

# Crafting Your Online Bio

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**My Story:** *If your bio isn't in great shape, consider your own experience from the standpoint of stunning results, lively sound bites, brief stories, and social information to help your ideal customers connect with you. Then, write a bio that delivers that information in an engaging, remarkable, and memorable way in record time.*

*If every sentence in your bio begins with "I," re-write the bio from the standpoint of the benefits your ideal customer enjoys as a result of working with you. When the "I-You" ratio is weighed too heavily on the former, opportunities to connect with the customer are lost.*

*"I am an award-winning interior designer who enjoys creating beautiful spaces customers love to come home to" is an "I-focused" sentence that leaves the customer out in the cold.*

*"If you crave a beautiful home that is a joy to come home to, I can help" is a "you-focused" sentence that invites the customer in.*

*Once you write your bio, ask yourself an important question. If your ideal customer were to land on your bio page first before meeting you in person, shaking your hand, or having any experience with your company, product, or service, would he/she like what was said enough to click to other pages of your website, pick up the phone, send you an email, or request a meeting? If the answer is "no," go back to the drawing board and try again.*

**My Service Area:** Serving the greater Seattle area, and can travel upon request.

**My Languages:** English and fluent in Spanish

**My Designations:** Certified Interior Design Professional with more than 8 years of experience as a residential decorator and a Window Treatment Specialist Certification.

**My Specialty:** *Choosing a specific niche or specialty can help you stand out from the crowd.*

Bedroom Retreat Transformations are just one of my specialties.

A bedroom makeover doesn't have to cost a fortune and it definitely shouldn't be a stressful experience. What it does need to be is a reflection of you, so start dreaming. In the evening, would you like relax in a calming sanctuary, or maybe a romantic or exotic boudoir? When you wake-up in the morning don't you want the first thing you see to be a beautiful, inspiring, and uplifting room? This can set the tone for your whole day, and if the statistics are true, maybe for a third of your life. Contact me at [Dee Ziner.com](http://DeeZiner.com) so we can start transforming your own personal retreat. It's time you pamper yourself a bit. This time it's all about you.

**My Fees:** *Rather than list a specific price, describe how you charge for your different services. This way you're not being chosen by price alone, and you can explain your true value in person or on the phone before you mention a dollar figure.*

We manage residential and commercial projects of all sizes. To best accommodate a variety of needs, we offers three types of services:

- Full Service Design:

From gutting an interior and starting over to a brand new build, this is the service that encompasses the full gamut of design needs. It will include the sourcing and purchasing of all interior needs such as furniture, flooring, window treatments, lighting and accessories. We also can help with bathroom and kitchen remodels by specifying paint colors, cabinet styles and finishes, hardware, appliances, flooring, designing of tile selecting of granite. The complete package!

- Conceptual design:

This is for clients who prefer to do much of the legwork themselves. We will develop a furniture plan and color scheme and suggest furnishings that reflect your style. You can then furnish the space on your own as your time and budget permit. Design fees are based on the scope of each project and our basic hourly rate.

- Hourly consultations:

These are perfect when you need help with only a few design issues. Examples include shopping for furnishings, selecting paint colors and space planning for homes and offices.

Please contact me so we can discuss your specific project and how I can help.

