**I-Storybrand Phase 1**

**Mission Seven: Anatomy of a Bio**

**Step up to the plate.** You’re ready! You’ve taken stock of all the ingredients to cook with. You’ve identified key threads to your story, and rediscovered some overlooked dimensions. You’ve clued into core themes and characteristics that will bring your voice to life. Now it’s time to assemble it together and step out with your bold self.

**Checklist - Nine elements you want to incorporate in your bio story:**

1. Your name
2. Audience you serve
3. Focus of what you do
4. Relevance (why you can help me)
5. Point of view/curiosity
6. Back story including twists/turns
7. Social proof/external validators
8. Personal and playful details
9. Call to action

**It’s time to connect the dots.** You’ve already answered most of these questions on the previous worksheets. It’s now your task to consolidate. Use the prompts below to assemble the ingredients and refine your answers. Your goal should be to create a sense of coherence and continuity in your bio.

**Think beginning, middle, and end.** Grab attention with a statement of value/purpose. Take a stand by sharing your point of view and perspective. Provide a backstory that explains how you got to this, including a lesson or two along the way. Give evidence that your story is real and embraced by others. Share a few personal tidbits that deepen the profile. Invite into relationship.

**1. Your Name**

(That should be an easy one. Unless it isn’t).

**2. Audience you serve**

(Be specific and descriptive. e.g. executive vs. change-maker).

**3. Focus of what you do**

(What exactly is your service, solution, product, program, and/or mission).

**4. Relevance (why you can help me)**

(What challenge, suffering, struggle, or problem do you help me overcome?).

**5. Point of view/curiosity**

(How you see the world, your unique perspective and voice on the issues.)

**6. Back story including twists/turns**

(How were you shaped or influenced to see things the way you do).

**7. External validators/Social proof**

(You’ve got a great story. Who else believes in you? Show me evidence).

**8. Personal and playful details**

(Remind me that you are human, have a sense of humor, live beyond your work).

**9. Call to action**

(Ask me to do something at the end of your bio. Follow you on twitter, download an ebook, visit your website. Something).

**Now just edit this down into a 3-4 paragraph form.** Best to start with a one- page version of your bio. Once you have that down, you can create a one- paragraph and ultimately a one sentence version. Half of the storytelling process is an exercise in editing. Deciding what really matters versus what belongs on the cutting room floor. Keep asking yourself, what is most important for the reader to know? And are you sharing something for their benefit or just your own ego validation?

**Still not sure if you’ve got it? Be sure your bio answers these 5 questions:**

* Who are you?
* How can you help me?
* How did you get here?
* Why should I trust you?
* What do we share in common?