


Leave Them Wanting To Know You More



10
TIPS FOR WRITING AN
IRRESISTIBLE
SPEAKER BIO

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Ten Quick Tips	4
Develop A Clear Brand	7
Be Relevant	11
What's Next?	13
Visit STORE at karenpower.com	13
About the Author	14
Visit KarenPower.com	15

Ten Quick Tips

Your professional speaker bio is a powerful tool that has awesome potential to connect you with an event planner and your audience. This tool is used to tell your story of how and why you are the person for them to invite as the guest speaker for their event. It's also the tool often used to introduce you to the audience at the event.

As you begin, or continue, on your career path of being a professional Christian speaker, you will need to prepare and have at ready your bio and variations of it from day one. You will use this on your website, on your promotional materials, and for event introductions. A speaker's bio is an important and critical tool in your toolbox. This is what sells you to the event planners, ministry leaders, followers of your website and other social media, book covers and your audience at events.

I suggest that you have your bio written and ready when you begin contacting churches, organizations, and groups in your area about having you speak for their events. Once you've connected with an event planner, here's what you will hear:

- Will you send me your bio?
- Where can I find your bio?
- Do you have a bio or introduction you can send me for the meeting?

It's best to already have it written, edited and polished. Make sure the grammar and typing are CORRECT! This information most often will be copied directly from what you send them or from your website right into the program or read from the stage before you take the platform. If there is a mistake, YIKES! The entire audience just heard it seconds before you take the stage.

A speaker's bio is a professional bio. It should have information about who you are, what you do, and why you are qualified to be the one on the stage speaking. It should also include some personal information about you. That's a tall order and one that takes an effort in honing to include only the most important things without it being a tome.

Let's look at the ten tips:

1. Write your bio in third-person. If you are uncomfortable writing about yourself, ask some of your friends who know you well to help you get started. For example: Susie Smith loves to speak to women's groups on real issues that impact their every day lives. She has led women's Bible Study groups since 1994 and has tackled tough issues that women face.
2. You are qualified as a Christian speaker because of what God has done in your life. Be sure your background information includes your brief personal testimony as it relates to what you speak about.
3. Identify the problem(s) your audience deals with and why lessons from your life experiences uniquely qualify you to solve that problem. Most likely, you were once at this same spot where these people are now. Let them know the why and how that allows you to resonate with them.
4. Keep the information current. Do not use "has been speaking for 20 years." Instead, say, "has been speaking since 1994." This also applies to stating how long you have been married.
5. Include personal information about yourself to give insight as to experiences related to your presentation topics, etc.
6. Include your academic and professional credentials only if they pertain to you as a speaker or writer, or if they support your presentations.
7. Have different lengths and versions of your bio ready; however, keep your bio in the 150-200 word count range. This isn't your biographical ebook, but a snapshot of who you are, what you've done, and what uniquely qualifies you to deliver your message to this tribe/audience. What you include in your bio should support your brand as well.

8. If you speak to different types of groups (women, young moms, business, college or youth, etc.) customize your bio and introduction to fit that group's vernacular.
9. You can use a first-person version on your website and still have a third-person version available for other uses.

Event planners often copy and paste from a speaker's website and you don't want them using the first-person version in the promotional materials for their event or when introducing you. On your website, you will want to make available for download a shorter length bio for event planners to grab when needed. It's a good idea to have an introduction bio there as well. You should also have your intro bio handy to email to event planners. NOTE: The last line of your **introduction bio** should end with your name as the last thing the audience hears before you take the stage. For example: "And now welcome our guest speaker ... (your name goes here)!"

10. VERY IMPORTANT! Before you submit your bio to an event planner or post on the internet, read it out loud and have others read it. It should flow and give the listener a sense of knowing who you are. It should reflect your personality too. I can't stress enough to be sure grammar is correct and there are no typos. You don't want the person introducing you at an event to stumble while reading it before you take the stage. There is nothing worse than distracting the audience with a mistake in your bio rather having them focused an eager to hear what you're about to say.

Be clear, concise, and most of all, be yourself when writing your bio! Share enough of your story to draw them in and still leave them wanting to know more about you. Too much and they'll become disinterested—like watching a movie trailer and thinking you've seen all the good parts without actually watching the movie. You want them to be eager to listen to what you have to say, to learn more about you, and to focus on your speaking presentation.

Develop A Clear Brand

Dreaming of Krispy Kreme doughnuts! What's the matter with me? I see that enticing HOT sign flashing before my eyes and I'm at home minding my own business! Goodness sakes alive! (From a Facebook post by a friend.)

Now THAT is the power of branding. We all have jingles and images from commercials that are forever stuck in our brains. When we least expect it ... sometimes YEARS later ... they surface.

Do you remember this jingle ... *“Wouldn't you really rather have a Buick? A Buick? A Buick?”* Where did that come from? How many years has it been since you have heard that one?

As speakers and authors, we often overlook the benefits of branding ourselves. We lumped ourselves together into a HUGE category called “Christian authors” or “Christian speakers” ... possibly separated by genre, but otherwise we all basically look the same to event planners or those buying books. While we know we are not the same, the differences or uniqueness of our message is very weakly conveyed in our promotional materials.

That's where branding comes in. It differentiates, distinguishes, separates, and shows our unique qualities. When you hear an author's name like Beverly Lewis, Kay Arthur, Francine Rivers, or Carol Kent, you know exactly who they are, what genre, and what, as the reader or listener, you can expect. That's branding.

Think of it like a two-sided coin.

- One side is about you ... your passion and purpose, core message, the value you bring, the genre, your level of excellence, personality, etc.
- The other side is your audience. This is equally as important. Your brand contains elements regarding who they are, where they are, when they are available to interact with your message, and what they need.

Look at it this way ... do you prefer Coke or Pepsi? Most people have a preference. It may be based on taste. They may have grown up where one was more prevalent than the other. They might like the commercials of one better than the other. There is no right or wrong answer (unless you're trying to sell Coke or Pepsi). It's the same for speakers and writers.

Branding isn't always an in-your-face action. It's often subtle ...a picture, a tune, a message. If it is clearly conveyed, it can stick in someone's mind to surface years later.

As Christian speakers and writers, we want our message ... the Gospel of Jesus Christ ... to stick in the hearts and minds of those who hear or read it. We want them to think of it when they are in need of help and healing. We want them to recommend our message in whatever form it is to others who need it. Branding helps them to do that!

Branding helps you move out of the pack of all the Christian speakers or writers on the planet to where you are the one with the right message for right now!

Action Item 1: Developing your brand

Who is your favorite Christian Speaker? _____

<i>Characteristics that instantly come to mind when you think about them</i>	<i>Why do you like their speaking and/or writing?</i>

Do these match what you see as this person's brand? Is it reflected in their promotional materials, on their website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

NEXT ... let's look at you.

<i>Characteristics that instantly come to mind when you think about yourself as a speaker and/or writer</i>	<i>What are people saying to you about your speaking and/or writing?*</i>

** Go and find the emails, cards, notes, and feedback sheets from your speaking events, anything that you've received from someone who has heard you speak or read your writing.*

Do you see a pattern forming? Do these match what you see as your brand? Is it reflected in your promotional materials, on your website, Facebook page, etc. in words, colors, pictures, the overall look and feel?

A picture is worth more than a 1,000 words. Let's "draw" the picture. In addition to having a great professional head shot ... you are your own brand ... is there a graphic or logo that helps capture this "feeling" or enables your audience to see, not just your face, but the core of your message?

Be Relevant

Relevant ... appropriate, fitting, suitable, important, meaningful, significant, sensible, and useful.

Do any of these words closely apply to you, your speaking presentations, your book topics, your social media posts, and/or to the audience you are trying to reach? Don't forget your speaker bio too!

Many writers and speakers really don't know how relevant they are to their audience or to the needs of their audience because they've never asked their audience what **they** need. Instead, the speaker or writer delivers content based on their own needs or what they are interested in teaching. Sometimes these two intersect. Often, these speakers/ writers and their audience have a connection ... sometimes strong, sometimes weak.

What if we stopped and evaluated the needs of our audience before developing our next presentation or writing that next book ... and give them what **they need**? Might that be more impactful and life-changing?

Keep your finger on the pulse of the Christian communication industry. Read newspapers and watch the news. Go to current movies and read books on the best-selling charts. Stay in God's Word as often as possible. Listen to leaders in ministry, social media, marketing, fashion, music, business, and other areas related to your specific area of passion and expertise.

You can take a presentation that you've given many times and add in a statement about a current world or local event that brings a newness and breath of fresh air to it.

The key to being RELEVANT is something we all stumble on in our busy lives: Don't bury your head in the sand ... or focus so deeply into YOUR ministry that you forget others and the world around you. Get out and live, explore, and share what God has done TODAY in your life!

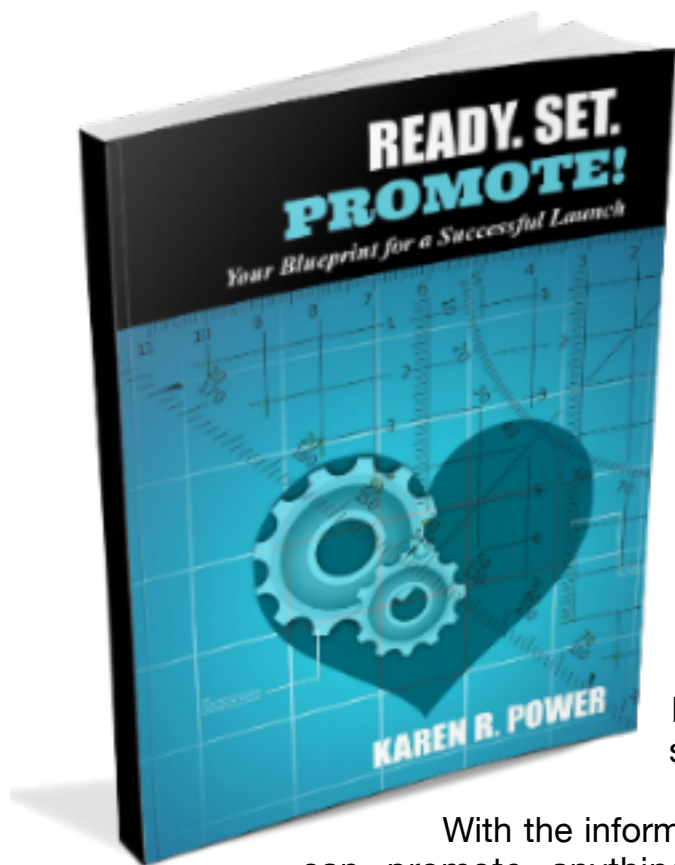
In a nutshell ... if you're a writer, read books and watch movies by others in your genre and other genres. If you're a speaker, get out and talk with every day people. Go out and be a part of life. Take a class. Broaden your horizons!

Action Item: Review and implement the list of 8 things below that you can start doing today to keep yourself and your presentations RELEVANT.

As you begin to write your speaker bio, make sure you use words that resonate with your audience, align with your brand, express your core message and why you are the person to reach this audience.

- | | |
|----------|---|
| R | Review your bio. Does it include a statement(s) about your passion and purpose? Is that made applicable to how it can touch a reader's or audience member's life? |
| E | Evaluate your topics. Whose need is being met? |
| L | Listen to the feedback and comments from your audience. How did something you said or wrote touch their life? Is this reflected in your topic descriptions? |
| E | Eliminate anything not related to your passion and your audience's needs. |
| V | Verify your findings (before throwing out anything) with your experts, advisors, board members, ministry team, or close trusted friends. |
| A | Align your web site, presentation topics and descriptions, marketing materials to so that the information matches. |
| N | Never settle for the same old same old. Update, refresh, and be alert to life to bring in a freshness to your presentations. |
| T | Take time to review your topics and materials at least once a year (more often if possible) to stay RELEVANT! |

What's Next?



You've been promoting your book, speaking presentations, program, or other product but you're not getting the results you expected. What should you do?

Ready. Set. PROMOTE! leads anyone with something to promote step-by-step through the maze of opportunities; grows their audience into a loyal tribe through relationship marketing; shares real-world case studies and examples that work; and develops strategies to generate multiple income streams from their books, products, programs, or events by harnessing the power of the Internet and social media.

With the information and activities in this program, you can promote anything ... products, programs, speaking presentations, business/ministry, or events.

Visit **STORE** at karenpower.com

About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

**Speaker Business Training. Support
Services. Promotional Strategist.
Speaker Booking Agent.**

Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

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- Speaker Representation

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