



Biography Cheat Sheet:

Questions to Ask Yourself to Assemble & Prioritize Your Inspired Speaker Biography

Question #1: Why You?

- Your Mission
- What You Teach
- Your Specific Expertise
- Who Do You Transform
- What Are the Results
- Why Are You Different
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Question #2: What's Your Story?

- What Have You Overcome
- What Are Your Victories/ Demonstrations of Success
- How Has This Informed Your Mission/Your Teachings
- How Do You Relate to this Audience
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Question #3: What's Your Background?

- What Businesses Have You Founded or Companies You've Worked for/Positions Held
- What Clients Have You Served in the Past
- What Specialized Skill or Program Have You've Developed
- What Degrees or Certifications are Pertinent

Question #4: What Are Your Relevant Achievements?

- Your Milestones & Accomplishments
- Your Books, Radio Shows/Podcasts and Other Media
- Your Video/You Tube Channel
- Awards You've Won
- Related Charities You Serve
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Question #5: What Social Proof Do You Have of Your Leadership or Success?

- Where Have You Spoken Before
- Who Are Your Current Clients
- What Celebrities Have You Worked With
- What Media Has Featured You
- What is the Size of Your Online Following
- What Impressive Numbers Tell a Story About You

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