

BIO, BUSINESS DESCRIPTION AND PRODUCT DESCRIPTION EXAMPLES

Examples of bios:

My longer bio:

For most of her life, Nicole Stevenson had a different answer when asked, “What do you do?”

At age 9 when she started her first business, a handmade stationary shop housed in a refashioned refrigerator box in her front yard, she said she was a shop-keeper. In junior high when she snuck into the teacher’s lounge and self-published her first short story on the mimeograph machine, she answered, “I’m a writer.” In high school when her sketches of female nudes caused a stir among the nuns at her catholic girls’ school, she called herself an artist.

Then, things got a bit more complicated as she found that no one genre sufficed. Her path includes time as a creative writing graduate student in San Francisco, street artist on the Venice Beach boardwalk, costume designer, Hollywood flea market art vendor, DIY workshop instructor, co-founder of a non-profit that produced art shows benefiting charities, owner and designer of Random Nicole (an art-inspired clothing line carried at over 250 locations) and owner of craft workshop studio and retail store: The Craft Kitchen.

These days, Nicole can be found creating illustrations and designs for Show and Tell Design Studio, co-producing Patchwork Show: Modern Creative Festival and Craftcation: Creative Business and Makers Conference, writing about business, making and her adventures for the blog Dear Handmade Life as well as answering the question, “What do you do?” with “I’m a maker.”

“It took nearly two decades of living a creative life to finally realize the one thing that all my pursuits had in common. Whether I’m creating a venue for crafters to sell their goods, a conference for entrepreneurs to build their skills, a logo for an art gallery or writing a story about my life, I’m always making something.” –Nicole Stevenson

Nicole and her ventures have been featured in The Wall Street Journal, NBC.com, The Los Angeles Times, Apartment Therapy, NPR, Riviera Magazine, Daily Candy, PaperCrafts Magazine, The OC Weekly and others.

When she’s not working, you may find her breaking up scuffles between her dog and three chickens, couch crafting while watching a film she’s seen too many times to count, playing guitar with her husband, sitting in her backyard with good friends and a margarita while playing Cards vs. Humanity, or squeezing in time for a quick trip to a lovely place where people are scarce and trees are not.

My shorter bio:

Nicole Stevenson is a writer, illustrator, maker, teacher and creative business consultant. Her path includes time as a street artist on the Venice Beach boardwalk, costume designer in Hollywood, DIY workshop instructor, co-founder of a non-profit that produced art shows benefiting charities, owner and designer of Random Nicole (an art-inspired clothing line carried at over 250 locations) and owner of craft workshop studio and retail store: The Craft Kitchen.

She has a BA and MA in creative writing and is currently working on a non-fiction book about her crafty adventures. Currently, Nicole can be found creating illustrations and designs for Show and Tell Design Studio, co-producing Patchwork Show: Modern Creative Festival and Craftcation: Creative Business and Makers Conference, writing about business, making and her adventures for the blog Dear Handmade Life.

When she's not working, you may find her breaking up scuffles between her dog and three chickens, couch crafting while watching a film she's seen too many times to count, or squeezing in time for a quick trip to a lovely place where people are scarce and trees are not.

Examples of business descriptions:

Here is the business description for Lerf Ewe, a ceramics brand, that's short yet says a lot:

K L A I ceramics are entirely handcrafted and fired in the artist's studio using 100% certified non-toxic materials. Each piece is hand painted, making it truly unique. We use eco-friendly studio practices and donate a portion of each sale to Potters for Peace.

*The only notes I would make on this are adding a few words about what her ceramics look like, i.e.: modern with whimsical drawings and adding where her items are made.

I also like this business description from the online shop Specks and Keppings:

Specks & Keepings is a small shop filled with fine handmade objects and design. It is a showcase of thoughtfully made goods that aim to inspire a simple lifestyle that is carefully shaped and chosen.

Specks & Keepings is a sense of connection to the people who make the things we surround ourselves with. It is the small pleasures we feel when we eat from our favorite bowl or wear our most loved sweater. It is the belief in special goods that age with us and the idea of home as a space we love and can love in. It is story telling through design.

Examples of product descriptions:

I love this description for a T-shirt from Maiden Voyage because it's creative and tells a story:

Mind Games | Telekinesis World Championship: Light Blue (Gents)

Telekinesis was at the height of its modern day popularity in the late 70's & early 80's. Mind Games is a fanciful competition that would have challenged those gifted with telekinetic powers and this is the souvenir shirt that those mind-bending elite would have worn!

Whether you're a telekinetic savant, novice or fan, this thought provoking tee is a great way to impress your friends. Classic mind over matter abilities such as spoon-bending, levitation and object movement are all featured atop a retro 80's infinite grid! And the entire design is distressed to give it the worn in look of a vintage tee!

SPECIFICATIONS:

- Super-Soft-Vintage-Feel-Blend 60% Cotton/40% Polyester
- Fitted cut

This shorter product description from Rebe is very descriptive, informative and each word seems like it was chosen with care.

The Ila Rose Dress is handmade by Rebe from navy linen. This elegant dress features a peter pan collar, 3/4 length sleeves, pockets in the side seams, and buttons and pleats down the front. Other details include gathers in the back, gussets under the arms, and hand cross-stitch detailing. Fabric has been pre-shrunk, simply machine wash and dry.