



AUTHOR BIO WORKSHEET

Your author biography gives your customers a sense of who you are as an author. When a potential customer reads your bio, they are looking for clues to the caliber of your writing, your credentials and qualifications, and also the tone that the book will likely have. This is a chance to give the customer a great impression of you and what they can look forward to in your writing.

You will write a **short bio** (approximately 50 to 75 words) to accompany a professional photo of yourself on the back cover of your book that quickly sells who you are and why you are a credible expert on this topic.

You will write a **longer bio** (approximately 125 – 175 words) for the interior “About the Author,” which also serves as a sales page. On this page, you will have more space to re-enforce your background and expertise on your topic, share some pertinent personal information, and include contact info such as your website, social media links, and email address.

Both bios should have a sense of who you are as a writer and your qualifications. Longer bios should have some anecdotes about you that might help the customer connect. Simply fill out the worksheet on the next page to help you develop your bio. Some spaces will require a longer bio, so use it when appropriate.

A few bio tips:

- Write in the third person.
- List the most important qualifications.
- Write with the mindset that your bio couples with your book and its subject matter or genre.
- Always have the writing proofread so that it is grammatically correct.
- What makes you qualified to write this book? Be specific about your professional experience, education, awards, or other information that demonstrates your authority, expertise, and credibility to write about your book’s topic.
- What personal information might you include about yourself? Share only the most pertinent personal information that relates as closely as possible to the topic of your book
- Craft this information into a succinct, well-edited short and longer Author Bio.
- Hire a professional to write the bio if you are unsure what to do.

AUTHOR BIOGRAPHY WORKSHEET

	Your Text Here
Short Bio (50-75 Words)	
Long Bio (400 Words)	

Example Bios

Powerhouse Woman - Lindsey Schwartz Short

Lindsey Schwartz is an Arizona-based, Wisconsin-born entrepreneur and big dreamer. At age 26, Lindsey started her first business part-time and over the next several years became an accomplished fitness athlete, full-time entrepreneur, speaker, and author. She's passionate about building community and believes that women are most successful when they collaborate and sincerely root for one another to win.

Powerhouse Woman - Lindsey Schwartz Long

Lindsey Schwartz is an Arizona-based, Wisconsin-born entrepreneur and big dreamer. After college, she packed up everything she owned and moved west to pursue the corporate dream, only to realize that it was not for her. She dove into personal development, searching for a way to make a living building her own dreams instead of someone else's.

At age 26, Lindsey started her first business part-time and over the next several years became an accomplished fitness athlete, full-time entrepreneur, speaker, and author. Through her coaching and programs, she has helped hundreds of individuals create lasting breakthroughs around their health and well-being. She has also mentored dozens of aspiring entrepreneurs in starting businesses of their own in the network marketing industry. Lindsey is passionate about building community and believes that women are most successful when they collaborate and sincerely root for one another to win.

When she's not focused on her business, you'll usually find her hiking with her husband Elliot and their rescue pup, watching reruns of Fixer Upper, or sipping prosecco with her girlfriends.

Connect with Lindsey

Web: lindseyschartz.com

Instagram: [@lovelindsfit](https://www.instagram.com/lovelindsfit)

Facebook: [facebook.com/lovelindsfit](https://www.facebook.com/lovelindsfit)

Pinterest: [pinterest.com/lovelindsfit](https://www.pinterest.com/lovelindsfit)

LinkedIn: [linkedin.com/in/lindseymarieschwartz](https://www.linkedin.com/in/lindseymarieschwartz)

American Kundalini - Aaron Anderson Short

Raised in the foothills of San Diego county, Aaron Anderson formed a particularly close bond with the creeks, canyons, and oak trees of his rural hometown. His intricate, nature-inspired architectural work earned him numerous design awards, including being named the 'Young Architect of the Year' by the American Institute of Architects San Diego chapter. His beautifully designed architecture has been featured in the highly prestigious Dwell and Architectural Record magazines.

American Kundalini - Aaron Anderson Long

Raised in the foothills of San Diego County, Aaron Anderson formed a particularly close bond with the natural surroundings of his rural hometown. Creeks, canyons, and oak trees were his childhood playground and sanctuary.

Aaron earned early success as an architect. His intricately designed and nature-inspired work gained him numerous professional awards and accolades, including being named the ‘Young Architect of the Year’ by the American Institute of Architects San Diego Chapter. His work has been featured in the prestigious *Dwell* and *Architectural Record* magazines.

In his late thirties, Aaron experienced Kundalini—a decade-long event that radically transformed his life. To make sense of this unusual experience, Aaron turned to his long-time mentor, a respected religious studies scholar, Dr. Kenneth Morrison. Together, they plotted a course to better understand Kundalini through rigorous self-examination and empirical experimentations. American Kundalini is the culmination of lessons carefully learned from Aaron’s first-hand experience living with Kundalini in a modern context.

Aaron currently resides in San Diego, happily moored in paradise, where he returns to creeks, canyons, and oak trees whenever healing or stillness beckons him.

Visit the website

<http://americankundalini.com/>

Contact

Info@americankundalini.com

Hook ‘Em with Humor - Rick Olson short

Ricky Olson is an award-winning humorous speaker. Although he was told all his life he was funny, no one was laughing when he gave stand-up comedy a shot. Being “naturally funny” failed him, so he was forced to figure it out or quit. After four years of intense study and after finding an amazing coach, Ricky shares what he’s learned, so you, too, can Hook ‘Em with Humor.

Hook ‘Em with Humor - Rick Olson long

Ricky Olson, an award-winning humorous speaker, has a background in IT, Direct Sales, Project Management, and Government and Insurance.

Although he was told all his life he was funny; no one was laughing when he gave stand-up comedy a shot. Being “naturally funny” failed him, so he was forced to figure it out or quit.

After years of intense study, Rick found an amazing coach and then committed hours of practice to his craft. Then Rick developed his Humor Toolkit to teach and coach his clients, so that they,

too, can be “naturally funny.” As a result, Rick’s clients make more sales and become better speakers, better leaders, and more successful in whatever they do.

Visit Rick’s Website

afunnieryou.com

Contact

rick@afunnieryou.com