

Virtual Coach Accelerator

Inner Game of Coaching

Biographies & 1 Pagers

What Is A Bio?

- A coaching bio is a dynamic tool to build trust and attract clients who are the right fit for your unique approach to coaching. It's often the first touchpoint between you and potential clients, making it essential to shaping their initial perception of you.
- It is a concise summary of a person's professional background, qualifications, achievements, and personal philosophy. Providing overview of who you are, what you do and why you do it.
- **Importance of Having a Bio as a Coach**
 - Professional Credibility- Establishes your expertise and authority in your field.
 - First Impressions- Often the first point of contact for new clients, collaborators, or interviewers.
 - Personal Branding- Helps define and communicate your unique brand.
 - Networking- Facilitates networking opportunities by clearly conveying who you are and what you do.
 - Marketing and Promotion- Essential for marketing materials, including your website, social media profiles, and promotional content.

Why You Need a Bio

- Website About Page
 - Provides visitors with an overview of your background and services.
- Social Media Profiles
 - Used on platforms like LinkedIn, Instagram, and Facebook.
- Speaking Engagements
 - Included in event materials to introduce you to the audience.
- Media Appearances
 - Sent to journalists, podcasters, and other media professionals.
- Proposals and Applications
 - Used in proposals for speaking gigs, collaborations, and other opportunities.

WHAT Is A 1 Pager?

Definition of a One-Pager:

- The term "1-pager" comes from the idea of condensing key information into a single page, where the goal is to present all essential details in a clear, concise, and easily digestible format.
- It provides a snapshot of your professional profile, services, and key information.
- Popular in business, marketing, and other professional settings where summarizing information effectively is crucial.
- **Importance of Having a One-Pager as a Coach**
 - Efficiency- Quickly communicates essential information.
 - Professional Presentation- Offers a polished and professional way to present your services and qualifications.
 - Versatility- Can be used in a variety of situations.
 - Marketing Tool- Acts as a powerful marketing tool, summarizing your value proposition and services.

WHY You Need A 1 Pager

- Uses of a One-Pager
 - Media Connections- Provides a quick overview of who you are and what you are up to
 - Client Meetings- Hand out to potential clients during meetings.
 - Networking Events- Share with contacts at networking events.
 - Email Attachments- Attach to emails when reaching out to potential clients or collaborators.
 - Workshops and Seminars- Distribute at workshops and seminars.
 - Business Proposals- Include in business proposals to provide a summary of your qualifications and services.

*****Media Kits**

Something to be looking at as you move forward

<https://drive.google.com/file/d/0Bz1m4QoXx4UseVIXT2xDWmFCUXc/view?usp=sharing&resourcekey=0-Cp3xzuJwzeYF7cZfe0AYcw>

Media Kits & Sizzle Reels

Something to be looking at as you move forward:

Media Kits:

A media kit is a polished, professional document that showcases who you are, what you do, and why you're the go-to expert in your field—it typically includes your bio, offerings, audience stats, photos, and past features or testimonials. For coaches, it's essential because it makes it easy for podcast hosts, event organizers, and media outlets to quickly understand your value and book you for interviews, speaking gigs, or collaborations.

https://www.tomferry.com/assets/brand/tomferry-speaker-mediakit.pdf?utm_source=chatgpt.com

Sizzle Reels: A sizzle reel is a short, high-impact video that highlights your energy, message, and expertise through dynamic clips, testimonials, and visuals. For coaches, it's a powerful tool to instantly capture attention and build credibility with potential clients, media outlets, or event organizers who want to see you in action.

https://www.youtube.com/watch?v=BFB_yd5w3gA&t=145s

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