



## The Exposed and Authentic Bio Worksheet

*Develop your bio so people feel as if they have known you their entire life.*



Your bio is the most important part of your entire online presence. When people consume your content, when they connect with it, they will look you up. When they read your bio, they will make a determination of whether or not they like you, want to follow you, start a conversation with you, interview you, invite you to speak at an event, offer you a unique opportunity, or do business with you (by either offering you a position at their company or buying your product or service).

In order to gather stories that will build your long-form bio, you must take a deep dive into your past. There are two ways you can go about that:

**Option 1.** Find a friend to help interview you (best option).

**Option 2.** Interview yourself.

### Step 1. Fill out the Pre-Interview Questionnaire.

Because each person has a unique life experience, it is important to develop questions that are relevant to you. Think about the times in your life identified in the left column, and match them with a single word from the right column that best represents that time period.

#### Pre-Interview Questionnaire

Times in your life (write in word from right column)	Feelings/emotions/memories (only use words once in left column)
1. Early childhood (first memories until elementary school): _____ (A1)	Angry • Joyful • Trusting • Fearful • Surprised • Sadness • Disgusted • Loved • Loss • Interesting • Optimism • Serenity
2. Youth (elementary school to high school): _____ (A2)	• Acceptance • Submissive • Apprehensive • Awestruck • Distracted • Disapproval • Pensiveness • Remorseful • Bored
3. First job/first entrepreneurial experience: _____ (A3)	• Contemptuous • Annoyed • Aggressiveness • Ecstatic • Admiration • Terrified • Amazement • Grief • Loathing
4. College years (whether or not you went to college): _____ (A4)	• Rage • Resilience • Authentic • Faith • Grace • Beauty • Loyal • Wealthy • Abundance • Familial • Hopeful • Truthful •
5. Early career (first few full-time jobs, or start-ups you began): _____ (A5)	Complicity • Humorous • Introspective • Secretive

Here are some other direct questions. Please write specific examples that come to mind in the right column.

Question prompts	Provide specific examples
6. What people made a significant impact on your life (significant other, mentor, family, business partner, etc.)?	A6:
7. What are some of the most challenging moments you have experienced in your life (refer to your Exposure Résumé for ideas)?	A7:
8. What do you currently do for work? List your skills, responsibilities, talents, specialties, expertise, etc.	A8:
9. What do you do for fun (hobbies, activities, sports, etc.)?	A9:

## Step 2. Build your Custom Interview Questionnaire.

Using your answers from Step 1 (A1–A9), fill in the following blanks for each of the nine questions (Q1–Q9) below. This will form the interview questions for someone else to ask you (if you are doing this alone, ask yourself these questions).

Note that the story and emotional ranking boxes below each question are to be filled in by the interviewer when he or she interviews you and should remain blank during this step.

Also note that it is very important that the interviewer say the words “question one,” “question two,” “question three,” . . . *before each question*. You will be using a search function in later steps to find certain areas in the document. If your interviewer does not say these exact words, you will not be able to easily search for your specific answers.

**Custom Interview Questionnaire**

**Q1. Question one.** Can you share three stories from early childhood that make you remember this time as feeling (A1)\_\_\_\_\_? Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q2. Question two.** Can you share three stories from your youth that make you remember this time as feeling (A2)\_\_\_\_\_? Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q3. Question three.** Can you share three stories from your first job, early entrepreneurial experiences, or work that you did but weren't paid for, that make you remember this time as feeling (A3) \_\_\_\_\_? Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q4. Question four.** Can you share three stories from your college years (or when you were around 18–25) that make you remember this time as feeling (A4) \_\_\_\_\_? Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q5. Question five.** Can you share three stories from some of your first experiences working full-time, or from early start-up experiences, that make you remember this time as feeling (A5) \_\_\_\_\_?  
\_\_\_\_\_?

Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q6. Question six.** Out of these people (A6) \_\_\_\_\_,  
\_\_\_\_\_,

which three people had the most significant impact on your life? Please share a story for each that showcases the real-world impact on who you have become today. Go into detail, making sure to explain your feelings, emotions, thoughts, challenges, successes, and long-lasting lessons learned. Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q7. Question seven.** Life throws curveballs, like when (A7) \_\_\_\_\_

happened. Of these challenging moments, which three events had the most significant impact on your life? For each one, please share a separate, more in-depth story of what actually happened, how you felt, how you worked through it, what lessons you learned, and how you are stronger because of going through those events. Remember to be candid, and don't hold back. You can always edit later, and you can trust that I will hold all that you share in strict confidence. Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q8. Question eight.** So, for work, I see that you do a lot and have many skills, including (A8) \_\_\_\_\_

Of all these, what are the three things about work that you love the most, that give you the most fulfillment, and that you are best at doing? Give some stories of how you help people, how you solve problems, or how your expertise manifests itself in real life. Paint the picture of how you work with people and what your passions are in your current career path. Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy • compassion • support • happy • rooting for them • love • excitement • surprise • anticipation • fear • sadness • disgust • offended • off-putting

**Q9. Question nine.** Of these things (A9) \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

which three are your most favorite hobbies or activities? Share a specific story for each, making sure to explain why you love it so much. Give details on how you were exposed to it, how it makes you feel when you do it, and how it has impacted you to become the person you are today. Title your stories.

Rank the stories according to which you (the interviewer) felt was the most interesting or compelling.	Circle the emotion that you (the interviewer) felt the most when you heard the story.
Story 1: _____ _____ (Circle rank) 1st 2nd 3rd	empathy · compassion · support · happy · rooting for them · love · excitement · surprise · anticipation · fear · sadness · disgust · offended · off-putting
Story 2: _____ _____ (Circle rank) 1st 2nd 3rd	empathy · compassion · support · happy · rooting for them · love · excitement · surprise · anticipation · fear · sadness · disgust · offended · off-putting
Story 3: _____ _____ (Circle rank) 1st 2nd 3rd	empathy · compassion · support · happy · rooting for them · love · excitement · surprise · anticipation · fear · sadness · disgust · offended · off-putting

### Step 3. Conduct your Life Story Interview.

**Best option:** Find a friend to interview you and record the conversation.

When we onboard new clients, we talk on the phone with them over a recorded line and ask them specific questions to tease out the best stories from childhood, youth, and their college years. In addition, we have them tell us about their jobs, their love life, and their values and struggles, and about how they got to where they are today.

Ask a friend to interview you by using the exact questions presented in Step 2. Instruct your friend to rank your three stories from 1st (being best) to 3rd in the space provided below each question, in regard to how interesting the stories are to them. Then ask your friend to circle the emotion that represents how he or she felt for each story you shared. You will use these rankings to determine which stories to include in your bio.

#### **Tips to make the most of your interview:**

If you have a friend interview you:

- Print out the questions and evaluation boxes or get a digital copy ([ditchtheact.com/resources](http://ditchtheact.com/resources)) for the interviewer. Your friend will need this in order to rank your stories and identify which emotion relates to which story during your interview.
- Find a quiet and private place to talk, and record the answers on your phone or an audio-recording device.
- If doing the interview over a web-based platform (e.g., Skype, Zoom, Google Hangouts), make sure both you and your interviewer are in a private and quiet location, and remember to record the conversation.

If you are interviewing yourself:

- Find a private and quiet location, and answer the questions presented in Step 2; then rank the stories and identify emotions for each.
- Don't forget to record your answers on your phone or a recording device.

And to repeat this point because it is so important. The interviewer must say the words “question one,” “question two,” “question three,” . . . *before each question*. You will be using a search function in later steps to find certain areas in the document, and you will need these exact words to search for your specific answers.

#### **Step 4. Transcribe the conversation.**

Now that you have your interview recorded, you can submit it to a transcription service to turn what you talked about into a text document.

We do not encourage you to read the transcription from beginning to end. As noted later in the chapter, in Step 6, you will be using the search function in the transcription document to jump to specific sections.

#### **Step 5. Organize your stories**

You should now have a transcription of your interview. It will be a very long document. Don't read it; just have it open and available. Now open a new document, title it “First Name Last Name Long-Form Bio,” and save it. In this new document, write the following with spaces in between so you can fill in responses:

- **Question 1:** Early Life
- **Question 2:** Youth
- **Question 3:** First Job/Entrepreneurial Experience
- **Question 4:** College Years
- **Question 5:** Early Career
- **Question 6:** People Who Inspired Me
- **Question 7:** Challenges
- **Question 8:** Career Now
- **Question 9:** What I Do for Fun

#### **Step 6. Pull the best stories together.**

Get the filled-out Custom Interview Questionnaire. This should have both story rankings and identified emotions relevant to each story.

Starting with the first question, see which of the three stories you talked about was ranked as 1st by the interviewer. Then go to the transcription document and use the search function in the document.

In the search bar, type “Question one.” (**Note:** Depending on the transcription, the wording may have transcribed as “Question one” or “Question 1,” so if one search term doesn't work, try the other.)

The search will take you to where the first question was asked. Scroll down until you find the section where you talked about the story that was identified as the most interesting of your three stories.

Copy the specific story and paste it into your new bio document under the section that corresponds to the question.

Repeat this process for each of the nine questions:

- Review the Custom Interview Questionnaire to determine the most interesting story (according to the ranking) for each question.
- Use the search function to find that section in the transcript and copy it.
- Paste the entire section into your bio document under the section that matches the question.

**Step 7. Clean up the text.**

You should now have all your top stories pasted into your new bio document. It is time to go through and clean up the text. When your recording is transcribed, there is a good chance that some of the words transcribed will be incorrect. Also, when you talk, you don't always talk in proper sentence structure. Go through each of the stories and edit them so that they are clear, are cohesive, and have a good flow, and remove any unnecessary words so that each story reads well.

**Step 8. Make headlines for each section.**

Now it is time to go back through the document and rename the headers for each of the sections with something creative that ties into the story for that section.

What your headlines look like now	Examples of personalized headers
Question 1: Early Life	Watching WWF with Grandma
Question 2: Youth	How Hockey Changed My Life
Question 3: First Job/First Entrepreneurial Experience	Picking up Trash at Knott's Berry Farm
Question 4: College Years	Discovering the Value of Real Friends
Question 5: Early Career	From Taking Calls to Selling Cars
Question 6: People Who Supported Me	The Mentor Who Set Me Straight
Question 7: Challenges	Overcoming My Biggest Fear
Question 8: Career Now	Developing an Attitude of Gratitude
Question 9: What I Do for Fun	Smooth Sailing

**Step 9. Make (emotional) transitions at the end of each story.**

You are doing great, and you are almost there! You have your best stories laid out in chronological order. But you don't want your bio to just be a list of stories. The real magic comes in the lessons learned, the emotions, and the transitions between the stories and how each shaped you to be your unique and awesome self.

In this step, you will go back to each of the sections and write a transitional paragraph at the end of each section, which will be the emotional glue between your stories.

Refer to the filled-out Custom Interview Questionnaire. Look at each story that was identified. What emotion did the interviewer select? Use that as your indicator for what to write for your transition.

**Note:** Readers of your bio may feel disconnected if the story creates the emotions that lead to disgust, being offended, or a topic that is off-putting. If your top ranked story evoked these emotions from the interviewer, consider talk therapy so a mental health professional can help you reframe how you perceive your story, or move to the second ranked story to include in your bio.

Now go back into your bio document, and at the end of each story (before the headline in the next section), write a paragraph that shares the insights, lessons, feelings, and emotions that you had or others had about each story.

Based on the emotions that your stories evoke with the interviewer, here are some other words to consider using in your transition paragraphs

Joy • Ecstatic • Familial • Relieved • Introspective • Humorous • Submissive • Bored • Complicit • Apprehensive • Trusting  
 • Truthful • Loyal • Secretive • Serene • Resilient • Loved • Surprised • Beauty • Pensive • Distracted • Fearful • Terrified  
 • Wealthy • Abundant • Optimistic • Faithful • Hopeful • Amazed • Authentic • Accepting • Sadness • Grief • Loathing •  
 Remorseful • Loss • Interested • Angry • Disapproving • Annoyed • Contemptuous • Awestruck • Admiration • Grace

### Step 10. Include your call to action.

At the end of your bio, you want to capitalize on the fact that people who have read the whole thing are invested in you. Make it easy for them to get in touch with you. You can do this by putting your email address or phone number at the end of your bio.

You put a lot of hard work into creating this bio, and it is time to help your readers take the next step to connect with you. Decide where and how they should connect, and write it in a direct manner that is clear.

### Step 11. Build your intro to showcase your accolades.

Did you notice that during this entire Exposed and Authentic Bio Worksheet, we didn't talk about your accolades? In Q8, you told stories about your talents and passions and why you do what you do, but that is different from your accolades.

It is time to build an intro that will sit at the top of your bio, and you are going to write it in the third person. This will act as if a third party were to introduce you.

The first sentence starts with your name, your job, and your top three accolades.

#### Examples

(Your Name) \_\_\_\_\_ is a (what you do for work) \_\_\_\_\_  
 that is recognized by \_\_\_\_\_ (if possible, add links),  
 \_\_\_\_\_, and the \_\_\_\_\_.

If you don't have any accolades, it isn't necessary to complete this part of the bio yet. You can include them as you earn them (as explained in Chapter 16), when you are success-stacking.

The next sentence would add to this if you have other accomplishments. If you don't have any other achievements, you can skip this until Chapter 16.

His/her \_\_\_\_\_ work in (the field of) \_\_\_\_\_ has  
 been featured in publications ranging from \_\_\_\_\_ to \_\_\_\_\_.

The rest of your bio will be written in the first person.

**Step 12. Let your personality shine through.**

It is time to make your first-person intro that will be below the third-person intro and above your early years story.

Your readers have already gotten what they expect to hear right out of the gate, since you listed what you do and your accolades, but this is where you show them that you are a lot more interesting than your job and accomplishments. It's time to let your personality shine.

First, introduce yourself in a warm, friendly manner. Describe who you are as a person, tell where you live, and give some fun facts about you and those things that matter most to you.

Include something about you that is unique. Some kind of introspection that you have. Consider including a little about your family so people can relate to you. If you have a pet or a passion, or there is something quirky about you, share it here.

Hello! My name is \_\_\_\_\_, and I'm a(n) \_\_\_\_\_ at \_\_\_\_\_ . I live in \_\_\_\_\_ with my wonderful wife/husband, \_\_\_\_\_, our daughters/sons, and my best friend in the entire world, \_\_\_\_\_, our golden retriever.

**Step 13. Include what you do.**

This is the final step! You are almost there! Add in what you do for work and what your responsibilities are or your business is about. Consider adding your findings from the Rapid Reflection Discovery Process Worksheet in Chapter 5. Later you can add your three words from the 3-1-3 Challenge (which you will learn about in the next chapter)!

Once this final piece is in place, your bio should be ready to rock and roll!

The overall structure of your new long-form bio should be as follows:

- Third-person top-level overview of accolades
- First-person introduction sharing your uniqueness and your energy
- Your 3-1-3 Challenge words (to be added after you work through Chapter 10)
- What you do for a living
- Headline for Story 1
- Top Story from Question 1: Early Life
- Transition
- Headline for Story 2
- Top Story from Question 2: Adolescence
- Transition
- Headline for Story 3
- Top Story from Question 3: First Job
- Transition
- Headline for Story 4
- Top Story from Question 4: College Years
- Transition
- Headline for Story 5
- Top Story from Question 5: Early Career

- Transition
- Headline for Story 6
- Top Story from Question 6: People Who Inspired Me
- Transition
- Headline for Story 7
- Top Story from Question 7: Challenges
- Transition
- Headline for Story 8
- Top Story from Question 8: Career Now
- Transition
- Headline for Story 9
- Top Story from Question 9: What I Do for Fun
- Transition
- Call to Action

To see what a successful bio should look like, visit [leonardkim.com/about-leonard-kim](http://leonardkim.com/about-leonard-kim) and [ryanfoland.com/about](http://ryanfoland.com/about).

Congratulations! You now have an Exposed and Authentic Bio that makes you uniquely yourself!

