

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

TOTAL ABOUT PAGE MAKEOVER

Sample Worksheet

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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:



READY FOR THE REST OF THE COURSE?

Total About Page Makeover will walk you step-by-step through the process of crafting a killer About page that you love so much you'll happily copy-and-paste that bio anywhere and everywhere. At the end of this course you will:

- Write an About page that speaks to your target market
- Use everything you learned when you talk about your business in person and online
- Understand your business' unique selling points like the back of your hand
- Finally give potential customers the opportunity to get to know, like, and trust you

I'll help you understand your business so well that you'll whip that About page into shape and move onto actually growing your brand.

SIGN UP NOW

A photograph of a gym interior with various fitness equipment. In the foreground, there are two wooden boxes, one smaller and one larger. In the background, there are rings, a brick wall, and a rack of equipment. The text is overlaid on the bottom half of the image.

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