



# About Page Guide

## #1: Relate to the pain – choose your intro.

- a. *Relatable story*
- b. *Pain points*
- c. *Promised land*

Write your choice below:

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# About Page Guide

## Relatable Story

When writing your story, be sure to focus on the needs of your ideal client. For example, if she's struggling with weight loss, your story may start out like this:

*Losing weight is tough. I spent 6 long years popping diet pills, trying out ridiculously expensive weight loss programs and throwing sweat around my living room as I attempted to run off my belly bulge on the treadmill. But nothing worked. That's until I ...*

See how this story leads your reader through a time when you went through exactly what she's going through? And up to a solution?



# About Page Guide

## Relatable Story

Take the time to jot down at least 4 brief stories (about a paragraph) you could use for your intro. You'll only choose one, but it's important to write down at least 3 and see how they flow into your solution.

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# About Page Guide

## Relatable Story

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# About Page Guide

## Pain Points

When identifying your ideal client's pain points, you want to tread lightly. We don't want to send her spiraling into self-doubt and depression. We want to let her know we understand what she's going through and will help her solve the problem.

So the easiest way to do this is to write questions:

1. Are you struggling with ...?
2. Feeling frustrated about ...?
3. Been trying to ... but ...?



# About Page Guide

## Pain Points

Going back to the weight loss example, you could instead go with the following structure for your About Page:

*Tired of trying out miracle diet pills that just don't work?*

*Frustrated that the more you exercise, the more weight you seem to gain?*

*Just want to fit into those sexy jeans you bought last summer?*

Be sure to stick to 3 to 5 (no more) pain points before getting to the solution. Again, we want to show we know her problem and then move to the solution.



# About Page Guide

## Pain Points

Write down 10 questions that address your ideal client's pain points. Think about the words and statements you've actually heard your clients use. You'll only use 3 to 5 questions, but it's best to come up with more and then eliminate as you continue writing your page.

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# About Page Guide

## Pain Points

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# About Page Guide

## Pain Points

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# About Page Guide

## Promised Land

This type of intro is all about showing your ideal client the end first. This means shining a light on the results of working with you.

You'll write this in story form focusing on the results your ideal client hopes to achieve. The easiest way to lead your reader into her promised land story is by starting with one of these words/phrases:

1. Imagine
2. Picture this
3. Just think



# About Page Guide

## Promised Land

Your promised land story could sound like this:

*Imagine getting dressed for a nice fall day and sliding like butter into those sexy jeans you bought last summer. No shimmying or bouncing around the room to pull them up. No laying on the bed to get them to snap. Just you ... standing in front of the mirror, sliding into those jeans and loving it.*



# About Page Guide

## Promised Land

Now let's write your promised land story. Think about 5 scenarios that your ideal client would love and take them there. Be sure to describe how the scene feels, looks, tastes (if applicable) – you want to show her the full picture ... through her eyes. Keep this story to a paragraph.

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# About Page Guide

## Promised Land

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# About Page Guide

## #2: Be the solution.

Now street cred is all about showing and proving that you have what it takes to do what you say you'll do. Here you want to highlight your experience, education and credentials that make you the right person to work with.

To move from your intro to this section, you'll want to choose a strong transition statement. The easiest ones to use are:

1. *Well, you're in the right place!*
2. *You've landed on the right site!*
3. *I've got just what you need!*
4. *XX worked for me, and I'm certain you'll get similar or better results from it. (This is an option if you chose the relatable story)*



# About Page Guide

## Be the solution – Transition statement

Let's go back to the **relatable story**:

*Losing weight is tough. I spent 6 long years popping diet pills, trying out ridiculously expensive weight loss programs and throwing sweat around my living room as I attempted to run off my belly bulge on the treadmill. But nothing worked. That's until I changed my approach.*

*I got off the dieting rollercoaster and did some soul-searching. I discovered that my problem was on the inside, and I couldn't lose weight or even love my outside until I fixed how ugly and bloated with pain I felt on the inside.*



# About Page Guide

**Be the solution – Transition statement**

And now the **pain points**:

- *Tired of trying out miracle diet pills that just don't work?*
- *Frustrated that the more you exercise, the more weight you seem to gain?*
- *Just want to fit into those sexy jeans you bought last summer?*

Well, girlfriend, you're in the right place!





# About Page Guide

**Be the solution – Transition statement**

And now the **promised land**:

*Imagine getting dressed for a nice fall day and sliding like butter into those sexy jeans you bought last summer. No shimmying or bouncing around the room to pull them up. No laying on the bed to get them to snap. Just you ... standing in front of the mirror, sliding into those jeans and loving it.*

Well, friend, I've got just what you need to get there!



# About Page Guide

## Be the solution – Transition statement

Write 3 short statements that you can use to move readers from your introduction into the street cred/solution section of your About Page.

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# About Page Guide

## **Be the solution – Show your credentials**

It's time to show your credentials – talk about yourself. This is usually the easiest part of writing the About Page because it comes natural to talk about yourself on this page.

You want to make sure you tell enough to show that you're qualified, but don't overdo it here. You don't want to spiral into a selfish conversation all about you. You want to tell her the things that confirm your ability to help her.



# About Page Guide

**Be the solution – Show your credentials**

Let's look at one of the previous examples:

- *Tired of trying out miracle diet pills that just don't work?*
- *Frustrated that the more you exercise, the more weight you seem to gain?*
- *Just want to fit into those sexy jeans you bought last summer?*

*Well, girlfriend, you're in the right place!*



# About Page Guide

## Be the solution – Show your credentials

*I'm Suzy Smith, a weight loss management coach. I've been right where you are – sick and tired of being sick and tired. But then I got smart and started focusing on the inside ... instead of the outside. And that was 6 years ago.*

*Today, I help women all over the world just like you who want to say bye-bye to the bulge, but just don't know how. I have a bachelor's degree in cardiovascular fitness, but the real reason I've been able to introduce hundreds of women to their new, sexy self is because I understand what it feels like to not like yourself.*

See how I don't brag about degrees and experience? I present each sentence in a way that shows her I understand and will help her reach her goals.





# About Page Guide

## **Be the solution – Show proof**

So I lied! This has got to be the easiest part of your About Page to write ... because your clients write this section.

Here you'll just include some testimonials from happy clients. Three is the max here – if you have more include a link to your Testimonials Page.



# About Page Guide

## Be the solution – Show proof

Let's see how this is done:

*I'm Suzy Smith, a weight loss management coach. I've been right where you are – sick and tired of being sick and tired. But then I got smart and started focusing on the inside ... instead of the outside. And that was 6 years ago.*

*Today, I help women all over the world just like you who want to say bye-bye to the bulge, but just don't know how. I have a bachelor's degree in cardiovascular fitness. Yet, the real reason I've been able to introduce hundreds of women to their new, sexy self is because I understand what it feels like to not like yourself.*

*Here's what a few of my sexy clients had to say about working with me:*

[Insert testimonials with pictures and full names – don't forget to get your clients' permission.]







# About Page Guide

## #3: Take her hand.

It's time to get to the good stuff – your awesome services. Here's where you'll reveal your program, product or even your community if you're just looking to grow your list from this page.

The key is to have a clear and concise goal for this page and use words to drive your readers to that specific action.



# About Page Guide

**Take her hand – Reveal the goods**

Let's take a look:

*Here's what a few of my sexy clients had to say about working with me:*

[Insert testimonials with pictures and full names – don't forget to get your clients' permission.]



# About Page Guide

## Take her hand – Reveal the goods

*It's time to meet the sexy new you. You ready? Let's do this.*

*In my Sexy You Program, I'll help you love yourself again. We'll spend 4 weeks transforming you from the inside out, moving you from dreading the mirror to can't-get-enough of it. I'll teach you how to:*

- *Stop focusing on the scale so you can look and feel sexy from head-to-toe.*
- *Eat what you want and still get rid of that belly bulge.*
- *Say bye-bye to phony miracles in a bottle and hello to the new gorgeous you in less than 30 days.*



# About Page Guide

## **Take her hand – Reveal the goods**

Be sure to share the features and benefits of your program. Tell exactly what is offered. Now you can add the price here or just give a summary and link to a sales page with more information.

Best to link to a sales page so you're not cluttering this page if your offer has a bunch of details like what would need to be spelled out in a 4-week program.



# About Page Guide

## Take her hand – Reveal the goods

Now if you want her to join your community:

*It's time to meet the sexy new you. And I've got something to get you ready to say, Hello Gorgeous!*

*In my FREE Sexy You Program, you'll hear exactly how I battled the bulge and came out a winner. I'll give you step-by-step tips on how to change your life from the inside out, so you never fight with flab again.*

*Ready to say bye-bye to the bulge and hello skinny jeans? Well, just drop your name and email below, pretty lady!*





# About Page Guide

## #4: Be human.

We're on to our final step!!! This is the fun part, too. Here you'll get to give your reader a look inside your world. Paint the picture of your personality.

Remember, it's all about her so share the things that let her see how wonderful it would be to work with you.

I'm going to let you freestyle here – so no advice on how to craft this section except this:





# About Page Guide

## **Be human – Show your world**

It will seem strange moving from your offer to this, so it's best to include a subheading here:

*A little more about me*

*My wild and crazy childhood*

*M dancing days*

Think about what you want to share and turn the most exciting, intriguing, outlandish piece into a headline.

You might also consider using a bulleted list in this section. If you go this route, stick to about 10 bullets.





# About Page Guide

## Be human – Show your world

Instead of story form, you might also consider using a bulleted list in this section. If you go this route, stick to about 10 bullets.

You could say something like:

*10 things you may not know about Suzy*

- *I had my first kid at the age of 19 and now I'm the happy, hip mama of 4 wild, yet beautiful babies*
- *I love fried bacon, but I gave it up when I met the sexy, new me*
- *I listen to Mozart every morning to get pumped for the day*

You get the point – be intriguing and exciting – show your personality.



# About Page Guide

## Be human – Show your world

More comfortable with bullets? Jot down 15 statements that make your personality shine. You know the drill – more is better. You'll trim down your list once you see what flows with the rest of your page.

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# About Page Guide

**Be human – Show your world**

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# About Page Guide

**Be human – Show your world**

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# About Page Guide

**Be human – Show your world**

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# About Page Guide

And that's it! Be sure to add an approachable, happy photo and your personality to make your About Page shine.

Have FUN with the page – it's how you'll connect with all your raving fans. So show them what it's like to work with you – and most of all – BE YOU!

Thanks so much for your support! Now go write!