

## Copy Journal Questionnaire

### About Us Copy Journal



## Purpose of Your About Page

- Remember who your soul tribe customers are and, even though you are speaking about yourself – it really is all about them and how you can serve them
- How can you connect the dots for your soul mate client; how can they relate to you? Be clear and concise.

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- Show your value – Tell your customer you can relate to what they want and, more importantly, you can provide them with what they need
- Tell them what you do, how you do it, and for whom

What you do: I help \_\_\_\_\_ with \_\_\_\_\_ so they can achieve

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- Create trust – when you are personable and authentic, you create immediate trust with your prospective client

What experiences have you had that your soul mate customer can relate to

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- Create brand recognition – using the same voice, tone, and story, you will create what you are known for (brand recognition)

What catch phrase do your kids always tease you about saying, are you sarcastic, humorous, deep, and reflective?

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- Develop rapport – speak to a prospective client in your own voice and in your own tone; don't try to be a perfectionist if you have more of a down-to-earth personality. Don't try to be humorous if you are more spiritual. Be yourself, show up like yourself and your ideal clients will find you. If they are not your ideal

clients, then no harm done. Those clients are now free to find the person they seek who can honestly help them.

- Become relatable to prospective clients – you become relatable with others when you tell stories, share a connection, or even through transparency. If you've never backpacked through Europe, don't pretend to be an expert hiker.
- Tell a story that relates to them, but make sure it's your story to tell. Be honest, raw, and vulnerable.

How can you relate your story to their current experience?

My soul mate customer is currently having this negative experience or is stuck in this spot

I remember when I couldn't figure out how to \_\_\_\_\_ and it cost me \_\_\_\_\_

Thankfully, I now get bragging rights to say I overcame this by \_\_\_\_\_

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- Help readers differentiate who this is for and who this is not for by telling your story. A reader will immediately bounce (and it's okay if they are not *your* person) if they don't feel the connection.

## **Been There/Done That: About Us Page**

### **Introduction**

Start out with a friendly greeting just as you would with a familiar friend; take notice of how you chat with friends and/or what your typical greeting is:

- Hey there
- Hi there
- Hi!
- Hey, it's (name)
- Howdy,
- Hey my friend,
- Hello Soul Sister
- Namaste
- Ciao

### **Tell Your Story Ideas**

- Tell them what you do, how you do it, and who you do it for

Hi ladies, I'm Sophie. I help professional, corporate moms transition from working outside the home to becoming home-office Extraordinaires. (Sign me up!).

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- Tell them who your favorite people are to work with (them!) and why

I love helping divorced women claim their new identities and love the new lives they're in. Wish I had someone like me back in the day to guide me.

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- Relate your biggest fear as they (and only they) would understand, and describe the core strengths you used to overcome that fear

My biggest fear when I had my first panic attack was thinking I'd never be in control again. I began using xyz tool to manage my anxiety and now I am living life to the fullest.

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- Describe your value proposition from the heart

I cannot sit still another minute and watch a stay-at-home mom (raiser of a human being into our society) badgered about her personal choice.

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- What was your most significant turning point?

I remember sitting on the edge of my bed, eyes welled up with tears and swearing out loud I would NEVER feel this way again.

- Share how you deemed it a nightmare until you saw how it was the catapult to your very own transformation

Looking back, I can (now) see how I transformed because of this even and came out bigger, better, stronger.

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- How much value (and life transformation) will they receive working with you, being you have already overcome this experience?

If you want me to shave off a few months (or years, actually) of time and show you how I did (a,b,c), simply fill out the contact form below and we can get you started.

- How will their life change when you provide their valued outcome?

If you're ready to solve this problem once and for all and become/achieve/overcome/find/create (valued outcome), then take my hand and I'll show you how.

- Repeat the challenges and the outcome from your Home Page here so your reader can translate those words into consistency – a consistent message from you to them. (Remember, "Are you talking to me?").

I help \_\_\_\_\_ achieve/overcome/find/create \_\_\_\_\_

Are you challenged by \_\_\_\_\_ finding it near impossible to \_\_\_\_\_?

Struggling with \_\_\_\_\_

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- Paint them the big picture: Why you do what you do and how you do it differently

Unlike other cookie-cutter programs, together we will overcome/surpass/achieve/finally

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Obtain the result you're looking for with clarity \_\_\_\_\_

- Show them a reflection of the you from the past. Show them you know **exactly** where they're at because you once were in their shoes.

Share how it felt when: I remember when I was a single mom living off a few hundred dollars per month

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- Show them you are the "woman-for-the-job," why, and how

I didn't have much money, but I had something more valuable – I was determined

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- What makes you memorable and why is this so important to you?

I have a soft spot for senior dogs and would love to someday adopt a bunch and give them a cheerful home.

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- Show them your story; how you were in the exact same space as them, how it impacted your life, and you now know a better, different, sustainable way through it.
- Show them how you are now two steps ahead of them.

If I would have known then what I know now (doesn't everyone get to say that at least once in their lifetime?)

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- Show them the path – There is a better way and it doesn't take years or even months

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- Relate to them using your empathetic skills (example: I know how hard it is to \_\_\_\_\_ and not achieve \_\_\_\_\_. But I'm here to tell you it IS possible.
- Show them what's possible by working alongside you.

You might be thinking this is impossible without a ton of work, but I am here to tell you it is possible, it doesn't take years or even months. In a few short weeks I can show you how to \_\_\_\_\_ (solve problem) so that you can finally have (insert desired outcome).

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- Add excitement and enthusiasm. (Example, I can't wait to show you how, I can't wait to see your results, I'm excited to work alongside you as you transform from \_\_\_\_\_ to \_\_\_\_\_). I'm so pumped up to share these secrets/steps/tools, I could shout from the rooftop (but that would hurt and I'm afraid of heights)

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- Tell them how you were once in their shoes, and these are the "steps" you took to a new path. I remember going from \_\_\_\_\_ to \_\_\_\_\_

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and if you're ready to learn how, let's get started.

- **Let them look at you and see themselves**
- **Offer them a glimmer of hope – because hope is what you are offering them. You are not offering them a shiny object, or the best-new-thing gadget. You are offering them hope. Hope for coming to completion with their past and hope for a brighter future. HOPE. HOPE. HOPE.**
- Be the one showing them the way, holding their hand through the dark
- Give them a glimpse of "this is what it will be like" on the other side of this problem.
- Open the gate for them
- Invite them in
- Welcome them in
- Show them around
- Keep it humble
- Add some humor (if that's your style)

### Be Personable

- Share some of the things you love, loathe, stand for, are all about
- Where can they find you outside of working (for them, of course!)
- What are your hobbies? Share a little about them
- What makes you jump out of the bed in the morning (hint: it's not the alarm clock 😊)

### List Your Services

- What you do
- Who you do it for?
- Why you do what you do
- How you show up differently than the rest
- Why this is near and dear to your heart

### **Add Your Professional Information**

- ☐ Awards
- ☐ Affiliations
- ☐ Credentials
- ☐ Testimonials Link
- ☐ Friendly Picture
- ☐ How to Contact You
- ☐ Media Press
- ☐ Featured content
- ☐ Podcasts
- ☐ Interviews
- ☐ Guest posts
- ☐ A link to your FAQs
- ☐ Your signature closing line



## The Basic Elements About Us Page Checklist

- ☐ Who you are
- ☐ What you stand for
- ☐ What you value
- ☐ Why you started this business
- ☐ How you overcame a trial
- ☐ What tools did you use?
- ☐ What pitfalls did you encounter?
- ☐ How did it make you feel?
- ☐ What was missing from your journey that prompted you to create this business
- ☐ Your why – why did you start this business
- ☐ Did you have an ending to something that prompted this new beginning (shine a light on that!)
- ☐ Your story – what adversity did you face that pushed you into starting your own business; what trials became your triumphs
- ☐ How have you failed
- ☐ How have you succeeded
- ☐ Was there something missing you saw an opportunity to provide a solution to
- ☐ What did you have to face?
- ☐ How did that make you feel?
- ☐ How did you overcome this problem?
- ☐ What do you value – your value proposition statement?
- ☐ What is your core mission statement?
- ☐ What do you like?
- ☐ Love
- ☐ Loathe
- ☐ Where are you found in your spare time?
- ☐ What are your hobbies
- ☐ Passions
- ☐ Feel free to add your own little quirks like your obsession with a favorite chocolate or Netflix series if you like
- ☐ Pet peeves
- ☐ Awards
- ☐ Affiliations
- ☐ Credentials
- ☐ Testimonials
- ☐ Picture

- ☐ How to Contact You
- ☐ Media Press
- ☐ A link to your FAQs
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## Notes

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