ABOUT PAGE WORKSHEET

Your Headline: What you do and who it's for in one sentence.

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EXAMPLE HEADLINES
- We make dog leashes for pet owners tough enough to keep your dogs safe.
- Our business is helping you build yours.
- Helping families keep memories one photo a time.

Paragraph or two about how your site or business can help your target audience. Include information about what makes you different or better than the competition.

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(If you need more space, use the back of this sheet.)

Questions to answer:
- Who is this site for?
- What do you sell? What service do you provide? What is in it for the visitor?
- Why are you the best option?
- What sets you apart from similar businesses or brands?
- What is your mission?

Paragraph about how your business has already helped. You can include testimonials or statistics if you have any. If you are just starting out, you will need to add this section in later.

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Are there any testimonials you'll want to include? Add referral names below for reference.

Do you have any important stats to include? Add those below for reference.

Paragraph or two about your story and how it relates specifically to your business. What you really want to communicate here is how it all got started or the story of your professional journey. Your goal is help people to understand exactly how much you know about your field of interest.

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(If you need more space, use the back of this sheet.)

Questions to answer:
- What gave you the idea to start this business?
- Is there a funny or interesting story about it?
- What experience do you have in this industry?
- What is your background and how does it apply to this business?

Call to action: Now that they've read your story, it's time to ask them to commit to taking an action. This could be anything from signing up for a newsletter, asking them to contact you, providing links to shop or blog posts - or all of the above. The point is, ask them to do something because they are at the point where they are most likely to actually do it.

- [ ] Newsletter signup
- [ ] Contact me - phone and/or email
- [ ] Link to shop
- [ ] Blog posts

OTHER:

NOTES: