



Inspired Income

Inspire, Be Inspired, and Experience Wealth

About Page Writing Guide

Write it like a letter –

Hello! I'm <Name>, a <title or profession>, the founder/creator of <company or program>.

Be conversational and personal –

Share why you do what you do, and share what your magic power is, and why or how you developed it.

I care about _____. If there's one thing I'm really, really good at, it's _____.

Brand Story goes here –

Prior to doing this work, I was a / used to be / used to work as a / was trained as a _____.

But then, {something happened}, and I discovered / realized / remembered that _____.

So I <story>, and here I am.

Today, I work with people who / create products for people who / lead workshops for people who / speak to groups of people who / design experiences for people who / write to inspire people who / have devoted my entire business to serving people who are struggling with _____, and really, really want _____.

Share how you help people and what people you help –

Sometimes, my work looks like _____. Other times, it's _____.

Ultimately, all of my work is about _____.

Because the world is way better when _____.

Call to Action –

So, that's me. Now that you've got the low-down on who I am + how I got here, you can:

- Visit this blog post
- Get this free item
- Read this FAQs page
- Etc



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End it like the letter that it is –

{lovely sign-off}

{your name here}

Add some fun and playful elements –

And now — 10 (3, 5, 7...) quirky, delightful + totally true things about me:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.