



How to write an "About Me" Page

An easy step-by-step guide
to teach you exactly how to write
this crucial document.

The 'About Me' Page

The piece of writing that everyone dreads - the ABOUT ME page!!

Who would have thought it would be so difficult to talk about ourselves ... right?

Well it is.

It's a combination of not liking to write AT ALL and feeling really weird writing all about ourselves, tooting our own horns and singing our praises.

Doesn't quite happen easily does it?

As a professional writer I have written my share of 'About Me' pages for lots and lots of people, PLUS my own About Me Page (harder than the others), and I want to make this tough task easy for you and share with you some of my pointers and tips.

Please read through this guide to find my easy step-by-step approach to writing your very own 'About Me' page. Your page should talk to your ideal client and share with them bits and pieces of what you do, how it helps them, your experience and why you are qualified in this area, and a few little personal pieces to make you relatable and approachable.

Are you ready?

Let's do this!

The 'About Me' Page

Before you start ...

Before you actually open up a blank document and write 'About Me' page on the top, I want you to answer the questions below. Consider it prep work or research on yourself.

PLEASE don't skip ahead. These questions are imperative for creating the content that will fill in your About Me page.

By thinking about these questions and brainstorming, writing your About Me page will be SO much easier. I promise.

Take out a piece of paper (or a new document on your computer) or heck, just print this page off and write directly on it (I've left some space) and start to create responses for the categories and questions below.

Don't be shy ...

No one is watching so answer generously and truthfully.

The 'About Me' Page

Questions to answer

1. What are your biggest achievements and accomplishments on the business side of things?
2. What are your biggest achievements and accomplishments on the personal non-work side of things?
3. What do you like about your job?
4. What would you say you are really good at? Your special talent at work?
5. What is your favourite food?
6. What is your favourite beverage?
7. Do you have a pet? if yes, write down their name and your favourite activity to do with them.
8. In your business, you know the one that you are writing this About Me page for, what is your main goal (in one sentence). What is it you are trying to do?

The 'About Me' Page

Solving Problems & Quantifying

Reword Question 8 to Solve a Problem for Your Customer

Go back to Question 8 where you wrote down your business' main goal and I want you to rewrite this sentence or goal so that it serves your target client or solves a problem for them. It's no good just blabbing on about you and what you do, you need to tell your reader (remember they will likely be a potential client) how what you do helps your clients. You need to tell them why it is in their best interest to contact you and hire you.

Example 1: I like writing About Me pages and website content for my clients.

Turns into: like helping my clients to tell their story in an interesting and accurate way so that they can reach their dream clients online.

Example 2: I work with small businesses, write content and create social media strategies.

Turns into: I love working with small businesses to tell their story, grow their businesses and set themselves up for the success & exposure they deserve.

Now it's Time to Quantify

Go back to questions 1, 2 and 4 and write in some numbers if they are impressive. Use the space below and rewrite some of your answers.

Example 1: I write magazine articles.

Turns into: I have published more than 50 magazine articles across the country.

Example 2: I know how to write newsletters

Turns into: I have written newsletters that have been distributed to thousands of employees across the Province.

The 'About Me' Page

Putting it All Together - the Layout

Okay, next step is putting it all together. This is a rough idea of how you might want to layout your page. This process will likely take multiple rounds of edits and moving things around to see what sounds the best and has the most natural flow. Have some fun with it and make sure it sounds like you and you're proud of it.

Greeting:

Introduce yourself: your name, your title and where you work or the name of your business.

Historical Anecdote:

Why do you do what you do? What has brought you to this moment in time? What is it that you love doing?

Street Cred:

Explain why you are qualified to be an expert, why your clients should trust you and how you know so much. Include a bit of your technical information here and your quantified business success.

For example: I have helped more than 50 businesses input accounting practices that have saved them more than 25% in their operating costs OR I manage more than 300 clients and a gross portfolio of \$900 million dollars OR I carry more than 40 different types of fair-trade coffee and accessories that I have researched for more than 10 years. (you get the idea!)

What's in it for them?

How do you help your clients? What are your 'deliverables'?

On Your Off Days/Let's Get Personal

Include one or two personal items about yourself, little known fact, what you like to do on the weekends, your pet's name, your favourite food etc.

Closing Line/Call to Action:

Tell them what you want them to do and the best way to reach you.

Sign Off

Include your name (I only use my first so it is a bit more authentic, less formal and more personal)

Picture:

Include a picture

The 'About Me' Page

Tips:

1. Your About Me page should **read like a conversation**, not like an essay on ancient history or political science. Read your About Me page out loud to yourself and if there are parts that are too long, too boring, that you wouldn't dare say out loud, then change them; **make them more casual**, shorten them out or simplify what you are trying to say. Pretend you are talking to a friend or business associate.
2. **Include a few personal things** to show a bit about who you are and that there is an interesting side to you outside of business. On my page, I say that I love chocolate almonds and cottage lake swims, and shovelling snow. You don't want to go over board on the personal stuff or it will look unprofessional, just one or two side notes. And you know your audience if they are uber professional talk about your love for travel or a hobby that you have. You have to feel comfortable with what you include and it should match in appropriateness to the relationship you have with your customers and what you might chit chat about before or during a meeting.
3. **Choose 5 people** to read your About Me page and give you honest feedback. It's really important that you tell them you are not just looking for a supportive high five, but that you would like to hear their honest opinion and you are open to constructive criticism. Perhaps choose a couple of individuals that are similar to your target client as well as someone that is good at giving tough love or that is an excellent writer. You can always reach out to me too: tracy@kitchentableceos.com
4. Include a picture. You always need a picture. People need to know who they are talking to and trusting.

Good Luck!



Well there you have it, my step-by-step process for creating an About Me page. I hope that I have made the task a bit easier for you and provided some tips and information that you found useful in your journey.

The About Me page is like a hand shake you are giving to your customers so make sure it feels authentic and represents you well.

If you would like to see my 'About Me' page for a real-life template to follow, scroll to the next page OR [click here](#).

To access more writing templates and useful tips for business writing or social media content, please visit [Kitchen Table CEOs](#) or contact me directly at tracy@kitchentableceos.com.

Good Luck!

From my kitchen table to yours,

Tracy

My 'About Me' Page



I'm Tracy, Founder of Kitchen Table CEOs and I find 'About Me' pages so awkward and hard to write about yourself... are you with me?

Okay, here goes nothing ...

... I have loved writing in all forms ever since I was little, and whether I knew it back then or not, I've come to realize I'm pretty good at it.

I have published more than 50 articles across Canada and many speeches given by high-ranking executives were created behind-the-scenes by yours truly. I have written newsletters circulated to thousands of employees, media releases used by national media, biographies and branding strategies for countless small businesses.

I have a degree in Health Sciences and have always been passionate about treating my body well (except when it comes to over indulging in chocolate-covered almonds and brie cheese – ask my book club!).

And lucky me, I am surrounded by amazing and adorable men in my life – two sweet and energetic sons, a hubby of 13 years and my Labrador puppy, Oak.

I love English Breakfast tea, shovelling snow and jumping off the dock for lake swims in the summer.

I ALSO love helping small businesses and entrepreneurs tell their stories, reach their audiences and set themselves up for epic success.

Let me help you on your journey, wherever that might be.

From my kitchen table to yours,

Tracy

7
7
7