



The
Business
of
Stories
WORKBOOK

★ How to Create a
Compelling About Page
(in an afternoon) ★

★
★
WITH SUSAN PAYTON

★
★
★
www.thebusinessofstories.com

Welcome



Creating a compelling About page is SO important

So I'm thrilled that you've committed to spending some time on getting this right.

By doing this work now, you will have a great resource that will continue to work for you, day after day, week after week, bringing more of the people you love working with into your business.

This training will make it as easy as possible to create an About page that really speaks to the right people about who you are, what you're about and what you can help them be, do, have or achieve.

All you need to do is block out a chunk of time in your diary, turn off all the distractions, make this your focus for half a day or so, and you absolutely can create a really compelling About page ...

I look forward to seeing it when it's done!

Susan x

Founder of The Business of Stories



MODULE ONE

The power of a compelling About page

Watch module 1 and think about who your About page is for i.e. your ideal client, where they're at, what they want and what's getting in the way of them having it. Because getting the right foundations in place is critical, right?



Your ideal client



MODULE TWO

Who your About page is about

Watch module 2 and brainstorm how you could use a heading, sub-heading or short paragraph to show your ideal client that you understand who they are, where they're at and where they're trying to get to - and that you know how to help them get there ...



**Ways you could position yourself as the Guide
for your ideal client**



MODULE THREE

How to get across who you are and what you're about

Watch module 3 and brainstorm how you might introduce yourself and share your core story.



Introduce yourself





Your core story



MODULE FOUR

How to attract people who are a great fit

Watch module 4 and brainstorm what's important to you, why you do what you do, what you believe, what causes you support and things you've done that demonstrate your qualities, attitude and approach.



What's important to you?



Why do you do what you do?





What do you believe?



What cause(s) matter to you?





**Any accomplishments you want to share?
And what do they say about you?**



MODULE FIVE

How to build trust and show authority

Watch module 5 and think about which sections you'd like to include and how you can build trust and authority.



Your IP



Your authority





Awards



Publications you've been featured in





Companies you've worked with



Your clients' accomplishments/wins



MODULE SIX

How to finish your About page

Watch module 6 and think about how you can bring your page to life with images/video and where you want the story to go from here.



Images/video



What do you want your ideal client to do next?



GREAT WORK!



Yay! You're ready to create your compelling About page!

If you want some ideas on how to set it out, check out the suggested layout inside the course, after module 6.

Also, have a think about the images you are going to use. Pictures tell a story too!

To help with that, watch the BONUS guest expert session in this course, with photographer **Becky Wright** on **Using visuals to tell your story with more impact.**

**If you need help unpacking your customer story, or your why, or the core belief that sits at the heart of what you do, or the elements of your personal and business story that are highly relevant and relatable to your ideal client ... check out: My DIY course at...*

www.thebusinessofstories.com/course

or my 12 month group programme...

Storytelling *Mastery*

Transform your messaging, so people listen
Share stories that resonate, so people connect
Become the go-to expert in your niche, so people buy



Join my
12-month group
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For coaches, consultants,
freelancers and entrepreneurs

www.thebusinessofstories.com/storytellingmastery