

Practice Development Series

Module 2: Marketing / Activity 3 – Creating a Personal Biography

Aligned with the PFA™ Designation Program

Instructions: Create your biography by incorporating the components listed below.

Note: You can create section headings in your completed activity to represent each topic area.

Biography Components

Profile

1. Your name, title and the company you work with (name of your business).
2. A recent professional photo of yourself (or your team).

Services & Background

1. Services offered or area of expertise. Include any collaborative arrangements with other professionals.
2. Designations, licenses and education.
3. Specialized training or courses.
4. Notable professional accomplishments or awards.
5. Personal information that highlights your, volunteer and community activity.

