It’s time for the brain dump.

Let’s just acknowledge that a blank piece of paper can be pretty terrifying—and that writing about yourself is probably the last thing you want to do.

Complete the questions on the following page and you'll be well on your way to writing a mesmerizing about page!

Here’s how to power through.

1. Set a timer for forty-five minutes.
2. Sit down and answer all the questions on the next page. Don’t worry about spelling or punctuation or sentence. Heck, it can be one long sentence. Just get it down on paper. You’re not crafting, you’re dumping.
3. Don’t float on over to Facebook or Twitter. Write.
4. Now you have some text to work with.

Channel your Katie Couric.

“But I really, really hate writing,” you might be saying. Fine, we can work with that.

Just pick up your iPhone, download the Dragon dictation app, and start answering the questions. (Make sure you talk slowly and clearly, because the app makes plenty of mistakes, many of which are humorous.) At least you’ll come out with some editable text to work with.

Your Story unFolds

LEARN NOW TO WRITE A MESMERIZING ABOUT PAGE THAT WINS HEARTS + CUSTOMERS

Questions to get you started

1. What's the problem facing your clients?

2. How do they feel as a result of this problem?

3. What sort of things might they say or experience as a result of this problem? Go ahead, give an example.

4. What's the one problem you can solve for your clients?

5. What's the biggest contribution you can make?

6. Why did you start your company?

7. What are you most passionate about professionally?

8. What are you really, really good at?

9. How are you different from your competition?

10. What results have your clients seen as a result of working with you? Stats are great here (e.g., increased sales by 14%, reduced costs by 10%, saw an uptick in conversions, received major coverage on web, TV, etc.)

11. Show and tell time: have you won any awards or industry accolades, or appeared in noteworthy press—either personally or as a professional?

12. Who are your past clients, and what sort of projects did you do for them?

13. What school did you graduate from? Did you study under or work with notable figures in your industry? Have you earned certifications?

14. What do your favorite clients (the ones you'd like more of) say about you?

15. It's the weekend. You've been banished from the office. What are you doing?

16. Any volunteer activities you're crazy about?

17. Who inspires you, online or elsewhere? Who do you want to emulate?

Your Story unFolds

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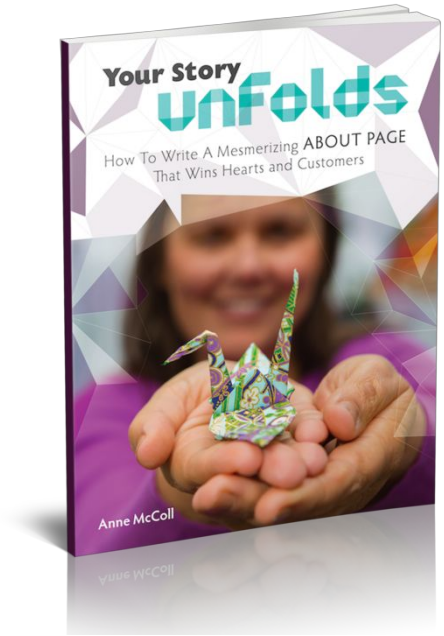
anne mccoll
copywriter

If you want some more help writing a powerful about page, check out my ebook, workshops and writing services.



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