



# The Message Clarity *builder*

Create a clear, repeatable core message that works across your platforms so the right people instantly understand who you help, what outcome you deliver, and what to do next.

**curated.**  
STUDIOS

# where strategy *meets storytelling*

**Create a clear, repeatable core message that works across your platforms so the right people instantly understand who you help, what outcome you deliver, and what to do next.**

Page 1 and 2 offer an exercise to help you define who you are and what you offer. From here you will pull elements for your bios depending on the platform. Page 3 and 4 will give you a guide and examples for how to optimize your bios. And page 5 ends with a quick audit you can use to assess your progress.

Once you are finished, we recommend reaching out to family or friends to review your content - sometimes you are too close to the offer, so the language makes sense to you. But it might be confusing for a stranger or your target audience. So get perspective from more than your company's employees.

And if you are ever feeling really stuck, or would like another opinion, we are here to and ready to help!

# Your Message Anchor

The Source of Truth



## Your Core XYZ Statement

I help x **[WHO]** achieve y **[RESULT]** so that z **[BIGGER BENEFIT]** can happen.

Optional: ...without **[COMMON PAIN/OBSTACLE]**.

## Plain-English Translation

In simple terms, I/we: **[what you do]**.

## Your Top 3 Outcomes | Make Them Measurable

Outcome #1: *[include metric or tangible result]:*

Outcome #2: *[include metric or tangible result]:*

Outcome #3: *[include metric or tangible result]:*

## Your Top 3 Pain Points | In Their Words

"I'm dealing with \_\_\_."

"I'm frustrated because \_\_\_."

"I've tried \_\_\_ but \_\_\_."

## Your One Primary CTA | Choose ONE For This Season

Book a call / Download / Apply / Reply / Watch

## Message Guardrails

3 words you want to be known for & 3 words you want to avoid.

# Audience + Offer Clarity

Mixed Audience Friendly



## Your Primary Audience

## Your Secondary Audience

## The Common Denominator | The Unifier

*"No matter their industry, they all want: **[shared desired outcome]**."  
"And they're all stuck because: **[shared pain]**."*

## Your Differentiator | Why You

Pick 1–2 Differentiators: *"Unlike **[common alternative]**, we **[your approach]**, so you get **[benefit]**."*

# Platform Bios

Optimize Your Social Media Bio



## Facebook

- **Profile Picture:** Professional headshot or clear brand logo
- **Cover Photo:** Showcase your best work or brand values (1200x628 pixels)
- **About Section:**
  - Lead with what you do and who you serve (first sentence)
  - Include a clear call-to-action (link to website, booking page, or lead magnet)
  - Use line breaks for readability
  - Add your website URL
  - Example: "Turning experts into thought leaders | Brand strategy, production & marketing | Help solo entrepreneurs scale →[link]"
- **Website Link:** Always include and keep updated
- **Call-to-Action Button:** Set up a "Learn More," "Book Now," or "Contact Us" button

## Instagram

- **Profile Picture:** Professional headshot or brand logo
- **Handle:** Clear, easy to spell, ideally matching your business name
- **Name:** Your Personal or Business Name mixed with Your Industry, Your Solution, or Job Title (Ex: Brittney Rodgers | Lifestyle & Finance Coach)
- **Bio (150 characters):**
  - Line 1: What you do + who you serve
  - Line 2: Key benefit or unique angle
  - Line 3: Call-to-action with emoji
  - Example: "Brand strategy & production 📺 | Turning experts into thought leaders | DM for collabs"
- **Link in Bio:** Use a link aggregator (Linktr.ee, Later) to drive traffic to multiple destinations
  - Include Your Call-to-Action: "DM for inquiries," "Link in bio," "Book a consultation"

## YouTube

- **Channel Art:** Professional banner (2560x1440 pixels) showcasing your brand
- **Profile Picture:** Clear, professional headshot or logo
- **Channel Description (500 characters):**
  - Line 1: What your channel is about
  - Line 2: Who it's for
  - Line 3: What to expect (posting frequency)
  - Line 4: Call-to-action with links
    - Example: "Brand strategy, production & marketing for thought leaders. We help experts build authority and scale. New videos every Tuesday & Thursday. Subscribe →[link]"
- **Featured Section:** Pin your best videos or playlists at the top
- **Links:** Add website, social media, and booking links
  - Playlists: Organize content by topic to increase watch time



# Platform Bios

Optimize Your Social Media Bio



## TikTok

- **Profile Picture:** Clear, professional headshot or brand logo
- **Username:** Short, memorable, easy to spell
- **Bio (80 characters):**
  - Keep it punchy and benefit-focused
  - Include emoji for visual interest
  - Add a call-to-action
    - **Example:** "Brand strategy & production 🎬 | Thought leader launchpad | Link in bio"
- **Link in Bio:** Use Linktr.ee or similar to drive traffic
- **Verified Badge:** Build toward this (10k followers + consistent content)
  - **Call-to-Action:** "Follow for weekly tips," "DM for collabs," "Link in bio"

## LinkedIn

- **Profile Picture:** Professional headshot (clear face, good lighting, simple background)
- **Headline (220 characters):**
  - Include your title, what you do, and who you serve
    - Use keywords for search-ability
    - Example: "Brand Strategy & Production | Turning Experts into Thought Leaders | Founder at Curated Studios"
- **About Section (2,600 characters):**
  - Start with a compelling hook (what you do and why it matters)
  - Use short paragraphs for readability
  - Include specific results/outcomes you deliver
  - Add a clear call-to-action (link to website, booking page)
  - End with personality—a sentence about what drives you
    - Example: "I help solo entrepreneurs, small business owners, and C-suite executives build authority and scale through strategic branding, marketing, and production. At Curated Studios, we merge strategy, brand optimization, and media production into one seamless approach—creating a 'spiderweb effect' across all platforms. Whether it's a podcast launch, video series, or complete brand overhaul, we handle the complexity so you can focus on your expertise. Let's turn your knowledge into influence. [Link to website]"
- **Experience Section:** Keep current role prominent; include results and metrics
- **Skills & Endorsements:** Add 15-20 relevant skills; prioritize your top 5
- **Recommendations:** Ask clients and colleagues for recommendations (social proof)
- **Website Link:** Always include and keep updated
- **Call-to-Action:** "Let's connect," "DM for inquiries," "Visit my website"



# The 5-Second Test

Audit + Fix



## Audit Checklist | Yes or No

- Can a stranger tell who this is for in 5 seconds?
- Is the outcome obvious?
- Is the next step obvious?
- Does your bio/homepage match your current offer?
- Do all platforms point to one home base?

## If you answered “No,” use these fixes:

- Replace vague words with outcomes: “helping you grow” → “helping you generate qualified leads”
- Swap “we do everything” for a clear system: “strategy + branding + production + marketing”
- Reduce CTAs to one: pick Book/Download/Apply



# Meet the curators



## Karissa Tunis

### Chief Executive Officer & Co-Founder

Karissa Tunis is a strategic media and marketing executive with over 12 years of experience driving growth for both startups and established companies. She specializes in brand building and has successfully launched and scaled four startups while producing podcasts, documentaries, and online courses. As a published author, she has showcased her expertise and thought leadership. Additionally, Karissa has partnered with Forbes and collaborated with C-suite executives, professional athletes, and entrepreneurs to craft compelling content strategies, elevate brand visibility, and deliver measurable results across industries.



## Abigail Ray

### Chief Marketing Officer & Co-Founder

Abigail Ray is an established creative and marketing strategist with over a decade of experience developing brand strategy and marketing campaigns for both global corporations and emerging businesses. She has collaborated with renowned companies including The Walt Disney Company, Wendy's, Coca-Cola Consolidated, Club Car, Scott's Miracle-Gro, and Saatchi & Saatchi X, delivering innovative solutions that drive engagement and growth. Abigail's expertise spans brand positioning, digital campaigns, influencer marketing, and content strategy—combining creative vision with strategic execution to help brands stand out and forge meaningful connections with their audiences.



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## Looking for Help?



### DIY

All-In-One Marketing & Sales Platform

For Only \$99 a month



### Done-With-You

Strategy, Branding, Website Support & Much More

View Our Services



### Done-For-You

Thought Leader Offer + Quarterly Ecosystem Build

Become A Member

You don't need more content. You need a system that compounds.

*any questions?*

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