



BIOprose

Part of the BLISSbiz Branding Suite

Can you imagine painting your self-portrait with words?

BIOprose is an integrated word design program with the intent of guiding you through self-inquiry to access internal resources and life discoveries that are pertinent to conveying who you are.

People often feel a lack of credentials holds them back professionally. The truth is that when you define the essential value you bring to the table, your life experience becomes your greatest and most unique credential.

Whether you've invested in the Authentic Promotion Word Design Modules, or you've decided to wing it – the following outline will guide you in writing copy for your Professional Profile.

- Polish your words and accolades ... go deep so your light shines.
- Tell a precise message, and shape that story as a professional profile. Complete the profile script. Choose the words that are really you!
- Design a personal profile and co-write the copy for your promotional requirements that is: precise – professional – powerful – passionate and – simply states why you stand out in the crowd!

Write a Personal Profile that brings out the best in you!

1. Your leading headline.

Make it a great one. This is a statement of your essential nature – your being. In one sentence, you're conveying you're unique vein of gold!

2. Sub-heading and Features.

Weave your creative sub-heading into your life experience, and credentials.

3. Life Story Highlights.

Passionately tell your story about what brought you to this point in your life.

4. Self-development achievements.

OK – now you can list your credentials and personal explorations that have contributed to the over skills that you bring to the table. But be brief and creative. Continue to tell your story in a passionate forum.

5. Testimonial.

Make a statement of one or two testimonials that you've received from current clients, friends, and colleagues. (“The people say that _____.”)

6. Benefits for the potential client and/or alliance.

This is a statement of what the client will gain by working with you, or hiring you for a particular alliance.

7. You personal statement.

Make a closing statement that ties it all together, refers back to Item #1, and clearly states what you're all about. Give the reader inspiration and leave them with an invitation that makes a connection with your audience.



More than meets the eye!

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