

Learn to

WRITE YOUR 3X3 BRAND BIO

welcome!

I'm excited to dive into something absolutely pivotal for your personal brand – crafting your 3x3 bio. Now, what exactly is a 3x3 bio?

It's a crystal-clear snapshot of who you are, what you do, and why you do it, all in three concise sentences. This might sound simple, but there's real magic in the clarity and truth you bring to these lines.

So, first things first, I want you to dig deep and explore the essence of what you bring to the table. This isn't about labels or titles – it's about connecting to the core of your offer and brand.

Ask yourself, “Who am I at my absolute best? What is the real value I provide?” This isn't just about what you do; it's about how you make people feel and the transformation you facilitate in their lives or businesses.



Below you will find space to start crafting your lines. Take your time, dig deep, and adjust until it feels right.

XO,

Sue

@suebrycephotographer

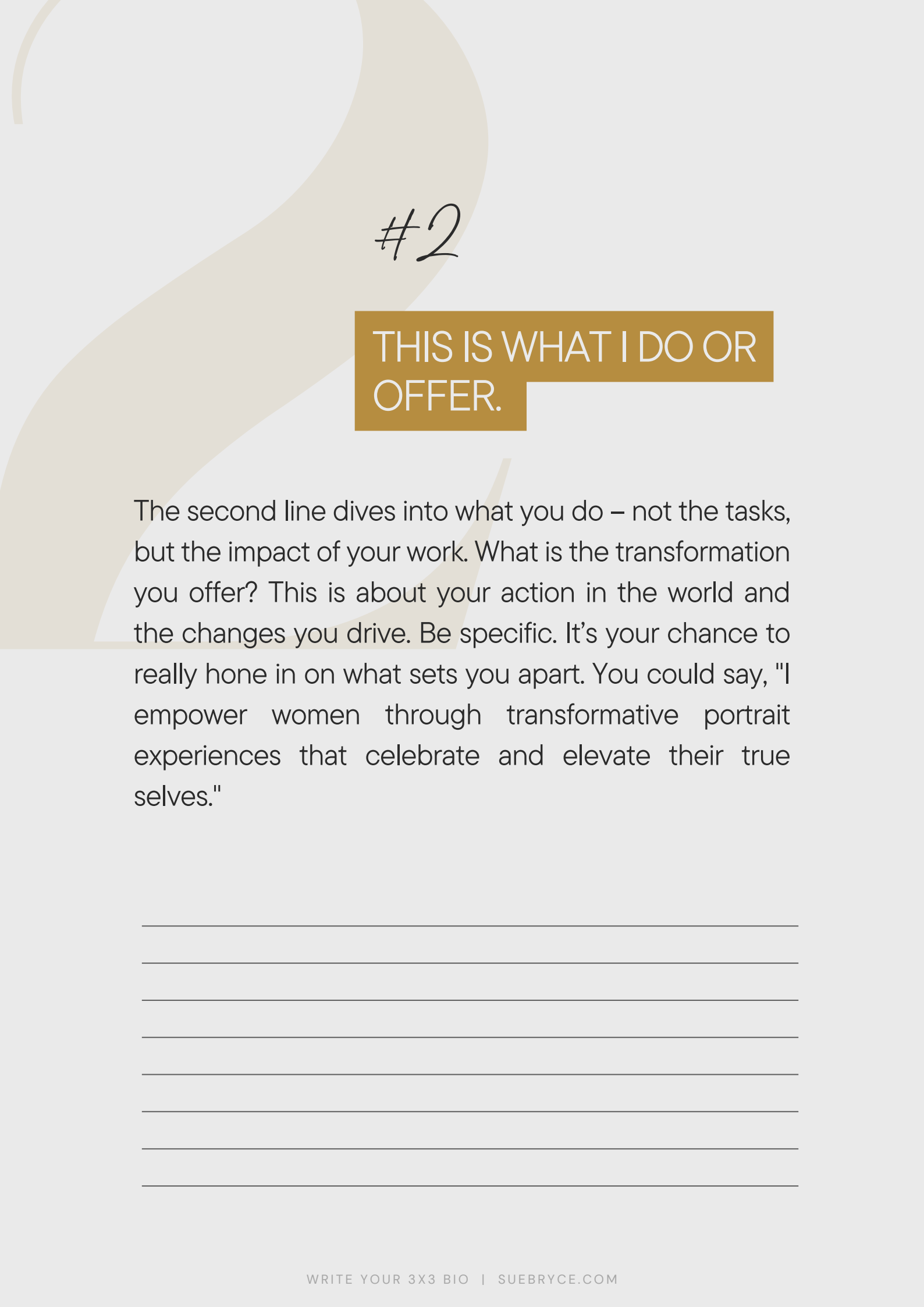
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THIS IS WHO I AM.

Your first line is essentially your introduction. Here, you want to include what you are often recognized as professionally, but go beyond your job title. It's more about *who* you are in the doing of your job – the unique flair you bring to your role. Limit this to no more than 3 adjectives. For instance, instead of saying, "I'm a photographer," you might say, "I'm a visual storyteller, photographer and creator, capturing life's unscripted moments."



#2

THIS IS WHAT I DO OR OFFER.

The second line dives into what you do – not the tasks, but the impact of your work. What is the transformation you offer? This is about your action in the world and the changes you drive. Be specific. It's your chance to really hone in on what sets you apart. You could say, "I empower women through transformative portrait experiences that celebrate and elevate their true selves."



#3

THIS IS WHO IT'S FOR AND WHY.

Finally, the last line is all about your audience and your why - who you do this for, and why you do it. It's crucial because this not only clarifies who your ideal audience is but also connects emotionally with them. It's about drawing in those who need to hear your message the most, and showing your passion. You might say, "I help women see their beauty and strength, supporting their journey of self-love and acceptance."



Remember, your 3x3 isn't a tagline; it's the essence of your brand narrated succinctly. Each word counts. Each concept should carry weight and evoke emotion. It should read like a promise, a statement of your unique presence and contribution to your field.

Once you nail this, you'll find it rolls off your tongue at networking events, it imbues your marketing with profound clarity, and it guides how you connect with your clients or audience.

So, take a deep breath, grab that pen, and start writing. Refine it, feel it, love it. When it resonates with you, when it makes you go, "Yes, that's me!" – that's when you know you've got it right. Go on, own your magic, share your gift, and let that 3x3 be your beacon, shining bright and clear.

Your 3x3 is just the beginning, there are so many more ways I can help you master curating your content.

If you're ready for the next steps, Content Curator will take you through all the stage of content creation, mapping, testing and selling.

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