

Fields Graphic Design Client Attraction ABOUT Page Blueprint

1 Attract your perfect customer

Strategic Attraction Plan

STEP ONE: **List** the qualities, characteristics and attributes of your perfect customer

STEP TWO: **Identify** what makes you and your perfect customer tick

STEP THREE: **Specify** what you want your perfect customer to expect of you

STEP FOUR: **Declare** who you have to be to attract what you say you want

STEP FIVE: **Write** your ABOUT page to one person — your perfect customer

2 Write an ABOUT page that people love to read

Turn your ABOUT page into a client attraction magnet

STEP ONE: **What's** in it for your perfect customer?

STEP TWO: **Why** should your perfect customer trust you?

STEP THREE: **Why** should your perfect customer like you?

STEP FOUR: **Organize** your content using the Inverted Pyramid?

3 Design like a pro

Keep eyeballs on your page

STEP ONE: **Pull out** your headlines

STEP TWO: **Create** short paragraphs

STEP THREE: **Bullet** your qualifications

STEP FOUR: **Add** your smiling face

4 Ask

Convert visitors to prospects

STEP ONE: **Create** your free offer

- TIP: Best ABOUT page free offers
 - blueprint
 - checklist
 - cheat sheet
 - coupon

STEP TWO: **Convert** to a downloadable PDF

STEP THREE: **Upload** to your website

STEP FOUR: **Add** your form — first name and email address only

STEP FIVE: **Write** a *Thank You For Signing Up* page on your website

CELEBRATE!