

Week Four – Worksheet Five

Author Bio and Internal Advertising Design

Your Author / Business Bio is the main piece of prime advertising real estate within your product, closely followed by the “other books/ products / courses from this author” page.

Other spots within your product that can be internal advertising are your publisher page – that presents the idea that your product comes from a recognisable, reputable company, Your Foreword (if you have one) – which is where someone else says that you are reputable and worth working with and your case studies – which give you the opportunity to talk about the successful things that you have done.

This worksheet will assist you in deciding which of those you will include, and what they will say.

Author Bio:

Do you have an existing Short Biography that you use for promotional things / press kit ? Do you have a good picture of you, to go with it ?

If yes, please review it – is everything spelled correctly ? Is the grammar correct ? Does it really say what you want it to, what it needs to say to support your authority on your chosen topic for this product ? rewrite it if necessary.

If No, then consider the following, and draft your new short bio below.

The Bio should be written in the third person – it is as if someone else is describing you.

The Bio should be 1 to 3 paragraphs long, no more than 300 words.

The Bio should state what you do, and what you have done, expressed in such a way that it clearly reinforces your authority on your topic.

The bio should be perfect, when it comes to spelling and grammar – get someone else to check it over at least three times!

The bio can also state what you are passionate about – a sort of mission statement, if you like. (this should still be stated in third person)

The Bio should mention any awards that you, or your business, have received.

[illegible]

Other products page

What other products / courses / events / books or reports etc do you have, that are related enough to this topic for you to promote them at the end of this ? Write a list below, then choose three to six things to include.

Foreword

Do you have anyone with a bit of celebrity, who would be willing to write a foreword for you ? A foreword should be one to three paragraphs long and be basically a glowing recommendation of why a reader should listen to you. Write a list of possible people below, and when / how you will contact them to ask.

Publisher page

Do you have a company logo image to include ?

Do you have a logo image that is for this product, or series, that you want to include ?

Make sure that a link to your website is on this page, as well as company name, and your copyright statement. Make any notes here about what you need to sort out for this page.

Case Studies

Do you have any case studies that you can use (names changed to protect the participants, of course), which very clearly and directly reflect how good you are at things specifically related to your topic ?

Make a list below, of things that you think will work, and what it is about them that makes them ideal.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.