

DAY 1 - CREATE YOUR BIO

Your bio is an expression of your story. It's a culmination of your education, skills, specific strengths and career highlights. It's promotional, but not spammy, boastful, but not braggy, and tells an open, honest and straightforward story about you and your business.

To craft the perfect bio, answer each question below with as much detail as possible. The goal is to create a 150, 300 and 500 word About or Bio for your social media channels.

1. Pretend you are your own best client and biggest fan. How do you share who you are and what you do?
2. What are 3 crucial tips you would share with people looking for your expertise?
3. List 3 accomplishments in your life that you are particularly proud of.
 - 1.
 - 2.
 - 3.
4. What qualities (special skills) make you an expert in your field?
5. List 5 reasons anyone would want to hire you.
6. List the top 3 problems you solve for your clients or users?
7. What challenges have you overcome in your life and business? (list 2-3)
8. How can those challenges help others achieve the success they're looking for?
9. Who do you specifically help?
10. What acknowledgements have you received, relevant awards, etc?

30 DAY FACEBOOK CHALLENGE

11. What books have you written or co-authored?

12. What makes you different and unique? Hobbies, languages, Interests, etc.