

RESOURCE: 6 Steps to Creating A Perfect 'About Me' For Your Business

The importance of an 'About Me' section of a website is something lots of businesspeople overlook. They often make the critical error of confusing it with their 'About Us' section, which is entirely different.

Your 'About Me' section is, as the name suggests, all about you. It is the part of your website where you get to tell others who you are, explain where you come from, and finally, where you're planning on going – and why.

1. Understand the difference

The critical difference between your 'About Me' and your 'About Us' section is the former is about your personal and professional achievements. In contrast, the latter is about your company in general.

Your 'About Me' section is about you on the whole, as a human being, and as a businessperson. However, it should be carefully curated to depict you in the best possible light and conducive to business.

The page is an opportunity for you to connect with visitors on a personal level, rather than simply selling your business to them through traditional sales tactics. This is where you show them your ideals and tell the visitor something that resonates with them.

While your professional background is an essential part of your 'About Me' profile, make sure you also share some information about you as a person.

2. Remember it's still a sales strategy

The aim of your 'About Me' section is still part of your sales funnel. It's just another tool in your kit. This means make sure anything you say is beneficial and portrays you in a positive manner.

Your goal isn't to overshare and tell your life story; it's to increase confidence in you as the face behind a brand. In doing so, you strengthen the brand itself by communicating to customers that you're a thought leader.

Never forget that the goal is to generate leads. And leads that can be converted into tangible sales.

3. Mention your accomplishments, but stay humble

There's a fine line between confidence and arrogance, so try not to cross it. At the same time, don't trivialise your achievements.

If you truly are the leaders in your industry, or among them, then go ahead and tell people. But make sure you provide evidence to back up your claims. Also, don't disparage competitors.

Talk about other people, such as your team or people who mentored you instead of rambling about yourself. Offer thanks and praise to others as much as you can. Also, use some self-

deprecating humour but without saying anything that would damage customer confidence in you.

4. Turn your story into a crusade

Don't appear to be motivated by money, even if you are. Have another goal in mind. For example, if you run an energy company, explain that it's your mission to reduce carbon emissions or promote other green ideas.

Explain how you've worked towards this goal and what you plan on doing next. Why is it close to your heart, helpful to your industry, and most importantly, why should the customer care?

If you don't have a cause to support, then find one. Make sure it's relevant to your business, to you personally, and genuinely work towards helping it.

5. Be authentic

What do you really care about? Why did you enter this industry in the first place? Ask yourself these questions. What drew you to your business in particular, and why do you make a difference to your customers?

Naturally, there's going to be an element of 'spin' to any content you produce. But if it's based on genuine and authentic reasons, it will appear much more natural.

Why have you been successful? Embrace the truth, then learn how to convey it effectively. You're successful for a reason. Not everybody gets to write an 'About Me' segment.

6. Understand your customers

Chances are you know a lot about your customers. Your website copy and marketing materials will be designed to appeal to them.

How can you apply this to your 'About Me' section without it appearing like another advertising ploy? Try to reach out to your customers and speak to them about what they find important.

Try to mirror their values and articulate how your experience will provide them with a solution to a problem. Or how your hard work and expertise can benefit their life in some other way.

Finally, present yourself in a way that's most acceptable to them. They need to be able to identify with you when they read your 'About Me' page.