

## WORKSHEET

# *How to Improve Your “About Me”*

## *Page for Your Blog or Business*

This worksheet was created in order to assist you in the process of tackling that pesky “about me” page on your blog or website. There are no wrong answers to the questions within this worksheet, instead this worksheet is simply a helpful exercise to gather your thoughts before you begin to write.

You can even utilize your answers to these questions as a general guideline for your about page.

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### **1. WHAT IS IT THAT YOU DO?**

*be as descriptive as possible. share the kind of business or blog you have.*

### **2. WHEN DID YOU START YOUR BLOG OR BUSINESS?**

*be as descriptive as possible. share the year, location, etc.*

### **3. WHY DID YOU START YOUR BLOG OR BUSINESS?**

*be as descriptive and as honest as possible.*

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### 4. HOW WOULD YOU DESCRIBE YOUR BLOG OR BUSINESS?

*don't over think this question, just jot down your initial response, you can always refine your answer later:*

### 5. WHO IS YOUR CURRENT AUDIENCE?

*describe your average reader or customer, who are they, why are they drawn to your website?*

### 6. HOW WOULD YOU LIKE YOUR AUDIENCE TO DESCRIBE YOUR BLOG OR BUSINESS?

*what would you like your audience to describe your blog or business as?*

### 7. WHO ARE YOU? WHAT'S YOUR STORY?

*think about yourself separate from your blog or business for a minute and answer this question.*

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### 8. WHAT ARE SOME FACTS ABOUT YOU THAT MOST PEOPLE DON'T KNOW?

*when you jot these facts down, add a \* next to the ones you're comfortable sharing online.*

### 9. WHAT ARE YOU TRYING TO ACCOMPLISH WITH YOUR BLOG OR BUSINESS AND WHY?

*who are you trying to reach? is that audience different than your current audience? what are your goals?*

### 10. DESCRIBE YOURSELF & YOUR BLOG OR BUSINESS IN THREE WORDS.

*remember to be thoughtful with your answer.*

### 11. WHAT INSPIRES YOU & WHAT DO YOU LIKE TO DO IN YOUR SPARE TIME?

*do you like to read, paint, spend time with your family? jot down whatever you love to do, there's no wrong answer!*