

Free
Guide

HOW TO WRITE AN "About Page" That Pops



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*As seen on NBC, ABC, CBS, HuffPo,
INC, AMEX Open and Forbes.*

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Statistically speaking:

When someone visits your website for the first time, they typically spend a few seconds checking out your homepage, and then the very next thing they click is...

Your ABOUT page.

That's the page that describes your story, your background, your credentials, what you love, and what you're all about.

The page that's all about YOU.

I've worked in business / branding industry for nearly 15 years, and I've noticed that:

- *Every business owner wants to have an amazing ABOUT page. (Obviously.)*
- *And, almost every business owner struggles TREMENDOUSLY to write his or her ABOUT page. (Like: cringing, weeping, nail-biting, miserable brain-twisting agony.)*

It's time to melt away the tension and create an ABOUT page that you really love, that you feel proud to share, and that your website visitors (aka: potential clients and customers) will love, too!

Inside this guidebook, we're going to cover:

- *The biggest mistakes people make on their ABOUT page.*
- *The key elements that your ABOUT page should include.*
- *A "fill in the blank" template to write your ABOUT page in 30 minutes or less. (Yesss! You really can do this, even if you insist you're "not a good writer.")*
- *An invitation to get my eyes on your ABOUT page, if you'd like to get direct feedback and recommendations from me! :)*

Charge up your computer, warm up your typing fingers, get yourself an extra-large latte, and let's do this!

THE 3 BIGGEST MISTAKES PEOPLE MAKE ON THEIR ABOUT PAGE

When clients ask me to review their ABOUT pages and give feedback, these are 3 of the most common issues that I see:

MISTAKE #1. CONFUSING INDUSTRY JARGON

There are certain words, phrases, and acronyms that make total sense to you—and to your industry peers—but that make absolutely NO SENSE to your website visitor.

Lots of people splatter industry jargon all over their ABOUT pages, which makes the language feel very confusing to the average reader.

EXAMPLE

You write: *“I’m an ICF accredited Co-Active coach.”*

Your reader goes: *“Huh? What’s that?”*

You write: *“I won an IEEE Service Award.”*

Your reader goes: *“Never heard of it.”*

Happily, this is a mistake that’s very easy to fix!

If you’re going to use industry jargon on your ABOUT page, or make references that your reader might not understand, just add a quick explanation to help your reader grasp what you’re talking about and why it’s so cool.

EXAMPLE

Don't say: *"In 2016, I was proud to win the MCA Award."*

Instead, say: *"In 2016, I won the MCA Award, which is basically the Academy Award for business consultants."*

Don't say: *"I'm a columnist for [TheMuse.com](#)."*

Instead, say: *"I'm a columnist for [TheMuse.com](#), one of the top career advice websites in the world, with more than 3 million readers per month."*

MISTAKE #2. ZERO PERSONALITY

Lots of business owners feel terrified of seeming "unprofessional" or "too casual." But then, in an effort to appear "professional," they bleach all of the personality out of their writing until it sounds like it was written by a corporate robot.

Stripping all the personality out of your ABOUT page tends to drive customers away. After all, nobody wants to hire a coach, consultant, or service provider who sounds completely inhuman, sterile, and boring!

Customers crave intimacy and personalization. They want to know about your impressive credentials, of course, but they also want to know YOU as a human being.

Don't be afraid to include a few personal details on your ABOUT page.

If you're a passionate karaoke singer, if you're obsessed with vegan baking, if you live in a 1890s farm house that you've lovingly restored by hand, or if you can recite every single Justin Bieber lyric by heart, then say so!

Weave those types of details into your ABOUT page, and your page will come to life.

EXAMPLE

Don't say: *"In my spare time, I enjoy further developing my professional skills to better serve my clients."* [creepy robot]

Instead, say: *"In my spare time, you can find me curled up with a good book—and I especially love nail-biting thrillers, steamy romance novels, or anything with a strong, fierce female lead character."* [lots of personality!]

MISTAKE #3. TRYING TO PLEASE EVERYONE

Lots of business owners feel terrified of "driving potential customers away."

"If I say THAT," a client might tell me, "Then certain people might feel offended, disinterested, or turned off."

Yes. Exactly. That's the point! You want your ABOUT page to be honest and specific, because you WANT to attract certain types of clients while driving others away.

Your products and services are not a "perfect fit" for every single person on the planet, so your website needs to reflect that. The more specific your writing is, the better.

EXAMPLE

Don't say: *"I specialize in working with clients who want to lose weight."*
[not specific, trying to appeal to everyone]

Instead, say: *"If you want to lose weight safely, and keep it off permanently, email me to set up a consultation. However, if you're looking for a "7-day fat-blasting miracle diet," don't call me. That's not what I offer, because those types of programs harm your body, make you feel sad, and never work."* [very specific stance! some people will love it, others won't, and that's a GOOD thing!]

THE 5 ELEMENTS THAT YOUR ABOUT PAGE SHOULD INCLUDE

We've just discussed a few things that your ABOUT page should NOT include—like confusing industry jargon, sterile corporate language with no personality, and vague “trying to please everybody” language.

Now let's switch gears and discuss a few things that your ABOUT page SHOULD definitely include:

#1. A “THIS IS WHAT I DO” STATEMENT.

Right at the top of your ABOUT page, state exactly what you do.

Are you a professional organizer? A copywriter? A podcast host? A business coach? A baker? A candlestick maker? Whatever you are, whatever you do: SAY IT.

Don't make your website visitor “guess” what your job title / profession / business is—and don't assume they already know! They might not. Spell it out.

EXAMPLES

Angela Liddon, OhSheGlows.com, Cookbook author, foodie blogger, and health expert

Hi, I'm Angela. Welcome to Oh She Glows—an award-winning recipe blog featuring over 500 healthy recipes (and growing)! For the past 6 years, I've shared energizing, plant-based recipes that my family and I enjoy on a daily basis. My goal is to inspire you to embrace more plant-based foods in your diet without feeling the least bit deprived.

Theresa Reed, TheTarotLady.com, World-renowned Tarot card reader

As a Catholic schoolgirl with a superstitious mother and a grandma who felt omens like other folks feel arthritis, it's not too surprising that Tarot, astrology and other intuitive arts would become my driving fascination—and my life's work.

I picked up my first Tarot deck at age 15, and kick-started my career by performing readings on my little sister. Most of her questions were about the cute boys in class. Some things never change! Thirty years later, I've done readings on thousands of clients—from police officers to recovering addicts to new mothers to angst-ridden teens.

Nicole Antoinette, NicoleAntoinette.com, Writer and podcast host

Hi! I'm Nicole Antoinette—writer of personal stories and host of the [Real Talk Radio](http://RealTalkRadio.com) podcast.

Each season, I sit down with eight interesting, inspirational, and refreshingly imperfect people to have unfiltered conversations about what's really going on in our lives. You know, all that juicy behind-the-scenes stuff, like fears, secret dreams, guilty pleasures, and more.

#2. YOUR IMPRESSIVE CREDENTIALS.

Your ABOUT page is the perfect place to stack all of your impressive credentials.

Don't think of this as “bragging,” if that word has negative connotations for you. You're not bragging. You're simply stating the facts about your life!

I recommend putting your fancy credentials into a simple list, so that it's easy for your website visitor to skim.

CONSIDER INCLUDING:

- The number of years you've been in business to demonstrate your experience, commitment, and longevity.

- Academic degrees and certifications AND non-traditional educational experiences (like... traveling to Tibet to study meditation with monks.)
- Notable press mentions: magazines, TV, radio, top blogs and online portals, any places you've been quoted, interviewed, or published.
- Impressive clients and companies you've worked with in the past, or the total number of customers you've served over the years.
- Client success stories: the more specific, the better! If your clients typically save an average of \$323 a month because of your brilliant budgeting tips, or if your clients have gotten publishing deals with over 14 major publishers, etc., then say that!

#3. DETAILS TO PROVE THAT YOU “WALK YOUR TALK.”

On my ABOUT page, I mention that I once lived in a 27-foot Airstream trailer with my husband and 4 dogs, that I didn't learn how to ride a bike until I was 30, and that I didn't start writing TV screenplays until I was in my mid-30s.

I'm sharing these “fun facts” because they're interesting, but ALSO because they prove that I'm adventurous, willing to try new things and embrace new challenges.

By sharing those types of details, I'm showing my clients, “Look! I walk my talk. When I urge you to ‘try new things’ and ‘be willing to put yourself out there and potentially fail’, I really mean it. I'm doing all of those things, too.”

If you're a trainer, share details about your personal fitness victories.

If you're a creative writing teacher, share details about your current writing projects.

If you're a professional organizer, share details about how you keep your home in order. (Or better yet: include photos!)

Find some way to show your reader: “I'm not just ‘all talk’. I practice what I preach, and I'm living my message.”

#4. DETAILS ON WHAT YOU DO WHEN YOU'RE "NOT WORKING."

When you're not running your business empire, what are you up to?

Write a short paragraph or make a list of your favorite off-duty activities: yoga, hiking, snuggling with your kitties, attempting to recreate the masterpieces you've seen on *The Great British Bake Off*, or whatever you love to do.

Sharing this kind of information is not "silly" or "frivolous." It's actually very smart, because it sets you apart from your competition (nobody else will have the exact same personality and passions as you!) and because it helps your reader to bond with you on a personal, human-to-human level.

I can't tell you how many people have hired me, over the years, specifically because they read that I'm obsessed with TV shows like *True Blood*, *Gossip Girl*, and *Game of Thrones* and they thought to themselves, "Me toooooo! I want to talk to Melissa! She's obviously going to be the funnest consultant."

Personal details = warm fuzzy feelings and excitement = client booking and sales!

#5. A CLEAR ACTION STEP.

Always wrap up your ABOUT page with a clear "Here's what you can do next..." action step for your reader to follow.

You can encourage your reader to:

- Contact you to set up a consulting session.
- Check out your signature program and enroll now.
- Dive into your blog archives and soak up your advice.

- Hop onto your newsletter to receive a delightful “welcome” gift.
- Complete a survey to identify which of your products / services would be the most helpful right now.
- Or whatever you want your reader to do ASAP.

Don't assume your reader will just intuitively “know” what they ought to click or do next. Spell out the action step clearly! (Please do not forget this. #SoImportant.)

A “FILL IN THE BLANK” TEMPLATE TO WRITE YOUR ABOUT PAGE IN 30 MINUTES OR LESS

Here we go!

Fill out this template as quickly as you can. Try not to “over-think” what you’re writing. Just write from your gut.

And please remember: this template is just a jumping-off point. Feel free to modify it by removing certain sections, re-arranging the ordering of the sections, changing the tone, adding space for photos or videos, or anything else you want to do.

Think of this template like a batch of plain cookie dough—you get to stir in chocolate chips, nuts, cranberries, chopped up Snickers bars, or whatever you want. Have fun!

Hey there! I’m [name].

I [work with / create products for] people who [describe what your clients or customers typically want, need, crave, or struggle with].

I’ve been running my business for [number] years and I’ve served over [number] people to date.

The best piece of praise I ever got from a [client / customer] was: [“insert awesome testimonial here”]. Helping people to [describe the result that your client got], like that, makes me so proud and drives everything I do.

If you're looking for [whatever your clients typically seek], I'd love to work with you, too!

I've got...

- [impressive credential #1]
- [impressive credential #2]
- [impressive credential #3]
- [add more if you want!]

When I'm not [describe business activity that you typically do, like writing, teaching, coaching, creating beautiful websites, etc.] I can be found...

- [interesting hobby or side-passion #1]
- [interesting hobby or side-passion #2]
- [interesting hobby or side-passion #3]

If you're dying to know more, here are 3 things most people don't know about me...

- [fascinating fact #1]
- [fascinating fact #2]
- [fascinating fact #3]

Want to learn more about how we can [work / play / collaborate / etc.] together?

Here's your next move:

[Explain the action step, like: Email me for a free consultation / Download this worksheet / Read my top 5 blog posts of all time / Call me today / Get on my mailing list / Or whatever you want your reader to do first]

Thanks for reading my story!

[Finish up with a friendly closing line, like: "Enjoy prowling around my website and have an awesome day!"]

Your About Page: