

ABOUT PAGE GUIDELINES

MODULE 2 – YOUR ESSENTIAL BACK PAGES

Before you write your “About” page, do these things:

1. Write your Ideal Client Profile based on an amalgam of people in your target market, so that you can write all of your website content and other marketing pieces as if you are speaking to that one person. Be sure to infuse your Ideal Client Profile with specific details about pain points, known problems your target market would say they have, and the most urgent outcomes they want to achieve.
2. View the video Examples of About Pages and note what about each example you want to emulate.

IF you are a new entrepreneur or new to your target market...

1. Write 5 – 10 short paragraphs that share how you came to be working with your target market.
2. Include a headshot, different from your header, that inspires connection.
3. Weave in your target market’s pain points, known challenges and ultimate outcomes using their language.
4. Weave in relevant bits of your history, expertise or background.
5. Make sure that you end with a strong *call to action* that hot-links to a next step:
 - To sign up for your freebie, or
 - To sign up for your consult, or
 - That takes them to your services or programs page where they can learn more and sign up.

IF you “are” your target market...

1. Write 5 – 10 short paragraphs that share your story of transformation as it relates to your target market’s top challenges.
2. Include a headshot, different from your header, that inspires connection.
3. Weave in your target market’s pain points, known challenges and ultimate outcomes using their language.
4. Weave in relevant bits of your history, expertise or background.
5. Share how you’ve created a system or process to help your target market transform as you have.
6. Make sure that you end with a strong *call to action* that hot-links to a next step:
 - To sign up for your freebie, or
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- That takes them to your services or programs page where they can learn more and sign up.

IF you have significant expertise relevant to your target market, or an expert specialty...

1. Write 5 – 10 short paragraphs that position you as an expert.
2. Claim your authority and back it up with specific accomplishments that are highly relevant to your target market and your specialty. Note any awards or media highlights.
3. Include a headshot, different from your header, that inspires connection.
4. Link to your various products and services. Share how your services transform the people in your target market.
5. Weave in your target market's pain points, known challenges and ultimate outcomes using their language.
6. Make sure that you end with a strong *call to action* that hot-links to a next step:
 - To sign up for your freebie, or
 - To sign up for your consult, or
 - That takes them to your services or programs page where they can learn more and sign up.

When you've finished writing and formatting your About page copy, ask yourself these questions:

Did I relate well to the people in my target market and show why they would want to listen to me?

Did I show myself as an accessible human being as well as a helpful authority?

Did I use formatting and sub-heads to encourage deeper reading through the copy?

Did I end with a call to action inviting them to a next step with me, and give them what they need to take that step?

If you answer 'no' to any of these, go back and finesse your copy. Try not to overwork it, and keep the text as streamlined as possible.