

BADASS YOUR BRAND

ditch

THE

pitch

BOOTCAMP

craft an intro story
that sparks interest
builds connections
and opens doors

B(Ai)BS

BADASS AI BRAND SOCIETY

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Hi, I'm Haley.

THE FORCE BEHIND "DITCH THE PITCH"

Do you hate networking and the cringy one-minute elevator pitches as much as I do?. I created the Badass Your Brand Series with one thing in mind: to help bold women like YOU make their mark with a killer brand. My life's work?... I've been in the brand identity design game for 25 years, helping over a thousand entrepreneurs turn their vision into something real and spectacular—now, it's your turn.

Here's my street cred:

- I've built and grown 7 of my own businesses from the ground up. (B2B, B2C, Product, Service, Retail, Wholesale... you name it, I've done it.)
- Registered trademarks, filed patents, and won awards.
- Made it to the top in two corporate gigs. (Manufacturing and Education Tech.)
- Kicked off 2 nonprofits and sit on numerous boards because doing good feels good.
- At my boutique agency, I'm the captain of the creative team, guiding brand launches.
- And get this—I run the show at the entrepreneur program at Center for Advanced Learning (CAL)... teaching dual credit. (eh-em... you can call me Professor!)

My philosophy? Everyone brave enough to start a business deserves a brand that stands out. Are you ready to start this badass branding journey? Let's roll up our sleeves and get to it!

Haley!

B(AIBs) FOUNDER



Background & Purpose



Are you ready to elevate your introductory pitch from standard to spectacular? Step into this mini-course and sculpt your brand intro into a compelling conversation starter that captivates at every networking chance you get.

This is just a glimpse of the transformative strategies we explore in the Badass AI Brand Society—affectionately known as B(AI)Bs. If this mini-course sparks your interest, just imagine the wealth of insider knowledge and cutting-edge AI tools you'll master in the full B(AI)Bs program.

In this bootcamp, you ditch the traditional pitch. Instead, we focus on crafting a B(AI)Bs Bio, a brand statement that sparks interest, builds connections, and opens doors. This worksheet uses a proven formula to help you create an intro that's all killer, no filler.

Overview:

The B(AI)Bs Brand Formula

Your B(AI)Bs Bio isn't just a tagline—it's the essence of your business distilled into a few powerful words. It should be sharp enough to catch attention and rich enough to keep it.

ALL PHOTOGRAPHY CREATED WITH AI
LEARN HOW TO CREATE BRANDED PERSONAS IN
THE BADASS AI BRAND SOCIETY™



THE FORMULA!

adjective
+
product/service
+
strong action/short term benefit
+
target
+
long term benefit

AI PROMPTS TO GUIDE YOUR JOURNEY



Leveraging AI like ChatGPT to brainstorm and refine elements of your B(AI)B Bio can be an effective strategy. Here are some AI prompt ideas tailored to each component of the bio formula, designed to spark creativity and insight.

1. THE PERFECT PROMPT STRUCTURE

Let's start by copying and pasting each prompt into an AI generator (like ChatGPT). Fill in the items in the brackets {{ }} with your business information:

Prompt:

```
"[Expertise: ""seasoned business strategist and marketing consultant""]  
[Background: ""I am working to create a powerful business introduction statement""]  
[Question: ""In a moment I will send you each prompt question separately. Can you help me brainstorm the elements of the statement that will be unique, descriptive and appropriate for my business and target market?""]  
[Voice: ""knowledgeable, credible, casual. Use simple, conversational English""]  
[Ask clarifying questions]"
```


2. ADJECTIVE

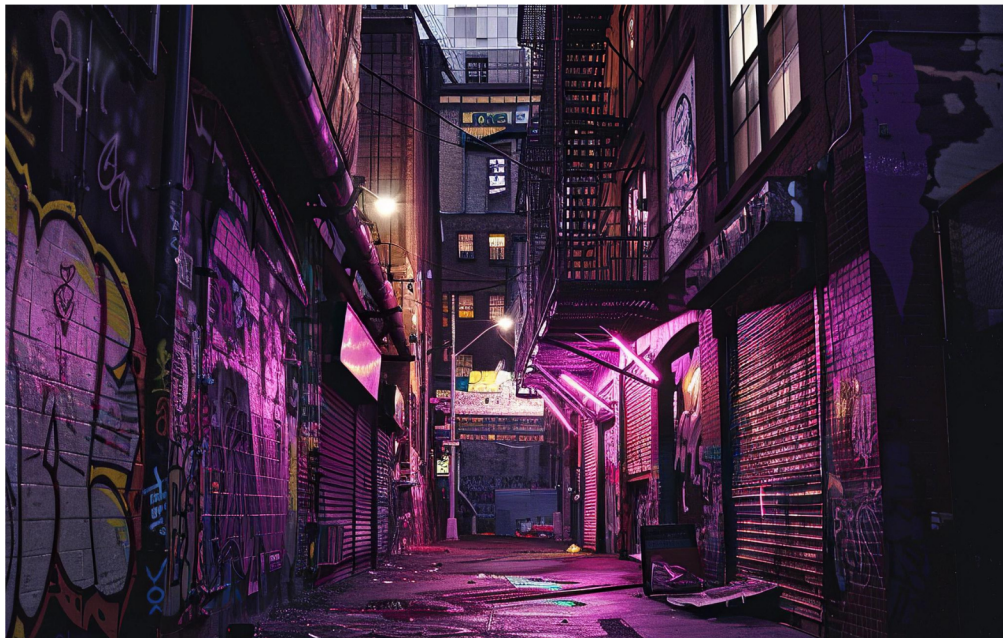
Brainstorm:

Think about what makes your product or service stand out. Is it innovative, reliable, or perhaps magical? Choose an adjective that best describes its unique attribute.



Prompt:

"List 10 adjectives that best describe the core values and personality of a brand that prides itself on {{insert you values}}. Which of these adjectives would make a brand stand out in the {{insert your industry}}?"



3.PRODUCT/SERVICE

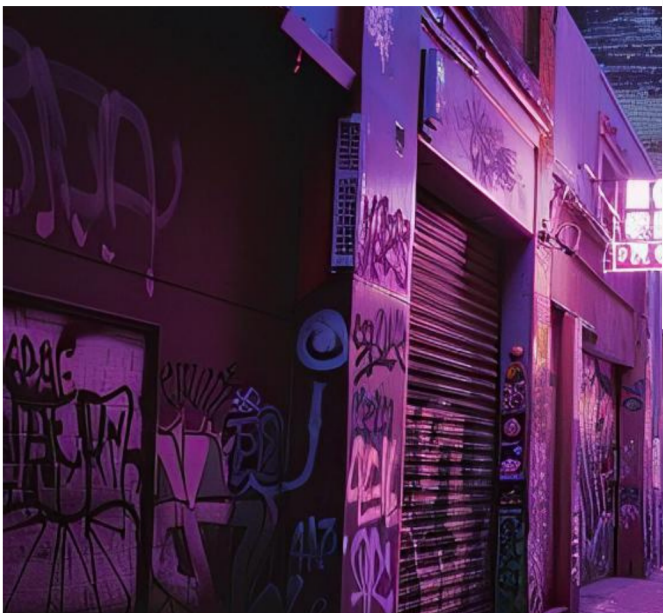
Brainstorm:

Simply state what you offer. Be sure to keep it short. For example: web design, clothing, photography, candles, cupcakes, etc.



Prompt:

"Summarize in two sentences the essence of a product/service that offers {{insert your product/service}}. Then, condense this essence into three words that capture the service's core offering."



5. TARGET AUDIENCE

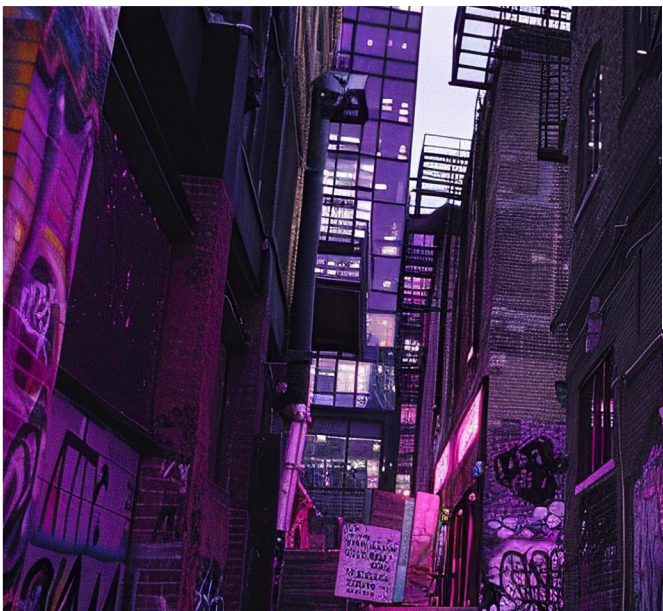
Brainstorm:

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.



Prompt:

"Based on a profile of customers who value {{describe a few values of your target audience}}, generate a concise phrase that encapsulates our target audience for a brand that offers {{insert your product/service}}."



Each of these statements uses the B(AI)B Bio Formula to deliver a concise yet powerful message that highlights the unique value proposition of the business, directly addressing the needs and desires of their ideal target audience.

B(AI)Bs BIO:

Examples

EXAMPLE 1: TECH STARTUP

"Our cutting-edge AI-driven analytics platform transforms raw data into strategic insights, helping tech-savvy startups optimize their operations and skyrocket their growth, enabling them to dominate the competitive digital landscape."

EXAMPLE 2: WELLNESS COACH

"Our holistic wellness programs rejuvenate the mind and body, offering busy professionals a sanctuary to relieve stress and enhance well-being, empowering them to achieve lasting health and peak performance in their personal and professional lives."

EXAMPLE 3: DESIGN FIRM

"Our innovative design solutions amplify brand visibility, providing small businesses with visually captivating marketing materials that attract and engage customers, ultimately establishing a memorable and trusted brand identity in the marketplace."

**THIS STRUCTURED APPROACH WILL GUIDE YOU THROUGH
CREATING AN INTRO THAT SHOWCASES YOUR UNIQUE VALUE.**

Fill in the blanks:

Let's Put It All Together.

Follow these steps using the B(AI)B Bio Formula. This structured approach will guide you through creating an intro that showcases your unique value. Use the prompts above to complete your B(AI)Bs Bio formula:

My/Our _____
(unique adjective) _____
(product/service)

(what the customer will get or accomplish starting with a STRONG VERB)

SO _____
(who is your ideal customer)

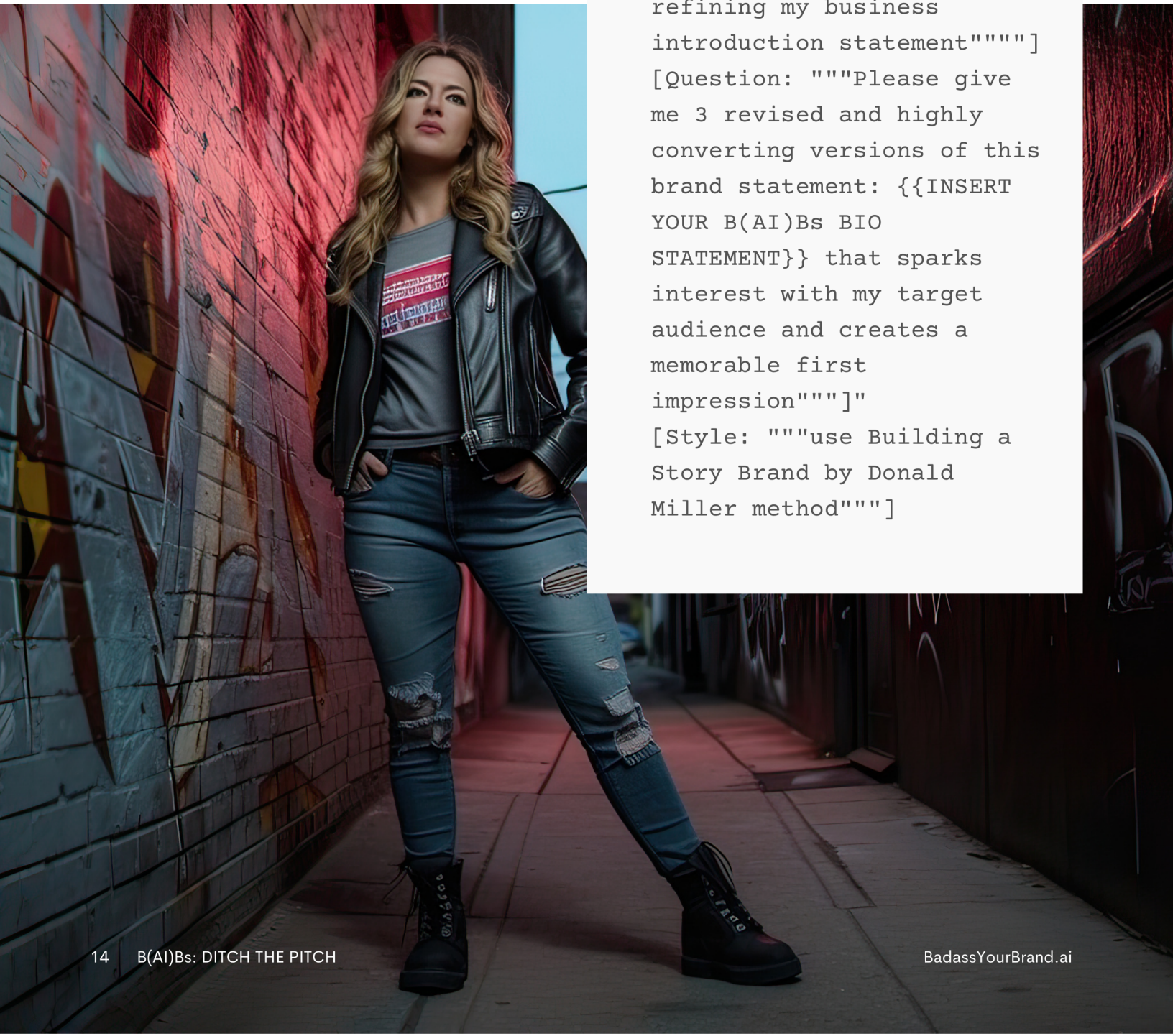
can _____
(how your product/service will change your customer's life)

REVIEW AND REFINE

Let's dive into this a bit deeper. Sometimes we need another set of eyes on our work and AI is the perfect collaboration partner. Use this prompt to break the process down in order to refine and finalize the perfect B(AI)B Bio Statement:

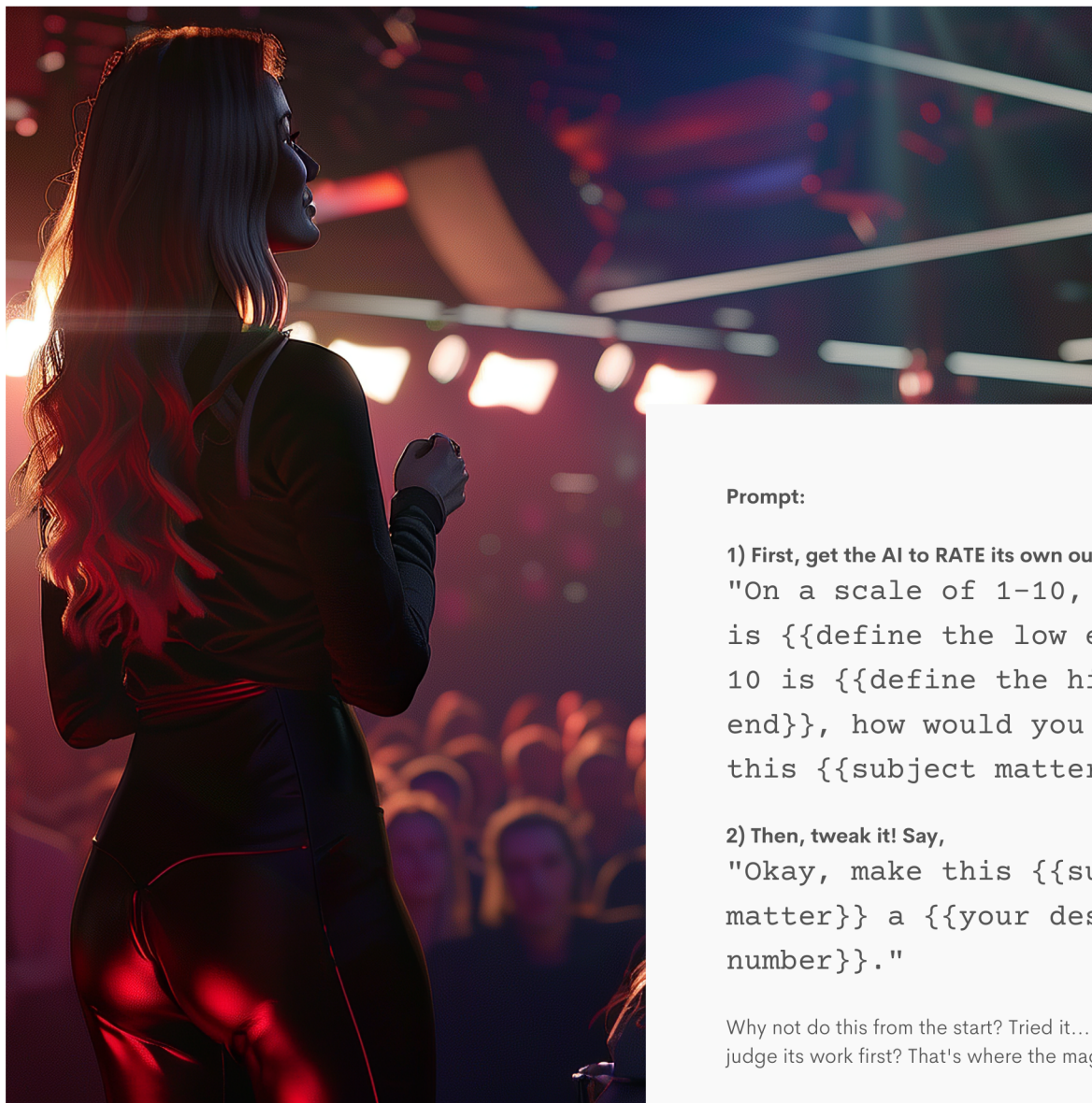
Prompt:

```
"[Expertise: ""seasoned
business strategist and
marketing consultant"""]
[Background: ""I am
refining my business
introduction statement"""]
[Question: ""Please give
me 3 revised and highly
converting versions of this
brand statement: {{INSERT
YOUR B(AI)Bs BIO
STATEMENT}} that sparks
interest with my target
audience and creates a
memorable first
impression"""]
[Style: ""use Building a
Story Brand by Donald
Miller method"""]
```



LEVERAGE ON A SCALE OF 1 - 10

This is a game-changer for how we interact with AI like ChatGPT. Ever felt like the AI's response was too stiff or missed the creative mark? Here's a HACK that'll turn your AI into a supercharged partner. Copy and paste these prompts and fill in your information in brackets {{ }}.



Prompt:

1) First, get the AI to RATE its own output. Ask, "On a scale of 1-10, where 1 is {{define the low end}} and 10 is {{define the high end}}, how would you rate this {{subject matter}}?"

2) Then, tweak it! Say, "Okay, make this {{subject matter}} a {{your desired number}}."

Why not do this from the start? Tried it... But letting the AI judge its work first? That's where the magic happens.

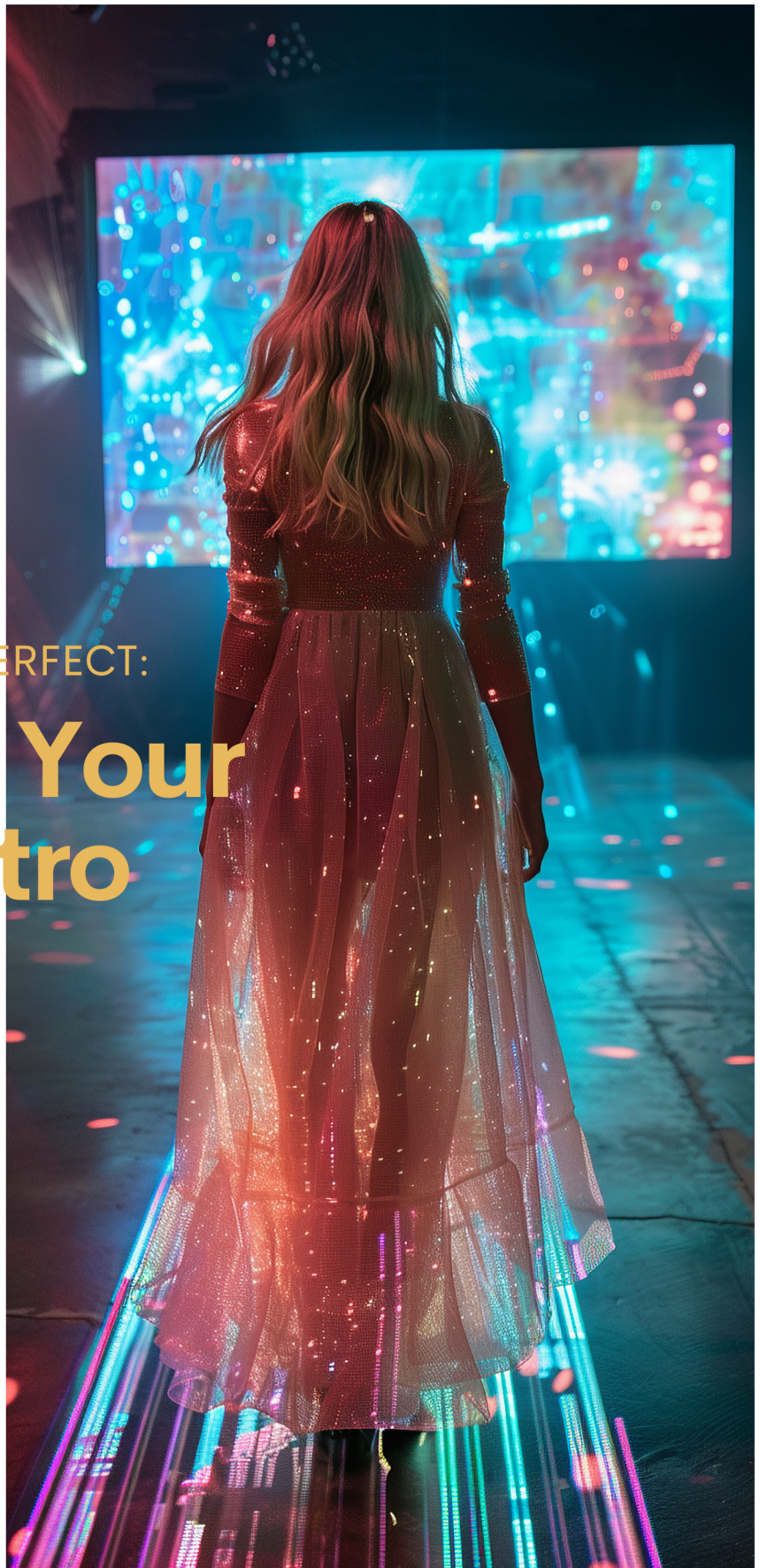
EXAMPLE:

If you want a less formal tone, ask: "On a scale of 1-10, where 1 is a robot, and 10 is your best buddy, rate your tone."

Not buddy enough? "Okay, make it an 8."

Pro Tip:

This prompting hack gets you right on target, saving time and boosting productivity. Try it and watch your AI interactions level up!



PRACTICE MAKES PERFECT:

Refining Your Brand Intro

Crafting your brand intro is just the first step. To truly make it effective, you need to practice and refine it until it feels natural and compelling. This section will guide you through practicing your brand bio and effectively using it in various real-life scenarios.

WHY PRACTICE?

Just as musicians rehearse their pieces and athletes train for competitions, entrepreneurs need to practice their pitches. The goal is to deliver your intro smoothly and confidently, ensuring it resonates with your audience and opens the door for deeper engagement.



STEP-BY-STEP GUIDE:

Practicing Your Intro

1. START WITH A MIRROR

Action: Begin by practicing in front of a mirror. Watch your facial expressions and body language. Your aim is to appear confident and enthusiastic, not rehearsed or mechanical.

Tip: Pay attention to your tone and pace. Make sure you're not rushing through your intro.

2. RECORD YOURSELF

Action: Use your phone or computer to record your pitch. Listening to the playback will give you a sense of how you sound to others and help you smooth out any awkward phrases.

Tip: Focus on clarity and energy. Ensure your words are clearly articulated and convey the passion you have for your business.

3. PRACTICE WITH FRIENDS

Action: Once you feel comfortable with your delivery, practice with friends or family members. They can provide constructive feedback and suggest improvements.

Tip: Ask them specific questions like if your intro was engaging, clear, and if it effectively communicated what you do.

4. JOIN NETWORKING EVENTS

Action: Attend local or online networking events or workshops. These are great places to practice your intro in a professional yet low-pressure environment.

Tip: Treat each interaction as a learning opportunity. Note what works well and what doesn't, and refine your approach accordingly.

5. REFINE AND ADAPT BASED ON FEEDBACK

Action: Use the feedback you receive from various sources to refine your pitch. Make adjustments based on the reactions and responses you get.

Tip: Keep tweaking your intro. Over time, you'll find the perfect balance of information and engagement that resonates best with your audience.

Using Your B(AI)Bs Bio

IN REAL-LIFE NETWORKING SITUATIONS



1. CUSTOMIZE

Understand the context of each networking event and adapt your intro accordingly. The more aligned your intro statement is with the interests of your audience, the more impact it will have.

2. BE RESPONSIVE

Good communication is a two-way street. Listen actively to others and be ready to modify your intro based on the conversation. This shows that you are not only interested in promoting your business but are also attentive to others' needs.

3. FOLLOW UP

After making a connection, follow up with a brief message referring back to your conversation. This helps reinforce your initial interaction and keeps your brand memorable.

FINAL THOUGHTS

Practicing your B(AI)Bs Bio isn't just about repetition—it's about making your first impression a powerful gateway to meaningful business relationships. Each practice session is a step towards mastering the art of first impressions, ensuring that your brand intro opens more than just doors—it opens minds.

You've made an incredible journey through refining your brand's voice, crafting a magnetic intro, and practicing it in real-life scenarios. By now, you should feel confident in your ability to present your business compellingly and authentically. Remember, the learning doesn't stop here. The skills you've developed are just the beginning of crafting a brand that not only stands out but stands the test of time.

To continue your growth and connect with a community of like-minded entrepreneurs, join the B(AI)Bs—the Badass AI Brand Society. Here, you'll access our comprehensive course materials, gain deeper insights into AI-powered branding, and network with other badass bosses who are making waves in their industries. Don't let your momentum stop—keep pushing, keep evolving, and keep dominating your space.

Congrats! You've Completed Ditch the Pitch.

Join the Badass AI Brand Society Now and unlock the full potential of your brand!



JOIN B(AI)Bs

- Connect with creative entrepreneurs
- Live calls, video instruction, and resources
- Unlimited access

VISIT US ONLINE

- Catch the freshest AI prompts
- Updated bonus downloads
- Read anytime, anywhere



www.badassyourbrand.ai