

OVERVIEW

Coach Bio Evidence

Write a bio that argues, not decorates.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Rebuild your coaching bio around evidence: who you coach, the problem you own, your method and your proof — in the client's reading order.

W Why this matters

Prospects read your bio asking one question: 'does this person understand someone like me?' A structured bio answers in the first four lines and proves it by the end.

1 The first four lines**Work here**

Draft your opening: who you coach, the problem, the outcome, your method's name (from Tool 07).

2 Evidence paragraph**Work here**

Add the two strongest proof points from your Permissioned Proof Bank, phrased with consent.

3 The human paragraph**Work here**

One short, true paragraph about why you coach — no martyr story, no CV dump.

4 The logistics line

Work here

Format, language, location/timezone and how a client starts working with you.

5 Cut by half

Work here

Delete until the bio is half as long. Most bios die of length, not hunger.

R Read it back

READ-BACK

Read only the first four lines aloud. Would a tired prospect keep reading? That is the whole test.

YOUR NEXT MOVE

Publish the new bio everywhere your one-liner (Tool 06) lives, so line and bio tell one story.