

About Page Fillable Template for Small Business Owners

Here are 2 fillable templates that you can use to create an About Me page that is engaging and exciting enough for folks to continue to connect with you.

Go ahead! Dig right in...Bon appetit!

Ingredients and Steps for the About Me Page Secret Sauce:

-  1. Start with your "delight-to-serve" customer in mind.
-  2. Season with who you are and your expertise and passion. Don't forget to add a photo or two!
-  3. Sprinkle your WHY and your journey.
-  4. Spread out how they'd feel when they'd read you or work with you.
-  5. Slather on a call-to-action. Make it clear and simple for them to stay in touch with you.

Option 1: Coffeehouse Casual

Hello there! I am _____ and I am the _____
[add your name] [add your designation e.g. founder, face behind, owner of, chief-in-command]
of _____.
[add business name]

We make your life simpler as _____ by bringing _____
[your customer's role; e.g. Mom, entrepreneur] your niche of products or services e.g. healthy snacks, handcrafted jewelry, productivity strategies]
to your _____.
[e.g. home, office, wardrobe]

We're passionate about _____ since our start in _____
[add your passion] [when did you launch]
when we realized that _____.
[expand on your journey]

We believe every _____ should have the best _____
[add your vision] [add product /service niche]
because _____.
[add your why]

Here, at _____, you'll find the _____
[name of business] add how they'd feel e.g. excitement, energy style]
that give your _____ that special lovin' feeling.
[e.g. kids, home, office, life]

We'd love to see more of you, so please do enter your name and email address below so we can send you little love notes and super exclusive specials, Bond-style, for your eyes only.

Oh, and feel free to join us on Facebook, Twitter and Pinterest as well. Yes, we are social butterflies, alright!

Option 2: Peachy Professional

We are _____ and we make your life simpler by _____
[add business name] [what you do for your audience]
_____ .

I'm _____ and I'm the _____ of the team at _____
[introduce yourself] [add business name]

We're _____ that believes in bringing the best _____
[who are you e.g. a boutique agency, a family-run business] [what you offer]
to every _____ because _____ .
[who you offer it to] [share your why]

Since our inception in _____ , we've worked hard to live up to our values of _____
[add year] [add your values]

Our customers are our best advertisement and you can read what they have to say by clicking here [link to _____].

If you're ready to live the _____ experience yourself, enter your email address and name below and we'll send you exclusive specials and insider news.
[add tagline or business name]

Like this? Join me in the
Free Biz Bistro mastermind community
and tell me!! I'd love to hear from you.

Want to get your About Me Page custom crafted?
Email me!