

The Entrepreneur's Guide to

Writing an About Page

Make Mention

“Women complain about premenstrual syndrome, but I think of it as the only time of the month that I can be myself.” Roseanne

Let's Get Down To Brass Tacks

About Pages are important. Really important.

If you didn't already know, the About Page on websites is one of the most viewed. It's where people go to find out more about what your business and you are all about.

So, it needs to be good. Better yet, it needs to be great.

You want to knock people's socks off.

You want to draw them in and show them why you're the one for the job.

And, you want to give them a reason to connect with you.

Dirty Little Secret #1

Not everyone is going to like you

It's true. No matter how much you try, you can't be everything to all people.

So, stop trying.

Part of writing compelling copy for the web or anywhere else for that matter involves telling a story with authenticity.

Take that quote from Roseanne Barr, for instance. There's a story within that fun size personality filled chunk of copy. It might not be one that resonates with you but it's one that expresses who she is and what she's all about.

Let's be honest, there's probably an equal number of people who enjoy listening to Roseanne Barr as there are that can't stand the sound of her voice. She elicits those types of reactions.

And, that's okay.

Knowing your target market and how to speak its language in a voice that jives with you and the kind of presence you want conveyed to the world is what will set you apart.

Leave bland to the tapioca puddings of the world.

Dirty Little Secret #2

Your About Page isn't really all about you

Amazing website About Pages are only partly about you.

Really, they're about what you can do for your clients, readers or whomever you're trying to reach. Knowing how to strike the right balance between making it about you and them is the tough thing.

Think of it less as a resume and more of a “How can I benefit my customers with all the wonderful skills and expertise at my disposal?” piece.

Sure, you’ve got to fill people in on why you’re the one to hire or buy from but it needs to be done in the context of how it will benefit them.

Which leads me to...

Dirty Little Secret #3

People are interested in themselves not you

Harsh. I know.

But, the sooner you can come to grips with it, the better off you’ll be. Most people don’t care about every accolade and achievement that’s come your way when they’re reading your About Page.

They want to know how you can help solve their problems and generally make their lives easier with whatever products or services you are peddling.

That doesn’t mean that you can’t sprinkle in a few fun and noteworthy facts about yourself or your company. That ties in with that whole storytelling with personality bit we talked about earlier.

Just keep the bragging rights to a low roar and within the context of how they can bring value added to those wanting to work or buy from you.

Get To Know Yourself

Before writing your About Page, take some time to get clear on what your core messaging is for your business. If you haven't defined what you sell, who you sell it to and what makes your business unique in your own mind, don't expect to do it in your copy.

What's your value proposition?

Or, as I like to call it, "Your reason for being statement"

Think about your value proposition as the one statement that tells your visitors what you do best and why they may want your services or products. It's a kind of promise you make to your customers based on how well your expertise will solve their problems.

And, getting people to understand why they should hire you or buy that nifty little widget your business makes is one of the keys to making more sales.

Start by answering a few questions

- Why did you start your business?
- What is the main problem your product or service aims to fix?
- What makes your business or product unique?
- Who is your target audience or customer base?

Write an Attention Grabbing Headline

Contrary to popular belief, the first copy people see on your About Page should not be “About Page” or “About” or “About Us.”

You want to create a headline that echoes your visitor’s expectation for landing on the page along with giving him or her a compelling reason to continue reading.

Anything ringing a bell?

That whole value proposition exercise we just talked about should still be swimming around in your head.

Here’s the headline from my About Page on the Make Mention site.



Personality and Conversions
Shouldn't Be Mutually Exclusive

Kind of like peanut butter & jelly – they go so much better together

It begins the engagement process, helps to draw the visitor in and piques interest. The headline is the first step in making things happen anywhere on your website.

Follow Up With Compelling Subheads And Body Copy

When was the last time you read a really interesting About Page?

I'm talking something that filled in all the gaps, painted a picture and made you feel an immediate connection with the person or the company.

Not lately? Me either.

Get noticed with verbiage that resonates

Storytelling snippets

Great subheads not only keep eyes moving down the page but they also tell your story in their own right. Take some time writing your subheads and make sure one follows from the other.

Bring out your personality with your tone

The tone of your copy depends not only on the type of business or product you're representing but also the personality you want to convey. Bottom line, know your audience.

What kind of phrasing and word choice make sense to them?
How can you use the verbiage your customers are looking to find and combine it with your own voice?

Tell them what they want to hear

Go back to the questions you answered. Make sure in the body of your copy that you spell out who you work with, the benefits of working with you or buying your products and what makes your business unique.

Then weave in your story within the context of how you can help your customers achieve their goals.

Include a Call to Action

With every set of eyeballs that lands on one of your pages, you have an opportunity to move them further through your sales funnel. Your About page is a perfect place to shuttle people along towards the next step you want them to take.

After giving visitors a multitude of reasons to believe in your company's abilities to provide them value, take them by the hand and make it painfully obvious what to do next.

Do you want your visitors to contact you?

Or go to your Services page?

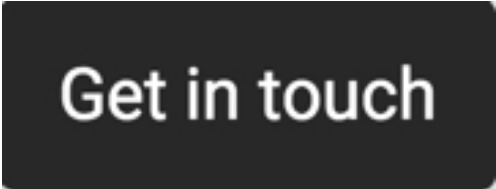
Or... maybe check out your Plans & Pricing page?

Whatever action is the logical next step for your visitors to take, add a nice big shiny button in a contrasting color telling people what to do.

This is critical. Don't miss this step.

You've done all the hard work of crafting your wonderful new About page... giving your visitors even more reasons to want to be knocking at your door.

Just make sure you give them a door to go through.



Get in touch

Examples to Get You Inspired

Zirtual

Zirtual matches virtual assistants to busy entrepreneurs, parents, or anyone who has too many tasks on their plates. Their Our Story pages taps into the why behind what makes the company special.

The idea of Zirtual...

Zirtual was birthed during a late night brainstorming sesh in 24-hour cafe on the Las Vegas strip. The problem was that I had too many business "ideas" and simply not enough time in the day to research, test, and execute each of them. Enter my small army of virtual assistants, who spanned from stay-at-home moms to enthusiastic college students.

These virtual workers helped me with everything from market research, to contacting vendors, to setting up blogs. They even managed my schedule while I'd meet with potential partners. After months of collaborative work, I realized the business I wanted (needed!) to create was the one right under my nose—thus the idea of matching thoroughly vetted and trained, US-based virtual assistants to busy entrepreneurs was born.

In just a few short years we've grown to contract Zirtual Assistants from across the US. Our assistants now help clients who range from Fortune 500 execs to exhausted parents worldwide. We're passionate about saving our clients time and being the secret weapon to busy people everywhere.

— Maren Kate Donovan

What makes Zirtual's About Page copy special?

Take a look at what is essentially Zirtual's About Page. When was the last time you read a headline, "Like a lot of great stories... it started in Vegas," and didn't keep reading? The headline of the page draws you in and paints a visual in your head along the lines of the now famous (or infamous) ad for Las Vegas.

"Zirtual was birthed during a late night brainstorming sesh in 24-hour cafe on the Las Vegas strip." I'm still intrigued after this first line, wanting to know why the founder is up all night and how it relates to virtual assistants.

Storytelling is the key

If you hadn't already guessed it, stories help people relate to and remember ideas better. They also take what's on the page and make them feel real.

The cognitive psychologist, Keith Oatley from the University of Toronto, proposes that reading creates a reality that "runs on minds of readers just as computer simulations run on computers." Basically, the regions of the brain stimulated by actual experiences and those read about are the same.

Manpacks

Manpacks is a subscription based company that ships basic health and toiletry items to men on a regular basis. Pretty much anything that a man doesn't want or can't be bothered to think about buying for himself that he uses on a daily basis they supply.

Underwear, shaving cream, condoms: it doesn't make for the sexiest or interesting of mail order packages. Except, the guys at Manpacks have been able to do just that with their copy.

How? They understand their target audience and speak their language

How Manpacks Works

Call us busy, call us lazy, but facts are facts: we don't often shop for basics like socks, underwear, and other products used daily unless it's critical.

Men hate to shop, so we don't make them. Here's how it works



1. Choose thine undies!

Click "Get Started" and choose from our selection of the best underwear (or socks) available, then set up your account.

2. Adjust your package.

Add whatever you like to this order: shirts, shaving products, condoms, or just more socks and underwear, and we'll ship it to you right away.



3 months pass...

We'll send a Shipment Reminder email before your next package is due. Log into your account to make changes, or just leave everything as-is. Click "Ship Now" anytime to rush your next order.

What makes Manpacks' About Page copy special?

“Men hate to shop.”

Yeah, that pretty much sums up my experience with men too. They keep the copy short, to the point and don't mince words. “Call us busy, call us lazy, but facts are facts...”

The copy is a little brusque, in your face, and unapologetic. Basically, it's exactly what you'd expect from a man who has no interest in keeping the necessities in stock.

Manpacks speaks their audience's language

With lines like “Powered by Gin & Tonics and IPAs” Manpacks taps into how their target audience identifies with itself, i.e. if you're the kind of guy who drinks gin and tonics and IPAs, you'll be a good fit for Manpacks. Mixed drinks and craft beers creates a visual association.

We know from years of psychological research that people identify themselves with brands.

... recent research indicates that consumers construct their self-identity and present themselves to others through their brand choices based on the congruency between brand-user associations and self-image associations (Escalas and Bettman 2003)

In a nutshell, we buy products not just for what they do but also for what they symbolize to ourselves and the outside world.

About Page Do's and Don'ts

Do spend time getting clear on what makes your business tick

Don't write your About Page without a headline that doesn't represent your value proposition

Do write copy that addresses your visitor's concerns, interests and desires

Don't make your About Page into a glorified resume

Do show your personality - edgy, witty, serious and everything in between

Don't try to be everything to all people with your copy

Do use subheads, bullet lists and graphics to break up your copy and keep eyes moving down the page

Don't place huge blocks of text on the page with nothing else

Do share your story. Be honest and authentic

Don't try to be something you're not or create an image around your business that's not in sync with your goals

Do use SEO friendly keywords in your text and headlines

Don't focus on keywords so much you lose sight of expressing yourself in a compelling way

Interested in how to deliver more delightful customer experiences on your website?

Get 3 Days of Copywriting for Conversions email course free and learn how.

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Make Mention

Conversion Optimization & Persuasive Copywriting

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