

Write Your About Page

- 1. Outline these points:
 - What's the main point of entry to your about page? (What points are raised on the pages people are coming from that you need to continue harping on with the About page?)
 - What you do & HOW you do it.
 - What is the primary service or product you sell? And what end result do your customers get from it?
 - How do your customers feel after they've achieved the end result / what do they do because of it?
 - What makes your product/service/process different to the point that it actually stands out from the crowd?
 - What action do you want people to take?

- 2. Pick out an emotional hook from your Module I work. Paste it at the top of a blank page.

- 3. Tell the visitor about themselves. (Use a piece of spelled-out jargon from Module 1. Paste it underneath the hook and modify if needed.)

- 4. Logical backup. (Read: talk about yourself, your work, and what makes you & your work different from everything else in your niche. Your Module I work will again be a GREAT place for copy-and-paste text for this section.)

- 5. Differentiate yourself... if not done adequately in step #4. (Here's another place where those spelled-out jargon pieces come in REALLY handy.)

- 6. State your call to action.