

Creating Your Power Bio

By Shannon Burnett-Gronich

Creating a "Power Bio" is essential for building your press kit and attracting publicity and speaking opportunities.

Write each of these items on a separate piece of paper and hang them on the wall or somewhere in eyes view so you can begin adding to them immediately! Remember to add ALL items that come to your mind, even if you think it doesn't apply to your business or life right now.

There is usually a way with "Power Words" to create an amazing portrayal of who you are and what your qualifications are to attract the media to you.

It is time to brag!!! This can be a wonderful internal exercise as well because one of the hardest things for most people to do is to say good things about themselves. Enjoy this powerful process!!

IS THERE MORE?

This is just a start and one small part of the help I provide my clients. There are other simple tools that create endless opportunities for publicity. You can find out more about them here:

<http://shannonburnett.com/powerbiohelp>

12 STEP EXPERT POWER BIO

1. Your field of expertise/scope of recognition.
2. Accolades, awards, titles, grants, special honors, etc.
3. Events have you been involved in that are of significant importance; something you are #1 or FIRST in, and/or something that gives you historical importance (why are you different?)
4. What you DO that makes you wildly successful.
5. Approximate # of times/years/audiences/shows you've done the item in number four.
6. How much \$\$\$ or recognition, controversy or news you've created with this.
7. What you have created/started and what is its scope.
8. What obstacle(s) you've overcome.
9. The way you've overcome it.
10. The name of the PRINCIPLE you teach/sell/offer to others.
11. The result of OVERCOMING the obstacle in the WAY that you did that allows you to Do what you do.
12. The REASONS why people should pay ATTENTION, take INTEREST, have a DESIRE and take ACTION when it comes to you.

This is a great start and will help you tremendously.

This 12-step process can be used for your business as well as individually. It may be helpful to have a family member or friend ask you the questions in an interview style. Many of my clients have great successes when they take key points from the 12-steps and create a story that inspires people to want to know more.

Get ALL the help you need here: <http://www.shannonburnett.com/oto-mediagic>