

Wordpress Launchpad Program

Content Templates

About You Page

Key Elements to consider:

- This is another opportunity to establish credibility.
- This page serves to solidify your “voice.”
- Don’t be afraid to share yourself. Potential clients / customers want to know the person and the personality behind the business.
- Be willing to be real here!

Other Ways to Name this Page

- About
- About Us
- About [Your Name]
- About [Name of your business]
- Who we are
- Who is [Your Name or Name of Business]?
- Get to know us.

Format options for your About Page:

Of all the pages you will write for your website, Your About page has the most flexibility. This is where you can be more creative and share more of who you are.

With that said, many business owners have trouble writing about themselves. They find it hard to “toot their own horn.” Well, you’re going to have to toot that horn, because no one else is going to toot it for you.

So here are some formatting options that may help you get past that resistance and write an awesome About Page.

Standard Format:

What I call the standard form is the typical bio you see on most websites. And just because it’s standard or typical does not mean it’s bad. These standard bios can be very effective. An effective format for a standard bio would be:

1. How long in the business.

2. Key strengths, skills and knowledge you bring to the business.
3. Significant achievements in your field and/or specific goals you have helped your clients accomplish.
4. Educational background.
5. Personal information you want to share.

Interview Format

If you would like to try a slightly different approach, or if the standard format feels constricting, consider using an interview format. In this format you write your about page in the form of an interview. It may be helpful to actually have someone interview you about you. Or, you can just imagine what questions potential clients might have about you and then answer them.

For example:

How long have you been in this business?

I began web development work in the mid 90s and have been developing my own sites ever since. I love teaching people about technology. I had a short stint in the late 90s as a trainer for CompUSA and, beginning in 2005 I have offered blogging, Internet Marketing and web development training specifically for conscious business owners.

1st or 3rd person?

This is a question that comes up quite often. "Should I use third person or first person when writing my about page?" Just for review, first person is when you write about yourself using the term I. Third person is when the information is expressed as if written by someone else.

Here's an example of a first person bio:

My goal is to help Conscious Business Owners thrive online. I love watching tech neophytes and newbies awakening to the realization that they, too, can have a web presence that actually works!

Here is the same example in 3rd person:

Edward Mills helps Conscious Business Owners thrive online. He loves watching tech neophytes and newbies awaken to the realization that they, too, can have a web presence that actually works!

It's a subtle but important difference and you'll need to make a decision about voice as you are writing your content. Personally, I don't like reading an about page in the 3rd person, especially for a solo entrepreneur. It seems stilted and a bit inauthentic since, in most cases, you're writing your own about page. For some businesses, especially larger businesses with multiple employees, it may make sense to use a 3rd person voice.

It can make sense, however, to write your first draft in 3rd person voice. This can often help you get out of your way. It can trick your mind into thinking that you're writing about someone else which may make it easier to write compelling content for your About Page.

One interesting and effective way to mix first and third person writing is to write the bio in third person but intersperse first person quotes. For example:

Edward Mills is the founder of Mystic Marketing Services. His mission is to help Conscious Business Owners thrive online.

"I love watching tech newbies have those beautiful aha moments as they begin to realize that they, too, can have a profession, effective web presence that will help grow their business!"

Edwards innovative, interactive and step-by-step approach to web development and internet marketing allows even the most techno-phobic business owners create their own website.

What to include on your About Page

- How and why you got started in this field.
- Contributions you've made to your profession including books, articles, inventions, discoveries, etc.
- Significant achievements you have made.
- How long you've been in this field.
- Specific goals you have helped clients accomplish.
- Your core philosophy, mission or purpose.
- Education and training.
- Recent or significant projects you've worked on.
- Snippets of personal information: Family, where you live, activities you enjoy, etc. This is an opportunity to share some of who you are.