

A top-down photograph of a teal typewriter, a green plant, and a patterned envelope on a wooden surface. The typewriter is positioned at the top center, the plant is on the left, and the envelope is on the right. The text "CREATING A COMPELLING BIO" is overlaid in the center in a red, bold, sans-serif font.

**CREATING A
COMPELLING BIO**

AGENDA

Why This Topic Matters

Mindset

Creating a Compelling

Bio

Answering the

Question: What Do you

Write?

WHY THIS TOPIC MATTERS.





MINDSET

- 1) Let yourself be as “cool” (amazing, distinctive, unique) as God made you.
- 2) Your bio is your “bat signal” to readers that you’re the wise guide they need.
- 3) Not an exercise in ego.
- 4) Not an exercise in self-esteem. (Matthew 5:16)

MIRROR METHOD

What am I trying to say?

Why am I writing these words?

To whom am I writing?

How do I want my reader to feel?

What do I want my reader to do or think?

What are the fewest, best words to accomplish this?

Message

Intent

Reader

Reaction

Outcome

Reflect, Reduce, Revise

MIRROR METHOD



Lori Roeleveld is a writer, speaker, coach, and disturber of hobbits. Lori has authored six award-winning books and teaches biblical truth with gentle humor, inviting weary believers back to the narrow road through her ministry of words. Though she has degrees in psychology and biblical studies, Lori learned the most from her Bible in life's trenches. Wife. Retired homeschool mom. Mother of adults. Omi to five boys. Part-time giant slayer. Not available for children's parties. (75 words)

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Lori Roeleveld is a writer, speaker, and disturber of hobbits. (10 words)

MIRROR METHOD



Ted Dekker is a multiple award-winning, New York Times and international bestselling author of over 40 novels. Ted's passion is simple: to explore truth through mind-bending stories that invite readers to see the world through a different lens. Story is the shortest distance between the human heart and truth, and to this he has devoted his life. (57 words)

Cindy K. Sproles is an author and speaker. Raised and living in the mountains of East Tennessee, she spins tales of life in the deep crevices of the Appalachian mountains. Cindy is proud of her mountain heritage and her desire is to see this culture live on in history. (49 words)

Zena Dell Lowe is a seasoned and engaging teacher with a passion for writers and storytellers. Her focused, concise, and practical episodes (all roughly 20 minutes) not only explore the nuts and bolts of the craft, but also dive deep into the inner life of the artist and the "why" behind creativity. If you believe that story matters, you'll want to give this podcast a listen. (66 words)

MIRROR METHOD



Lynn H. Blackburn is the award-winning author of *Never Fall Again*, as well as the *Dive Team Investigations* and *Defend and Protect* series. She loves writing swoon-worthy Southern suspense because her childhood fantasy was to become a spy, but her grown-up reality is that she's a huge chicken and would have been caught on her first mission. She prefers to live vicariously through her characters by putting them in terrifying situations while she sits at home in her pajamas. She lives in Simpsonville, South Carolina, with her true love, Brian, and their three children. Learn more at LynnHBlackburn.com. (96 words)

James L. Rubart is 28 years old, but lives trapped inside an older man's body. He thinks he's still young enough to water ski like a madman and dirt bike with his two grown sons and loves to send readers on mind-bending spiritual journeys they'll remember months after they finish one of his stories. (54 words)

MIRROR METHOD



JERRY B. JENKINS has written nearly 200 books, including 21 New York Times bestsellers with total sales of more than 71 million copies. He's known for biblical fiction, end-times fiction (the Left Behind series), and many other genres. He also assisted Billy Graham with his memoirs and has written numerous sports biographies. He lives with his wife, Dianna, in Colorado Springs, Colorado. They have three grown sons, one of whom, Dallas, is the creator, cowriter, and director of The Chosen TV series. (82 words)

Steve Laube, president of both The Steve Laube Agency and the Christian Writers Institute. He also serves as the Publisher for Enclave Publishing. He has been in the book business for over forty years. He began as a bookseller, then became an editor, and now serves as a literary agent and publisher. (52 words)

Dr. Sandra Dalton-Smith is a board-certified internal medicine physician, an international speaker, and the CEO of Restorasis, a workplace well-being consulting agency. She is also the award-winning author of *Set Free to Live Free* and *Sacred Rest* and the host of *I Choose My Best Life* podcast. Dr. Sandra lives in Alabama with her husband and their two sons. (59 words)

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QUESTIONS?

If you don't yet have
the answers to the
MIRROR questions,
that's GREAT!

Creating a compelling
bio provides an
opportunity to discover
answers you SHOULD
have.

WHAT DO YOU WRITE?



Who am I?

What do I do?

For whom do I do it?

What do they need?

How do they change through what I do?

Adam Leipzig, TedxMalibu, *How to Know Your Life's Purpose in Five Minutes*,
<https://www.youtube.com/watch?v=vVsXO9brK7M>

WHAT DO YOU WRITE?



I write stories for people who want more joy, more freedom, more hope. Do I want to wildly entertain you? Yes! Do I hope you can't put them down? Of course. But even more, I want you to finish and have more LIFE than when you started. That's the theme at the heart of all my novels. (57 words, James L. Rubart)

I am Lori Roeleveld. I have a ministry of words with weary Christians at risk of losing heart. They need to know they're not alone and that their choices matter. I offer biblical truth delivered with humor to invite them to continue walking the narrow road all the way home. (50 words)

Tim has a passion for youth, for writing, and speaking. Blending the three together has proved to be one great ride! Tim has a desire to help youth avoid the traps in life ... the things that will hurt them. He wants to help encourage them to become young men and women of character, integrity, and faith. (57 words, Tim Shoemaker)

WHAT DO YOU WRITE?

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What do I do?

For whom do I do it?

What do they need?

How do they change through what I do?

Adam Leipzig, TedxMalibu, *How to Know Your Life's Purpose in Five Minutes*,
<https://www.youtube.com/watch?v=vVsXO9brK7M>

A teal vintage typewriter is positioned at the top center of the image on a light-colored wooden surface. To its left is a small green plant with rounded leaves. To its right is a white envelope with a gold floral pattern. The word "QUESTIONS?" is written in large, bold, red capital letters across the middle of the image, enclosed in a thin white rectangular border.

QUESTIONS?