

Brand Dating Bio Worksheet

 A personality-packed guide to help you write like a human, connect like a crush, and attract your dream clients

1. Start with the Basics

Looking For... (*Your flirty tagline*)

If your brand had a dating profile, how would it describe its type?

Prompt:

“Looking for _____ who _____.”

Examples:

- “Looking for *bold founders* who *have big ideas but no time to waste.*”
- “Looking for *creative rebels* who *want results without the fluff.*”

Vibe Check

If your brand were a person, how would it talk? Think tone, energy, and personality.

Prompt:

Circle or check words that match your brand vibe:

- ☐ Playful
- ☐ Wise
- ☐ Spicy
- ☐ Nurturing
- ☐ Rebellious
- ☐ Confident
- ☐ Casual
- ☐ Direct
- ☐ Heartfelt
- ☐ Quirky

AQUAYOND

Now describe your tone in 1–2 lines:

“Our brand voice feels like _____”

“We talk like we’re _____”

Red Flags

What *don't* you want to be mistaken for?

Prompt:

Write 2–3 “no-gos” for your brand voice.

“We’re not the brand for people who _____ or _____.”

“If you’re into _____, we’re probably not your people.”

“You won’t find us _____, _____, or _____.”

Examples:

- “We’re not the brand for people who love stiff emails or corporate vibes.”
- “We don’t vibe with ego-driven marketing.”
- “You won’t find boring bios here.”

2. Your Brand Opening Line

“Hi, we’re [Your Brand Name]. We...”

Use this space to write a short, scroll-stopping intro for your brand. This is your first impression, baby.

Prompt:

Start with:

“Hi, we’re _____. We _____
_____.”

 **Examples:**

- “Hi, we’re Aquayond. We make small brands feel mighty — and we keep it weird (on purpose).”
- “Hi, we’re Lemon Drop Studio. We turn brand chaos into sweet, sticky clarity.”

 **Bonus Tip:** Try saying it out loud. If it makes you smile, you nailed it.

3. Voice Moodboard (Optional but fun!)

Cut, paste, scribble, or drag in the vibes.

Use this space to:

- Collect words or phrases from brands you love

- Screenshot or sketch IG bios, emails, or taglines that made you say “Yesss”

- Doodle emojis, colours, or tone cues

- Write down voice “Do’s” and “Don’ts”

 **Example:**

Do: *“Let’s get real.”*

Don’t: *“Leverage synergies for client-centric alignment.”*

4. Use It or Lose It

Your Brand Dating Bio isn't just cute — it's useful.

Paste your bio into:

-  **Instagram / TikTok bio** – First impressions? Instant swipe.
-  **Website about section** – Let your vibe speak louder than your services.
-  **Newsletter intro** – Slide into inboxes with personality.
-  **Brand guide** – So your whole team sounds like you.
-  **LinkedIn headline** – Professional ≠ boring.
-  **Media kit / pitch deck** – Give collabs and partners your brand's best first line.

Checklist:

- ☐ Is your voice consistent across platforms?
- ☐ Is your “first line” the same in person and online?
- ☐ Do clients say “It sounds like *you*”?