pull it off like silk, you've just gotta do what feels right. So, here's another bonus tip, are you ready?

Christina: Ready.

Nancy: You've got your website, you've got your "About Me" page, you know what you're all about, you then have to ask yourself "What do people buy?" And I'm a big fan of Goldilocks, you know, "this one's too hot, this one's too cold, this one's just right" so think about the three ways that clients can engage with you to get your brilliance. Do you have three powerful ways to serve and profit plus a solid foundation for promotion? Because what I have found in my business is that when you put enough contrast between the options to make the just right choice crystal clear, people will actually be drawn to that option. So you could have an information audio bundle that's a \$97 thing, you could have some kind of a leveraged group program like the Website Creation Workshop, or you could have some kind of high level mastermind or group and there'll be enough contrast between the features and benefits and the tuition for each of these choices that your ideal client will know how to find the right answer and you can create a really lucrative business by having just three ways to serve. So, I created this really fun and very useful virtual cocktail napkin to sort of demonstrate what I just talked about. At the very bottom are your favorite ways to build the buzz and show up in service and shine big time and these are the things you do all the time because it feels good and aligned to you and you just show up that way. Then you know, there's the two figure option and a three figure option and a four figure option and maybe you even have a five figure, supercalifragilisticexpialidocious way to serve people. Well, if you have ten people say yes to your five figure thing you've got a \$100,000 business, if you get 100 people say yes to your three figure

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group you've got yourself a \$100,000 business and if you get 1000 people to buy your two figure thing, well there's a \$100,000 so what are your ways to serve people where there's enough contrast in the price point that they can find their perfect fit and journey forward with you?

Christina: And I love how you've laid this out, you know, you're telling us to take our brilliance, what we do, and package it in different delivery methods and some take more of your time and some take less of your time and so the pricing would be appropriate to that but I love how you've laid this out.

Nancy: Well, thank you. Well, and if I had a little piece of advice for my own journey, the gal who started out with a \$47 book and beat the drum for that for a really long time, if I had it to do over again, I would've created a supercalifragilisticexpialidocious premium program and I would have included the book as a gift with purchase because I would've made a lot more money a lot faster and it would have been a lot more graceful and easy. So if you're newer, how premium can you go, and how quickly can you do it?

Christina: That's great, great advice, yes.

Nancy: Then off to the left here is, do you have your favorite lead magnets that give people the opportunity to taste more of your brilliance? Every one of us should have an irresistible instant gratification gift that solves an urgent need and helps grow your list and every one of us should also, especially early in the business, have a discovery session invitation that makes it easy for you to have an enrollment conversation where you could guide someone to make one of these awesome choices.

Christina: And is that one-on-one or could that be a teleseminar or webinar?



Nancy: It could, it, it could be any of those things...

Christina: Um, um-hmm.

Nancy: You can lead a webinar, I mean, your favorite, your lead magnet could be "Come to My Website Creation," you know, "How to Make a Website without Being a Tech Genius."

Christina: Right.

Nancy: That's a leap magnet because thousands of people come flocking over to learn how to create a website without having the tech take them out and they can hear you teach that, they can fall in love with how clearly you teach that and when you make your invitation for them to enroll in the Website Creation Workshop, they've already built enough know, like, trust through the value you delivered that they can't stop themselves from making an investment in your training, so...

Christina: Also, what you're pointing out here, some, you know, as again, every time you talk, Nancy, the wheels are turning in my head but you know, for a lot of people who don't have the infrastructure set up for a webinar or teleseminar, a simple, "Let's have a discovery session," you know, "Let's have a 30-minute call and I can talk to you about how I can help you." That's easy for anybody to do and that's a great lead magnet.

Nancy: Yeah.

Christina: That's a great lead magnet.



Nancy: So, so, so, hopefully, you know, this call, I mean you can take a screen capture of this image or in the Facebook group, I can post this image in the Facebook group and people can look at it and use it as a reference to... Because you know sometimes, you know, you can say "This is what I'm dreaming this will be in 5 years, but what can it be right now?"

Christina: Right.

Nancy: And how much money do you want to make in your business in the next 6 months, and what is going to be the fastest path to cash such that you can make this thing a really good go of it. And, I want you to ask yourself those questions because aim high in steering, go as premium as you feel confident enough to do, you will be well served by doing that. I would be remiss if I didn't say to ditch your head trash and believe and behave as if you are already the expert, you're already awesome, you're already worthy of getting this accomplished. Don't waste valuable time thinking that you can't because if you argue for your limitations, you get to keep them and I don't want that for you. Ditch your head trash and believe and find champions who can reflect you back that you are worthy and ready because when you believe that you're ready and worthy, you will move forward and I would like you to do it as soon as possible, especially when the impact of your work could make such a difference for the people you're here to help and for you not to get the opportunity to do that would be a tragedy.

Christina: I'm glad you mentioned that, super important.

Nancy: So, let me sum it up for you: The third biggest Bio blunder is too much irrelevant information. The second one is author-speaker-coach snooze you lose. Don't ever call yourself that ever again. Have the courage to give yourself a handle and

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stand in and on it. And the number, biggest number one biggest mistake is failure to prepare and share your marketing message in the best, most-credible, visible ways to boost leads and premium client attraction. And the bonus blunder is not leaning in to be the expert today despite whatever self-doubt or head trash you're allowing to stand in your way. So, there you go.

Christina: Wow.

Nancy: So, I've got a couple more slides, can you stand it?

Christina: Yeah, yeah. Yeah, I know, and, and I know folks are going to want to ask questions too.

Nancy: Yeah, so I'll go quickly here. If your bio is lackluster, or is blockbuster? You know, no shame, blame or judgment but ask yourself that question. Remember, it, it's a jungle out there in dating as it is in life. My good friend Barbara, who's been my best friend for a million years, she wanted to get serious about a mate and she posted on J-Date, this, this dating site. She asked my husband, "How can I attract a mate?" and my husband says, "Men are simple creatures; show up naked, bring food." She thought that was hysterical so she used that as a line on her J-Date...

Christina: That's funny.

Nancy: Profile and she met her mate and they just celebrated their 10th wedding anniversary.

Christina: Awww.



Nancy: A sassy sound byte like that draws the reader in, so if you're my husband, people pay me for my head, trust me for my heart, and value me most when I use both.

Christina: Aww, that's good.

Nancy: So if you have a philosophy that could be summed up in a few compelling words, put it at the top of your bio right next to your picture. They'll see your face, they'll read your philosophy and they will not be able to stop themselves from reading more, and they'll fall in love with you and they'll pick up the phone and they'll opt-in for your free gift, and they'll ask for a discovery session and you will be making money in no time.

The trouble is, some people languish, being unseen, unheard, and undercompensated and that's why I want people to get the transformation that's ready so they can transform from ugly duckling to swan. So, I have 2 free gifts to support you and I want you to go and get them right now because why would you wait a moment longer when such wonderful outcomes are waiting? The first one is the Brilliant Bio template and you can see the, the link on your screen where you can go and get it for free and this will allow you to sift through your background to take the best and leave the rest and come up with an amazing story about you that you'll be proud to share on your website and everywhere you go; and the second free gift is my Sizzling Speaker Sheet gift template, which is especially useful to those of you who want to speak on live and virtual stages and get your message prepared such that a meeting planner or decision maker would be happy to have you on their stage. They're both free gifts. They will absolutely serve you. Thousands and thousands of people have downloaded both and sent me love notes and Christmas cards thanking me for making it fast, easy and fun and I am hoping that you will be joining them in singing my praises as well.



Christina: Oh, that's awesome. That is awesome. Yeah, it, it sort of lines up with the, with the, you know, "If Oprah calls, are you ready?" You know, if Oprah calls, are you ready to go on?

Nancy: Yeah, and you know what, when you're ready... When you're ready, there's nothing that's going to stop you and it's the coolest thing ever because all of a sudden you have more opportunity than you knew what to do with, you're a superstar, your family's proud of you, your kids are proud of you, you've got some kind of form of celebrity status, but I think, you know, when you create a model around your expertise that works for you, not only are you going to be well known but you're going to be very well paid and that's a really nice combination. So, I hope that I have delivered some value beyond what you expected when you tuned in to this call today and I'm really happy to answer any questions that you have because if you have any questions, I can't wait to answer them because writing about yourself is hard, I've covered a lot of content, and I'm more than happy to support you and stay as long as you like so that you can get the value and feel like this was the best possible use of your time today by tuning in to Christina Hills and Nancy Juetten.

Christina: Awesome, awesome. Now before we turn it over to questions, Nancy, can you go back to that slide just one moment so I can call out the URL? So, these are amazing gifts. Nancy, thank you for giving us those. So, you'll want to go to <https://www.christinasresources.com/brilliantbio> to get your Brilliant Bio template, or <https://www.christinasresources.com/sizzlingspeakersheet> and we'll also include those, we'll send those links out to everybody as well. Okay, so Nancy, I know there are a lot of questions folks want to ask you, so you can go to the next page... Or no, why don't you just stay here but, anyway, so that people can see it. So, Nancy, I'll just now turn it over to you for questions. Thank you so much for this amazing presentation.



Nancy: Oh, it's my pleasure and if I had one more parting thought, I always say this on all my calls, it's my own little sassy sound byte, "Embrace your quirks, raise your voice, inspire and lead. The world needs your message, now is the time, I can't wait to see how awesome you are."

Christina: Awesome, awesome. Okay, so we'll be taking questions now.

Joanna: Okay, and we have had a couple of questions come in. Our first one is from Wendy and she had a question earlier on when you were talking about having three bios and she was wondering if you could repeat the number words for each of those bios.

Nancy: Sure, I'd be happy to. I recommend that you have a 50-word, 100-word and a 300-word version and they should all be written in the third person, and the reason why is you want it such that someone who's introducing you can read it verbatim without having to edit on the fly.

Joanna: Okay, sounds great and if anybody had any questions about anything, feel free to go ahead and type them in now. We did have another question from Jenny and she said, "This sounds great for people who want speaking gigs or interviews. What about bios for businesses that provide services like entertainment venues? Then used, they, she said, "We own and operate escape rooms. Would the principles you're discussing still apply?"

Nancy: Well, that's an interesting question. So, it's an entertainment venue, and so maybe the About Us page in your case would be, "We get asked all the time why we created this amazing venue and here's our story." That might be one way to approach it. In your case, as an entertainment venue, the venue is the star and



you are not, and so I would imagine that other pages on your website are going to be even more important in your case--the visuals, the videos, the excitement, the drama, the joy that is experienced by people who come to experience your venue. That's going to be more of a hero than your bio. But, you know, sometimes when you become very successful as an entertainment venue... Look at Disneyland, Disneyland is the star but when you go to read about the Board of Directors, there's usually bios about the Boards of Directors' members and what they bring to the party to make Disneyland the happiest place on earth. So, your bio is important no matter what kind of business you run because you want people to know that you're the person behind the door, who's orchestrating the symphony, and what sets you apart and what jazz do you bring to it such that your business will continue to get even more successful because of your leadership. Those are just a couple of thoughts to consider.

Joanna: Okay, that sounds great. Lorraine says, "I couldn't write fast enough today and I really needed this and she asked if there would be a recording of the webinar available, and there will be one in the Member's Area, so you can definitely get that out later or..."

Nancy: I love hearing that kind of feedback. Thank you, Lorraine. I'm glad you got good value. It makes me happy.

Joanna: Yeah, definitely, she says, "Loved it." And we'll send an email out about the replay as well. And, Lena was asking if the slides from today's presentation will be available somewhere. She said it was great as well. And, again, the replay will be available so you can watch it again. Wendy mentioned that one of the links isn't working, so I know in the Member's Area, those links are in there as well so you can go check that out. Janet says, again, "Can we have a copy of the templates of the bios?" Is that available on that link?



Nancy: You mean, you mean the gift templates? Those are the ones that are referred to as <https://www.christinasresources.com/brilliantbio> and <https://www.christinasresources.com/sizzlingspeakersheet>. Those require an opt-in on your part, so if you go to those links and I'm sure the team will make sure all the links are working... I believe we checked them well in advance, but it'll be addressed shortly if they're not working perfectly in this moment. But you just enter your name and your email address and those templates will deliver to your inbox instantaneously, and please be aware that sometimes the gifts arrive in your promo junk or spam folders, so please check all of your available inboxes for the goody that you're looking for so that you can have confidence that it will serve you.

Joanna: Okay, sounds great. Suzanne had a question. She said, "When we place our bios on our website, what do you think of formatting the page like Our Testimonial Page with a small pic with each description?"

Nancy: Pic, as in photograph?

Joanna: I think so. Yeah, she has pic, so I think it's a small picture with the description.

Nancy: I highly recommend a professional headshot, one that you would be happy to see show up in the New York Times or The Huffington Post, not something that you snapped with your cell phone. I want you to behave and believe as if you're a 10 thousand dollar project professional from the very first moment and have a photo that makes you look your professional best. On your About page, there should be a picture of you and what I do, and it is, I have bios of varying lengths, from the shortest to the longest posted on my page so that anyone, anytime, 24/7 can go to my About page and grab the bio they need for the purpose that they have. So,



mine says, you know, a bio short enough for Twitter, a Bio to introduce me to a podcast guest, a bio for, you know, I label them but they're all available because I'm trying to be of service to people for whatever their needs might be. What you might do is choose your competitor or someone in your industry who you admire so much who has achieved 10 times the success that you have and look at their About page and see what you can emulate from what you see from the person you admire the most, when in doubt, that's always a good strategy.

Joanna: That's a great idea. Suzanne was asking if she could have the link to your bio page. Do you mind giving that out?

Nancy: No! Of course not! If you go to <http://www.getknowngetpaid.com>, that is my main website, which is my first impression, and I would be honored for everyone on this call to go and visit and see what I do as a first impression, and then if you go to the horizontal navigation across the top of the website, there is a button that says About, and you can click there, and you can read all "About Me" in every version, from short to long, and I should point out that in my business, I do a lot of interviews, a lot, and so I'm trying to be of service to people around the world. You know, when I first started my business, I thought, well, gosh, I'll just do business in my own backyard, and that will be plenty enough for me, and that was how I started it, and then I had a couple of people say to me, why are you thinking so small? You could help people around the world. I had one person say that and another person say that, and it's kind of like that old song, when one person tells you your horse is behind, you can ignore them. When the second person tells you that, you can look twice, and the third time somebody tells you that, you buy yourself a saddle because you're not listening. So, there is an About page about me, and when you click on, and I'm just going there now... Why did I tell you that? Because 95% of my business comes to me from outside of my own hometown and in countries many of which I can't even find on a map. So when



you get to my About page, it may not be... Listen, it's working very well for me, but there is a little video of me as a speaker, and then you have a selection of professional headshots that show me in different kinds of clothing, and then you have a 6-word story, a 1-sentence introduction, 146-character intro for Twitter. There are so many Bios there, and why is that? Because 24/7, someone in the world may be looking for something to meet their editorial needs, and I don't want them to be delayed in accessing it, and after writing this book in 2010, and having done as many interviews as I've done, I just post them all here so people can find out what they're looking for and grab and go... Grab and go... So, getting back to our earlier question, how many do you need? I recommend 3: 50 words, 100 words, and 300 words. If they like the first 50 words, they're going to read the rest, but if they get nothing, you're not really getting off to the races, and if you offer... You know, one of the things I will say about pages and websites, and this is something I did not address during the webinar, which I think is kind of important to talk about, there are people who go way, way long with their stories in the first person, and they say it all started in a little log cabin in Minnesota, and this is what happened then, and this what happened then, and this is what happened then... And, I know people do that, and I'm not exactly sure why they do it, but, in my opinion, it is not particularly effective because I really believe that you need to let people know who your ideal client is, the big wow you bring for them, and to make it easy for them to do business with you, and then after that, if you want to share something a little more personal, go ahead and do it, but take care with what you share because if it doesn't share, if it doesn't support your biggest objective, when in doubt, leave it out is my point of view on that.

Joanna: Okay, that sounds great. Katie had a question. She said, "I work with pro athletes. How do you work with your clients to get the info for their one-sheets?" She was specifically thinking about the media interview sheet.

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Nancy: Uh, that's a good question... From my days as a publicist, I would, in my book, "Bye-Bye Boring Bio", I actually have a number of templates that have questions that people can fill out to tell me about them. The templates that are in the book are the ones I used as a publicist to actually write people's one-sheets, etc., etc. Some combination of the Brilliant Bio Now and the Sizzling Speaker sheet template will serve you really, really well, I promise you. Just download them because if you answer the questions in the templates, you can ask your clients to answer the questions in the templates... And I will tell you something. I have a program called the Sizzling Speaker One-Sheet, Get It Done workshop, and what people do is they download Sizzling Speaker sheet template, and they fill it out with their best information, and that allows them to create a Word document that can serve as their speaker sheet, and in my course, people post their speaker sheets in the Facebook group for my feedback, and I upgrade them for them. And what I like about these templates, and if you've got a lot of professional athletes, whether you interview them or you ask them to take... The time it takes to savor a really good cup of coffee to complete this template, then you have enough information that you can whip this up like a delicious strawberry margarita and have it done very quickly. I find that it is really helpful to have the questions at the ready so you can just pull it out of people fast, and if they're not willing to actually answer the questions, always remember that good input leads to good output. If they're not willing to put the time in to do the good input, and they're not willing to get on the phone with you to do an interview, it's pretty hard to represent these people in the media or get them booked on TV, radio, whatever it is. So use a really good template, and these two are pretty good, even if I do say so myself. I hope you'll try them and see how they serve you, and you can let me know how they work for you.

Joanna: Okay. Katie says, "Perfect, thanks so much, I will try them," and Wendy was mentioning that the link was not working, so there is a dash.. It's



<https://www.christinasresources.com/brilliantbio>, and that should get you to the right page, so...

Nancy: Thanks for finding that problem. That's good! Okay...

Joanna: Yeah, so if anyone else has that issue, we can try and get that fixed so the links match or maybe they'll both go to the same place. Lorraine was asking, "Do you do one-on-one consulting?"

Nancy: I do.

Joanna: Okay. So they can check out your website. I assume that you'll have more information there.

Nancy: Yes, and if you're interested in that, what I might suggest, you can send me an email at nancy@getknowngetpaid.com, and say Private Session in the headline, and what I can do in return... Remember earlier in the call I showed you that business model that shows the 2 figure, the 3 figure, the 4 figure, and the supercalifragilisticexpialidocious figure business model? Well I can show a virtual cocktail napkin of the most popular ways that clients love to work with me and the price points are very transparent, and so I can share that with you, and you can say, Oh! I see that! I can afford that! That's what I want! And you can say I'm most interested in this thing, and then we can get you what you want, and we can be off to the races. My VIP Deep Dive is a really popular service that clients really enjoy, especially if they need a brilliance reflector to help them to get to the meat of the magic that they are and to get on with it as soon as possible.

Christina: Okay, sounds great. We have a couple more questions. I know we've only got 4 more minutes, so Sheema was asking "Could you give more examples of a call to



action within the bio, itself?"

Nancy: Oh, sure! You know... Calls to action could be if you've like what you read so far and know you want to get on the phone with me, here's my phone number and a link to schedule an appointment, can't wait to continue the conversation. If you want them to download your irresistible free opt-in gift, you could say... If you love it, if you love what you've read, and you're eager to learn more right this very second, go ahead and download this powerful tool. The benefit of doing that is you get that person on your email list with permission so that you can nurture that prospect to become a client. If you're someone who wants to speak, you can say something like, don't wait another minute, bookmark on it today. So, be clear what you want. Remember earlier in the call, I showed you that little document that said decide what you want, reflect on the who, the how, and the wow... Go back to that slide and say, well, what do you really need most right now? In my experience, a lot of people need clients, and for a lot of folks, the call to action that is the most easiest for them to extend is why don't we get on the phone and have a chat? So go ahead and say that because if they landed there first, and they loved what they read, what if they picked up the phone and booked a discovery session, and what if you had 10 discovery sessions, and 5 of those discovery sessions turned into clients, and each of those clients decided to invest \$2000 with you in your program that changes lives? That would be a \$10,000 outcome just be showing up brilliantly at hello.

Joanna: That sounds great. Donna had a question. She said, "Nancy, I've heard you speak before, and it is always fabulous..."

Nancy: Thank you!

Joanna: Yes... "I honestly know better but find that at times, I throw out that

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author/speak coach," and she put *cringe*. "Any insight why someone would do that, even when they know better? My sense is that I just haven't completely clicked into my professional handle yet," and she says, "I'm not a newbie, so it's absolutely time."

Nancy: Hmm... I love your self-awareness, and I'm looking at the clock. Listen, I can stay a few minutes longer if it's possible, and if you've got a hard stop, I understand.

Joanna: Sure.

Nancy: But what I want to say to you... What was the person's name again?

Joanna: Donna.

Nancy: Donna. Donna, I'm talking to you! I would like you to take out a yellow sheet of paper and talk to our bookkeeper if necessary, and figure out what percent of your money came from whatever products and services that you offer. Okay? How much of it came from being an author, how much of it came from being a speaker, and how much of it came from being a service provider/practitioner – I don't know enough about you to give you a handle, but you see what I'm doing here, okay? Actually, without any judgment, look at how the money is flowing in your business. For most of us, the author piece is like a big business card. It is a credibility builder. For most of us, we're speaking for free with the idea that we can enroll people into our paid programs in the back of the room or as the results of delivering an awesome call like this. My big brilliance is helping people get ready for opportunity by looking like pros at hello. That's the thing I'm the best at. That's where most of the money comes to me, and so when in doubt, when people ask me what I do, I can help you get ready for opportunity before it

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knocks. How about we get started right now? People say well I'm ready to do that, how can I play? Great! I've got lots of ways to do it, which ones the best fit? Okay, let's go! Lead with the thing that gives you the most money and the most joy, and ditch the other handles. Kick them to curb, because for most of us, those are marketing handles that build credibility, but the thing that you do every day, that makes a difference for real people, real specific people with urgent problems that need solutions, that's the thing you should be attaching yourself to because that will help you build a faster path to cash, and that will help people know – Oh! She's that person. When I think of that, she's the face I see, she's the person I go to. So maybe you haven't stepped into your courage to actually hold... to step into that... and what story might you be telling that's preventing from doing that, and what could happen if today was the day you decided to turn the page?

Joanna: That's a great answer. Wendy says, "Nancy, you're so dynamic. You're like liquid energy. Enjoyed this Webinar so much. I'm struggling with my on-line identify. It stalled me, so you've helped me a lot today. Thank you."

Nancy: Oh, you're so welcome! So I'm going to make a request of you, Wendy. My email is nancy@getknown.getpaid.com, and what you just said, made me so happy, that I would like to have it in my inbox as a gift.

Joanna: Aww....

Nancy: You know something? For those of you who are on this call... You know, it takes a lot of energy to deliver these calls and to prepare them lovingly in service to the people you're here to serve, and its psychic compensation for me to be rewarded with those kinds of words because words really matter to me. That's the currency of my business, so thank you for speaking to me in a language that I really, really do appreciate, and if there is more help that you need, the neat thing about these

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templates that you're downloading is there are educational autoresponders that are attached to them so you can learn even more, and there's a whole lot more power under the tent over here than you ever thought was possible. I do have a free for Facebook group that has over 500 members, and you can visit it and ask to join today. It's called *Raise Your Voice and Make Your Impact*. You can find it on Facebook and just go ahead and ask to join, and you can be part of this robust community of experts and speakers and authors and change makers who are sharing best practices and contributing to the conversation and getting to know each other better and getting to know me very well too because I'm the leader of that tribe.

Joanna: Okay. And Wendy said she meant what she said, and she will check out your Facebook groups. So...

Nancy: Thank you. It makes me so happy.

Joanna: Aww, good... Well thank you so much for coming today. We've gotten through all of the questions that folks have put it, and it was a great call, and I know we're out of time. So thank you so much.

Nancy: Well thank you everyone. Embrace your quirks! Raise your voice! Inspire and lead! Today is the day! Turn the page! I can't wait to see you on the other side.

Joanna: Okay, thanks. Bye everyone!

Nancy: Bye.