



LESSON 01

**B(AI)B  
BIO  
STATEMENT**



# 01

## IT ALL STARTS WITH A B(AI)B BIO STATEMENT

### BRAND BIO STATEMENT

**What you'll accomplish:**

Personal brand bio statement

**Time to achieve:** 1 hour

**Software needed:** N/A

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## B(AI)B BIO FORMULA

### LET'S GET STARTED!

**Lesson 1 is where the rubber meets the road:**

Crafting your business's one-liner. This is the mic-drop moment for your brand – that punchy, powerful B(AI)B Bio that you'll flaunt everywhere from your website to social media, and for the classic elevator pitch when someone hits you with the...

### What Do You Do?





## HERE'S THE CRUNCH

- If folks can't grasp what you do, they won't stick around.
- They can't spread the word if they're clueless.
- They won't trust you if you're a puzzle.
- And if trust is out the window, they sure as heck won't open their wallets.

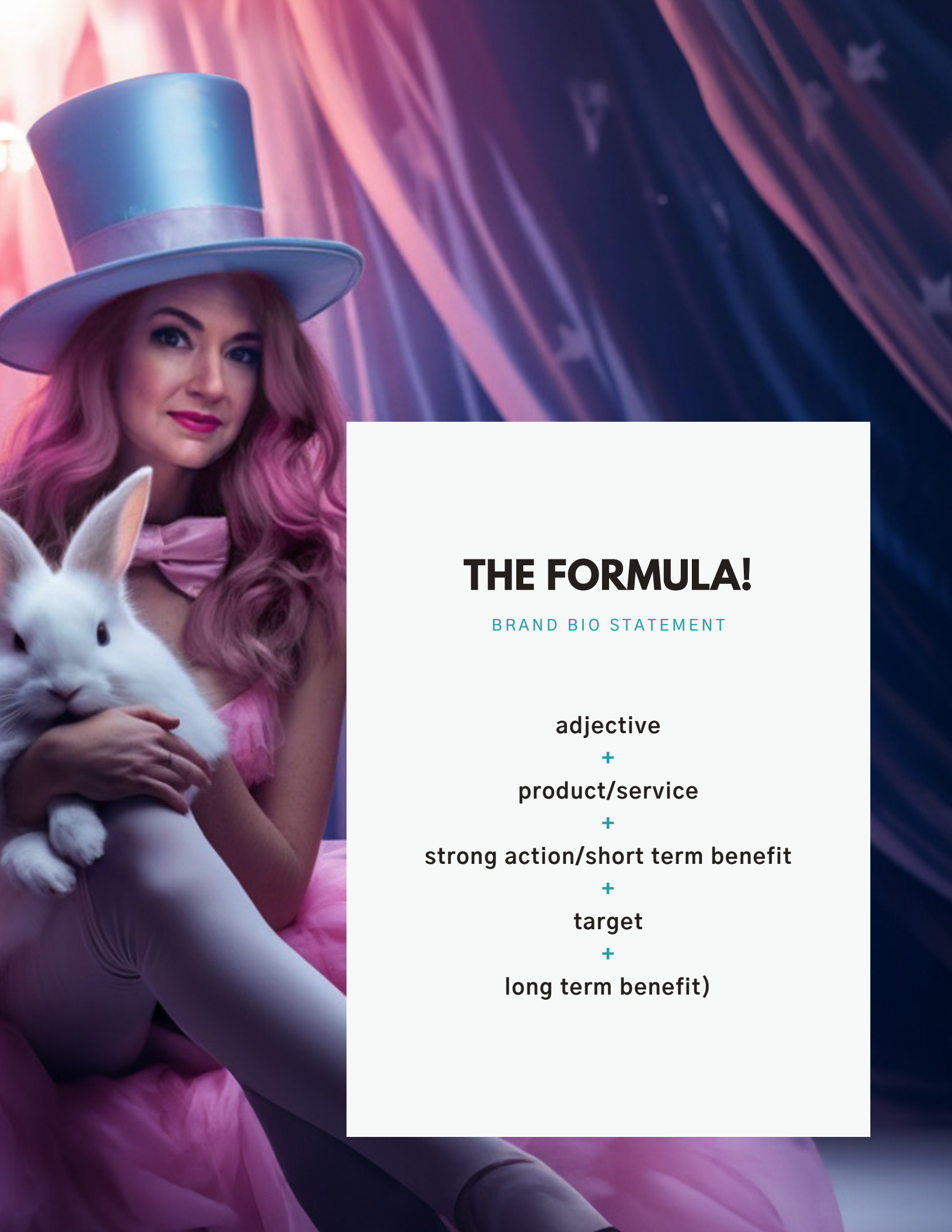
## THE 5-SECOND RULE.

### YOUR MISSION

Make sure anyone interacting with your brand gets what you do in a snap – between 3 to 5 seconds, to be exact. Ready to craft that killer B(AI)B Bio Formula?

**Let's dive in!**





# THE FORMULA!

BRAND BIO STATEMENT

adjective

+

product/service

+

strong action/short term benefit

+

target

+

long term benefit)



# BIO STATEMENT EXAMPLES

## BRAND BIO FORMULA

### Lewis Creative:

Our [innovative] [design strategies] [make your brand look good across all platform mediums] so your [small to mid-sized business] [can become instantly seen, recognized, remembered, and trusted with your customer base.]

### Badass Your Brand—B(AI)Bs:

My [revolutionary] [AI assisted visual brand strategies] [help build stunning and highly converting brand foundations] so [badass boss ladies and creative entrepreneurs] [can build a confident visual brand identity that rocks this world!]

# NOW IT'S YOUR TURN... GULP!



IT REALLY IS SIMPLE

- ADJECTIVES
- OFFERS
- BENEFITS
- TARGET
- RESULTS



# BRAINSTORM...

## A) Adjective

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

## B) 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) 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”, etc.

## D) Target Audience

This is your ideal customer... Who you are talking to, how they think, what drives their decision making, and what’s in it for them to interact with you and your product/service.

# AND FINALLY...

## THIS IS THE CRITICAL COMPONENT

## E) 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 very beginning of this formula.

# LET'S PUT IT ALL TOGETHER

FILL IN THE BLANKS!

My/Our \_\_\_\_\_ [A] \_\_\_\_\_ [B]  
(unique adjective) (product/service)

\_\_\_\_\_ [C]  
(what the customer will get or accomplish starting with a STRONG VERB)

so \_\_\_\_\_ [D]  
(who is your ideal customer)

can \_\_\_\_\_ [E]  
(how your product/service will change your customer's life)







# Congrats!

**Your B(AI)B Bio Statement  
is complete.**

Let's get this bio working for you in Ai... and streamline the discovery process!

[>>CONTINUE TO LESSON 02](#)

# SEE YOU IN THE NEXT LESSON

Up Next...



## 02-Design Themes

Set the stage for you brand development and explore multiple possibilities.

## 03-Mood Boards

Create mood boards that start to identify common visual themes within you brand.

## 04-Color Palette

Understand the power of color and select 2-3 color palette options to explore.