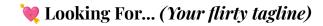


💘 Brand Dating Bio Worksheet

^ 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



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

Prompt:

|--|

1

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	ŗ
☐ Rebelliou	S
☐ Confident	t
Casual	

□ Direct□ Heartfelt□ Quirky

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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 <u>love stiff emails or corporate vibes</u>."
- "We don't vibe with ego-driven marketing."
- "You won't find boring bios here."

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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 <u>Aquayond</u>. We <u>make small brands feel mighty</u> and we keep it weird (on purpose)."
- "Hi, we're <u>Lemon Drop Studio</u>. We <u>turn brand chaos into sweet, sticky clarity</u>."

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

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3. Voice Moodboard (Optional but fun!)

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

Use this space	Use	to:
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•	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."

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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 <i>you</i> "?

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