



# How to Write Bios Worksheet

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## The All-Important “About” Page

Did you know that the “About” page is one of the most frequently visited pages on your website? Is your About page working to get patients to call your practice?

You need more than a list of degrees on your About page to get patients to trust you enough to call. Impress with your professionalism, but be personal — forge a connection. Express your values, be interesting, be humorous if it comes naturally. When patients can relate to you and your staff, they’ll schedule more appointments. The potential value (in increased sales) of improving your About page? Over \$150,000. Here’s how to do it:

1. Take a quick look at [How to Write Bios That Attract Patients](#)
2. Talk to your staff and collect a few fun facts and some personal information about each of them (see the form below for ideas).
3. Get a copy of your current staff bio(s) and start editing.
4. Send the updated bios to MedPB’s Help Desk.

Done! And the phone starts ringing...

## How to Write Bios That Attract Patients

Your Name:	
Practice Name:	
Your Goal:	Date when you’ll send updated bios to Help Desk:

Name:	
Why or how did you choose audiology as a career?	
What are you obsessed with?	

<i>What do you for fun?</i> <i>What makes you weird?</i>	
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Name:	
<i>Why or how did you choose audiology as a career?</i>	
<i>What are you obsessed with?</i>	
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