Step 1: Create the desired shape for the text with the **Shape Tool**. Use the **Direct Selection Tool (White Arrow)** to adjust the shape. Make sure the shape has no fill and has a black outline.
Step 2: Type a word with a desired font using the Type Tool. Use a font size according to the size of your shape.

AWESOME

Bebas Neue - Size 150
Step 3: Right click the text and select Arrange > Send to Back. Place the text behind the shape.
Step 4: Select the text and the shape (hold shift and click on both), then go to **Object > Envelope Distort > Make with Top Object**. You are finished! This looks AWESOME!