

# Four Must-Haves for Your About Page:

## *1. A compelling headline and/or sub headline.*

You need a way to engage people right away so they take the time to read your story. Clearly spell out your mission or the main benefits they will receive from engaging with your website. If you are selling a service or product(s), you can use this space to help them understand how they will benefit.

## *2. Grab their attention and bring them into your (brand's/company's ) story.*

Storytelling is HUGE in the world of internet marketing so use it to your advantage. Telling a story – whether funny or sad – immediately makes you more relatable as a person. You're no longer an unreachable icon; you're a regular person who has the same regular problems as your audience. Your stories allow your audience to see your vulnerability as well as show them how you overcame your challenges. Your stories will be someone else's inspiration. (If your website is focus on a brand or company – still share the story of your brand or company)

## *3. Your USP. What's your Unique Selling Point?*

How is your website different from other websites. What problem are you helping to solve? Your prospects a(and future audience) are looking for solutions to their problems. They want to know how you can help them. Give them a reason to engage with your website.

## *4. What they will get from using, visiting and engaging with your website*

Even though it sounds counterintuitive, your About page is really more about how you can help others. Of course share some of your background, awards, and expertise but focus more on how all of that will help them solve a problem or achieve their goals.

# Action Steps To Write Your About Page

This is your opportunity to help your audience understand what your website is about. So you need to dig deep and shine a light on what you (your brand) has to offer to your audience.

## Define you (your business, your blog)- Make A List

In the space below take a moment to define:

Who are you? Who is your business? Write about yourself in the first person. What are your personal philosophies? What training do you have? Have you earned any awards or accreditations? You won't necessarily use all this on your About page but it's refreshing to dig deep and discover these feelings. (If your website focuses on a brand or company – focus on the brand or company when you answer the questions.)

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