

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible, showing the trackpad and keyboard. In the center, a purple mug filled with a frothy, reddish-brown beverage sits. To the left of the mug, a white smartphone lies with its screen off. Below the phone, a pair of white earbuds with a coiled cable is visible. The entire scene is overlaid with a semi-transparent pink rectangular area that contains the text.

*The 5 Questions  
your About Page  
must answer*

# 5 Questions

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## WHAT do you do?

What, exactly, do you do? How do you serve your clients? Think in terms of the specific result your clients get from working with you.

For example, a weight loss coach's answer to this question might be "I help women clear mental blocks that are keeping them unhealthy and show them how to shed extra pounds by creating healthy, easy-to-follow meal plans."

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## WHY do you do what you do?

Why are you in business? (Hint: It shouldn't be just to make money.) Why have you chosen this particular field? What keeps you going?

To continue with our weight loss coach example, her answer to this might be, "I'm passionate about healthy eating and believe in a world where everyone has access to the tools to create a healthy lifestyle."



## WHO are your ideal customers?

Understanding who you serve is essential for creating a bio or "about" page that connects and converts. Why? Because your "about" page isn't actually about YOU. It's about how you can serve your customer. Who is she? Imagine you're talking to one specific person when writing your copy.

Our weight loss coach's ideal client might be a woman who's having trouble losing those last 10 lbs. So, on her "about" page, she might say something like, "Have you been trying for months and you just can't seem to lose those last ten pounds? I'm here to help."



## HOW did you get started?

This is where you can share any relevant background and experience, but also be sure to think in terms of your personal story. Education and experience are wonderful, but your clients also want to connect with you on a personal level.

So, our weight loss coach might say here, "I was overweight and unhealthy, and I knew there was more to life. I began studying healthy eating habits, and, little by little, I transformed my life. Today, I'm a registered dietician, certified life coach, etc..." Notice the phrasing here. As much as possible, you want to meet your clients where they are and show them how to move forward. Using your own story is a great way to accomplish this.



## WHAT sets you apart?

What makes you different from your colleagues or competitors in your field? (Hint: There is no other person anywhere who has your exact mix of background and experience. Think about the unique attributes that make you stand out.)

Let's revisit our weight loss coach example one last time. Perhaps she has a special knack for knowing when to be tough and when to be gentle and supportive. She might say, "I know when you need a push and when you need a hug. My firm yet gentle approach to coaching combined with in-depth education and experience in nutrition and meal planning mean you'll shed those last pounds quickly and get lasting results."

## Great job!!!

Now that you've answered these five key questions, you have the framework for an "About" page that will connect with your prospective clients and convert them into buyers.

For even more helpful resources and tips, come visit me at [kelleyvick.com](http://kelleyvick.com).