

WRITE A GREAT ABOUT PAGE

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worksheet

Use this worksheet to create an AMAZING about page to put on your website! Write your answers to the questions here and then put it all together so it sounds nice & purdy. Remember to write in a voice your audience would expect you to use...e.g. if you're fun & casual, don't write in a stuffy corporate tone!

1. **My mission** (Why does my site exist? What needs do I meet? What purpose do I serve? What value do I provide? What problem do I help solve?):

2. **My target** (Who is my website/business intended for? What do they look like? How old are they? Where are they from? What are their likes & dislikes? List it out or draw a picture!):

3. **My credibility** (What have I accomplished? What kind of experience do I have? Have I won any awards or worked with any notable companies or brands?):

4. **Facts about me that connect me to my audience** (What are some facts about me that I can add? Are they related to my business and/or website?):

5. **My call to action** (What do I want people to do after they've read my about page? Does it make sense that I'd ask them to do this?):

6. **Don't Forget to Add...**

Do I have a great picture?

Should I add my location?