

Ready for a Soulful Business

Module #1: Business Mindset and Soulmate clients

Your About me page content

Your About page is not a free license to tell your life story!!!!

It is a sales piece meant to demonstrate why you the best person to solve your client's problems or shift their mindset (the mindset piece is especially true for physical products, like from uninspired to inspired). From the images you use, to your words and phrases, your About page should reflect the values and energy you wanted to express in your mission statement and Sales Message. If you're all about inspiration, your About page should ooze inspiration!

Here are some other tips to make your About page really speak to your soulmates!

1. Right at the top, give a shout out to all your ideal clients, that way your soulmates know you are talking to them and should read more. You should be really upfront and tell them why they will love your blog. "Dearest lightworkers, I soo feel you! Negativity can be such a drag, but in you're in the right place if you want to place out of that funk!" "If you love x, y, and z, read on, my love, because you're going to love my posts, guidance, and wisdom on _____(the results and transformations you offer help with)!"
2. Tell a little bit about why you began your biz and why this work is important.
3. Tell a little bit about your transformation, the why that makes you cry, and how your soul mission fits into your life. Think of this as an interview, just don't actually format as questions and answers. Write your story in paragraphs.
4. Always include a call to action (a big button to sign up for your newsletter, discovery session, next webinar, etc...). This should be a call to action that might not need to change until you decided to rebrand or touch up your messaging.
5. Feel free to use fun formatting, play with font colors and sizes to make it stand out, while still being easy to read.
6. Use a clear pic of, at least, your face. It doesn't have to be you in a business suit, but the outfit and photo tone should reflect something your soulmates would think is really cool.
7. Put testimonials, "as seen in" references, affiliations, and so forth. Use graphic logos if you can get them. If you have personal testimonials from clients, ask permission to publish the testimonial, if you don't already have it. And getting a headshot of your client is a really nice touch.