



Build My brandiD Copy Guide | About Page

Prior to starting your copy...

- Make a copy of this guide so you can write directly in the blue areas! Go to File > Make A Copy and store that safely in your Google Drive.
- We highly recommend watching Simon Sinek's legendary TED Talk, "Start With Why". [Find the talk here!](#)

Section 1 - Image

Type of image: The image in this About section will be a photo of you as a coach or showcasing your business as a whole.

Section 2 - Copy

Type of copy: This is your chance to introduce you and/or your company to your visitor. With that said, this page is more about your visitor than you!

Approximate word count: 300-500 words

Section 3 - Sidebar

Potential modules
(choose 2-4):

- CTA (i.e. request a free consultation)
- Opt-in
- Featured posts
- Search bar



Ask yourself:

- What's the change you're seeking to make, and why does it matter for your visitors?
- What exactly does your business do and how did it come to be?
- Describe a little bit about you / your brand's personality.
- Do you have a particular methodology, toolset or unique qualities?
- Can you share a cool story or anecdote that describes your brand / business and how it separates it from the competition?
- What's one specific aspect of the business that's personal to you and why do you love it?
- What existing business / company "milestones" might be relevant to your visitors?
- Do you have any favorite quotes you'd like to share that inspire you / relate to your business?

Tips:

- Write conversationally.
- If bios are included on the page, don't be afraid to include personal anecdotes that readers may connect with.
- Remember who the page is really about! Always approach everything from the viewpoint of the problems you solve, and why your readers might be interested.

Potential additions:

- Social proof (accolades, testimonials, "featured on" logos)