The Ultimate Branding Blueprint

Get Noticed . Crush the Competition . Attract Profits

How to Write a Compelling About Me Page for Your Blog

Did you know that of all the pages on your website, you're About Me page is likely to be the most frequently visited page?

It's where new readers visit to learn more about who YOU are and why they should stick around.

Your about page will either help you turn visitors into new leads and potential customers or it will drive them away.

For this reason, it's crucial to your business that you learn how to craft a killer about me page.

There are several elements you need to have in place when creating an about page, and today, I'm going to walk you through each of them, step-by-step, so that you can get the most results from this page.

TIP #1 Create A Compelling Headline

Starting from the very top of your page, you want to open up with a really good benefit driven headline.

This is a headline that clearly states what people get from visiting your website and staying connected to you.

The headline is not about you – it's about how they're going to benefit by being a part of your world.

Tip #2 Your Story is Their Story

This is the moment to dive into your story and give them a clear picture of how you ended up where you are right now.

What's crucial here is crafting your story in a way that weaves right into how you can help solve their problems as well.

If you understand WHO you're speaking to and do a great job at it, then your reader will resonate with you and what your about. As you get better and better at speaking to your avatar you'll find people telling you how similar your story is to theirs.

Here are some key things to share and not to share in your story:

- Share your vision, everyone loves to follow someone with big dreams and goals, someone who's going somewhere.
- Share your values and what you stand for.
- Share your mission.
- Share how your product or opportunity helped you solve your own problems.
- Share your ups and downs, don't be afraid to write about your pitfalls, truth is, we all experience lows in life, Sharing this can be the very thing that inspires them to take action.
- Don't try to sound professional, don't try to sound like someone else, be authentic and real, let your personality shine through.

TIP #3 A Picture Is Worth A Thousand Words

We all love pictures. Share pictures of yourself, your family, and heck, even your dog!

Whatever you do, do not publish your page without a photo or photos of yourself.

The best pictures are the ones that represent your personality the best. If you love to travel, share pictures of you traveling. Do you love to ski? Share picture of yourself when you're out skiing.

TIP #4 Turn scanners into readers

You've heard it said many times that "content is king," and it's true. Words are important and that's why you want to make sure that your reader can easily read what you've worked so hard to create.

Styling your text so it's easy to read will help keep your readers engaged. Use the following easy styling techniques to make your content much more readerfriendly.

1. Break up your content with headlines. Headlines help keep readers engaged and moving through the rest of your content.
2. Use bulleted lists. They're an easily scannable way to present multiple points.
3. Keep your paragraphs short, avoid essay style paragraphs, keep them at three to five sentences the most.
4. Use numbered lists just like this one. Numbers are an effective way to keep your readers oriented.
5. Bold important concepts. Add emphasis to your content by bolding important concepts. You reader will be able to scan through and pick out the most important information at a glance.

TIP #5 Have a Call To Action

So now that your all done you need to add a call to action. A call to action encourages your readers to…you guessed it, take action! This could be something like asking them to subscribe to your newsletter or click on a link to your work with me page.

You want to make sure that the person who just read you're about page will stick around for the long haul. What you don't want is for someone to read your page, love it, and then totally forget your site exists.

Don't worry about getting this perfect right now. Just take action and start writing. Use these tips to help guide you. Your story will naturally change and evolve as your business starts to grow and you can always come back and update it.