**Creating Your Bio**

There are four common types of bios:

1. Storytelling
2. The Interview
3. First Person Account of Accomplishments
4. The Resume

Use the below Interview Style Template and Sample to craft your bio for your website, brochures, and presentations.

**A SIMPLE BIO TEMPLATE**

*[Your Full Name] is a [title, position] who works with [ideal type of person who you help] to [how you help them and results they experience after working with you].*

*[Your first name] [knows/believes] [what you know/believe about the work you do].*

*[Your first name] has [landed/secured/garnered/worked at/supported] [insert your most compelling experiences and wins].*

*[Your first name] is a [trained/certified/awarded] [insert relevant trainings, awards, honors, etc].*

*[Your first name] holds a [insert degree] in [insert area of study] from [insert university] and is certified through [insert coach training certification program].*

*Outside of the passion of coaching, [Your First Name] loves [insert secondary hobbies and interests].*

**A SAMPLE**

*Susie Smith is a business coach who partners with top level executives and management teams to grow their business, reach their goals and improve teamwork and efficiencies. After spending nearly a decade working in HR and guiding teams, leaders and executives for multimillion dollar companies, Susie knows what truly drives teams and motivates employees.*

*Susie has landed keynote speaking presentations for the Society for Human Resoures Management national conferences and regional events. In addition to her extensive HR experience, Susie is also a trained Life coach and Executive coach.*

*Susie holds a Bachelor’s degree in Psychology and has been certified with a PCC (Professional Certified Coach) through the International Coach Federation.*

*Outside of her passion for coaching and supporting executives and teams, Susie loves the outdoors, is an avid hiker and was a whitewater rafting for over a decade in her off time. She loves bringing people together for team work in all settings; both inside the office and out.*