



The About page is the soul of your site. The essence. The warm, welcoming hug that reels your reader in and connects them to your story; and by virtue, to you. It's where you can reveal your personality and the heart of why you do what you do.

Rachel MacDonald, In Spaces Between

Your about page shares your big-why.

Why you started your business.

Why you keep doing what you're doing on the days it's hard. And most importantly...

Why your dream clients should follow you!

As you dive into your about page you're going to be thinking about how you can authentically share your unique story with your tribe!

I believe there are three pieces of information that are really important in crafting your about page:

1// What you do

Start by knowing where you want to sit on the shelf. If you were a cereal box, you wouldn't introduce yourself as an 'oat and raspberry flavour infusion', you'd tell people you were a cereal so they could find you in the cereal aisle! I think that it's become somewhat of a competition as to who can come up with the most interesting title for what they do. So instead, try thinking of the most easy-to-understand title that will help someone grasp in a moment EXACTLY what it is that you do.

2// Who you help

This is all about getting super clear on the key elements of who your client is. These could include things such as budget, locale, gender, a burning desire to lose weight, a certain illness or skillset. The list goes on. The reason for getting clear on these elements is that when you do, you start to craft everything you do (including your about page) with them in mind.





3// What do you help them with

This part is all about focusing on the tangible outcomes of working with you.

What benefits do your clients start to see happen in their life?

I like to think of the benefits as the **IMPACT** that working with you has for your client.

Put this all together with your own unique story and voila, you have yourself one effective and powerful about page.

Now you can either choose to pull out your journal and tap into what your answer would be to the three questions above in there, or you use this worksheet to help you answer these questions and put together your positioning statement.

Your positioning statement should sit up the very top of your about page, as a declaration to your dream clients about your unique mission.



1. The way I want my future clients to feel when they read my about page is:

2. The reason I started my business is (tell us what you're on a mission to change in this world):

3. In a nutshell what I do is (pick just three words or short phrases).

a//

b//

c//



4. The people that light me up to work with are (describe them in as much detail as possible)

5. Although I do {insert your three words here}, what I really help my clients achieve is: (tell us the results and benefits someone has after working with you.)

6. Ten quick facts about me are:

- | | |
|----|-----|
| 1/ | 6/ |
| 2/ | 7/ |
| 3/ | 8/ |
| 4/ | 9/ |
| 5/ | 10/ |



Let's put it all together in one quick sharp intro line

Here's the format that I like to use:

**I'm [YOUR NAME] and I'm [YOUR EASY TO UNDERSTAND TITLE/WHAT YOU DO].
My business [THE NAME OF YOUR BUSINESS] helps [YOUR ANSWER FROM THE
'WHO YOU HELP' SECTION] to [SOME OF THE BENEFITS OF WORKING WITH
YOU] and as a result they [THE RESULTS OF WORKING WITH YOU].**

I'm _____ and I'm _____

My business _____ helps _____

to _____ and as a result they _____
