

amie
turner
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My
Beautiful
Bio
Scripts

20 minutes - that's all it'll take...

To write a beautiful bio that sums you up perfectly. This fillable worksheet will help you brainstorm ideas so you can distill your awesome into a few fabulous phrases that'll capture hearts and stick in heads.

If you have an online business, a bio is the cherry on your brand cake. It's your calling card, your elevator pitch, it's the most powerful marketing tool you have.

Whether this is your first attempt at writing a bio or you're looking to update an existing one, this plug-and-play worksheet will make it easy and save you oodles of time.

Use the prompts below to brainstorm ideas then, tweak and tune your words until it feels right. Be playful with it, give your reader a sense of who you really are and enjoy the process!

Check out the examples in each section for extra inspiration.

Ok, let's get started!

WHO you are

Hi, I'm _____ . I'm a _____ at _____ .
I work with _____ to help them _____
_____ .

Here's an example:

Hi, I'm Amie, conversion copywriter and creative consultant at Amie Turner Ink. I work with smart, passionate #bossbabes (like you!) to help shape and share their message with the world so they can stand out, sell their thing and live life on their own terms.

A big believer in _____ , I'm passionate about _____ .

So you might say something like this:

A big believer in honest, authentic communication, I'm passionate about helping women step up and own their awesome without fluff or fancy fakery - because you don't need it - your work speaks for itself, I'll make sure it does.

I'm a qualified _____ and I hold a _____
from _____ to back it all up.

Here it is in action:

I'm a professional writer with 12 years experience writing for big corporations, small business and boutique brands and I hold a Bachelor of Marketing and Business Administration from University of South Australia to back it all up.

WHAT your expertise is

_____ is no stranger to _____, having spent
____ years as a _____ and a _____, where
she _____.

Here's an example:

Amie is no stranger to whipping web words into shape, having spent 12 years as a corporate communications specialist where she made sure executives and employees across the organisation were all singing (sweet melodies) from the same hymn sheet.

WHY the reader should care about your expertise

_____ helps _____ to _____
_____.

Amie helps smart, passionate women in business stand out in the online world so they can share their message, create more impact and make more money.

_____ offers a range of programs and services, from
_____, to _____ and _____.

Amie offers a range of copywriting services, from blog post editing to sales page creation and anything that shines mega watts on your business and makes people take notice.

Passionate about _____ and its possibilities,
_____ provides _____ services that help _____,
_____ and _____ to _____.

Passionate about clear communication and its possibilities, Amie helps you shape your message, tell your (brand) story and share your talents so you can create more impact and make more money.

Her _____ was launched in _____ and has since
helped _____ of women to _____
_____.

Her business first launched in 2012 and has since helped dozens of women to step up in their business and shine online with more confidence and clarity.

HOW to contact you

To contact _____ or to set up a consultation please email
_____ or go to _____.

To get in touch or to book a time for a chat, please email or visit my website.

And here's one more beautiful BONUS example.

If you need a long fancy pants bio for your speaking page or your profesh profile, this one has you covered.

Open with a line related to your field, but not to you directly, for example:

When women start achieving a certain level of success in their business, all the 'other' business related tasks that need to get done every day can quickly become overwhelming.

Then add what you do, for example:

My great passion is to bring clarity, a sense of calm and whole lot of confidence to women who want real growth in their business, but know they can't do it all on their own.

Then include who you work with, for example:

I help coaches, consultants and creatives in all fields share their message with the world in a way that's sincere yet seriously strategic so they can create more impact and make a lot more money.

Then add your credentials, for example:

I know that everyone is unique so a cookie cutter template just won't cut it. I work with women across the globe and every single one of them is an individual with their own unique 'voice'. To fully understand my client's vision, and to get a real sense of who they are, I share a questionnaire that breaks it all down and helps me capture their voice, define their brand's personality and create a magic connection for their clients.

Then include your qualifications, for example:

My background includes 15+ years in publicity, marketing and communications for nonprofits, big brands and small businesses. Since launching my own copywriting consultancy in 2012 I've contributed to a range of online and print magazines including Roooar, Toward Magazine and Fleurieu Living, worked with countless incredible female entrepreneurs and supported dozens of wildly successful rebrands, collaborations and launches.

A final word about your bio

Use these prompts as a starting point only. Add anything else you think is interesting or important! Trust your own judgment and let your personal or professional bio reflect all that is unique about you.

You are remarkable, make yourself memorable.

Amie xo

Need copy that's fresh, strategic and sounds like you?

I can help.

Hi! I'm Amie. I'm a creative copywriter based in Adelaide, Australia.

I write exceptional copy for websites, sales pages, newsletters, emails, digital products and social media. I'll bring clarity to your offering and help you communicate your true value.

