

ONE SHEET COPY

Bio (200-250 Words)

[Insert Bio Here]

4-6 Suggested Topics:

- .
- .
- .
- .
- .
- .

4-6 Suggested Questions:

- .
- .
- .
- .
- .
- .

Connect With [GUEST]:

Website:

LinkedIn:

Facebook:

Instagram:

ONE SHEET WRITING TIPS

Bio Basics:

Paragraph 1

- Name
- Company, Title
- What you do
- If what you do is unclear, cutting edge, or new, take another sentence to elaborate a bit.

Paragraph 2

- How you got here (current job/ career)
- Why you do what you do
- Show your character! Ensure you're representing yourself as a unique individual, not just your brand or company.
- What is your signature angle?

Paragraph 3

- Accolades and Accomplishments
- Include any affiliations you feel strongly about: memberships/ associations/ accreditations.
- Higher Education
- If none of the above apply, you can go more in-depth on your personal mission/ signature approach.

Topics & Questions Notes:

- Topics featuring numbers, such as 'Top 3 Things Every Guest Expert Needs Before Their First Interview' tend to do really well. They signal to the host that there is actionable, bite sized information that's easily consumable for their audience. It's nothing too large for a single episode, and it offers specific guidance!
- Generally, topics with a positive tone outperform those that are framed negatively.
- Consider your clients' or audience's perspective: what questions do they need answers to?
- Feeling stumped? Visit your website and see what phrases stick out! A good place to start is usually on your services page or browse through your blog and newsletter titles! These sections can offer some inspiration, since they're typically written in an engaging and catchy manner!
- Avoid Sample Questions that can be answered by a Google search or with a simple yes or no.

Topic Examples

- 3 Things Guests Can Do To Have a Successful Podcast Episode
- Keeping It Conversational: Finding The Balance with Speaking & Listening
- The 1 Thing Guests Should Ask Every Podcast Host Before Recording

- Greenlighting the Green Room Chat: Why Host Relationships Are The Secret Key to Success

Question Examples

- How can a guest establish credibility while being interviewed?
- What are questions a guest can ask the host ahead of time to get the most out of their guesting appearance?
- What are the best ways to utilize a podcast appearance after the episode is live?