

Allow Me to Introduce Myself:

Professional Bios in 500 Words or Less

Allison Squires, M.S. Professional Writing, NYU



Session Goals

1. Learn how to share your values and history with professional writing.
2. Craft a short professional biography and learn to assist others.
3. Tailor your bio for any occasion.



Session Questions:

1. What makes a great bio?
2. What makes a terrible bio?
3. Why do I need one?

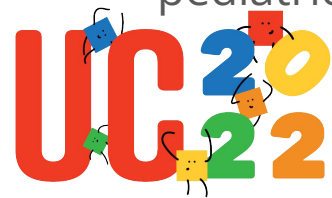


Allow Me to Introduce Myself

Allison Squires has gone to the same pediatric surgery team for 27 years for treatment of a congenital facial anomaly. Getting to know pediatricians so well has helped her envision content to help physicians grow in their practice and care of children.

Allie joined PCC's marketing team in 2019. In 3 years, she has helped improve PCC's blog readership by X%.

Through her work and writing, Allie aims to spread awareness of disability and to support the work of pediatricians.



Dr. Nneka Unachukwu (Dr. Una), MD, CEO of EntreMD

Hi, I'm Dr. Una. I'm the host of the EntreMD podcast and founder of EntreMD Business School. I am also a speaker, author and regular contributor to Forbes. I have helped hundreds of physicians get their time back, dramatically increase their bottom line and build businesses of impact.

I was just like you a decade ago. I was an accomplished physician but knew there was more. In my bid to explore this, I started a private practice. I started off scared, ignorant and feeling like an imposter but eventually, it dawned on me what the missing link was. I knew NOTHING about business. I have since gone on to become a serial entrepreneur. I now have the freedom to see patients when and how I want, pursue my other interests and spend time with my family.

Doctors are experiencing burnout, loss of autonomy, lack of job security and extreme dissatisfaction with their careers like never before. It does not have to be this way. My mission is to help you create a business or career that will empower you to take back control.



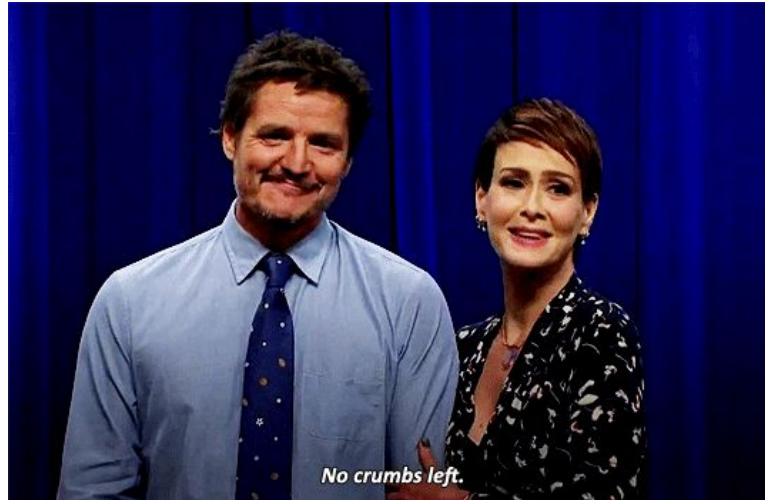
Hiral Lavania, MD, FAAP, IBCLC

Hiral Lavania, MD, FAAP, IBCLC, is a board-certified pediatrician serving patients at One Family Pediatrics in Cumming, Georgia. She is also an international board-certified lactation consultant and a member of the distinguished American Academy of Pediatrics. Raised in Milledgeville, Georgia, Dr. Lavania received her Bachelor of Science in biology from Emory University in Atlanta, Georgia. She then completed her medical school and residency training at the Medical College of Georgia in Augusta, Georgia. Dr. Lavania is the proud founder of One Family Pediatrics. Her vision for the practice is not only to provide accessible, individualized healthcare to children and adolescents but also to empower parents with knowledge regarding their child's well-being. At her practice, Dr. Lavania uses her experience and education to provide the highest quality of care. She works closely with patients to ensure they are comfortable and answers any questions they or their families have. Dr. Lavania has a passion for community involvement and is an active member of the North Fulton Wellness Alliance and the Forsyth County Chamber of Commerce.



Dr. Peter Reed, MD, MPH, FAAP (Pediatric Associates of the Northwest)

<https://www.portlandpediatric.com/provider-peter-reed/>



What makes a terrible bio?

- Spelling & grammar mistakes
- Lack of specificity
- What else?



What makes an amazing bio?

- Eye-catching
- Shares values
- **Suits your audience**

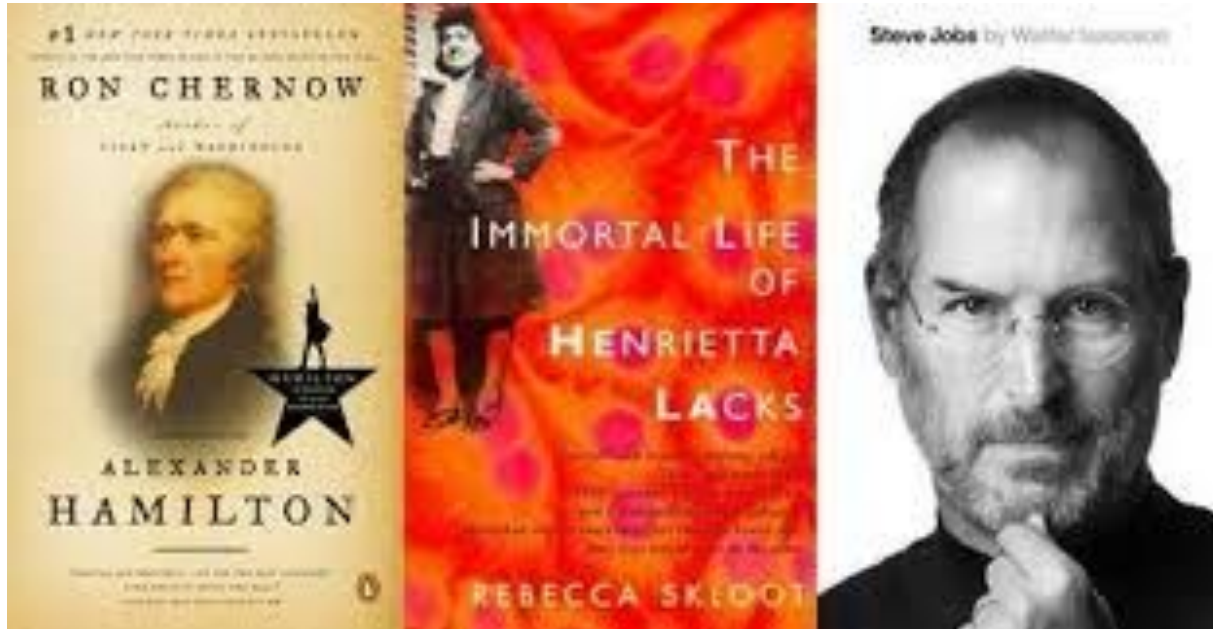


Situations where a bio is handy:

- Conferences
- Interviews
- Your practice website
- Social media
- Your best friend's BBQ



Why bother to write a bio? 500 words??



The Basic Professional Bio

VALUES VS. HISTORY

- WHY are you practicing medicine? Who do you do it for?
- What aspects of your past have brought you to this moment?



Take 2 minutes

Write down 5 things in life that are important to you.

Next, list one professional memory from the last year that sparked joy for you.



Creating Narrative



Add Personality

Take 2 minutes. Jot down some things you enjoy doing outside of work, like:

- Skills, hobbies
- Family
- Causes



Keeping it Professional

- Keep it short: 500 words or less is a good start
- Keep it simple: share nothing you wouldn't feel comfortable sharing with a parent or peer
- Keep it professional: keep audience in mind



A Quick Note on Audience:

- Your bio will change depending on who you're presenting it to



How to Write a Bio:

1. Introduction: Your name, history, qualifications.
2. Your values. What matters to you?
3. Your goals/mission
4. “Extras” that keep you personable: family, hobbies, causes



Helping Others

- Giving feedback: the sandwich method
- What rings true? What could be better?
What's missing?



Writing Workshop

Time to write!

Don't forget:

- Audience
- Values
- Fun!



Session Takeaways

1. Your professional bio is a social and professional tool to quickly share your goals with others.
2. Bios should change with the audience.
3. Writing is not a solo activity. Get and give feedback!



What Questions Do You Have?

Questions posted in the Socio will be read aloud by moderator for the presenter to answer. Please post your questions in Socio now.

