The

About Me

Page

A look at Google Analytics proves that the "About Me" page is one of the most visited pages. Many visitors visit this page after they have opened your website. People will only buy products and services from companies they trust. So which page would be the place to get a better picture of the company? The "About Me" page.

A good "About Me" page is therefore important. But most of us find it hard to talk about ourselves. So let's solve the problem here and now.

WRITE YOUR About ME PAGE WHEN IN A GOOD MOOD

A moment in which you feel good, who you are and have become and where you are going.

A FEW TIPS FOR WRITING:

- Trust your gut feeling.

- Write quickly. Write down everything, let it flow out, write it free and later correct it and rework it and polish it.

- So, talk about your accomplishments and what you can offer potential customers. If you find no way to enjoy your accomplishments, then they shouldn't be on the About me page.

- Look at other sites: Which one's appeal to you? Why?

- Write clearly and not necessarily "clever". Your About Me page does not have to be funny and no great literature full of metaphors and poetry. Your desired customer should read them and then have a clear idea of your work and your qualifications. Tell me what you stand for and what you can do for them.

THE EXERCISES

Below you will find phrases to fill out from three different areas. Those who are concern with your mission and vision.
Those that have the focus of your ideal customer in focus. And which, tickle your very own and individual personality.

Questions:
Start with the questions that you most want. Your gut feeling is right.

THE MISSION CHEST
- I am a ... Write down what you are doing.
- In a working relationship what is important is ...
- I'm incredibly good at / really proud of ...
- I spend most of my time with ...
- I am here to remind you that ...
- I believe in that ... All the things that seem true to you.
- I'm sure if ...
- I want people to contact me remember as ...

THE CUSTOMER CHEST
- I'm especially good at giving you X to help / offer Y because I ...
- Here are my skills, and my vocational qualifications, training, insights, experiences ...
- If you work with me / we will
- After working with me / using Y /
- My work is important because ...
- The big things. What would be missing without you? What amazing things have happened to you or your customers because of your work? What interests you most at your work?

Write a manifesto

If you want to inspire other people with your website, then put a small manifesto (your beliefs, aims) at the beginning of your About me page!

Describe in a few words what you stand for, what you believe in. For example: "I believe that everyone can cook healthy and delicious meals with little effort - even you!"

Your opening statement is to ask a question addressed to your client. I'm not just talking about any question. With your question, refer to the "pain point" of your desired customer, that is the biggest problem that your favorite client currently has.

The advantages of this variant are obvious:
You attract the interest of your desired customer within seconds.

Tell your client how you can help him. Your customer has a problem that he does not want. You have the solution your wishful client wants but does not have.

So do not ask your favourite client about his biggest problem - at the same time tell him how you can help him. Then he knows immediately whether he is right with you or should rather look around.

The most proven of all variants is the triple structure. You say,
• who you are
• what you do
• and who you help with it

Then show the text of a trusted Person who you know professionally. Do they recognize you in it? Work on any changes and put your About Me page online.
You have not just written an About me page, but a new version of you, formulated and shared something real with the world.

1. It is about Trust

With your website you want to bring about a certain behaviour of your visitors.

* They should subscribe to a newsletter.
* Share your content on Facebook
* Buy something, etc.

Each of these decisions makes the visitor vulnerable. He runs the risk that he will be inundated with newsletters, that he loses social status through his Facebook posts or that he gets ripped off by the seller.

The magic word here is called "trust". But what does that actually mean? Until I decided to go solo and open my own business, I had never dealt with it. Trust is a matter of gut feel, right?

In fact, trust is a psychological concept made up of different components.

Especially in business psychology it is about:

* Trust your products and services to meet the needs of the customer.
* Trust in your company as an expert in its field.
* Trust that your business will maintain business relationships for mutual benefit.
* In addition, trust is formed when people can identify with their counterpart. Common values, goals, needs, a community between the trusting, sympathy.

It goes without saying that you should work towards this trust. On the "About Us" page, it's all about the visitor. You want to gain their trust in your business.

2. Say in the headline what makes you different

For example, clearly identify the benefits you can offer your customer.

When working on the headline - as with all your messages - have the likely motives of your target audience in mind.

Choose something that your competitors cannot do.

More difficult, but also great: show how your company differs. You make your visitors curious and motivates them to read on.

3. Takes you to the headline in the introduction

If you have written something short in the title, this is your opportunity to provide clarity and precision. At the same time, it will provide your visitors with a confirmation of the title.

4. Create confidence with ratings, references, etc.

With headline and introduction, you have only made allegations. Now it's time to substantiate them. This works best with verifiable facts and statements from third parties.

Examples:
- customer reviews
- Quotes from customers and partners about your company
- Awards
- certifications
- Comparative test results

Make sure that it's all about you and your company.

5. Only now you have a clear "About Me" page

He knows what to expect from your company and what sets you apart from the competition. He has received verifiable evidence.

You can use this interest differently:

- If you are missing a long company history, how about a description of values and ideas? But please no platitudes about "service", "quality" and "employees as the most important asset". But rather: "Efficiency goes before Image. That's why we use cheap home offices in the countryside, drive simple company cars and buy office furniture sometimes used. "

- Also, a presentation of your team can be useful here. This is especially true for service companies, where the relationship between customer and employee is particularly important. Show your visitors at least the team members who are in customer contact.

- Especially in the service sector, your visitors may be interested in how you work. They are not industry experts. That's why you can speak calmly about things that seem banal to you, but which are new and important to an outsider.

Remember with all your ideas that this is all about the trust of your visitor! Especially the attempt to sell something on the "About Me" page mostly backfires.

6. Say how what happens next

When a visitor has seen a page, he always asks himself, "What's next?" The "About Me" is no exception. It's best to offer your visitors a clear guide to action, the Call to Action.

Depending on the website, there can be very different actions that you can create here, for example:

- Subscribe to Newsletter
- arrange an appointment for consultation
- request recall
- See product description
- download PDF
- view current blog posts

Create the call to action in such a way that it catches the eye. So for example with a form, but at least a colourful button.

7. Language style and design

Depending on the design, it can look very different.

For example:

- If you write in the third person about your company, then it seems wooden and about as emotional as the news ("The XYZ is a company that ..."). The first person is more active and therefore usually comes across better ("We ...", in individual fighters also "I").

- Many portrait photos, names and positions - a team description is ready, with which your enterprise looks above all large and influential. Do you want to be more personal? Then you introduce your employees with one or two sentences and also show their contact details.

- A purely textual list of the milestones in the company's history is nice. Illustrated milestones, possibly even on an animated timeline, make you look much more modern.

- Decorating "About Me" with a picture of your company building often makes you look conservative (you see it very often) and impersonal. Consider also how the building itself looks. Modern or old, well maintained or unkempt - visitors are at least unconsciously transferring these properties to your company. There are probably better photos in your company as well.

Pictures, videos, animations - your visitors have long since become accustomed to the fact that the network is multimedia. Remember also when developing your "About Me" and do not just provide text. Your "About Me" is otherwise boring and out of time.