

60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU *Love* —

## **MY BRAND AUTHORITY BIO**

Posturing yourself as an expert and authority. What you've achieved and accomplished.

Use the points you came up with in your brag bank to populate a brand authority bio. You can cherry pick your favorites, which ones make sense or go together for your niche audience you've selected. Not everything will make the cut for the brand authority bio, but you will be able to fill in spots on web pages, collateral and more later with the things you've come up with for the brag bank! For the brand authority bio, pick your favorites and sculpt something you'd feel proud to publishing on Instagram/Facebook or your website.

- Anecdote 1 ... etc. etc. etc.
- Special Skill 2 ... etc. etc. etc.
- Achievement 3 ... etc. etc. etc.
- Experience 1 ... etc. etc. etc.
- Certification 1 ... etc. etc. etc.
- Education 1 ... etc. etc. etc.
- Personal success story 1 ... etc. etc. etc.