
Module 16, Lesson 3 Handout:

Crafting Your About Me Page

Never underestimate the power of your personal bio. Along with your brand story, it is the very thing customers will be able to identify with, connect to, believe in, especially if your brand is you and you are your brand.

If your story is that you lost weight against all odds, then customers who share that struggle will be attracted to you. If your story is that you overcame an illness or injury when everyone said it would be close to impossible, that determination to continue fighting will resonate with others fighting a difficult health issue. If your story is that you were born with a competitive fire that drives you every day to be the best athlete you can be, then other aspiring athletes will look to you for guidance and inspiration.

Only you know what your story is, and our aim here is to help you become the best storyteller you can be so that your story has the impact it deserves.

The first thing to keep in mind is that people want to be able to connect with you, believe in you, trust you, and root for you. They also want to know that you will connect with them, believe in them, trust them, and root for them. Ultimately, they want to buy products or services from someone that understands them and can get them the results they want - a healthier life, a more attractive body, the best socks on the market, or the best kitchen gadget that will make cooking easier.

So, to convey all this, you have several choices to make in how you craft your story. It must be 100% authentic which goes without saying, but crafting it in the most honest yet strategic way will also help attract customers.

3 of the most effective ways to take your users on a journey of your story is:

- 1. Problem/solution:** You present a problem you had, and share the story of how you solved it, and convey you can do the same for them. Or, you present the problem you know your customers have, and you share why you are the right person to help them solve it.

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- 2. Before/after:** Everyone loves a good transformation story. Whether it's a weight loss transition, a rags to riches story, a down and out now thriving journey, you become the hero. Sharing your moments of vulnerability builds trust, and the positive ending inspires your customers to want to make the same changes so they experience the same ending, too, in their own lives.
 - 3. Underdog stories:** Against all odds, you won. You did what nobody thought you could do, and if you can do it, so can your customers. Maybe you disrupted an industry, maybe you persevered through major medical conditions. Whatever your story, it will resonate with your customers and they want to learn from a winner because they, too, feel like underdogs.

Now, you might have clarity on which type of story might make the most sense, but perhaps you are wondering exactly how to make that happen. We're going to walk you through some steps that will methodically help you put your story on paper so it conveys the story you aim to tell in the emotional, effective way you intend.

10 Tips to Become a Great Storyteller on Your About Page:

- 1. Know Your Audience.** As we've mentioned already, once you understand your customers' unmet needs, you can best understand how to fill those needs with your products or services. Reflect on exactly who it is that will be reading your story so that you can write directly for them.
- 2. Don't Make it All About You.** This sounds contradictory, because your About Me page seems like it should indeed be about YOU. Remember why you're writing this story in the first place and imagine how you want your customer to feel while they're reading it.
- 3. Write Like You Speak.** This isn't the place to impress your college English professor. If you use contractions in your everyday speech, then use it in your writing. If you use slang or humor, or have personality traits that don't exactly align with how you'd write a high school paper, then so be it. Throw the rules out the window and use this page to showcase who you are.
- 4. Lead with Emotion instead of Listing Facts.** Sure, facts are super important and you should be proud of everything you've accomplished to get to this point. But facts alone are

not what will make your audience trust you. Tell them your story, the good, the bad, the raw. Let your audience in.

- 5. Tell Your Professional Journey.** Yes, you led with emotion, and yes, facts aren't everything. But if you are presenting yourself as an expert, you need to show proof that you are indeed an expert. Showcase your credentials and the important parts of your professional path.
- 6. Make Your Values Known.** We've worked on creating your brand values, but they probably started as a result of your personal values. Let your audience understand who you are and what you believe.
- 7. Explain How You Can Help Your Audience.** Be specific here. Don't make people assume things or try to connect dots. Be forward, frank, and inspiring. THEY can do this, and YOU can help them.
- 8. Show Proof That You Can Help Them.** At some point, you need to prove you aren't all talk. Provide anecdotes or customer success stories, because their story is indeed part of your story. Demonstrate the benefits of working with you.
- 9. Add a Call to Action and a Link.** You just shared your raw, emotional, personal story, and your customer is convinced you are the right person to help them. Congrats! Now don't make them search for how to buy your products or services. Present it to them in the most appropriate way, right then and there.
- 10. A Photo is Worth a Thousand Words.** Yes, this page is all about choosing the right words to tell the right story. But don't forget the power of images. Show your story in images if you can: your own before and after pictures, or your rags to riches proof. It will build trust, and show exactly who it is behind this brand your customer wants to buy from.

BUILDING YOUR BRAND STORY	
The Audience I Am Writing For Is:	
The Type of Story I'm Writing Is:	
Some Emotional Details of My Story Are:	
Some Factual Details of My Story Are:	
My Professional Expertise I'd Like to Highlight Is:	

My Professional Journey:	
My Personal Values I Want to Convey:	
How I Can Help My Audience:	
Proof That I Can Help My Audience:	

My Call to Action Is:	
The Photos I Will Include Are:	