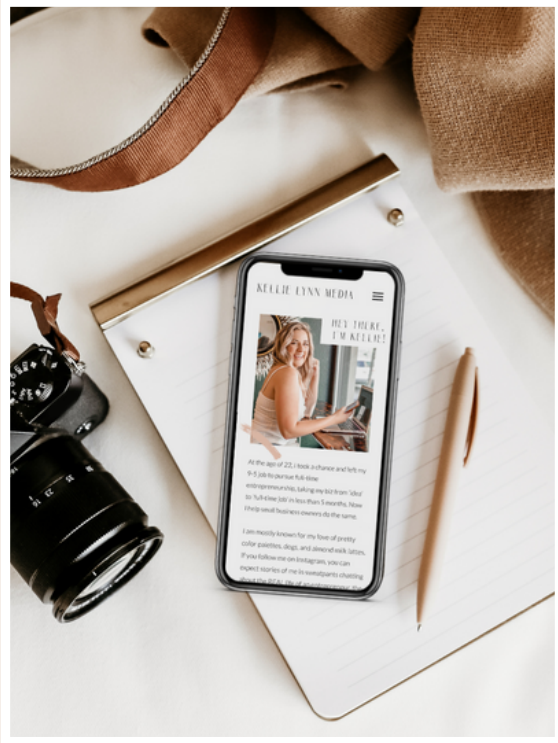


how to write a
HIGH – CONVERTING
ABOUT PAGE

WEBSITE FREEBIE



for your online business

kellielynnmedia.com

first, let's talk about

WHY YOUR ABOUT PAGE IS SO IMPORTANT

did you know...

The About page is often one of the most visited pages on your website!

People do business with, and buy from, other people. Your audience wants to connect with you and your brand!



Think about it, the last time you purchased from a small business, did you purchase SOLELY because of the product/service they offered? OR did you make the decision to buy because of the person/people/story behind the brand? 8x out of 10, it's probably the latter.

things to include...

1. YOUR MISSION STATEMENT

Your mission statement is who you serve, what their problem is, and how you solve it.

"I create websites and brands for passionate female entrepreneurs who are ready to find their authentic voice and up-level their online business."

THEN LEAVE IT AT THAT!

Your About page is not the place to explain WHAT exactly you do any further than that, it's time to explain WHY you do what you do (aka) the heart behind the brand. Leave the in-depth "what" explanation for your services page!

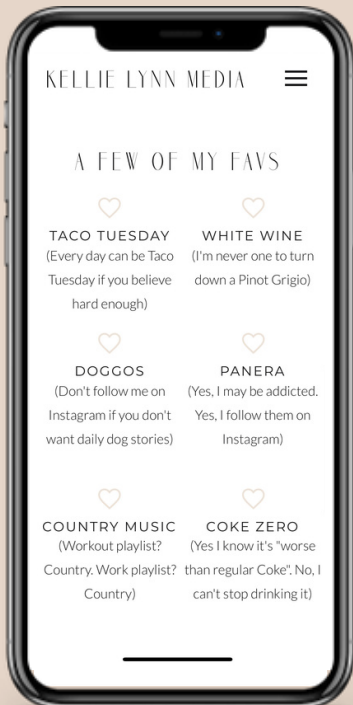
MISSION STATEMENT TEMPLATE

(Your business name) creates/coaches/builds (offering)
for (ideal client) who are struggling with/want/need
(pain point/ what result will achieve) .

2. SOMETHING MEMORABLE

Here is where you are going to help your audience connect with you and relate to you in a way that sticks in their mind!

Tell a story, share a personal anecdote, talk about what makes you unique. The goal here is to help your audience feel more connected to you.



My FAVORITE way to do this is a "fun facts" or a "things I love" section of the site.

if you are a solopreneur business...

3, PAINT A PICTURE

Give your audience more insight into YOU! What makes you, you?

This goes hand in hand with number 2! Give your audience a look into YOUR world.

PROMPTS TO TRY OUT

- Most days you can find me...
- I am most known for...
- My friends/family would describe me as...
- My ideal day would be...



4. SHARE YOUR "WHY"

Your audience already knows WHAT you do, now tell them WHY you do it!

This is the heart behind your brand! Why did you start your business? This is the heart behind your brand, let your audience in! If you have a story, tell it!

If you are a momma who started her business to spend more time with her kids, tell us. If you went from living in your car to paying off all your debts thanks to your business, share that! You get the idea! It's good to get a little personal if your "why" was a big reason why your business is what it is today!

WHY THIS IS IMPORTANT

More than three quarters of consumers (76%) say they would buy from a brand they feel connected to over a competitor, and 57% say they are more likely to increase how much they spend with a brand when they feel connected.

- Sprout Social

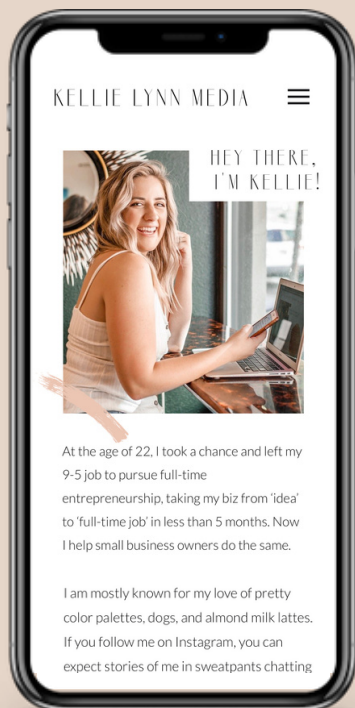
5. INCLUDE A GOOD PICTURE

Put an up – to – date image of yourself (or your team) front and center.

If you are the face behind your brand, you better have an image of yourself on your About page! I want to challenge you to have a proper non-selfie image of you making eye contact with the camera (smiling, preferably)!

PRO TIPS:

- No selfies!
- No grainy images!
- Use a picture of JUST YOU (if it's not a "team" picture).
- Take a pic in natural light.
- Keep it updated (if you change your hair drastically, lose/gain a significant amount of weight, etc. – update your pics!)



at the end of the day...

JUST BE YOURSELF!

There's a common misconception that you need to be overly professional on your website to get clients.

WRONG!

Be yourself. Treat your About page as a conversation between you and a friend, not a monotone script of your credentials.

HOW TO DO THIS:

- 1. Use first-person (me/I), not 3rd person (she/he).*
- 2. Pretend you are talking to a friend, not a client.*
- 3. Run it by a friend/family member; ask them if it sounds like you.*
- 4. Take deep breath! Yes, your About page is important, but don't let it stress you out! Take the pressure off.*

lastly, let's talk about

THE TOP MISTAKES YOU MIGHT BE MAKING

1. Not using your name on your site/about page.
2. Using boring/stale language.
3. Writing TOO much. Keep it short, sweet, and to the point!
4. Writing your About page for YOU instead of your ideal client.
5. You're not using a call to action directing them anywhere else on the site (like your "work with me" page).
6. You're trying to sell. Your About page is NOT the place to sell.
7. Not having an About page at all!



ABOUT THE DESIGNER



HELLO@KELLIELYNMEDIA.COM

HI, I'M KELLIE!

I help business owners, just like you, realign with their voice and establish an online presence that works for them, so they can get back to doing what they do best.

@kellielynnmedia

Working on your About page using this guide? Tag me on your Instagram stories so I can see and cheer you on!

Thank you!

www.kellielynnmedia.com