



Writing Your About Page Info

Thursday – September 15, 2011 – 3 PM Eastern

Thursday – September 22, 2011 – 3 PM Eastern

SPECIAL NOTE: This teleseminar starts on time according to www.Time.gov so please dial-in five minutes early so you don't miss any content.

3 Tips To Get The Most Out Of The Calls

1. Print each module out so you can write and take notes during the call.
2. Think of how to quickly implement the assignments recommended.
3. Make a deadline to complete the assignments and post them the Forum.

Write Your About Page

Congratulations! You've made a great choice by becoming a part of the **Write Your About Page Workshop**.

With the information you will learn in this course, and a commitment to action on your part, you are building a great foundation to achieve the results you want.

I am not promising you a get rich quick scheme. You will get a systems approach to making over your website so you increase credibility, attract traffic, convert browsers to buyers and ultimately attract all the clients you need to achieve the lifestyle you desire.

View your Internet presence as a long-term business opportunity. Over time you accumulate "marketing capital" and everything gets easier.

I can't guarantee your specific results or promise you will attract a certain number of clients. But I assure you that your results will be determined by how much effort you put into your success.

As with anything, the more you put a **sincere effort** into the learning, development and implementation of the information, the more you will get out of it. Over the next 2 sessions you will learn many techniques to attract more clients and sell more products with less effort.

So...let's get started.

Introduction

When you offer a service and you work with clients, you need to present yourself as a 3-dimensional person. You need to reassure clients you have expertise, you can help them ... and you will be easy to work with. When you promote yourself without sounding boastful or arrogant, you get better clients and command higher fees.

If you offer a service, your brand will be based on your name and reputation, regardless of what you plan.

A massage therapist's brand might be, "Larry has a gift for getting aching athletes ready to go back on the playing field."

A lawyer could be "Cynthia is the go-to person if you're feeling overwhelmed by the thought of writing your will and the last thing you need is a big legal bill."

If you look around, a lot of successful online marketers don't even bother with a brand. They may use consistent colors and typeface within a website. They may use a photo or slogan so they become more recognizable.

Your brand ultimately comes from what you put on your about page. It's about how your clients answer the question, "Why is this person unique? What makes them stand out?"

If you are just getting started, make sure to buy several domains with your name (and even misspellings of your name). Pay attention to what clients say when they call you. Notice what they remember about you, especially when you tell your story.

Don't get hung up on *exactly* what words to use. Focus first on why prospects want to talk to you in the first place and what you will accomplish during the call. Use the copy - not the name - to describe that's unique about this call with you, compared to your competitors.

It's easy to create an About page that's nothing more than a classified ad, listing your background and experience. You might include your life history or talk about your own passions, desires and excitement.

Your challenge is to relate your background and experience to your clients and their needs. And you will be surprised at what you can relate. Just about any college degree and major has influenced what you do today. Your hobbies, family background and life experience will make you a stronger, more

powerful professional who can help others.

The truth is ...

If you are in a service business, you are what you sell.

You have to think about yourself objectively. After all, your clients want to deal with a smart, experienced professional. They don't want a loser. It's your job to convince them that you're the best resource for them at this time (without, of course, sounding pushy or sales-y).



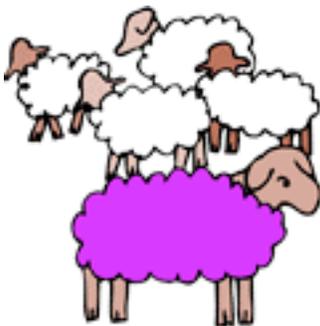
Many people think "standing out" means creating a symbol or logo. In practice, differentiation comes from understanding how you are unique in a meaningful way.

There are dozens of ways to set yourself apart. For example:

You can be the only game in town who delivers special benefits to a specific niche because you have insider knowledge. A retired medical doctor now coaches physicians and other healers on dealing with stress. A former Human Resource professional now coaches job seekers on writing resumes. Kendall Summerhawk, a horse enthusiast, created a whole empire as the Horse Whisperer.

Notice how authentic these differences are. You don't have to struggle to isolate some arbitrary point of difference. Believe it or not, I've run across professionals who try to differentiate themselves based on their hair color ("blonde consultant") or even hairstyle ("curly-headed").

Bottom Line: If you are promoting a purple cow, make sure it's really purple – not just spray-painted.



The way you write your "about page" and "bio" also promotes your expertise, even if you are new. Make sure you relate your past experience and education to what you are doing now. A financial executive who began her education as an art history major said, "By studying art, I learned to see patterns and literally take a big picture perspective."

→ A wedding photographer was considering a new venture as a business coach. He realized he had experience running a business, planning and making appointment. He also had amazing client management skills because he dealt with clients during their most sensitive, emotional moments.

If you're good (and you know you're good) tell the world. Ultimately prospective clients pick up on your confidence. The best clients will recognize and appreciate strength that comes from true mastery rather than marketing.

3 strategies to begin to enjoy writing about yourself

If you hate writing about yourself, you are not alone! But you can make it easier. Here are some ways to actually start enjoying the experience.



(1) **What you may not realize is that your clients want you to brag.** They want to believe they've hired the best possible resource for their problems. They want to be convinced they're getting their money's worth. When they ask, "Are you good at what you do?" they get nervous when you hesitate. After all, who wants to hire a loser?

(2) Don't brag about yourself. Brag about your clients.

(3) Think of sharing information, not promoting yourself.

Power Strategy: Write down everything you've ever heard about promoting yourself.

"Who do you think you are..."

"The nail that stands out gets pounded down."

"Be humble."

Then you can start to work with these statements. Where do they come from? Are they still valid? Did people really say them (memory works in strange ways)?

Try to get a visual image of the part of you that's saying this. You can use techniques such as tapping, dialoguing or just awareness to deal with this. You have to accept and respect that part of you because you're getting some benefits.

3 ways to uncover your "fab factor:" What makes you fabulous?

(1) Review the "why" and "how" of your services.

Why do clients hire you?

How are you delivering your services?



The "Why" question holds a lot of clues to expectations. When a client calls, how does he finish this sentence:

"I am calling you because I ..."

Examples:

“I just lost my job and I’m terrified I won’t be able to pay the bills.”
 “I’m tired of fending off calls from the bill collectors.”

When I work with clients, I ask about services. Usually they have a set of offerings and a process.

What is different about the way you deliver your services? Are you faster? Fewer calls? Get more results?

(2) Think of how a great client might rave about your service.

Several years ago: a famous case with PR star Lizzy Grubman out on Long Island. She got drunk and hit a bunch of cars. She ended up with a month in jail. While in jail she overheard another socialite inmate on the phone. She started saying Wow – you should use my lawyer! What words would she use?



Now imagine your best client is on the phone to her best friend (or his best client), raving about your services. What does s/he say?

(3) Tell a success story.

Choose one client who loved working with you – and someone you loved in return. Maybe you find yourself saying, “I’d like to clone this client!” That’s the one.

Now write a before, middle and after story about a project you completed with this client.

Step 1: Where was the client before you were hired?

Maybe he was satisfied but realized he needed to make small changes. Maybe business was booming but clients were complaining. Or maybe her company always holds an annual training session in October and this time you were chosen.

We can work with any of these scenarios.

Step 2: What did you do after you arrived on the scene?

Did you use any processes that were unique? What did you do that others couldn’t do? And why?

Example 1: “I’ve worked in the industry for ten years. So I can get all the information I need in four hours. The



competition takes three days. Who needs a consultant parked in the warehouse for three days? We're in and out – fast.”

Example 2: “I've developed a one-of-a-kind listening process so I can read between the lines of a client's problem. So I used this process to discover a story that most consultants never heard. As a result, I was able to propose a solution that worked for my client, addressing the core problem instead of just hitting the surface.”

Step 3: What was visibly different after you completed your engagement?

Look for tangible outcomes. Try to translate your results to dollars, if at all possible. Otherwise look for scores and numbers.

For example: “Every year Company Z holds a training session. Because I have extensive training in communication skills, I created an interactive experience. Result: The Training Director said my evaluations set a record. They rarely ask anyone back – but I'm returning in April for an extra session.”

Another example: “Branch managers spent two hours a day untangling angry customers. My experience in conflict resolution allowed me to create a specialized program. Six months later, managers tell me they spend half an hour a day – or less – gaining a productivity increase of 15%.”

Translate “what they can do” to “what made a difference.”

For example: “Since my project, the managers can communicate more effectively with one another. They know how to frame questions...”

A good start, but how has communication helped this company's bottom line? Did they reduce headcount? Take fewer steps to deliver a product? Make fewer costly mistakes?

Tip: Once you've caught on to this process, you can get ready for your next website or brochure makeover. Write notes on each project as you finish. Save these notes in a file. Read them over every so often. As your stories change and grow, you'll realize you're ready for new copy.



Low-key, professional strategies to demonstrate your expertise (so you gain credibility that leads to higher fees)

After all, most of us get frustrated with websites where professionals describe themselves as “amazing,” “first rate,” or as you said, “the best.” If you’re reading this post you probably don’t want to follow this trend.

The good news is ... you don’t have to. There are so many tasteful ways to demonstrate that you are a superstar. You can

- “show, not tell” with articles and white papers.

For instance, suppose you are a lawyer who specializes in family law. You notice the New York Times just published a controversial, hard-hitting article on adoptions. You can create a Letter to the Editor, a white paper and/or an article for your blog and website. You will demonstrate your grasp of the issues, your empathy with all the parties involved, and your experience, based on examples where you disguise details or use composites.

- include carefully worded testimonials and success stories.

Most of my clients have been able to obtain strong testimonials, even in sensitive practice areas of practice. Your clients can testify to your knowledge and customer service without disclosing details of their problem and what you did to help them.

- Get interviewed about your success OR demonstrate your skills via a recorded interview.

How to use your story to sell yourself and your services (and what pitfalls to avoid)

Here is your opportunity to show how you overcame obstacles and struggles to reach your current status. These stories give readers a chance to see you as a fully three-dimensional person. They also suggest that you learned unique lessons along the way so you become a more credible source of wisdom. For example, here is Toolie Garner’s story:

<http://bit.ly/4Jk8Ry>

However, your personal story has to be focused on a topic that will support and even enhance your marketing efforts. Often service business owners will want to share a story of personal triumph that gets prospects to say, "Wow!" But the topic and "plot" of the story

have to resonate with your audience so they are motivated to say "yes" to your offers.

Example: Here is Connie Green's bio story:

I wrote my first eBook at the end of 2006. I had worked in real estate for 20 years, and knew how to get business by marketing yourself online. But this is not how I came to write this eBook.

My neighbor was struggling to make money in real estate. The market was changing in 2006, and she was desperate to make more money. Her husband told her that if she did not start making more money she would have to get a 'real' job. What I did not know until the eBook was almost finished was that he was physically abusive. I suspected this, but it wasn't until she broke down one day and showed me some bruises that I knew for sure. Tears rolled down my face as I wrote the sales copy. She was my case study and this was real. People resonated with the story I told and the eBook was a success.

Because of what I taught in the eBook my neighbor began selling and listing more properties and was able to get out of the relationship right before Christmas that year, taking her two young children with her. I was able to help her rent a small apartment, using some of the proceeds from the sale of the eBook.

Introduction to writing your "About Page"

General Guidelines

(1) Use your background.

Often business owners say they don't want to use their background because it seems incongruent with what they are doing now. For instance, they will say, "I was an art history major and now I consult on financial planning." Or, "I am a reformed lawyer who does life coaching."

Your background adds a dimension that makes your service unique. The key is to spin your story – truthfully – so clients can understand how you came to be where you are. You will find that you actually offer a better service when you pull together the diverse threads of your experience.

Additionally you may find clients attracted to you because of some quality in your background that seems remote from your current business. Did you go to a university with a big fan base (such as Texas A&M, USC or Florida)? Did you take a year off to explore Italy? Prospects like to make these connections.

(2) Expect visitors to read between the lines.

Are you adding names of professional organizations and activities? Do you list hobbies? Your prospects will – often unconsciously – draw conclusions about who you are and who you serve.

Let's say you write that you are a member of a certain church. You may think you're showing a well-rounded self. Visitors will assume you want to send a message. Do you work only with clients who share this religion? You will need to be explicit.

My first website was about relocation. I wrote that I was a "free spirit" who moved frequently. To my surprise, people assumed I was a risk-taker who jumped to a new place without a job or safety net. In fact, I usually had both.

(3) Think of being personal in a professional way.

Focus on personal history that contributes to your business and mission. If you've worked yourself out of debt and into an awesome credit rating, you deserve congratulations! Your story belongs on your web site only if you can relate it to what you do now. Maybe you can show how you overcame adversity or developed a new relationship with money.



The basics

Make sure your name appears right away. Sounds obvious but you'd be surprised...

Include a photo. If you'd like to include more than one, I recommend photos of you with clients, at a conference, speaking. Keep them work-related for the most part. Depending on your field, you could include photos where you're with your family and/or pets. One coach has a photo of herself doing cartwheels on a beach. For her personality, style and market, it works.

I don't have strong feelings about first vs. third person. It's usually easier to brag in third person and you can use quotes in first person.

Relate every component of your About Page to your client's question, "Why should I hire you?" If you are not answering this question, you're off track.

If you see clients in person, include some photos of your office.

Include a few points that help prospects relate to you. In the US, if you're a "Gator," a "Bruin," or a "Delta," you'll find prospects who want to connect. In England, I've been told that sports teams also connect. There's a funny story in one of the James Herriot books about these connections. When

Herriot was in the Air Force he got a special leave by reciting team names to his sergeant. T's exactly the same principle.

You can always refer to your status as a fan of sports or music. If you've done pet therapy, white water rafting or auto racing, you'll find readers who are eager to connect.

Keep current. Check your About Page every month or two. You may have a new accomplishment or want to feature something different.

Keep it professional. Smiley faces won't help you clinch that £10,000 deal.

Consider audio and video. Use a video of 90 seconds or less but get a good script. If you come across as self-conscious or have trouble talking about yourself, your use of video can actually backfire. A podcast or interview will be more effective if you want a longer preview.

You can upload a recording of an interview. I offer this service to clients but you can do it yourself: just get someone to interview you. Choose the questions ahead of time and use the answers to showcase your talent.

Add a call to action. Where should visitors go after they've read about you? Ideally, set up a link to a page where they learn about your services and sign up right away.



Assignment:

Check out the template and sample pages below. Start writing your own About Page. You can write in any order.

If you're not sure where to start (or have limited time) begin with your origin story. How did you get to be here? Why does your background qualify you as an expert?

Then if you have time, write up your credentials, training and expertise.

Identify 3 points of connection: sports teams, location, memberships.

Finally, identify the part of your background that seems LEAST connected to what you are doing. Challenge yourself to relate this component to your current business. Or just post to the blog and ask for feedback.



TEMPLATE FOR YOUR ABOUT PAGE

By Cathy Goodwin, PhD

Samples:

<http://www.facesandfortunes.com/bio.html>

<http://www.strategicliving.org/about.htm>

<http://www.cjrylantwealthmanagement.com/about-chuck-rylant/>

<http://www.ellis-designs.com/about.html>

<http://www.millermosaicllc.com/about-phyllis-zimble-miller-yael-k-miller/>

Name and Photo on Top

Overview Statement that Summarizes Something About You

- How You Chose This Business
- How Your Past Life Supports You
- How Clients Describe You In A Sentence Or Two
- Facts that demonstrate your success

Your Most Relevant Qualifications and Credentials

- Degrees and Special Training
- Demonstrate how these credentials help you.

Your Background and History

- What you did before you started this business
- Early education (back as far as college –skip high school unless it's especially relevant)
- Specialized education (certificates and industry programs)

Human Touches

- Family
- Hobbies and Interests
- Connection Points: Locations, sports, membership groups