

# WRITE THE PERFECT "ABOUT ME" PAGE IN 1-HOUR

## *Made-for-you template!*

Writing about yourself and your own story is sometimes the most challenging task of all. It's hard to decide what is relevant - or even what you want to tell the whole world about yourself. I know that: I've written about other people and their stories for nearly two decades. However, I still struggle every single time I have to put something more personal on the paper.

Fortunately, those nearly two decades have taught me a thing or two about how to make it happen. And today, I'll reveal that secret formula so that writing your story could be a bit easier - or at least a little less stressful for you. I've broken down the About Me page into pieces so that you can tackle them one by one.



# Who am I to tell you this?



I'm Pauliina, with 2 "I"s, as my blog name emphasizes. My background is in journalism - and during those journalist years I did share a story or two and learned a few tricks on how to make them interesting. Since then, I've worked as a copywriter and typed probably millions of characters of blog posts, social media copy and articles.

Nowadays I work more and more with small business owners and new entrepreneurs and my mission is to stand by their side while they conquer the world - and help them make a greater impact as they show up for their audience with confidence and without stress and strain.

## Why is the "About me" page so important?

Statistically speaking, more than half of your website visitors check out your "About Me" section. So it's a huge traffic generator and a major opportunity to make them pick you among others in your industry.

Psychologically speaking, this is your chance to

connect with your existing customers on a deeper level and capture some new ones. This is your chance to show why you are special and why they should either keep or start working with you or buying from you. It's an opportunity to connect with them on a human level, person to person, not business to business or business to customer. And that kind of bond is deeper and lasts longer. *Read more from this blogpost.*

HOW TO WRITE



### THE PERFECT "ABOUT ME" PAGE

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# So, how to do it then?

## Title



Title is the most important element of your “About Me” page. You should captivate your reader’s - your potential client’s, that is - attention in the first few seconds. How to make a title captivating? Try out these different options:

### 1. From A to Z

A to Z title summarises your journey. Where did you start from to end to where you are now?

### 2. Passion or mission

What is your passion or mission? What do you want to achieve with your business (and life)?

### 3. Quote

What is your motto? Is there a phrase you repeat so often your family and friends instantly think of you when they hear it?

**Pro tip!** Complete a punchy title with an explicative subtitle. If your funky and cool title is not clear enough on its own, explain it with a clear subtitle.

## Opening paragraph: Background and funny details



Start your About Me page with an anecdote, a detailed description of an event or a catchy and unpredicted statement. Try out some of these:

- Share a childhood dream (which has nothing to do with your current field of work, at least on the surface)
- Funny detail that no one knows about you
- What was “supposed to happen” or what you were “supposed to become” - but obviously didn’t

**Pro tip!** If you don’t find a good way to start in 5 to 10 minutes, don’t gallop over to Facebook for comfort procrastination. Move over to the next paragraph and come back to the beginning once you’re done with the rest of your text.

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## Second paragraph: Problem emerges



This is where you bring in the antagonist, the villain, the problem. What made you change the path you were on? Did something happen to you personally or did you think about your industry differently? How did you encounter the problem that your business now resolves?

**Pro tip!** This is where you should bring in a clear reference to your business. What got you interested in a field you're working in?

## Third paragraph: Plot thickens...



Develop the theme further. What happened next? The previous paragraph was about the light bulb blinking above your head, but this one tells what you made after the initial idea. How did your idea grow into a company?

**Pro tip!** If you want, you can write 1 or 2 more paragraphs like this. Make sure to introduce a new twist or turn to each one to keep your story moving forward. But only one - to keep it clear!

## Ending paragraph



Here we take our readers back to the present moment and where you and your business are now. Circle back to the beginning. If you shared in the first paragraph your childhood dream, tell how your current job actually resembles that dream. Or give an example how you can actually benefit from that funny quirk or challenge you mentioned in the beginning.

**Pro tip!** Link the ending of your story to your services by asking and answering this question: What have you learned and how can this insight serve others as well?

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# Call to Action



End your story with a clear call to action. Simply put: tell people what you want them to do. This is the place to link them to your portfolio, to your services, contact page or newsletter sign-up form.

**Pro tip!** Choose only one. If you make people choose between several options, they might flee from your site altogether.

## Remember!



- Give yourself permission to write a really, really bad first draft. Then you can have a look at it and start improving it.
- Write at least 25 versions of the title before making your choice. I know it sounds crazy but you'll see - the magic will start to happen around the 17th version.
- Ask for feedback. Your business partner, best friend or spouse can really help you here.
- Write as you speak. It's important to sound like yourself. Reading your text out loud helps you find an authentic tone.

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