

writing a fabulous ABOUT PAGE

The About page is the basis for your entire website. It tells us who you are, what you do, what you love and why you do it. It will give you and I a view into the heart and soul of your business and a clear vision for your website. It's a really important first step.

You don't have to be a fabulous "writer." You just need to be real. I can help with words, grammar, punctuation and spelling (it was my favourite subject all through school:)

Just have fun with it!

Let's begin with FINDING YOUR FOCUS–

- 1. Know what you want.** Your About page is there to work for you, so what do you want it to do? Are you looking for more clients? Tell them what it's like to work with you and why you're different from your competitors. Convey professionalism, approachability and trust. Do you want more sales? Pitch the benefits of buying from you, how your product and services help customers get what they want. Are you looking for more readers? Write engaging, relevant content that develops a bond with them.
- 2. Know who you are writing for.** This is crucial. If you don't understand your target, if you don't know who you're talking to, how can you tell them what they want and need to hear? Are your clients mostly women? How old are they? What's important to them? Can you picture a typical potential reader? That might make it easier to write to them.
- 3. It's really not about you ... it's about your readers.** Now you know who you're writing for, put yourself in their shoes and keep them in mind as you write. What do you think they want to know about you? How do you want them to feel when they're done reading this page?

Moving on to THE FACTS–

- 1. Tell the story of your professional journey.** How did you get to where you are today? This could be a chronological list, or you can find an interesting way to help people understand how you know what you know.
- 2. Use your Credentials** Especially if they're important in your line of work. Talk about your experience, your education and your skills. Note how long you've been in business (if it's been a while), and mention any accomplishments that make you stand out. You can also list associations or projects you're involved in. Do you do volunteer work, donate funds, support organisations? List that too, because it helps show people what you stand for.
- 3. Tell people how you can help them.** They want to know that you can meet their needs. Why should they choose you over your competitor? Demonstrate how you've provided solutions for others. We can link to portfolio and testimonial pages.

Now GET REAL... BE AUTHENTIC

1. **Write like you speak** so that you sound most like yourself. Imagine you're just having a conversation with someone who's interested in your business. Try speaking and recording your story first and then write down the best parts. Also decide if you're going to write in first or third person so there is consistency through the site. I've decided to use first person and talk directly to you on my own site, but many choose to write in third person.
2. **Show the real you.** Gone are the days of boring, probably rarely read About pages listing the year of company founding and boring credentials. Today, people want to see who you are, how you came to be here and what your favourite colour might be. Don't just list facts, add a personal touch and give people a taste of who you are. List a bit of 'you' trivia.
3. **Share your values and your passion.** Talk about what drives you. What made you start your business in the first place. Who are you and what do you believe about the service/product you are promoting? What's important to you?
4. **SHOW YOURSELF!** Add a well-shot photo to your About page. This goes so far towards building trust and making yourself approachable. Unfortunately, it's also something that too often holds up publishing a website. Even in this age of "selfies" it seems so difficult to pick a photo we like. So let someone else choose it for you- your family, your friends, me:) Your potential clients like to see who you are.