

# CRAFTING A KILLER ABOUT PAGE

For step-by-step instructions, first check out our online tutorial about creating an awesome about page right [here](#).

1. What value do you give to your readers?

2. Who is your blog intended for?

3. How does your ideal reader write? (i.e. Are they funny + spunky, classy + professional, encouraging + sweet?) Write in this way!

**4.** Why should someone read your blog? What will they get out of your posts?

**5.** Which types of posts do you write? Are there any series that your readers should know about?

**6.** Why does your blog have credibility? (i.e. Why should someone listen to you?).

**7.** What is your personal bio as it relates to your blog?

- 8.** What are some relatable facts about yourself that you can include in your bio? These will help your ideal reader connect with you even more.
  
  
  
  
  
  
  
  
  
  
- 9.** What will your Call to Action (CTA) be? Tie your CTA into the rest of your About Page. For example, "Want our best small business advice each week? Subscribe to our newsletter! You'll get a free PDF with our top ten business tips, too!"