



## **Your Plug-and-Publish About Page Template**

Just plug in your info and publish the finished copy to your website's about page.

**From the desk of:**

**[Your name]**

Hello! My name is [your name], and I'm the [your title, ie. CEO] of [your company name]. Below is an interview that covers some FAQs about our service programs to help you learn more about who we are and how we can help you.

**How did you come to be an expert on [subject of expertise, ie. creating and promoting client-attracting websites]?**

[Write 1-2 paragraphs sharing your story, particularly in the area of your business and how you've achieved success for yourself. Share your vulnerabilities in the early stages, such as how you were 50 pounds overweight/on the verge of bankruptcy/etc. Then move into what changed to help you transform your life/business/etc. (did you follow a certain system, get outside help, etc.?). Finally, talk about how things are for you now, focusing on the benefits of your transformation. By that I mean, don't just say that you're 50 pounds lighter; talk about how you no longer dread swimsuit season, or how you now have the energy to hike/play basketball/other physical activity you had trouble doing while overweight.]

**How do your programs work?**

[Briefly discuss your process. Here's an example: When a client signs on to work with us, we start with an in-depth "Hidden Profits Website Audit" phone interview, in which we discuss how you'd like to use your website in your client-attraction efforts, identify any areas of improvement, and generally get to know your business better. We talk about the solutions you provide, the problems that are keeping your clients stuck, and how to make that connection between their challenges and your offerings. We uncover hidden benefits within your offerings (because sometimes when you ARE your business, you can't take an objective look at your



solutions, and you miss some aspects of your products and services that might be hot selling points to your clients) and brainstorm the best way to communicate your solutions in a way that gets your clients excited to work with you while also staying true to who YOU are. At the end of our process, our goal is to leave you with web copy that is written in your authentic voice and works to draw clients into your business.]

### **How can we work together?**

[List the different service option. Ie: There are two options involved in working with us:

A) Done-For-You: In this full-service option, my team will take care of all the details of your web copy from start to finish, providing you with polished web copy that you can just copy and paste into your website. We'll start with the 1-hour "Hidden Profits Website Audit" consultation mentioned above to dive deep into the message that needs to come across in your web copy in order to connect you with your ideal clients, and then my team and I will use the information gathered during our conversation to create the 3 must-have pages of compelling web copy (Home, About, Services) in YOUR voice, and geared toward your ideal clients. This package also includes up to 2 revisions per page, based on your feedback. Please contact us for rates and turnaround times.

B) Do-It-Together: In this option, we'll work together side-by-side to create an outline for web copy that is fun, engaging, and draws your ideal clients into your business. This package includes the 1-hour "Hidden Profits Website Audit" consultation to uncover the best marketing message for each of the 3 main pages of web copy (Home, About, Services), during which we'll brainstorm potential eye-grabbing headlines for the different pages, create an outline for the content on the page, and discuss calls-to-action to move readers into taking the next logical step. You'll also receive fill-in-the blanks templates for each page to help guide the writing process, the recording of the call for your future reference, and the transcript of the call that you can use as the foundation for writing your compelling web copy – and since we will have created the outline of each page, you can just piece the content together and polish it to your liking. This package also includes a written critique of your 3 pages of completed web content within 60 days of the consulting call (the timeframe is just to keep clients on track 😊). Please contact us for rates and turnaround times.]



### **When can I expect to finish your program(s)?**

[Give a general timeframe. Ie: It depends on the program you choose, but the completion time typically ranges from 2 to 6 weeks. Depending on your needs, you could be just a few short weeks away from a strong, client-attracting web presence!]

\* Note: A more definite timeframe will be given when you [request a quote.](#)]

### **How much do the programs cost?**

[As a general rule of thumb, listing pricing on your website is not recommended. Consider instead saying something like: We'll go over specific investment amounts during our [get-acquainted phone call](#), once we determine which program would be best for you.]

### **Do you accept credit cards?**

[List payment options. Ie: We accept all major credit cards through a secure payment processing service, as well as payment online through PayPal or Google Checkout. We also accept checks and money orders.]

### **If I know which program I want, how can I get started?**

[Give detailed getting-started instructions. Ie: Give us a call at 402-884-5476, send an email to [support@writeassociate.com](mailto:support@writeassociate.com), or complete our contact form at <http://writeassociate.com/contact>.]

### **My weeks are already jam-packed, between family commitments and work priorities. How much time will I need to set aside for your program each week?**

[Outline expectations, ie: You can expect to spend about 30 minutes during the get-acquainted phone call, an additional 30 minutes to 1 hour on the phone with one of our team members in the "Hidden Profits Website Audit" consult, and then from there your involvement will vary depending on the program you choose. If time is limited, you might consider the Done-For-You option, which requires the least of your time and involvement; beyond the two consults, your only requirement is to review and approve the completed copy. We advise our clients that devoting a few hours now to developing a client-attracting web presence will contribute to a



more successful business in the long run, and the more free time you can expect to have later when your marketing pieces drop into place and begin to practically run themselves.]

**I think I'm ready to get started, but I do have a few more questions. Can I contact you?**

[Give instructions for contacting you, ie: Absolutely! We can be reached by phone at 402-680-2311 or by email at [support@writeassociate.com](mailto:support@writeassociate.com), or you can [click here](#) to schedule a get-acquainted phone call to talk with one of our representatives about whether this is the right fit for you.]