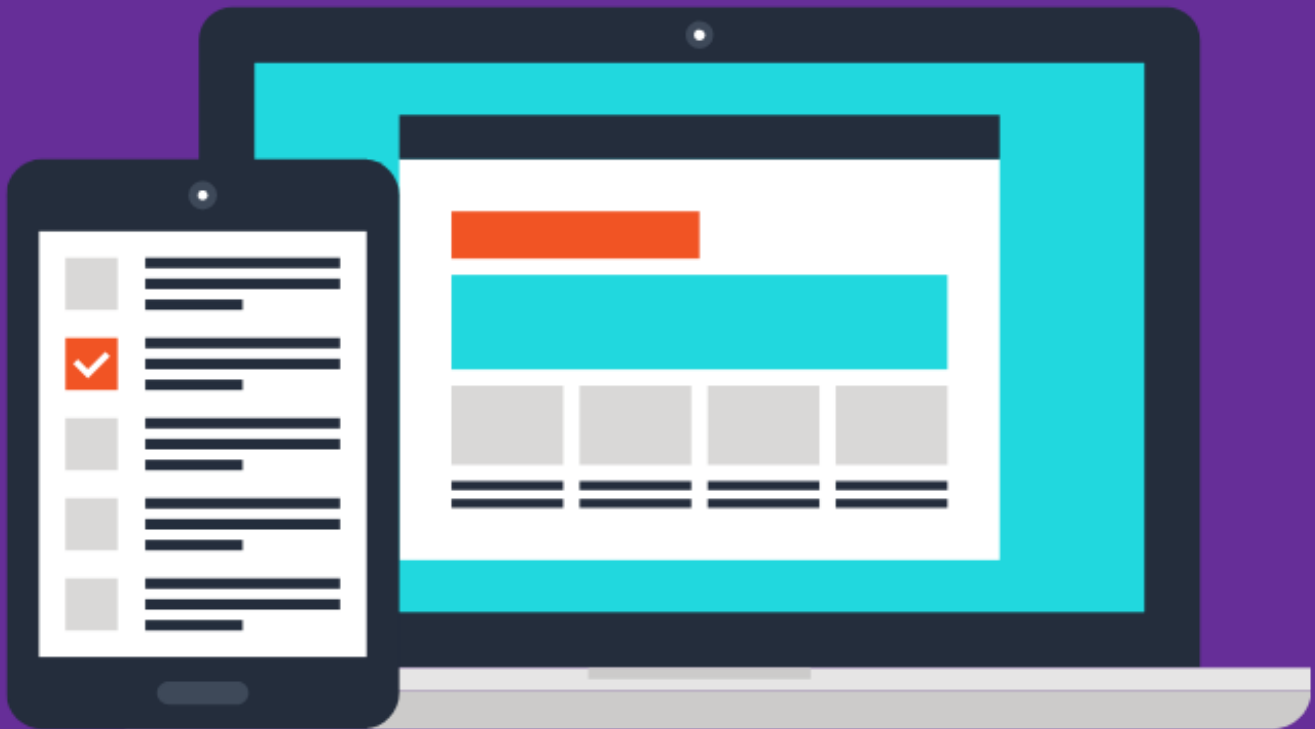


About Page Framework



COPY FLIGHT 

Todd E Jones

About Page Framework

Based on the Source: <https://kopywritingkourse.com/how-to-write-an-about-us-page/>

By Marian Schembari and Neville Medhora

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FIRST EDITION

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The Framework explained:

1. Headline - UVP

A. Three Points from the author

Be clear - Not catchy and certainly not clever

“Your headline doesn’t need to be catchy or clever or ‘punchy’. It just has to encapsulate what you do, how you’re different and why people should keep reading.”

Write variations - 25 headlines

“For every page I write, I brainstorm at least 25 [headlines](#). And I do this last.”

Page first - Consider writing the page first

“I’ve found the best stories reveal themselves throughout the writing process and it’s easier to come up with something clear and unique after writing the rest of the page.”

B. About page headline examples

“Free Tools to Automate Your Site Growth.” **Sumo**

“Nobody knows case studies like us.

Case Study Buddy

“We're on a mission to help customers win online.” **WP Engine**

2. Imagine . . . dream

Two points from the author:

“How will your reader’s life be different when they buy/read/subscribe? What does that perfect life look like? (Imagine if . . .)”

“How will your reader’s life be different when they buy/read/subscribe? What does that perfect life look like?”

3. We are different because

“Draft this section by asking yourself: ‘What pisses you off about your industry?’

Here are a few other questions to help you brainstorm:

- How is your approach different?
- What do you offer that competitors don’t?
- What drives you crazy about your industry?
- What part of your industry do you want to see changed?
- Why did you start your own business instead of getting a job with someone else?

4. Here's my/our story

Be personal first by telling a compelling story. Support with your skills and values. Reveal your passion for making a change.

- Company Story Worksheet
- Values
- History - chronology
- Passion
- Skills

Write information in a narrative. Use these elements to craft your narrative.

5. My best offer

Now that the reader has read your about page, what next? What do you want them to do? Aside from signing up for your email newsletter, what should they do?

- Introduce them to popular content or services
- Present them with best selling products
- Let them know of upcoming events or workshops
- What is your primary offer?
- Do you have an ideal lead magnet?
- Pillar or cornerstone content

6. Sign up for my emails

This is the perfect place to offer your email newsletter. The reader has read all of your page and ready to join your tribe.

About Page Framework