

Craft Your Brand Bio

FORMULA

BSP

Craft a concise statement for your business. Use this one-sentence Brand Bio on your website, social media profiles, and when people ask,

What Do You Do?

It can be hard to communicate what makes your brand unique and different than your competitors in a short and simple way. We get asked to critique a lot of websites, and we see several repeated scenarios. The brand message is either too long, too vague, too mundane, too confusing, too un-relatable, too inconsistent or even worse, non-existent. The website viewer might be even more confused about what your business does than they were before they visited your website.

What Happens When People Don't Understand What You Do:

1. They leave your website quickly because they don't want to spend time trying to figure it out.
2. They don't tell others about what you do because they don't know either.
3. They don't trust you, because they don't get it.
4. Ultimately, they don't buy from you because they don't trust you.

My number one tip I dish out like hotcakes is to follow the 5-Second Rule. Help your potential customers know exactly what you do within 3-5 seconds of landing on your website with my easy Brand Bio Formula.

Creating a Brand Bio is as easy as following the formula below:

My/Our _____
(unique adjective) (your product or service)

_____ (what the customer will get or accomplish starting with a strong verb)

so you can _____ .
(how your product or service will change your customer's life)

HERE ARE A FEW EXAMPLES OF GREAT BRAND BIOS USING OUR FORMULA:

Our organic soy candles
(unique adjective) (your product or service)

ignite peace and hospitality
(what the customer will get or accomplish starting with a strong verb)

so you can make a house a home .
(how your product or service will change your customer's life)

My sugar free cupcakes
(unique adjective) (your product or service)

indulge your sweet tooth
(what the customer will get or accomplish starting with a strong verb)

so you can celebrate without the guilt .
(how your product or service will change your customer's life)

Our chemical-free cleaning products
(unique adjective) (your product or service)

safely sanitize your home
(what the customer will get or accomplish starting with a strong verb)

so you can live worry-free .
(how your product or service will change your customer's life)

Now it's your turn...

Scratches, Scribbles & Notes:



My/Our

A. (unique adjective)

B. (your product or service)

C. (what the customer will get or accomplish starting with a strong verb)

so you can

D. (how your product or service will change your customer's life)

A. Adjective:

Write one word that describes how your product or service is different. For example: elegant, fast, up-lifting, organic, etc.

C. Short Term Benefit:

Explain what the customer will get or accomplish with your product or service starting with a strong verb. For example: "safely sanitize your home", or "captures the most important day of your life", etc.

A. Your Product or Service::

Simply state what you offer. Be sure to keep it short. For example web design clothing, photography, candles, cupcakes, etc.

C. Long Term Benefit:

Explain how your product or service will change your customer's life. For example: live worry-free, celebrate without guilt, relive the memories forever, or make a house a home. PRO TIP: This long term benefit should correlate to the adjective in the beginning of this formula.

Ideas For Where To Use Your New Brand Bio:

01 - Near The Top Of Your Home Page

Within 3-5 seconds of landing on your site, you want your potential customer to know exactly what your business does. Make sure the Brand Bio is near the top!

02 - Your Instagram & Other Social Media Descriptions

You're often limited with how many characters you can use in these places, so a concise, consistent description that tells your audience EXACTLY what you do at the top of your profile is key.

03 - Email Signature

Close every communication with your customers or clients with clear messaging that's consistent across the board

04 - Business Card Or Various Print Collateral

You never want to give someone your business card and have them forget what service or product you were offering them in the moment. Give them a little help with a reminder on the back of your business card.

I'd love to hear your brand bio.

Email me: me@brittanyshebyphillips.com

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