

WRITE AN AWESOME ABOUT PAGE


INSTRUCTIONS:

Print this out and fill in the blanks with a pen or copy and paste this workbook into a blank document on your computer and fill in the blanks.



Hi, I'm Jonathan

I'm a personal brand strategist who helps creative people shine online and share their talent with the world.

I  writing about pages (I know, I'm crazy.)

YOUR ABOUT PAGE

is the 2nd most visited page on your website.

IT FEELS WEIRD BECAUSE:

No one likes talking about themselves
(let alone the accolades they've received)

JONATHANTILLEY

QUESTIONS THAT INDUCE ANXIETY:

1. How long should it be?
2. How much should I talk about my work?
3. How much should I talk about my private life?
4. How much personality should I include/exclude?
5. How do I not sound like a braggart?

WRITE AN
AWESOME
ABOUT PAGE

1. SIMPLIFY

(you're a creative freelancer not a CEO)

- Creative freelancers' ABOUT PAGES should be min. 1 paragraph / max. 3 paragraphs
- Use precise, direct language
- Get right to the point
- Let your art be flowy, intricate, detailed
- Let your ABOUT PAGE be the compact version of who you are and what you've accomplished so far in your amazing life
- Coaches, entrepreneurs, small - medium sized businesses, large conglomerates need Manifestos, Mission Statements, and Founding Fathers documents
- Creative people just need a blurb or two
- So chill out, take the pressure off, and SIMPLIFY

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2. LOSE THE JARGON

(clients don't want lists of words)

NEVER USE THE WORDS:

- professional
- my religion / faith
- reliable
- 24/7 365
- 24 hour turnaround
- at a good price
- for your _____ needs
- just a beginner
- newbie
- starting out
- I was born under a harvest moon
- hobbies include
- my partner and I
- the color of our house is _____
- my dogs / my cats / my chameleon
- ROI
- sustainability
- pivot
- disrupt
- POS
- I work weekends
- my passion / dream
- rainbows
- unicorns
- vampires
- werewolves
- zombies
- apocolypse

3. GET PERSONAL

(let your friends help you out)

ASK 20 OF YOUR CLOSEST FRIENDS ON FACEBOOK:

- If you had to describe me to someone, what 3 differing adjectives would you use?
- Also finish this sentence: I'm the type of guy/gal who ...

(save their responses for later)

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4. STEP OUTSIDE

(ask yourself first date questions)

HEY SEXY...

Where were you born?

Where did you grow up?

What subjects did you like in school?

What subjects did you NOT like in school?

Did you go to university? Where?

What did you study?

What were your first couple of jobs afterwards?

Who inspires you, hot stuff?

What made you want to become _____?

What was the journey like? Tell me everything!

4. STEP OUTSIDE

(ask yourself first date questions)

OH, YOU'RE SO INTERESTING...

Describe your creative process, baby.

How does it make you feel, doing what you love to do?

Artistic people are so sexy. What do you love most about being creative?

The best thing you like about your creative industry is...?

People must love working with you. I'm dying to know...
what do they say about you?

What have they said about your amazing work?

Enough about your work. So... what do you like to do on your
time off?

OK lover, tell me one thing most people don't know about you...

5. WRITE FOR THE READER

(make their life easier)

IT'S TEMPLATE TIME!

Here are a few made-for-you
fill-in-the-blank templates for your

AWESOME ABOUT PAGE

UNIVERSITY-GOING, LOCATION BASED TEMPLATE

Born in _____, I excelled in (favorite subject) _____.
Naturally the next step for me was to study (favorite subject or
something closely related to it) _____ at (name of university)
_____.

After graduation, I moved to / stayed in (name of city) _____
and worked for (list a few of your first couple of jobs) _____.
This built a strong foundation for me when I decided to become a
(name of your creative freelance profession) _____ (when /
what year) _____.

Inspired by _____, (what made you want to become
_____) _____ is what made me want to become a
_____. From (one example from your journey) _____ to
(another example of your journey) _____, I feel _____
when creating _____. It's no wonder that clients like
_____, _____, and _____ have described my
work as _____, _____, and _____. At the end of
the day, I'm the type of guy /gal who _____.
And I wouldn't want it any other way.

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NON-UNIVERSITY GOING, BASIC TEMPLATE

Born in _____, I excelled in (favourite subject) _____.
Naturally the next step for me was to move to / stay in (name of city)
_____ and work for (list a few of your first couple of jobs)
_____.

This built a strong foundation for me when I decided to become a
(name of your creative freelance profession) _____ in (when /
what year) _____.

Inspired by _____, (what made you want to become
_____) _____ is what made me want to become a
_____. From (one example from your journey) _____ to
(another example of your journey) _____ I feel _____
when creating _____. It's no wonder that clients like
_____, _____, and _____ have described my
work as _____, _____, and _____. At the end of
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FREE-SPIRIT, EDGY TEMPLATE

Born in _____ to a military family I traveled (location) _____ for free. I quickly realized that (least favorite subject in school) _____ sucked no matter where you were in the world. Luckily, (favorite subject) _____ is a global language that spoke to me at an early age. The journey to become a (name of your creative profession) _____ was strewn with precious Life Experiences such as _____, _____, and _____.

When creating _____, I go to that _____ place where _____ happen. Friends describe me as _____, _____, and _____. Clients such as _____, _____, and _____ describe my work as _____. But deep down, very few people know that I (something most people don't know about you) _____. Maybe that's why I enjoy _____ so much. Because it's a vital, sacred part of who I am.

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LIGHT-HEARTED REVERSE PSYCHOLOGY TEMPLATE

(3-5 opposite words of how your friends describe you)

_____, _____, _____, _____,
_____.

Inspired by (list 3 people you think are horrible)

_____, _____, _____.

(The biggest thing you dislike about how your freelance industry is perceived) _____.

This is anything but YOUR NAME _____.

I pride myself on being the type of person who _____.

As a (name of freelance profession) _____ I bring my (3-5 words your friends describe you as) _____,

_____, _____ attitude to (where you work) _____.

Inspired by _____, _____, and _____

the best thing I like about (name of freelance industry) _____ is _____.

Since (how long have you been working) _____, I

have (creative talent as a verb) _____ (what you produce)

_____ that include _____, _____, and _____.

After a long day of (what you do creatively)

_____ there's nothing better than (something you like to do outside of work that has a slight tie to what you do for work)

_____ and being inspired for the next day of (what you do creatively) _____.

TYPICAL WEEK TEMPLATE

Monday morning at (time you wake up) _____ is when my alarm clock rings. After a stretch, a cuddle with my (dog, cat, partner, whatever) _____, and the first round of java juice it's off to the races at (place where you work) _____. The beginning of the week feels like _____ and I'm ready to take action.

Tuesday rolls around and I treat myself to (something that you don't tell too many people) _____. Between calling my (mom, dad, sister, etc) _____ in (where you're from) _____ and working for clients like _____, _____, and _____, I deserve a Tuesday Treat.

Hump Day is when I really get going with (what you do creatively) _____ because (make up an excuse as to why you want them to think you do this every Wednesday...it doesn't have to be legit... it just has to be fun and paint a picture) _____. Half the week is over and I still haven't done _____.

Thank God there's Thursday where I (does that thing you couldn't do on Wednesday) _____. They don't call it Thankful Thursday for nothin'!

TGIF and it's time to wrap up the week as a (your job title) _____. Between (one thing you love about your creative freelance job) _____ and (another thing you love even more about your creative freelance job) _____ I simply love lending my (your instrument or talent) _____ to the world.

SO THAT, EVEN IF TEMPLATE

I do (name of what you do creatively) _____ so that (reason why your last client booked you) _____.

I love it so much even if (something that happens after a really stressful day) _____.

Since (year you first remember having interest in what you do today) _____ I've been fascinated with (what you do creatively) _____ all the while (list three randomly strange things that happened to you from then until now, the stranger the better) _____. Now working for clients like _____, _____, and _____ I feel most comfortable (describe in meticulous detail your creative space) _____.

Why am I telling you all this?

Because I want to make your choice of who you hire as easy as possible so that your boss (list one ridiculously luxurious thing your dream client's boss would do to promote him, the more fantasy-based the better) _____ even when your boss has come down with (list a strange yet common disease) _____ on the day he almost go pecked to death by (list a name of bird) _____.

Problem? Solution!

HISTORY LESSON TEMPLATE

(List the year) _____:

(name of person) _____ invents (something related to your creative industry) _____

(For example: 1879: Thomas Edison invents the light bulb)

(List a few more dates and milestone events that somehow relate to your creative industry)

(List the year you were born) _____:

After (number of hours) _____ in labour YOUR NAME _____ is born.

(List the year you first became interested in what you do now) _____:

YOUR NAME _____ first became interested in (what you do now) _____.

(List the year you invested in your creative biz) _____:

First investment into career as a (list your creative field) _____.

(List the year you gave up your soul-sucking day job) _____:

when YOUR NAME _____ gave up their soul-sucking day job as a (list the name of soul-sucking day job) _____.

(List the year you booked your most amount of gigs) _____:

Most successful year working for clients like _____, _____, _____, _____, and _____

(This year) _____:

the year you met YOUR NAME _____

And things will never be the same.

FAILURE TEMPLATE

YOUR NAME _____ failed a lot.

As a kid he / she failed at _____, _____, and _____.
His / her worst subject in school was _____.
Maybe it was because (name of teacher) _____ was so _____.

But his / her failings didn't stop there.

There was that one time in _____ when YOUR NAME _____, or the awkward time when he / she got rejected by _____ to go to the prom, and the extremely horribly time when he / she _____. #epicfail

But as YOUR NAME _____ kept on growing he / she learned from his / her mistakes. Like the time he / she stopped working at _____ full-time when he / she really wanted to pursue a life as a (what you do creatively) _____. Scary and exciting all at the same time, lots of ups and down along the way, but it was a huge success for his / her inner artist who was yearning for a big win.

Since (year you started doing what you do creatively) _____ YOUR NAME _____ has had many more successes than failures. And clients like _____, _____, and _____ agree.

Who knows? Maybe after all those failures YOUR NAME _____ is on a winning streak.

In need of a winning partner in crime? ;-)

NOW WHAT?

Want to get feedback on your workbook?

Join my Inner Circle to get my personal critique on your awesome about page.

Use discount code 1dollar at check out to only pay \$1 for the first month.

No contracts. No commitments. Cancel anytime.

[JOIN INNER CIRCLE](#)

Already an Inner Circle member?

Post your awesome about page in our private Facebook group, tag me and I'll give you my personal critique.

In gratitude,

Jonathan