

“How To” Go From
Lackluster to Blockbuster:
Revamp Your "About"
Page for Increased
Credibility and Promotion

Digital
Strategy
Marketing

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Contents

About Your “About” Page	3
The Real Purpose of Your About Page	3
Take it From the Top	4
Let Your Personality Shine	5
Tell a Compelling Story	6
A Picture Really is Worth 1,000 Words	7
What’s Better Than Pictures?	10
Go Beyond the Basics – Far Beyond.....	11
Never Miss an Opportunity to Promote Yourself	14
You Really Don’t Have to Go On and On (and On and On)	15
Is It Easy? No. Is It Worth It? YES!	15
Assistance is Available.....	16

Please note: If you are working in the interactive pdf workbook, all the pages after page 16 are the individual workbook worksheets compiled into one pdf resource for your convenience.

About Your “About” Page

Would it shock you to know that the lowly “About” page is one of the most important on your site?

It’s true.

- Most people, when visiting a website for the first time, will click through to your About page to find out: Who you are
- What the site is about
- Learn if there is a real person or company behind the scenes
- Find contact information
- And basically, see if your personality and philosophy is in line with theirs

These are all important things to consider when visiting a new site. After all, we want to know – and quickly – if we should delve further or move on. You’ve probably looked at your share of About pages, too, so this likely does not come as a surprise.

And that’s true whether the site is selling coffee cups, cat toys or coaching programs.

Even though we know how important the About page is, it’s still one of the most difficult pages to write. We’ve been taught from an early age that bragging is rude so your About page might feel like you’re showing off.

Many of us have trouble talking about ourselves at all. We struggle with including a picture, with decisions between first person or third. Our Brain Screams “No way!” Yet, all of those things, must be tackled, if we want our About page to attract our ideal reader and encourage them to investigate our sites and coaching offers more fully.

The Real Purpose of Your About Page

Since it’s called the “About” page, you might think a visitor clicks through to learn more about, well, YOU. That is the case, to some extent, but it’s not the real reason they’re compelled to click.

A visitor reads your About page: to learn more about what you can do for them. Read That Again.

To learn more about what you can do for them.

So, while your About page definitely needs to show who you are and why you’re in business, it also needs to encourage visitors to read more, contact you, and maybe even make a purchase.

That’s a lot to expect from a single page, but with a little planning, it’s absolutely doable.

Take it From the Top

We've already said that most new visitors to your site will click through to your About page. That's true. It also makes it imperative to feature that page in all your navigation.

That doesn't mean you have to use the "About" title on the page itself.

Just like a sales page – or any page on your website, for that matter - your About page's headline should compel visitors to read further. Take a look at how Copyblogger.com uses an intriguing headline and image to pique your curiosity and encourage you to read on:

We Don't Just Teach Content Marketing ... We Built Our Company With It

43 10 117 19 22



“ The bible of content marketing ~ VentureBeat

Clearly, if you're looking for help with content marketing, Copyblogger is the place to be. One look at their About page will seal the deal for frustrated bloggers and small business owners.

Melissa Ingold appeals to struggling entrepreneurs by telling her story (more about storytelling in a bit) of success, kicking it off with the headline: "It Hasn't Been Easy..."

That resonates with her ideal reader because she's frustrated too. She's working too hard, not spending enough time with her family and really isn't sure the whole business thing is right for her.

Melissa's About page gives her reader hope; lets the reader know that she can be successful; that Melissa's "been there, done that;" that experience is the key, and it all starts with the title.

So just to be clear, the link in your navigation should definitely say: "About Me" or "About Us" or even just "About," but the title on the page itself can – and should – be something more compelling.

Let Your Personality Shine

You want to put plenty of personality into your About page. Make sure your ideal reader clearly understands what you do and how your services are perfect for them. This isn't a how-to article with step-by-step (dare we say: "dry") instructions, and it's not a sales page with benefit-driven bullet points. It's YOU.

Imagine, if you will, that your About page is the warm hug you give a new friend when you meet for coffee. Don't turn it into the guy who straightens his tie and stands up straight and offers a business card instead of a hug.

Be friendly. Be enthusiastic. Be exactly who you are.

Naomi over at IttyBiz.com is known for her quick wit and sharp tongue and it shows on her About page.

At IttyBiz, We Build Businesses. (Even Little Ones.)

Technically, we're a marketing training and development company based in Canada and the UK.

In practice, we're just Naomi and Dave.

About Naomi Dunford (as written by Dave)

Naomi is technically my boss, so you're not exactly going to get the most accurate description of her here. But here goes.

She does a lot of consulting and a lot of writing. I am contractually obligated to tell you that she's quite good at both of them.

She also drinks a lot of tea, most of which is not made by her (guess who makes it). She writes most of what you read here (in different colored markers, and then types it up later). If you see any typos, it's because she brings her cats to the office and they walk on her keyboard.

Naomi reads Amish romance novels, and her favorite Star Wars character is C-3PO.



Her personality does more than shine. It jumps right off the page. If her style resonates with you, you will clearly know it within a few seconds of landing on the page. If it doesn't, well, you'll know that too and not waste each other's time.

That's not a bad thing!

Ideally, your About page will be the perfect extension of your website. Your "voice" should be apparent from the minute someone lands on your home page. Somehow, though, we all get a bit tongue tied it comes to writing about ourselves.

Tell a Compelling Story

You've probably noticed a trend recently towards storytelling.

Top business owners, both online and off, are using stories in:

- Email
- Sales pages
- Blogs
- Social media posts
- Video ads
- Presentations

And just about everywhere else.

The reason is simple: stories are instantly engaging. They compel your visitor to keep reading so they can find out what happens next. Just like a gripping novel, the story on your About page has the power to keep your visitors engaged and wanting to know more.

For your story to work, it must resonate with your ideal client. They either need to see themselves in your story or see the possibilities for themselves.

Take a look at Melissa Ingold's TimeFreedomBusiness About page again. Her story speaks directly to her ideal customer. It's a story of a frustrated entrepreneur who wanted to earn enough money to be able to give her kids a good life, but ended up working so many hours was never around to just be a mom.

That's a story that a lot of work-at-home moms know well!

It's also a story of triumph because Melissa's success today clearly demonstrates that she's found a way out of the 80-hour work week. If you're an overworked small business owner, that's definitely something you want to know more about.

What story does your About page tell?

A Picture Really is Worth 1,000 Words

So, you have a headline that compels people to read and a story that resonates with your ideal client. So far so good! Here's where a lot of people get stuck...pictures.

One look at Marie Forleo's About page and you instantly know – just from the pictures – what type of business coach she is. She's pictured hugging Oprah Winfrey, Sir Richard Branson, and Donna Karan, among others.

A mover and a shaker? Absolutely!

Top dollar coaching programs? You bet.

You don't even have to read the page to know both of those things.

All About

the inside scoop



Welcome! I'm Marie Forleo.

My goal is to add more value to your world than you ever dreamed possible by giving you tools that you can immediately use to improve your business and life.

I often say if Tony Robbins, Richard Branson, Oprah and Jay-Z had a love child, it would be me.

Take a look at your About page. What do the photos (you do have photos, right?) say to your reader?

If you're like most people, the photos on your About page are more of an afterthought than carefully selected images meant to enhance your story and attract a specific client. Chances are you browsed through your pictures file or Facebook and chose the ones you thought made you look "thin" or "young" or that you hated the least.

Instead, think about the image you want to convey to your reader. Remember, they're probably a stranger to you when they first see your About page, so you want to be sure the photos you choose give the right first impression.

- Are you fun loving and carefree?
- Are you a solid professional in everything you do?
- Do you work from the beach, laptop at the ready?
- Do you love to conduct live group coaching sessions?
- Does family always come first?

All this and more can be expressed on your About page just by choosing the right photos.

Professional Headshots

If you take a look at the websites of some of the top players online, you might think that spending hundreds or even thousands on professional headshots is a must have. While expensive photo shoots do lend a solid business look to your About page, they're not strictly necessary, especially if you're going for a friendly, personal style.

If you do choose to go the professional route though, be sure to choose a photographer who can capture your personality and style. Ask to see their portfolio, talk to happy customers, read their testimonials and look for someone who has worked with others in your field.

As with any creative industry, each photographer will have a unique style and way of looking at the world. You want to be sure your choice is a good match for you and your business and your potential clients as well.

Candid Snapshots Work, Too... (sometimes even better because they are showing the 'Real You').

Again, you don't have to go the pro route. Family snapshots, vacation photos and even "selfies" can work. Some things to keep in mind when choosing photos though:

- Avoid bright sunlight. Squinting in a photo makes you look unfriendly.
- If other people are in your photo, you may require a "model release" to publish them on your site.
- Smile and make eye contact with the camera
- Keep it recent – photos from a decade ago are not suitable, even if you did weigh 30 pounds less.
- Your face should be in focus.
- Pay attention to what's going on in the background. Watch for trees that seem to sprout from your head, ugly fences, and other unattractive distractions.

What's Better Than Pictures?

Pictures may tell your story at a glance, but video has the power to turn your visitor into a raving fan. Video...

- Creates an instant connection.
- Makes readers feel as if they've met you in person.
- Clearly conveys tone of voice and body language – something even the greatest writers can't do.
- Is interactive and engaging in a way text just isn't capable of.
- Solidifies your "brand."

With all the great points video has, you might wonder why more people don't make video the centerpiece of their About page. The reason is simple: it can be tricky to do really well.

Remember, your About page is often the first impression potential clients have of you, so you definitely want to take care with it. A good About page video is:

- Short. Two to three minutes is ideal. Any longer and you'll risk your listener clicking away.
- Relevant. Remember it's not about you, but about how you can help your listener.
- Entertaining. Take care to let your personality shine.

Perhaps most importantly, a good About page video is produced with the best quality you can afford.

Paul Evans (nicheology.com) absolutely nails quality, voice and story in his About page video. Once you start watching, you can't help but continue. It's so well done that you're compelled to learn more about Paul and what he does.



Now that doesn't mean you have to rent a recording studio or spend thousands on a professional lighting set up and a high-end camera, but it does mean you should take steps to ensure your lighting and sound is the best you can make it.

Natural lighting is best, but like photos, direct sunlight is not the best choice for video. If filming outside, do so on an overcast day or during that magical time photographers call "the golden hour."

If shadows are a problem, consider a "fill-in" lighting kit. You can pick them up on Amazon for less than \$100 and they can take a so-so video and turn it into a professional-quality shoot on a beginner's budget.

For top-quality audio, don't rely on your camera's built-in mic. Instead, opt for a lavalier or lapel mic. These tiny mics clip right to your clothing and help ensure a much higher quality sound for your video.

Go Beyond the Basics – Far Beyond

For most people, this is where their About page ends. Admittedly, it's a great start. You've got nice images, a compelling story, maybe a video or two. Your visitors are engaged and looking to learn more from you.

What if you could make your About page work harder for you?

Consider adding:

- Opt-in forms
- Contact info
- Testimonials
- Links to related content
- Things to buy
- Upcoming speaking engagements

All of these things and more can – and should – be on your About page.

Opt-In Forms

Of course you have opt-in forms in your sidebar; maybe in your header; perhaps in your footer and hopefully at the end of every blog post. That just makes good sense for your list building efforts.

Most people do not have one specifically on their About page. We've already established that the About page is one of the most visited on your site, so it only makes sense to include an opt-in form (or three or four) on that page as well.

Don't just drop in any old opt-in form though. Make it flow naturally from the page copy so it's a total no-brainer to sign up. Copyblogger pulls this off with spectacular results.

In the page copy, they talk about how the site publishes five or six content marketing [articles](#) each and every week and how those articles help readers "understand all the facets of content marketing." Then, they follow immediately with a relevant opt-in form:

Join the over 207,000 people who get free and fresh Copyblogger knowledge as soon as it's published:

Type your email address into the box below and click "Join!"

Enter your Email:

We will *never* share, rent, or sell your email address to anyone.

Not only have they intrigued readers with the promise of a steady flow of useful information, but the social proof of 185,000 subscribers makes this offer one that simply can't be passed up. It's a perfect fit for the About page.

Here's another great example from Marie Forleo. She also makes mention of what she offers her subscribers and follows it up with a big, bold opt-in form. It's right in the middle of the page, so it can't be missed and is a natural next step for readers to take. After all, if they've read that far, they're interested, so it's a great idea to give them a strong call to action.

Whenever I offer a new product or discover something awesome that I think you should know about, my newsletter subscribers get the inside scoop.

So make sure you're a subscriber – it's FREE

Sign up!

Contact Information

Yes, you have a contact page and it's prominently displayed in your navigation right along with your About page link. So why include more contact info here? Because you never want to make your potential clients work too hard to reach you.

Think about it – you've drawn them in with a killer headline, shared a compelling story, shared how you can help, and then...

Yeah. Nothing.

Don't do that to your readers. Give them all the information they need in one convenient place and they will thank you with their loyalty – and dollars.

Do you have to provide the whole gamut of options? No. But do include:

- Email
- Social media links
- A phone number
- A way to book an appointment with you

Also, a link back to your real contact page, where you have a convenient form for the reader to use. This is a good idea as well.

Link to Other Pages/Posts/Resources

Speaking of links, consider this: no page should be a “dead end” on your site. You never want people to finish reading a page (any page) and have nothing to do from there but click the “back” button. Always give them other options.

Drop relevant links throughout the text of the page (such as to your contact page, as mentioned above), but also, be sure to follow your About page content with a list of other things your visitor might enjoy.

- Most popular blog posts
- Your podcast
- Best selling products or coaching packages
- Your resources page

At the very least, provide a solid call to action. You can do it with personality and panache, as Carolin Soldo does here and enjoy the rewards:

Just take my hand and join me today.

Sign up for my exclusive Coaching Programs for health and life coaches if you want to learn how to become a confident coach, transform lives, make a difference, and claim your freedom lifestyle today!

♥ [Learn More About Coaching](#)

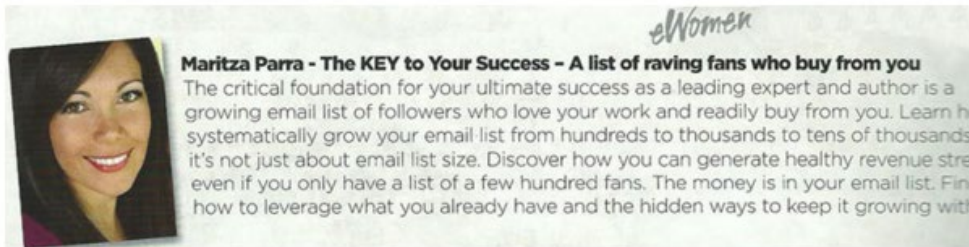
Never Miss an Opportunity to Promote Yourself

If you've been featured in a magazine, on television or written up in the news, tell the world!

Likewise, if speaking is a part of your brand, be sure to include upcoming engagements on your About page as well. You never know when representatives from the media will come across your page.

Again, don't make it difficult for visitors to find the information they need. By sprucing up your About page, you can help readers to learn exactly what they need to know quickly and easily, whether they are potential clients or members of the media.

Speaker Maritza Parra uses her About page to showcase her most recent speaking engagements with colorful graphics, to great effect.



You Really Don't Have to Go On and On (and On and On)

Having considered all of the pieces that make up a great About page. You might think it's going to end up being a 3,000-word novel that no one will read. With stories, video, contact information and links to other pages, your About page can quickly grow.

Instead of just adding everything in, as if working from a checklist, go back to your original plan for your About page.

- What does your ideal reader want from your About page?
- What do you want your ideal reader to know about you?

With those two things in mind, it should be easier to eliminate the fluff, showcase what's really relevant and create an About page that's perfect for you and your potential clients.

Is It Easy? No. Is It Worth It? YES!

Having thought out your personal and business About page can and will confirm, to your potential prospects, that you have done your homework. It will clearly convey that you know who you serve and you know the frustrations you alleviate for them.

NOTE: Your personal profile information and business profile information is the most important element for communicating who you are and what you do.

This is an iterative process. Once you have completed iteration one, go back through your About page and see if you can clearly and easily answer these 3 questions from your prospective clients' point of view.

There are only three important elements a potential client cares about

1. What exactly are you going to do for me?
2. Why should I believe you can/will actually do this for me?
3. Why is this so much better than my other options?

*If your target audience likes the answers you convey to them about those three questions, **they'll choose you/your company and give you their money!***

Assistance is Available

You are invited to schedule a call with me. We'll work through this together.

Scheduling Link: <https://bookme.name/wesleyharrison>

Contact info:

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MAKE YOUR BUSINESS
STAND OUT
(Don't get lost in all the advertising white noise)
Informational Video Marketing
Providing Valuable Information in Video Form Creates
Customer Engagement
The MOST POWERFUL Form of Business Marketing There Is!

What we do:

- ✓ Get You Customers
- ✓ Video Creation
- ✓ Whiteboard Animation
- ✓ Video Explanations
- ✓ Video Branding
- ✓ StorySelling NO SELLING INVOLVED!
- ✓ Help You Tell Your Story

When you describe a persons Fears, Frustrations, Wants & Desires to them better than they can describe it themselves
They instantly perceive you as the expert and automatically assume you have the solution they seek!

Using Video To Show Them You Understand = Instant Client

Let Your Cursor Kiss Me (Click Here)

Voted #1

AS SEEN ON



Your Blockbuster About Page Checklist

For best results, include a good mix of the following killer About page elements. Mix and match as you see fit, but aim to include at least 75% of this list.

- Personal story
- Good images
- Compelling headline
- Social proof (testimonials)
- Entertaining video
- Opt-In form(s)
- Call to action
- Professional credentials
- Links to other interesting information on your site
- Contact information
- Order links

Your Blockbuster About Page Killer Headline Brainstorm

Use this worksheet to brainstorm ideas for your About page's headline. Remember, make it compelling enough for readers to want to know more.

List at least three things you want your readers to know instantly when they land on your About page:

1.

2.

3.

Using the list above, create at least 10 headline versions. The formats below offer a great starting point.

Headline formats that work (with examples)

Information:

How [YOUR NAME] Landed the Job of Her Dreams

I Make [THING ONE, TWO, OR THREE ABOVE] Easier for You

Intrigue:

They Said it Couldn't Be Done, Until [YOUR NAME] Did It

[THING ONE], [THING TWO], [THING THREE] – My Story (and it can be yours, too)

Story:

How [YOUR NAME] Went From [PAST THING] to [GREAT NEW THING]

My About page headline brainstorm:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Your Blockbuster About Page Call to Action

Don't miss this critical opportunity to make a sale. Use the worksheet below to brainstorm and plan your About page's call to action.

My top selling products/services:

1.

2.

3.

Reading through your About page, identify three places where linking to your best selling products/services will be most helpful to your reader:

1.

2.

3.

Add a "mini sales page" at the end of your About page to showcase your top sellers. For each, be sure to include:

Links

1.

2.

3.

Images:

1.

2.

3.

Descriptive blurb:

1.

2.

3.

About Page Video Script

Your About page video (if you include one) should be no more than two to three minutes long. Use the following worksheet to outline your script.

Introduction (who you are):

Personal story (resonates with your viewer):

How can you help (what problem do you solve for your viewer):

What the viewer should do next (join the mailing list, download a free guide, etc.):

Your Blockbuster About Page Opt-In Offer

You could just put your regular old opt-in form on your About page. Doing so will put you ahead of 90% of the competition.

But if you take the time to make your offer unique to that page, you'll have better results.

Note: you do not have to create a new incentive (although you can), you just need to rework the opt-in form to match your About page. (Hint: you can use this same technique on all the pages on your site!)

Answer these questions:

What is the number one takeaway you want readers to get from your About page?

With that in mind, list three ways your current incentive solidifies/complements that message:

1.

2.

3.

Keeping the benefits of your incentive in mind, brainstorm headlines for your opt-in form that tie your About page message to your offer:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Your Blockbuster About Page Vision

Use this worksheet to brainstorm the information your readers need/expect to find on your About page.

The three most important things potential clients need to know about me:

1.

2.

3.

What personal story can you tell that will speak to your readers:

List 3 actions you want your reader to take once he/she is on your About page:

1.

2.

3.

What other pages/posts on your site do you want About page readers to see:

1.

2.

3.

Anatomy of an About Page Testimonial

Use the following checklist and email swipe to collect testimonials perfect for your About page.

A great testimonial contains the following elements:

- The specific program/product your client purchased
- The specific results he/she realized after working with you or your product
- Whether or not he/she would recommend your products/services to others
- Client name (first and last is best, first and last initial is acceptable)
- Client location or web address
- Client headshot

Email swipe:

Dear [CLIENT],

Thank you again for the opportunity to work with you on [PROJECT]. I love helping others [RESULT].

Now that you've had a chance to [STUDY THE PROGRAM/PUT THE TECHNIQUES IN PLACE] I'd appreciate the opportunity to post your results on my testimonials page. Would you be willing to write me a few lines telling my visitors how [THE PROGRAM/PRODUCT] helped you and in what way your [BUSINESS/LIFE/HOME] has improved?

Be sure to include your best headshot as well as the URL you'd like me to include on the page.

Thanks again, and I look forward to working with you again.

Warmly,
[YOUR NAME AND URL]

Your Blockbuster About Page Social Media List

You likely have a wide variety of social media accounts, various groups and pages you manage, and other off-site assets. List them here for easy reference when rebuilding your About page.

Again, you don't need to (and likely shouldn't) include links to them all, but do choose the ones that make the most sense given the overall tone and message of your About page.

Facebook

Main account:

Relevant page:

Relevant page:

Group:

Group:

Twitter

Main account:

LinkedIn

Main account:

Group:

Group:

Pinterest

Main account:

Relevant board:

Relevant board:

Relevant board:

YouTube

Main account:

Relevant channel:

Relevant channel:

Other forums and groups

Your Blockbuster About Page Links and Resources

Use this worksheet to track the other pages/posts you want readers of your About page to see. You don't need to have links to all of them on your About page, but do use this list to point readers to the best you have to offer.

Using your analytics software, list your 10 most popular blog posts:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Looking at your blog comments, list the 10 most active discussions:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Make a list of the sales pages for your products and services:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.
