TOP TIPS

MADE SIMPLE BY SAM

for writing an About page that doesn't make you cringe

Your About page is one of the most visited on your site and it's where people have a chance to get a real sense of who they'll be working with. It's also one of the hardest to write.

Here's some suggestions to make things easier...

Start with them, not you.
Your reader wants to know what's in it for them. Yes the page is about you but it still needs to be customer focused. Open with their key problem to show you understand them and bring yourself in when talking about the change you deliver. And talk to them, not about them!

Tell your story with a purpose.
Why did you start your business? What were you fed up with, or what gap did you spot? Every detail needs to earn its place by building trust and connection.

Show your personality, not just your credentials.
This is where people will decide if they like you! It should feel like having a conversation with you. Reading it out loud will help catch any moments where it doesn't sound natural.

Be specific about who you help.
'I work with business owners' is forgettable. 'I work with women running their own business who are ready to sound like the expert they already are' gives people something to recognise themselves in.

Weave in trust, don't just list it.
Your credentials, experience and results matter, but they'll have more impact within your story than as a list below it.

Don't forget the call to action.
Your About page isn't the end of the journey. Tell people what to do next, whether that's booking a call or checking out your offering.

Keep it current.
Your business evolves and your About page should keep up. Revisit it every time your offer, audience or story shifts.

Questions to get you started

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Still stuck? Here are some questions to get you going...

✎ What made you start your business? And what were you moving away from?

✎ What's the main problem you're solving for people?

✎ How do you want the person reading your About page to feel by the time they finish it?

✎ What impact will you have on people?

✎ If someone remembers just one sentence about you, what do you want it to be?

✎ What's the biggest thing that makes you different from anyone else offering your service?

✎ What do your favourite clients have in common?

✎ What would your best friend say is the best thing about what you do?

Hopefully once you've worked through these questions you'll be able to use the tips on the first page to get something down.

Remember, it's much easier to edit a bad first draft than a blank page!

Want to find out more about me?

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Creating connection through content

I'm Sam – a copywriter with more than 15 years of experience taking tangled thoughts and turning them into sharp, consistent messaging that sounds exactly like you, at your absolute best.

I work with people like me. Women running their own businesses and offering brilliant services that support and empower others.

Whether it's your website, newsletter, blogs or pitch decks, let's get your words making meaningful connections with your ideal clients and boosting your bottom line.

If you want my eyes on your website, why not start with an audit?

Webpage audit, £99 per page or £375 for 4 pages.

- Mini discovery deep dive to make sure I understand your business and what you're trying to achieve.
- Report containing easy-to-implement suggestions for how to improve the style, readability and impact of your copy.
- Guaranteed turnaround of one week.
- Get in touch within two weeks for a final proofread on your website.

Want to know more?

Book in a call