



Writing Your About Page by Cathy Goodwin, Ph.D.

SPECIAL NOTE: This teleseminar starts on time according to www.Time.gov so please dial-in five minutes early so you don't miss any content.

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3 Tips To Get The Most Out Of The Calls

1. Print each module out so you can write and take notes during the call.
2. Think of how to quickly implement the assignments recommended.
3. Make a deadline to complete the assignments and post them the Forum.

Write Your About Page

Congratulations! You've made a great choice by becoming a part of the **Write Your About Page Workshop**.

With the information you will learn in this course, and a commitment to action on your part, you are building a great foundation to achieve the results you want.

I am not promising you a get rich quick scheme. You will get a systems approach to making over your website so you increase credibility, attract traffic, convert browsers to buyers and ultimately attract all the clients you need to achieve the lifestyle you desire.

View your Internet presence as a long-term business opportunity. Over time you accumulate "marketing capital" and everything gets

easier.

I can't guarantee your specific results or promise you will attract a certain number of clients. But I assure you that your results will be determined by how much effort you put into your success.

As with anything, the more you put a **sincere effort** into the learning, development and implementation of the information, the more you will get out of it. Over the next 2 sessions you will learn many techniques to attract more clients and sell more products with less effort.

So...let's get started.

Introduction

... Your connect-the-dots template to writing your "About" Page

For your convenience, your template is attached at the end of this Learning Guide.

Let's first review some About Pages I've written for others. For these 4, we had to integrate an unusual background into their present fields:

<http://www.facesandfortunes.com/bio.html>

<http://www.strategicliving.org/about.htm>

<http://www.cjrylantwealthmanagement.com/about-chuck-rylant/>

<http://www.ellis-designs.com/about.html>

An example of showcasing 2 business owners:

<http://www.millermosaicllc.com/about-phyllis-zimble-miller-yael-k-miller/>

How To **Avoid 7 Mistakes Most People Make When They Write About Themselves**

Mistake #1: Baring Your Soul.

It's easy to find yourself writing about your own struggles and your own story. Share only what will contribute directly to helping your clients make a good decision.

Mistake #2: The Resume



One life coach wrote that her competencies included “excellent sales and negotiation skills, ability to interact with clients who are culturally diverse, good leadership skills, advanced computer skills...” and more.

Another professional wrote, “My background includes social work, corporate management and sales.” That’s fine. But he needs to explain how this diverse background will help him serve his clients more effectively.

Mistake #3: Describing yourself in glowing terms.

You’re probably amazing at what you do, but this isn’t the place to describe yourself. Get a client to brag about you.

Mistake #4: Referring to services you offer on your “About” page.

That’s a separate page.

Mistake #5: Writing Too Much Or Too Little.

Some experts recommend just a paragraph or two.

Mistake #6: Writing About Your Services – Not Who Delivers The Services.

This page should clarify exactly who *you* are. I don’t recommend that you combine your “About” and “Services” pages; you might consider adding a “My Approach” section to your “Services” page.

Mistake #7: (Biggest) Leaving a HUGE gap between your previous life and what you offer now

If you’ve spent the last 2, 5, 10 or 20 years in a totally different field, you need to incorporate some elements from your background into your About page. After all, your visitors know you didn’t just emerge full-blown into the world. If you’re over 22 years old they want to know what you did and (more important) why your past experience qualifies you for your present offering.

Some questions to get started:

- (1) Describe your past career field.
- (2) What is the stereotype of that field? How do you defy that stereotype?

For example, many people think police work is all about guns and danger on the street. The truth is, it’s very psychological. I’ve heard a former police officer say,

“In some ways we are more like social workers.”

Many people think accountants walk around with green eyeshades, hiding in corners. The truth is that accountants have to relate to clients, often in sensitive situations. Accountants who are employed by big firms have to be active in “rainmaking,” i.e., recruiting clients.

My own former field, academia, gets a lot of negative stereotypes as well. I try to defuse them with, “I’m not the stereotype – I was the professor who was the stand-up comic. I even won a humor speaking contest later.” I also emphasize that I gained exposure to a wide range of fields and developed analytical skills to identify the selling points for almost every organization.

(3) How can you build a bridge from your former field to the current one?



For instance, let’s say you are a litigation lawyer. You were good. You argued. You were “out there.” You used every trick in the book and you won most of your cases.

You can show that you modify these skills for what you do now.

OR

You can show how you made a complete break from your past. Maybe you went on a retreat and realized that you want to work with people in a non-confrontational way.

You may have had a last-straw moment when you decided to undergo a healing process. You take lessons from your healing process, emphasizing the contrast with before and after.

Regardless of what you did before, emphasize success. If you’ve been successful in almost anything you command respect.

The more improbable your success, the more effective you will be. One business coach emphasizes that she earned a healthy income as a musician – something that most people realize is very hard to do.

(4) What are the skills from your previous field?

You may need an outsider to help because most of us get so close to our work we don’t realize what we are doing. For instance:

A mom with 3 kids will learn skills like

- negotiation
- time management
- saying “no” and meaning it

A corporate executive who lasts more than 3 years with a company has learned valuable skills about fitting into an organization, communicating effectively and reading signals in the environment. I find that corporate executives typically underestimate what they’ve learned more than almost any other occupational group.

Actors have learned to put themselves “out there” and take big risks. Auditions are scary; if you’ve gone on many, you’ve shown courage and persistence. You’ve also probably learned how to read your environment and look at the world differently from others.



(5) Can you use a metaphor or symbol from your previous field?

For instance, if you were a pilot, you could talk about getting clients to their success destination faster. (That one’s a little corny; we might tweak it or who knows? Corny material often works.)

If you were an interior designer, you can talk about designing lives, financial plans or marketing programs. A ballet dancer can use the “choreographing” metaphor.

How To Use Your About Page To Create Speaker Intros, Elevator Speeches and Social Marketing Bios

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Your About page can become the foundation for your other self-promotion components.

Your Speaker Bio

A speaker bio doesn’t have to be a boring, tombstone classified ad. Refer to your about page and share a story. Keep your speaker bio short. When you are introduced your bio will be read, verbatim, with no changes.

When you’ve got a strong About page, you may be able to cut and paste.

Your Elevator Speech

You’ll hear it called an audio logo, verbal commercial...you name it. Bottom line: it’s what you say when you meet someone.

One formula is:

(1) What do you do? Well, some people say you shouldn't announce your title. I think you need to get it in somewhere. If you say, "I relieve stress" you could be anything from a massage therapist to a professional therapist. You could be a fitness pro ... anything! I think you need to establish the framework.

(2) What problems do you solve? If you've written your About page you've already targeted specific challenges. You have identified problems and you know why you are unique.

(3) How do clients benefit from your service?

Some variations:

"You know how people always are afraid of ... Well, what I do is..."

"I work with clients who are struggling to x. What I do is ..."

The key is to direct the talk toward your audience, as with your About page. If you have a short and snappy description – and it's accurate – you are half way there.

Example:

"I am a financial planner. I work with professionals and executives who have saved a substantial sum and now want to maximize their wealth as quickly as possible."

"I am an attorney who specializes in trusts and estate planning. I work with clients who want to make sure their assets are preserved for their families –even their dogs and cats."

Your social marketing bio should show what you actually do. On LinkedIn and Facebook, add a component of salesmanship.

(1) Avoid clever titles – like "Fun Generator." Use terms that will be recognized by people searching for your services.

(2) Spice up your bio with descriptions like, "Award winning author" or "Results-Oriented Coach." But I don't recommend going over the top. Give visitors a sense of what you offer and why you're different. Often you can take sentences from your "about" page and use them here.

Additional resources:

From me:

<http://www.CopywritingWithCathy.com/showcase.html>

<http://www.CopywritingWithCathy.com/copy300.html>

From others:

<http://www.ReachDesperateBuyers.com>



TEMPLATE FOR YOUR ABOUT PAGE

By Cathy Goodwin, PhD

Samples:

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<http://www.cjrylantwealthmanagement.com/about-chuck-rylant/>

<http://www.ellis-designs.com/about.html>

<http://www.millermosaicllc.com/about-phyllis-zimble-miller-yael-k-miller/>

Name and Photo on Top

Overview Statement that Summarizes Something About You

- How You Chose This Business
- How Your Past Life Supports You
- How Clients Describe You In A Sentence Or Two
- Facts that demonstrate your success

Your Most Relevant Qualifications and Credentials

- Degrees and Special Training
- Demonstrate how these credentials help you.

Your Background and History

- What you did before you started this business
- Early education (back as far as college –skip high school unless it's especially relevant)
- Specialized education (certificates and industry programs)

Human Touches

- Family
- Hobbies and Interests
- Connection Points: Locations, sports, membership groups