

## Write a KILLER Summary Workbook

Before putting pen to paper or finger to key, it's important to know what you want your summary to communicate and what you want to readers to do. Before writing your bio, answer these questions:

- Who do you want to reach with your summary?
- Who is your ideal audience?
- What do you want them to learn or do?
- How do you want them to feel?

When you're clear about your intentions and goals, it's time to pull together the content.

Think of your content in terms of these buckets, and then fill them to the brim.

***Brainstorm below: "What are My Most Important Accomplishments?"***

***Brainstorm below: “What are my values and passions?”***

Articulate your operating principles and the things that energize you (for example, optimism, creativity, yoga and meditation).

***Brainstorm below: What facts, figures and stats can I quantify and bring to a prospective employer?***

For example: "I ran five marathons in five different countries; I speak three languages and travel to five continents every year; I worked in six different areas of the business before becoming the head of sales."

Awards and accolades bestowed upon you

For example, "Graduated Magna Cum Laude from Oxford University"

***Brainstorm below: What makes you different?***

Write down the things that make you YOU and help you stand out from your peers

Example: "I do my best work from 6 a.m.-8 a.m. before anyone gets to the office."

Example: "Acknowledging others is important to me, so I like to type personal thank-you messages to team members and colleagues on the typewriter I was given on my 16<sup>th</sup> birthday."

