

my fabulous ABOUT PAGE worksheet

Rather than add lines for you to write on this sheet, I suggest grabbing a notebook or a stack of lined paper to work in- you'll need more space than you can get on this one page:)

FIND YOUR FOCUS, so you can keep this in mind as you write

1. What do you want your website to do for you? What is it's purpose? There may be multiple answers- rank them in order of importance. Now think about this specific page, how can you incorporate your website focus into this page?

Trying to get new clients? ... Talk about what it's like to work with you.

Trying to make more sales? ... Describe your passion and talk about why you started your company in the first place.

2. Who are you writing for? Give a description of your typical reader- as detailed as possible.
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3. What do you think they want to know about you and your business? What would be important to them? Put yourself in their shoes.
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WORK ON THE FACTS

Remember to BE REAL, BE AUTHENTIC ... show the real you and write like you speak. Talk about your passion and enthusiasm.. what you love about what you do...

1. My professional journey – how did I get to my business? What path did I take?
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2. What are my credentials? Experience, skills, education. How long have I been in business? Accomplishments, accreditations, associations, projects, volunteer work...
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3. How can I meet my customer's needs and why should they choose me?
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You are selling **yourself** ...

and that's not always easy to do, but it's easier when you step outside of your head and think about what your potential clients are looking for and if you write as though you are talking to a friend

Good luck and have fun !!

