



How to get clear on your brand bio

When people ask 'what do you do' can you summarise your business story, services and your value in one or two easy to understand sentences? No? You need a brand bio, also commonly known as a brand identity.

A clear brand bio enables you to tell your business story to potential clients. It showcases your purpose and values, your products and services and establishes you as an industry leader who can be trusted.

This guide will help you create your own brand bio and give you the confidence to start sharing your story!

aesthete
studio. —



1. What do you do?

Do you sell a product or a service?
What is unique about you and/or your business?

2. What problem do you solve?

How do you help your clients or customers? Think about their pain points and what they'll accomplish after working with you.

3. How do you want your client/customers to feel after using your service or product?

Will they feel confident, happy, empowered, hopeful, inspired etc. Emotions drive human action.

4. How will your services or products change their life for the long term?

You don't have to be saving the world but you are changing peoples lives for the better with your business.

The next step is to take these tips and make your own brand bio.

If you need some inspiration, check out the examples:

I/We/Our

Sustainable clothing

(unique trait + product)

enables you to align your values with your creativity

what they'll accomplish

so you feel confident in knowing your choices foster change

how will they feel + the problem you're solving

I/We/Our

All natural, traditionally made travel sweets

(unique trait + product)

let you enjoy delicious treats

what they'll accomplish

without the guilt and on the go

how will they feel + the problem you're solving

I/We/Our

provide tailored business mentoring

(unique trait + product)

that enables women to overcome their fears

what they'll accomplish

so they feel confident and empowered to reach their goals

how will they feel + the problem you're solving

Let's create your own brand bio!

Notes:

I/We/Our

(unique trait + product)

what they'll accomplish

how will they feel + the problem you're solving