**ABOUT PAGE TEMPLATE**

This is a basic template to help you get started with your about page.

Your about page, although it’s about you, it’s about you as it ***relates to your client!***

In all honesty, people don’t want to hear about you, they want to hear about how you can help THEM. So all the info you share should serve one of the following purposes:

1. to connect with an ideal client (so they understand you get them, that you can relate to them, that you understand their pain points and dreams)
2. to convert a passer-by-er into a customer (this means you need to clearly show how you can HELP THEM, position yourself as an expert with testimonials and relevant credentials or experience, and give them an option to talk to you/hire you).

You may find that you’re redundant with other verbiage on your site, like your Work With Me page. That’s okay.

Use the template as a guideline below to draft your about page. Then, tweak it to suit your style.

STEP 1: Choose an opening option that connects with your ideal customer, shows you get them, and most importantly that you can HELP them.

OPTION 1: Paint a picture of what a client can expect to get working with you – include pain points and positives.

OPTION 2: Start with “YOU ARE… and include your ideal client descriptors (See examples below)

STEP 2: Short summary of who you are and what you do.

I'm a…

I love…

STEP 3: Next, explain how you got here. What’s the story that brought you to this point?

Tell your story.

This may include how you got your credentials.

STEP 4: Then summarize the people you like working with.

You're a…

STEP 5: Then, talk about what things are like for you (or your clients) NOW in your/their business/body/life after you working with you/learning the secrets you did etc. What's it like? NOTE: This is often the exact thing your clients long for

STEP 6: Finally, end with a call to action.

To learn more about how I can help you (insert results)…Then direct them to your services page, a link to book a session, or encourage them to opt-in to your newsletter.

EXAMPLE ABOUT PAGE:

About The Essential Man

Imagine…

… getting dressed for work and not feeling you look like an old man.

… a client leaning in across the table during a group meeting, eyes focused on you, listening carefully to everything you say, because you actually look like the one in charge.

…going to your favorite speakeasy bar for a first date and before you can say a single word, your date says to herself “Finally, a REAL man.”

Hi, I’m Peter, founder of The Essential Man.

I help successful entrepreneurs find their personal style and look really fucking good.

I spent the last 10 years in New York City working as a Menswear Designer

I’ve dedicated a third of my life to helping guys look their best, from answering style questions to learning the craft of making clothes, working alongside a GQ Award Winning Menswear Designer for half a decade, even running my own Menswear line.

Now I spend my time as a Personal Stylist for successful men in NYC.

Guys always say the same things:

• “I hate shopping.”

• “I can never find clothes that fit. I have weird proportions.”

• “I’ve been out of college for years, but I feel like people don’t take me seriously.”

I learned that style isn’t only about trying to look good on the surface, that’s easy.

You can walk into Barney’s, buy a pre-made look off a mannequin, and still feel uncomfortably fake.

Great style is about crafting and presenting the best version of yourself, in all areas.

From your haircut, to your glasses, to your suit color and career choice.

To where you spend your vacation days, how you take your coffee and ultimately, how you think about life.

The essential man is about creating the best version of yourself, to live the life you want.

I want you to look good.

When you look good, you feel good, and that feeling is the game changer when it comes to having the career, relationships and ultimately the life you want.

Your style is an extension of you.

It’s your signal to the world the kind of man you are, the kind of man you want to be.

Someone who takes care of themselves.

Someone that isn’t ashamed about enjoying nicer things, and who is successful enough to get them.

These are the guys I love working with.

Does this sound like who you want to be?

Good.

Now here’s how I’m going to help you be that guy.

Sign-up below to get my newsletter.

[Newsletter opt-in form]

YOUR ASSIGNMENT:

Take your first pass at a draft about page using the above outline. Don’t worry if you haven’t started working with paying clients yet, just write it as if you have been and it’s all would out just as you had hoped for. Who do you WANT to serve? What results would you like to get for them (realistic but also inspiring). This is a time to toot your horn and it is not selfish, it’s all about being of service and helping your potential customer who is struggling right now get to the other side. In order to help you need some hype so go for it here.