



## Author Bio Questionnaire

1. *How will this bio be used?*
2. *What's the best compliment you get from your best clients?*
3. *What's the most awesome thing about you that makes you different from others in your field?*
4. *How do you describe what you do in 5 words?*
5. *What services do you want to highlight?*
6. *What's the most awesome thing you've accomplished?*
7. *What are your clients saying about you and working with you that's too good to keep to yourself?*
  - a. *How do your clients describe you?*
  - b. *In as much detail as possible, what outcomes have your clients gone on to achieve?*
8. *What's your background and experience? (Credibility, education, certifications, significant experience/job roles)*
9. *What affiliations or accolades do you have that will resonate with your audience? (media features, memberships, awards, etc.)*



*10. Where do you want to be in 5 years?*

*11. Who's someone in your field that you would like to emulate?*

*12. Please fill in the Audience Engagement Formula as specifically as possible:*

*a. What three concerns do you share with your ideal clients?*

*b. What three common interests do you share with your clients?*

*c. What three values do you share with your clients?*