# Create an

## *About Page*

## That Converts

### from random surfer
### to raving fan

**TEMPLATE
+ 5 POINT CHECKLIST**

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# Did you know?

About me pages have killer conversion rates compared to other pages on your blog when done right.

And the people who you win over with your about page are happy to buy from and through you because they recognize you as an authority on the topic and they **connect** with you.

What's more is that they go ahead to recommend you to their friends who have similar interests. That's the most effective form of advertising!

**Are you ready to create an about page that gets you life fans?**

# The Perfect About Me Page

## My "About Me" Page

- ☐ Asks a thought provoking question or challenges a view.

- ☐ Includes an inviting photo of me and my work.

- ☐ Is formatted presentably (i.e it's easy to skim).

- ☐ Contains visible proof of my expertise e.g testimonials.

- ☐ Does not talk down to my reader.

- ☐ Reads in a language they frequently use.

- ☐ Tells my story in a way that relates to them.

- ☐ Clearly answers the question what's in it for them.

- ☐ Makes it easy to find what they are looking for.

- ☐ Includes a call to action.

Don't hesitate to refer back to the post for ideas/inspiration.

Have Questions? Ask me in the facebook group

# About Me Page Template

## Hey welcome!

Your thought provoking question or super short controversial speech here.

Your Inviting Photo Here

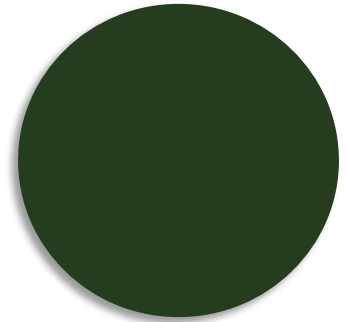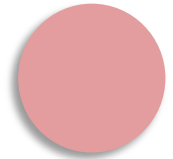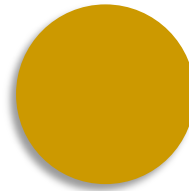Your value proposition here. Talk about why they should be reading your site... Remember to use the show don't tell trick. This is a good place to subtly introduce social proof, just try not to make it look like a brag.
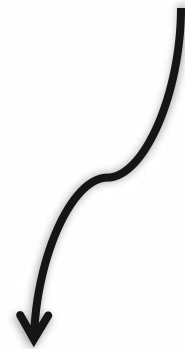
**Your call to action here.**
You could guide them through your site, invite them to join your list or follow you on social. Just make them take action.

Take a look at my about page to see what I've done.

# Lily Ugbaja

➢ **Boss** Mom
➢ 9 - 5 **Rebel**
➢ Dummy **Tester**

**Learn More About Me**
**Get More Awesome Freebies**
**Join My Private Facebook Community**