

WRITE your *About* PAGE

Composition Worksheet

Okay, this is it. Now you get to put it all together. Get your scratch sheet brainstorms. You're going to edit and compile your thoughts and ideas into one powerful About Page.

Remember your best practices in content writing:

- Write as you speak. Don't think so hard.
- Write as though you are talking to one person. Visualize the person you want to work with. Write to her.
- Be straightforward. A great copywriting adage: be clear, not clever.
- Don't be afraid to be yourself and get personal. It's a great way to talk about what you do. Everyone is interested in real life success stories. If you're doing work you love, people are going to want to know how you made it. And if you have a compelling before and after, it's something they'll remember.
- Mine your emotions. Don't be afraid to talk about how aspects of your journey felt.
- Allow yourself to be honest.
- Don't fret about appearances.
- Don't fret about messaging (you've done all that hard work already)
- Think of every opportunity to tell your story as a celebration of your journey.

Here we go...

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Make a bold statement about what you believe, your values or your passion in your business.

ex. I am dedicated to helping you communicate as though you put your heart and soul into your work, because you do.

Tell them about them. Show them you know them.

Your ideal client's biggest fears, frustrations, challenges, biggest dream, desired solutions or skills

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Tell them about you:

Personal journey, your before-and-after, unique characteristics that make you perfect for the work you're doing

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Tell them about you (con't.):

Your professional journey, spin your experience, why you do what you do, how you can uniquely address your clients' specific and personal challenges

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What do you do?

How do you help people, what does the client/service-provider relationship look like, what are your methods, what can your clients hope to walk away with?

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Brag about it:

Decide how you will talk about results. Stories about results clients have achieved, make a list of "results my clients have experienced include:" skills they walk away with, your approaches to common challenges.

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Call to Action:

*What do you want them to do next? Contact you? Visit your Services, or Work with Me page?
Check out a blog post? Send them in a particular direction.*