
THE

**McCLAIN
METHOD**

The Get-Noticed Bio Template

A Fill-in-the-Blank Framework for Interior Designers

If you're dreaming of press features, podcast interviews, partnerships, or simply showing up more professionally online—your bio is where it all starts. This isn't just a summary of who you are. It's your first impression.

Let's make it a brilliant one. (there's that word brilliant again!) :)

WHAT'S INSIDE:

A done-for-you brand bio template tailored for interior designers

Prompts that help you sound confident, not cringe

A simple structure you can use on your website, Instagram, email signature, press kits, and more

No overthinking, no copywriting skills required

PART 1: The Quick-Intro Elevator Pitch

Use this short version anywhere you need to make a strong first impression—like your Instagram bio or press kits. Also great for literally those moments when you have only 60 seconds (or less!) to tell someone about you. Remember, this can (and will) change and evolve over time. I have revised mine multiple times, but the soul of who I am as John McClain remains through each revision.

Template:

I'm [Your Name], a [Location]-based interior designer known for [Signature Style or Specialty]. I help [Dream Client Description] create [Type of Spaces] that are [Emotional or Visual Descriptors].

Example:

I'm Ava Reed, a Charleston-based interior designer known for modern heritage homes. I help busy professionals create soulful, elevated spaces that blend history with effortless luxury.

Use the space below to write your own:

PART 2: The Full Bio

Perfect for your About page, brand collaborations, and press introductions.

Template:

Hi, I'm [Your Name], founder of [Your Business Name]. As a [Your Title or Niche—e.g. full-service interior designer / kitchen whisperer / vintage-hunter extraordinaire], I specialize in helping [Type of Clients] design [Type of Spaces] that are [Adjective 1], [Adjective 2], and deeply [Personal or Emotional Descriptor].

With [#] years of experience and a signature style that blends [Style A] with [Style B], I believe great design is equal parts [Philosophy or Value] and [Philosophy or Value].

Whether I'm sourcing the *just-right* shade of white or managing a renovation from floor plan to final styling, I'm all about creating spaces that feel as good as they look. My work has been featured in [Publications / Achievements—optional], but my favorite compliment is always: "This feels so *me*."

When I'm not designing, you'll find me [Fun Personal Detail 1] or [Fun Personal Detail 2]. Let's make something beautiful together.

Example:

Hi, I'm Ava Reed, founder of Ava Reed Interiors. As a full-service interior designer with a soft spot for charm-filled renovations, I help modern families design layered, livable homes that are fresh, collected, and rooted in personality.

With over a decade of experience and a signature style that blends classic Southern touches with modern restraint, I believe great design should feel intentional, elevated, and quietly luxurious.

Whether I'm restoring a 1920s craftsman or selecting a statement light fixture, I'm all about spaces that feel like a reflection of the people who live there. My work has been featured in *Southern Living* and *Rue*, but the best compliment is always: "This is exactly what I didn't know I needed."

When I'm not designing, I'm probably browsing antique markets or curled up with a bourbon and a design book. Let's make something beautiful together.

Use the space below to write your own:

Instagram Bio Builder Simplified

Your bite-sized brand moment that still sparkles with style and clarity.

When it comes to your Instagram bio, you've got just 150 characters to make magic. That means *every word needs to count*—but you can still sound elevated and compelling with the right formula. Also, a few strategically placed emojis can get attention! I have used stars, rockets, hearts, etc to still keep things polished but to make them look! 🌟🎉💖💗☀️🎤⬇️

Formula:

[What you do] + [For whom] + [Your style/specialty] + [CTA or vibe]

FILL-IN-THE-BLANK TEMPLATES:

Interior designer for [dream client] | [Style keywords]

📍 [City] | ⬇️ Start your project

Helping [type of client] create [style] spaces

[City/Region] | ✉️ DM to work together

Full-service design for [type of project]

[Style vibes] | Let's elevate your space ⬇️

[Location]-based interior designer

Modern + timeless style | Inquire below ⬇️

Designing [vibe-filled] spaces for [audience]

Founder, [Studio Name] | [CTA]

EXAMPLES:

Interior designer for busy families | Warm modern style
📍 Austin, TX | ↓ Let's work together

Helping women-led households design soulful homes
Cozy-cool interiors | Inquire below ↓

Full-service interiors | Heritage meets modern
Based in Charleston | Projects open ✨

Designing layered spaces for bold creatives ✨
Founder, Studio Lyra | DM to connect

Use the space below to write your own:

How to Use These Templates

- Plug into your website (especially your About page)
- Drop into your Instagram bio or LinkedIn headline
- Use in your email signature or press kit
- Pitch yourself for brand partnerships or podcast interviews
- Share it when people ask, “So what do you do?”

No overthinking. No cringe. Just confident, magnetic, soulful messaging that makes you stand out.

*Xo
John*

For more great tips, click below to listen to my podcast or visit my website:



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