



Steal My Team Bio Process

A simple system for collecting better team bios, specialties, personality details, and profile updates.

Team bios are one of the easiest ways to build trust before a client ever books. The problem? Most teams do not know what to write when you ask them for a bio.

This process gives you a simple way to collect better information from your team, keep profiles organized, and make future website updates easier.

Step 1: Create Your Form

Go to: docs.google.com/forms

Create a new form and title it:

Team Bios

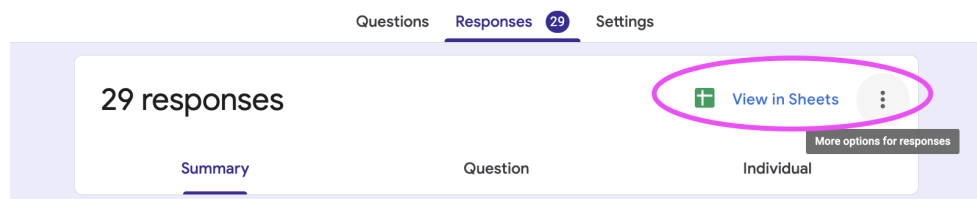
You can also use Jotform, Typeform, Formidable Forms, or another form tool if you prefer.

Step 2: Add Your Questions

Use the question bank below to build your form. You can keep it simple or add more personality-based questions depending on your brand voice.

The goal is to collect information that helps clients understand:

- Who this team member is and what they specialize in
 - What makes their approach unique
 - How a guest might feel in their chair or treatment room
 - What makes them feel human, relatable, and easy to connect with
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Step 3: Connect Responses to a Sheet

In Google Forms, go to **Responses** and link your form to a Google Sheet.

This keeps submissions organized in one place and makes it easier to track + send information to your website team, marketing team, or internal admin.

I also recommend **turning on email notifications** for new responses so you know when a team member has submitted their information.

Step 4: Publish Your Form

Under settings, make sure the form can be completed by **anyone with the link**.

Then copy the link and save it somewhere easy to access for onboarding, team updates, and future website refreshes.

Step 5: Use It Again

This form is not only for your current website update.

Use it for:

- New team member onboarding
- Website bio updates
- Social media introductions
- Hiring and recruiting content
- Team refreshes

A good rule of thumb: review team bios and photos at least once a year. By year two, most bios and photos start to feel outdated.

Extra Tips

Make it part of onboarding.

Ask new team members for their bio information when they start, along with helpful details like specialties, favorite products, favorite candy, t-shirt size, and goals.

Add personality.

The best bios are professional, but not flat. Give your team room to sound human.

Automate if needed.

You can connect your form through Zapier to send a Slack notification, create a task, notify your website team, or sent with an onboarding email.

Keep it simple.

You do not need a perfect system. You need a repeatable one.

Team Bio Question Bank

Use these questions as a starting point and adjust them for your business.

Basic Information

- Full name
- Preferred name
- Pronouns, if you choose to collect them
- Job title
- Years in the industry
- Location or department
- Booking link, if applicable
- Instagram handle
- Social links

Tell Us a Little About Yourself

What would you like your clients to know about who you are? Feel free to share anything that makes you, you.

Education & Experience

Where did you study or train?

Share any certifications, career highlights, advanced education, or fun milestones in your journey.

Your Specialties

What are your go-to services or techniques that you love doing at the salon?

What types of clients are the best fit for you?

What services should clients book with you?

Are there any services you do not currently offer or prefer not to be booked for?

Favorite Product(s) at the Salon

What product do you swear by? Why do you love it?

Personality & Client Experience

How would you describe your approach with clients?

What do you want guests to feel when they sit in your chair or treatment room?

What makes your guest experience unique?

Are you more quiet and calming, chatty and energetic, educational, collaborative, or something else?

Hobbies & Passions

What do you enjoy doing outside of the salon?

Any fun hobbies, passions, or interests?

Your Go-To Beverage

Whether it's coffee, tea, or something more fun, what's your favorite drink?

How Would You Describe Your Style?

Tell us about your personal style. Think hair, fashion, personality, and overall vibe.

Astrology & Personality

What are your Sun, Moon, and/or Rising signs?

Alternatively, you can share your Myers-Briggs type, whether you're an extrovert or introvert, or something that you feel expresses your personality.

Dream Vacation

If you could travel anywhere in the world, where would you go?

Your Journey at the Salon

When did you start at the salon? What do you enjoy most about being part of the team?

One Fun Fact About You

Share something unique or surprising about yourself that most people wouldn't know.

Short Bio Prompt

In 3–5 sentences, tell us who you are, what you specialize in, and what clients can expect when they book with you.

Website Team Notes

Use this section internally.

- Does this person need a new photo?
- Does their booking link need updated?
- Are their specialties accurate?
- Should this bio be used for social media too?
- Any notes for the website or marketing team?