A top-down photograph of a person's feet and hands as they tie their white sneakers on a wooden floor. The person is wearing dark leggings and white socks. The image is overlaid with a semi-transparent green filter.

TOTAL ABOUT PAGE MAKEOVER

Action Guide

caitlin l. horton

UNDERSTANDING YOUR READER

Describe your reader/ideal customer or client:

If someone could Google your reader/ideal customer, who would it be? They can be real or fictional, but they must be Googleable!

How do you want this person to feel while reading your bio? Find five words to describe this:



WHAT YOU DO AND WHY IT MATTERS

Break down the features and benefits of your product or service:

A feature of my product/service:

The benefit behind this feature:

A feature of my product/service:

The benefit behind this feature:

A feature of my product/service:

The benefit behind this feature:

WHAT YOU DO AND WHY IT MATTERS

Be clear about what you do for this person. Complete these sentences with something different in every blank space.

I am a:

who:

for people who:

and want:

I am a:

who:

for people who:

and want:

I am a:

who:

for people who:

and want:

WHAT YOU DO AND WHY IT MATTERS

Identify your top three company/personal values.

Value #1

This matters to the reader because:

Value #2

This matters to the reader because:

Value #3

This matters to the reader because:



SHARE THE WHY

Why did you start your business?

YOUR JOURNEY

What were you doing at the moment you started your business?

Why does the reader care?

What was the big turning point for your career?

Why does the reader care?

What obstacles did you have to overcome?

Why does the reader care?

YOUR JOURNEY

What skills from your past or other areas in your life contribute to your success?

Why does the reader care?

Where are you now?

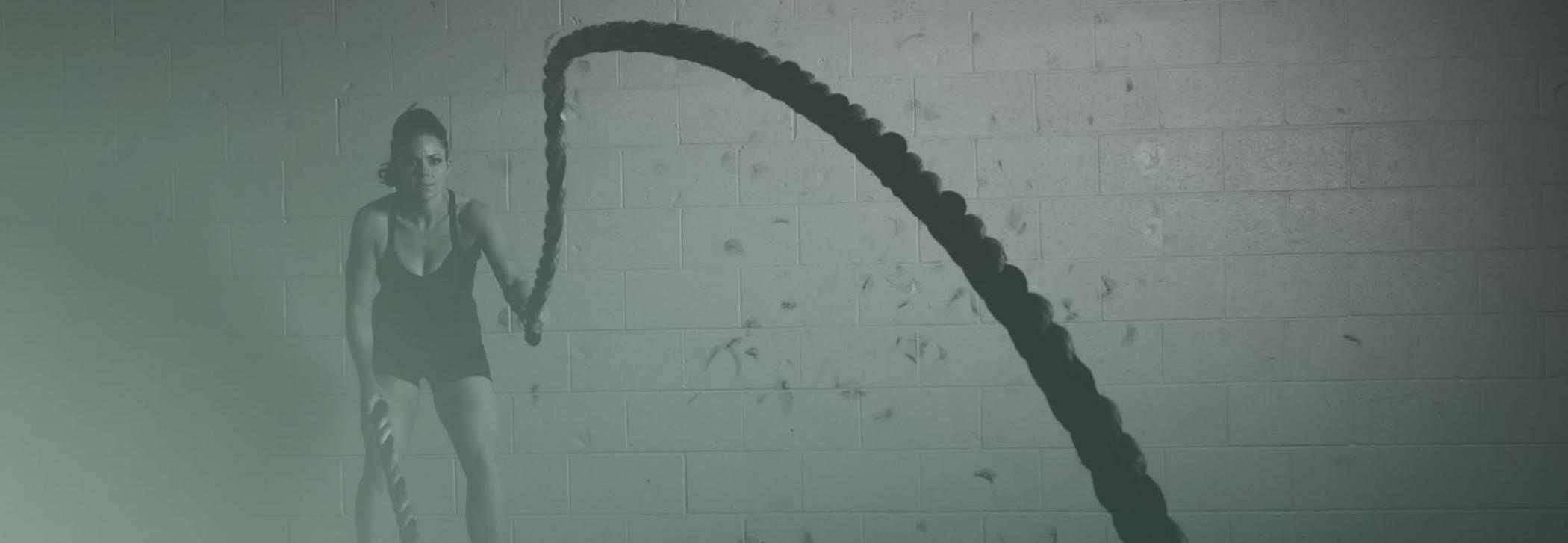
Why does the reader care?

BUILDING TRUST

List your qualifications and at least one reason that it benefits the reader.

Qualification:

The benefit of this qualification:



BUILDING TRUST

Identify at least three people you can approach for a testimonial:

YOUR PERSONALITY

Complete this sentence ten times. You must have a different answer in each blank space.

I am really good at:

DEFINE YOUR GOAL

Write one goal for your About page:

What is the exact Call-to-Action (CTA) that will tell the reader what to do next?

What do you need to support this goal? (examples: email signup box, contact form, etc)

THE MOMENT

How is the reader feeling when they first load up your website?

What are they looking for in the moment they start reading more about you?

What results are they desperately hoping to get from you?

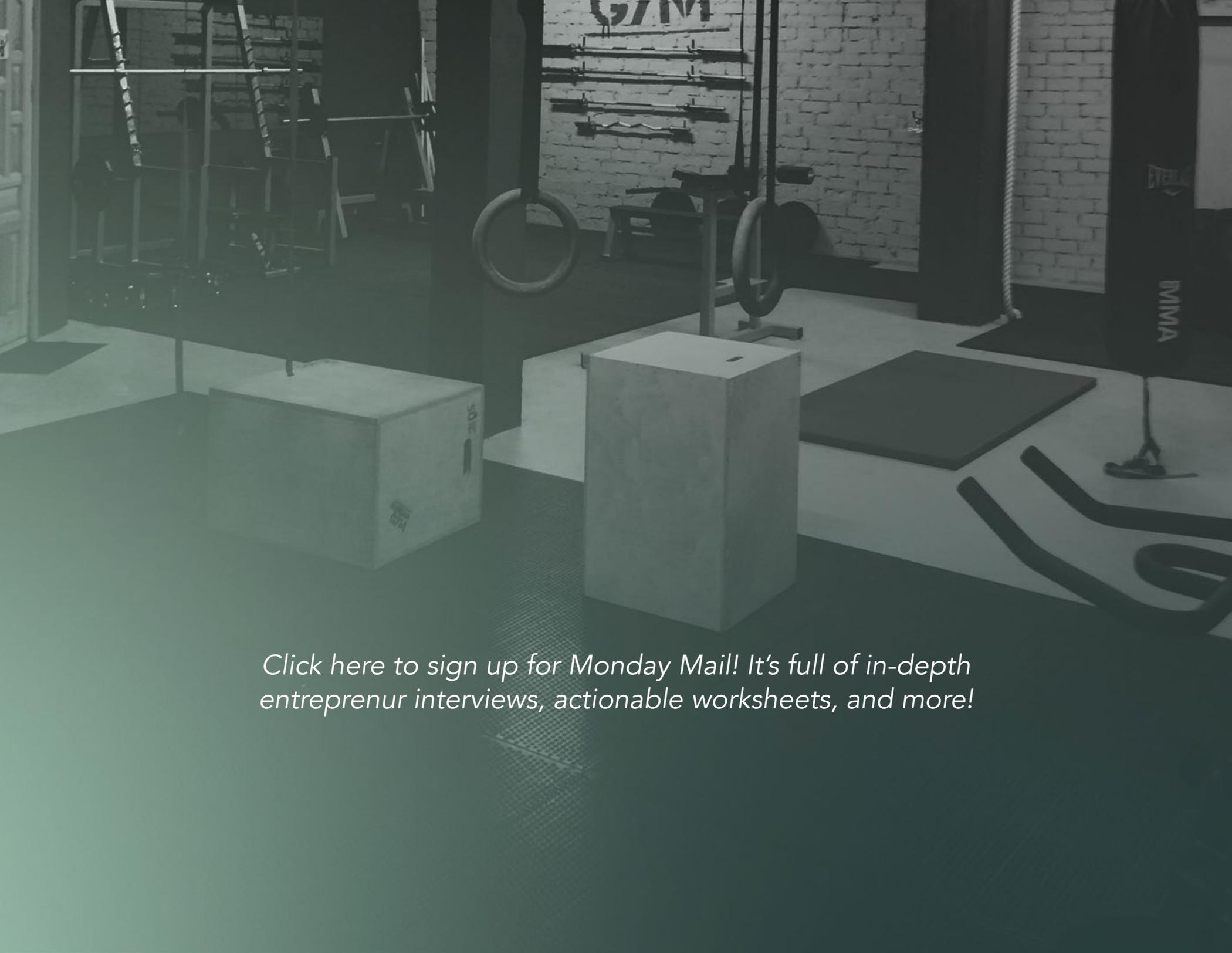


YOUR BIO

Write your big, bold statement.

YOUR BIO

Now bring it all together and write your bio below!



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