

The Bio Builder

Six simple prompts for adding *you* to your About page

Your BTI website came with a bio pre-written. It tells people what a certified DreamBuilder Coach or Life Mastery Consultant does. It's well written, and lots of coaches launch with it just the way it is.

This Bio Builder is for when you want to make a more personal, relatable and client attracting version of your bio. The questions it asks are ones only YOU can answer. There is no pressure, no requirements and no deadline to use this. But this worksheet can help you effectively answer those questions whenever you're ready to take the next step.

From LifeCoach Elevate™ · Get Going. ❤️

Why this page matters

When someone finds your website, the About page is usually the next thing they click.

They are not reading it to see your résumé. They are asking one simple question: *"Is this coach right for someone like me?"*

That's the whole job of your About page. It helps a visitor decide, **"Yes. This is the right coach for me."**

The big idea

**The reader is the star.
You are the guide.**

So your bio is not the place to prove you're good enough. It's the place to show the reader that you've been where they are, and you know the way out.

The six parts of a bio that connects with your visitors

★ = the three parts only you can write

#	Part	What it does for the visitor	Is it already on your site?
1	Who this is for	They recognize their own situation right away so they know, "this coach understands me."	Partly. Add one line if you like
2	What put you on this path ★	Shows you've been in their shoes	Only you can write this
3	What changed for you ★	Shows this work is real, because it worked on you first	Only you can write this
4	What your experience means for them	Turns your training and past jobs into something that benefits them and gives them a reason to trust you	Half there. Add your own story
5	A little about you ★	Makes you a real person they can relate to and would enjoy coaching with	Only you can write this
6	What to do next	One clear next step: book a free Discovery Session	Already on your site

Six prompts

Write your draft in a plain doc first, not directly on your website. Use a Google Doc, the Notes app or even the back of an envelope so you can be messy and let your ideas flow. Then go back and perfect your draft or let AI help you polish it. Post it on the site once you're happy with it.

1 Who this is for

Finish this sentence: "If you're the person who _____, you're in the right place."

To fill in the blank, describe the person you love working with. Use the words they would use about themselves. For example: Not "high achievers." More like: "really good at your job, and quietly tired of it."

2 What put you on this path

Finish this sentence: "The moment I knew was _____."

What made you become a coach? Maybe it was a hard time: a job that ended, a marriage that ended, a health scare, a year of asking "is this all there is?" Or maybe it was quiet: a friend who changed right in front of you, a teacher, a book you couldn't stop thinking about. Both count. There's no prize for drama.

A kind rule: If telling the story still brings up a lot of emotion, it means it's still healing, and that's okay. Save it for later and share a different one for now.

A trick that works: write it as a text message to a friend first. That version is usually your bio.

3 What changed for you

Finish this sentence: "Before, I _____. Now, I _____."

Use plain words that mean something to the client and give examples. Not just "I found my purpose." More like: "I used to practice every hard conversation in the shower. Now I just say what I mean."

4 What your experience means for them

Finish this sentence: "_____, which means for you _____."

Take each thing you've done (your training, your old job, your life experience) and add "which means for you..." and add how it benefits them. If the sentence clearly shows the benefit to the reader, keep it. If it reads as only a brag, consider adding the benefit. See the table on the next page.

What you've done	...which means for you...

5 A little about you

Pick at least three:

- | | |
|---|--|
| ☐ Where you live | ☐ Who lives with you (pets count) |
| ☐ What you believe about people | ☐ What you love to do on a Saturday |
| ☐ Something funny or odd about you | ☐ Something clients say you're surprisingly good at |

6 What to do next

The link to book a Discovery Session is already on your site. Just be sure the link is also on your About Me page, right after your bio.

“Which means for you...”

How to turn your past into a reason to trust you.

What you might write	Add “which means for you...” and it becomes this
Certified [DreamBuilder Coach / Life Mastery Consultant]	...we won't be guessing. There's a proven, step-by-step system behind every session.
Twenty years in HR	...I've sat across from hundreds of people at a turning point. I know what actually helps someone move.
Master's degree in Education	...I know how grown-ups really learn new habits. It isn't by being told what to do.
Raised three kids while running a business	...I understand “no time.” I won't ask you to blow up your life to change it.
Fifteen years as a nurse	...I can tell the difference between tired and worn out, and I'll notice before you do.
Ran my own company for eighteen years	...I know what it's like to carry everything. And I know how good it feels to finally set some of it down.

The test: Is the end of the sentence about the reader? Then it's a reason to trust you, not just a brag.

Put it together (a guideline, not a rule)

1	Who this is for	one or two lines
2	What put you on this path	three to five lines
3	What changed for you	two or three lines
4	What your experience means for them	one or two “which means for you” lines
5	A little about you	one line, three details
6	What to do next	already on your site

150 to 300 words is plenty. Shorter is fine. Longer is okay too, as long as every line is meaningful and doing its intended job.

Three examples (made up, so you can see how it works)

These coaches are not real. The pattern is. Each one is short, written as “I,” and covers parts 1 through 5.

The nurse who left the hospital

If you're the one everyone leans on, and you can't remember the last time someone asked how you were doing, you're in the right place. I was an ER nurse for fifteen years, which means I can tell the difference between tired and worn out, and I'll notice before you do. The night I knew: a shift where I realized I'd been holding my breath for ten years. What changed: I sleep now. I say no on purpose. I live in Flagstaff with a husband who cooks and a cat who watches. I coach caregivers who are ready to be cared for.

The parent with a quiet house

Nothing dramatic happened to me. I raised three kids, ran the house like a small business, and one September, with the house suddenly quiet, I asked myself, “What now?” A friend was working with a coach and seemed happier than I'd seen in years. I got curious. Twenty years of running a family means I know about schedules, budgets, and doing hard things with no thank-you, which means for you: nothing on your plate will scare me. What changed: I started the business I'd been “going to start” since 2009. I coach people in the quiet after the kids leave.

The finance guy who finally relaxed

I worked in corporate finance for twenty-two years, which means I know about pressure, spreadsheets, and pretending you're fine on a Zoom call. My turning point was not a breakdown. It was my daughter asking why I was always “at work” when I was sitting right there. I did the coach training to fix my own life first. What changed: I'm really there at dinner now. I left a job I'd outgrown years ago, on my own terms. I live in Peoria, Arizona. Saturdays are pancakes and bad golf. I coach men who take care of everyone and haven't asked for help since high school.

Your rough draft

Pull your answers together here, in the format we outlined above. Keep it real. Talk like you're at dinner or coffee with a friend, not in formal, flowery words.

Before you paste it in: a quick check

- ☐ Would the reader start to see you are a fit for them after the first paragraph or two?
- ☐ Can you share your story out loud without getting overly emotional?
- ☐ Is "what changed" in plain, everyday words?
- ☐ Can the reader see how your credentials, accomplishments and life experience benefits THEM?
- ☐ Are there at least 3 interesting little details about you included?
- ☐ Did you read it out loud? Does it sound like how you would actually talk to a friend?

One more thing. Once your rough draft is ready, AI can be a good editor. Ask it to polish up what you've written. However, never ask it to create your rough draft, because it doesn't know your story; only YOU do! Using AI should be the very last step in the process, not the first.

Where it goes

- Not live yet?** Your bio copy is part of the content you hand over at launch, right alongside your photos and contact info.
- Already live?** You have access to your site's editor to make updates to your About page anytime.
- Want a hand?** If you'd like to add new photos, a favorite quote, or a short video, or you'd just rather have us do it, we have a simple About Me page update for exactly that. It's here whenever you're ready:
lifecoachelevate.com/supporting-products-and-services

**Launch with the bio you have. Add one true sentence when you're ready.
Either way, you're doing it right.**

Get Going. 