

6 TIPS FOR WRITING YOUR "ABOUT ME" PAGE

[shelly niehaus]



Hello!!

WELCOME



I'm Shelly Niehaus, a Boise-based business coach, personal brand strategist, and headshot photographer. I'm glad you are here!



Did you know that your "About Me" page is the second most viewed on your website? Your future customers want to get to know you before they do business with you.



I hope this worksheet will give you tools and tips to help you write an excellent "About Me" page. You will start to learn how to present yourself authentically to your future clients (without feeling like you are bragging) and shine online!

Let's go ahead and get started.



Cheers,

Shelly



6 TIPS FOR WRITING YOUR "ABOUT ME" PAGE

- **KEEP IT SIMPLE.** Less is more! In this busy world, your future clients will only take the time to read a short bio. Your "About Me" page should be 2-3 paragraphs in length. It should include a balanced mix of personal and professional topics. Try to keep your sentences short and limit your use of adjectives.
- **START WITH YOUR WHY.** Why are you in the industry, field, or career that you are in? If you are in business, why did you decide to go into business in the first place? Your clients will assume you are a professional and that you are passionate about your field. They can tell that from your website. Save precious space with those vague descriptions. What in your journey stands out? This is your chance to go deeper and share a personal story and how you can serve your customer in a unique way.
- **SPEAK TO YOUR AUDIENCE.** If you are concerned that your "About Me" page will come across as self-promoting, remember you are here to serve your audience. Write your content from the perspective of how you can serve THEM. What do you want to be known for? What is your zone of genius? How can they come to you for help? Answering those questions will allow you to write about yourself without feeling creepy or self-promoting.

- **ELIMINATE THE INDUSTRY LINGO.** You want to come across as approachable to your audience. Do not assume they understand your industry terminology, acronyms, and terms. Once again, your clients are hiring you because they already assume you are a professional. You do not need to demonstrate your knowledge with a bunch of industry-related fluff. Remember the advice of your English teacher to write to a third-grade level? This is a great place to practice it.
- **GET PERSONAL!** Bring some personality into your "About Me" page. Think about how you would introduce yourself if you were meeting someone for the first time. (Think first date questions here.) Also, take time to do a little market research and ask friends/top clients how they would describe you. One tactic I have used is to ask a variety of people from different areas of my life for 2-3 words that describe me. Short and sweet, right? The best way to get people to respond quickly is to send a text or FB message explaining why you are asking for their help. Make it easy for them to give you a response. **PRO TIP** - Offer up a few kind words to them to lead off and you will more likely get a response. Also realize that some people are busy and will not respond, so cast a wider net with 20 or so reach outs.
- **DONE IS BETTER THAN PERFECT.** Writing is hard and writing about yourself is even harder! Now you need to just sit down and **DO IT!** Write a crappy first draft and it will give you a starting point and something to work with. Give yourself a deadline to have it completed and published and stick to it. It's ok to start small and build your "About Me" page over time.

AN EXAMPLE FROM MY "ABOUT ME" PAGE

Hello! I am Shelly, and am a Boise, ID-based photographer who partners with businesses, families, and high school seniors to tell their stories through high-quality imagery. I have lived most of my life here in the metroplex, with a few brief stints away in College Station and Austin. My husband and I met our senior year at Texas A&M, and we are both die-hard Aggies. College football is king at our house! We got married three years after college and have 13-year-old twin boys. My favorite things include coffee, wine, Trader Joe's, hiking, traveling in our RV, Texas BBQ, and The Crown on Netflix. We love to travel to the beach and the mountains. It is through travel that I discovered my love for street and landscape photography.

Photography allows me to slow down and look for God's fingerprints in everyday life. Picking up my camera requires me to be present and in the moment. As any mom will tell you, childhood goes quickly and I can feel it slipping through my fingers as each year passes. I want to remember all of the love + joy in our season of life. Most of all I want my twin boys to look back and remember that they were loved very much. If you still want to know more you can check out my personal Instagram and see what we have been up to lately.

Cheers,
Shelly

ARE YOU READY? YOUR DREAM CLIENTS WANT TO MEET YOU!



Also, I would love to connect with you online!

Instagram: [@shellyniehaus](https://www.instagram.com/shellyniehaus)

LinkedIn: [Shelly Niehaus](https://www.linkedin.com/in/shellyniehaus)

www.coaching.shellyniehaus.com