

ABOUT PAGE GUIDE

Your about page matters more than you may realize. But, it is not just about you. It is about your reader. Use this guide when writing your About Page.

WHAT TO INCLUDE

IDENTIFY YOUR READER

Is your person male or female (or does that matter)?
Is your reader a married or single? Are they a parent?

KNOW THE VALUE YOU WILL PROVIDE

What problems are you solving?
What can they learn from you?
Why should they follow you?
Why are you the person who will help them?

SHARE YOUR EXPERTISE ON THE TOPIC

What experiences make you the person they should listen to?
What professional certifications or education do you have claim to that make you certified to teach?

HOW THEY CAN FOLLOW YOU

Include a link to sign up for your list (try an incentive)
Share links for your social accounts

DO NOT MAKE IT ABOUT YOU

Focus on the reader in the intro by using "YOU" rather than "I"

PAGE LAYOUT

WELCOME

Welcome the reader to your page.

PAIN OR PROBLEM POINTS

Talk to your reader about the problems they have. What is it that they need to solve? Get personal with them so that you can relate to them.

EXPLAIN WHAT YOU WILL PROVIDE

Once you share the problems, talk about how you will solve them. What value does this site provide?

INTRODUCE YOURSELF

Talk to them about who you are and then lead into your expertise and why you are going to be the right person to take them on this journey.

REITERATE THE VALUE

Before you close, share again what you will do for them.

HOW THEY CAN FOLLOW YOU

Don't forget to include ways that they can follow you via email and social.