The Sparkle Factor® Speaker Bio Quick-Write Guide

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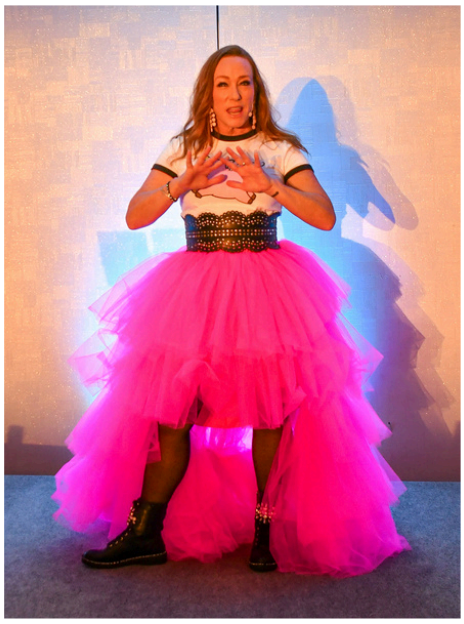
Sparkly Welcome



YOUR BIO IS THE FIRST STANDING OVATION YOU'LL EVER GET—BEFORE YOU EVEN STEP ON STAGE.

Your bio isn't just a résumé blurb. It's your chance to set the tone, showcase your brilliance, and make people excited to hear from you. A well-crafted bio is the difference between being just another name on a program... and being the one the audience leans in for.

This guide gives you the shortcuts. Three bio lengths, fill-in-the-blank prompts, and a framework that makes you shine. Ready? Let's sparkle.

SuzanneCASTLE

3 Bio Lenghts EVERY SPEAKER NEEDS

Short Bio (30–50 words)

For panel intros, quick event blurbs, and social media features.

Medium Bio (75–100 words)

Perfect for podcast hosts, conference programs, and websites.

Long Bio (150–250 words)

For full speaker kits, proposals, and media features.

Pro Tip: Think in headlines, not history. Your audience doesn't need every detail—they need to know why YOU matter to them.

Quick Write Prompts

Who Are You?

- [Title / Role / Specialty]
- [Signature The Sparkle Factor® or unique differentiator]

What Do You Do?

- [The impact you create / problems you solve]
- [Your signature topics, method, or expertise]

Why Does It Matter?

- [How it connects to their audience]
- [Proof points: awards, media, years of experience]

Fun Sparkle Line (Optional)

- [Unexpected fact, personal touch, or tagline]

Fill in Frameworks

Short Bio Template (30–50 words)

"[Your Name] is a [title/role] who helps [audience] [achieve outcome]. Known for [signature sparkle], [First Name] has been featured in [credibility marker]. When not [doing business thing], you'll find [fun sparkle detail]."

Medium Bio Template (75–100 words)

"[Your Name] is a [title/role] and [expertise area] who helps [audience] [achieve outcome]. With [X years] of experience and recognition such as [award/media], [First Name] is a sought-after speaker on [topics]. She's known for [signature sparkle factor] and has worked with [clients/industries]. Beyond the stage, [fun fact/personal detail]."

Long Bio Template (150–250 words)

"[Your Name] is an accomplished [title/role] whose mission is to [impact statement]. Drawing on [years of experience/background], [First Name] has been recognized by [awards/media highlights]. She has spoken for [clients/events] on [topics], bringing her signature blend of [sparkle adjectives] to audiences worldwide. [First Name] is also [other role: author, coach, etc.], offering [programs/resources] that empower [audience] to [result]. Known for [signature sparkle factor], she merges [strength/skill] with [unique style]. When she's not [speaking/coaching], [First Name] can be found [fun/personal sparkle detail]."

Example Transformation

Bland Version:
"Jane Doe is a coach who works with business owners. She has spoken at a few conferences and likes helping people."

Sparkle Rewrite:

SHORT:
"Jane Doe is a leadership coach who helps entrepreneurs move from stuck to strategic. Known for her bold clarity and actionable frameworks, Jane has been featured in Forbes and speaks nationwide on authentic leadership."

MEDIUM:
"Jane Doe is a sought-after leadership coach and keynote speaker who helps entrepreneurs and executives move from stuck to strategic. With 15 years of experience and recognition in Forbes, Jane is known for blending bold clarity with practical action. She's spoken at events like Women Lead Forward and hosts the Lead with Spark podcast. When she's not coaching, you'll find her testing new recipes with her two kids."

LONG:
"Jane Doe is an award-winning leadership coach, keynote speaker, and host of the Lead with Spark podcast. With over 15 years of experience in executive development, she helps entrepreneurs and corporate leaders move from stuck to strategic through her signature clarity frameworks. Jane has spoken on stages across the U.S. including Women Lead Forward and EmpowerCon, and has been featured in Forbes for her fresh take on authentic leadership. Known for her bold clarity and practical action steps, Jane brings humor and heart to every audience. Outside of business, Jane is an amateur chef who loves experimenting in the kitchen with her two kids."

Your Next Step

Now that you've got your raw material... don't let it sit in draft mode.

Pop your answers into my Speaker Bio Bot and let it polish your words into sparkle-ready bios in minutes.

click here! TRY THE SPEAKER BIO BOT

This Quick-Write Guide is a sneak peek of what's inside Module 3 of The Sparkle Factor® on Stage, where you'll build your full speaker kit with confidence and clarity.