

## ABOUT PAGE TEMPLATE

Your about page, although it's about you, is only about you as it relates to your client!

This means there's a lot about you that you won't put on this page simply because it has nothing to do with your business. You may find that your about page copy is redundant with other verbiage on your site, and that's totally fine. Visitors are unlikely to read every word on every page, so duplication of your strongest copy is actually helpful.

Use the template as a guideline below to write your about page. Remember to stay away from jargon and use words that connect with your target audience. Be sure to use subheadings where appropriate throughout your copy. These are a powerful tool for keeping your reader's attention and guiding them through your story.

And finally, your page should be way longer than you're inclined to write — by 3-5x! So after your first draft, if you think it's long enough, go back and make it at least 3x longer (because I can almost guarantee that's the feedback we'll be giving you!).

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**FIRST SECTION:** Start out by summarizing the people you like working with. Use “you” statements, speaking to the reader before you talk about yourself. It should be 2-3 sentences long.

*You're...*

*You feel...*

*You think...*

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**SECOND SECTION:** Now you talk about yourself. Provide a quick summary of who you are and what you do. This can also be a great place to use your “what I do” summary.

*I'm a...*

*I love...*

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**YOUR STORY:** Next, explain how you got here.

What's the story that brought you to this point? Really paint the picture of your journey from wherever you began (that's relevant to what you do now) to where you are now.

Make sure your story flows in chronological order and has a beginning, a middle, and an end.

Be sure to show the struggles and challenges. Tell us how you overcame those challenges and are now equipped to help people like your target client. Remember to explain how and why you

became a coach (or current profession). What made you take the plunge into your current business?

If your work is more “practical” and less “emotional” (e.g., you’re an accountant and not a life coach), your story won’t be quite as emotional, and that’s fine! Still tell the reader how you got into this work and why you love it.

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**TODAY:** Make sure you talk about what things are like for you, and your business, now that you’ve come through to the other side of your story. These are the things your clients are longing for, so paint that picture for them.

*Today, I...*

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**CALL TO ACTION:** Finally, end with a call to action.

*To learn more about how I can help you....* [Direct them to your services page or encourage them to opt-in to your newsletter.]