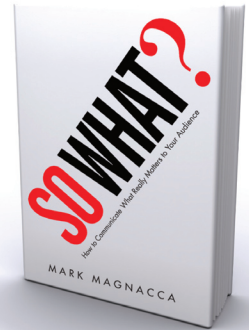


SO WHAT?

HOW TO COMMUNICATE WHAT REALLY MATTERS TO YOUR AUDIENCE

THE SO WHAT? PERSONAL BIO GENERATOR



DIRECTIONS

Option 1: *If you are writing your own bio, please answer the questions below as completely as possible on this document and use it as your guide for writing.*

Option 2: *If you would like Insight to write your bio, please answer the questions below as completely as possible. When it is complete, e-mail or fax it back to Mark Magnacca (see details at the end of this document) with a copy of your current personal biography. Please attach a PDF photograph that you would like to use on this biography.*

PERSONAL BIOGRAPHY GENERATOR

1. Your full name and title.
2. By what name do you like to be addressed?
3. Your company/firm name/address.
4. What year did you start/join your current company?
5. What industry are you in? How many years have you been in the industry? (Please list your previous employers as well.)
6. What do you enjoy most about your work?

What do you like least about your work?



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mark@markmagnacca.com
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THE SO WHAT? PERSONAL BIO GENERATOR

7. What is an area of your work that you feel you are uniquely qualified to perform?

Why? (client meetings, delivering seminars, money manager selection, etc.)

8. What is the first thing your customers/clients should know about you?

9. What do you believe is your primary responsibility in your work?

10. What do you believe is most important to your customers/clients regarding why they work with you?

11. What is your primary market niche or specialization?

12. What is your educational background? What college(s) did you graduate from?
(i.e. Bachelor of Arts, Communication, Harvard)

13. What professional certifications and designations do you hold?

14. List any additional notable accomplishments both personally and professionally. (i.e. awards received in the military service, community, professionally, etc.)

15. How have you grown your business (i.e. seminars, referrals, etc.)?

16. Personal information (please answer each separately):

A. Married (include spouse's name if applicable)

B. Children - if so, how many

C. Hobbies

D. Special interests

E. Town/state you live in now

17. How do you normally use your personal biography (via e-mail or printed)?

THE **SO WHAT?** PERSONAL BIO GENERATOR

YOUR CONTACT INFORMATION

Business Address _____

Phone _____
Cell Phone _____
Fax _____
E-mail _____

WOULD YOU LIKE US TO PRINT THIS PERSONAL BIOGRAPHY?

Please note there is an additional charge for this which we will communicate based on the quantity, size, etc.

Yes Quantity _____
No

Please provide your credit card information **ONLY** if we are writing and printing your personal biography for you.

CREDIT CARD INFORMATION (\$795.00 will be charged to your credit card.)

Card Type Visa MC AMEX
Card Number _____
Expiration Date _____
Billing Name _____
Billing Address _____

QUESTIONS?

Please contact Annie Taber at (508) 259-9910.

TO RETURN THE PERSONAL BIO GENERATOR

Please e-mail annie@markmagnacca.com or fax (508) 749-7677.