

TALEIST

AGENCY

HOW TO
WRITE THE
PERFECT
ABOUT US
PAGE

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Writing an About Us page that will have clients queuing for your services

When is it okay to lie to your customers?

Great copywriting is all about building trust, so lying to the people who visit your website is a recipe for disaster.

Except this once.

“About Us” suggests the page is going to be all about you. But it isn’t going to be about you. Not really. Secretly, you’re writing all about *them*, your customers and potential customers.

The two most important pages of your website

The most visited page of your website will be your homepage. That’s the page people see when they go to yourcompanyname.com. However, the homepage might not be your most important page when it comes to converting visitors into customers.

The second most visited page of your website is likely to be your About Us page. You should never underestimate the influence the copywriting on your About Us page can have to your eventual conversions.

Why the About Us page is so popular

Your About Us page attracts so much interest because:

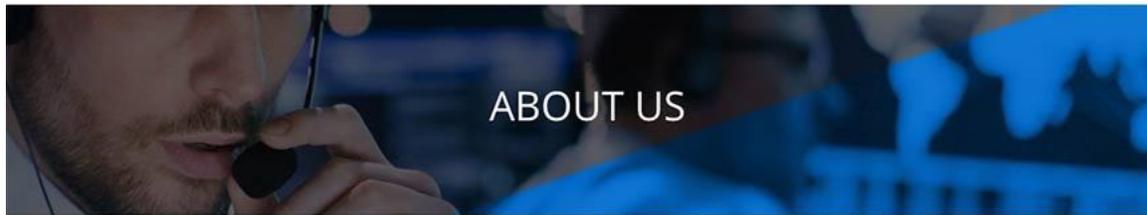
- Your website copywriting makes claims. When deciding whether to believe those claims, your prospect will want to weigh the credentials of the people making the claim.
- Your About Us page should be a good way to check quickly whether your business does what the reader is looking for. (I see a lot of taps on your website, but does that mean you just sell them or do you install them too?)
- The About Us page should put the whole site in context. It gives the prospect a filter through which to read everything else. Are you big? Small? Working for global giants or servicing small businesses? What sort of people work for you? Knowing those things helps the reader to digest the rest of the site.

Which page is more important?

If I had to choose at gunpoint between getting rid of my homepage or my About Us page, I'd get rid of the homepage. The homepage is our shop window, but the About Us page is the salesman building rapport with the customer. It's a crucial convincer, if it's done right.

Examples of About Us pages that work

About Us page example #1 — Security Tactics



1 Police-trained counter-surveillance professionals (TSCM)

2

3 You can be confident you're clear of surveillance after a Security Tactics sweep.

4 Security Tactics specialises in technical surveillance counter measures (TSCM). This includes "bug sweeping" for listening devices, but we also sweep for cameras, GPS trackers in vehicles and surveillance programs covertly installed on mobile phones.

5 We are based in Queensland and operate across Australia.

Get in touch today

CONTACT US

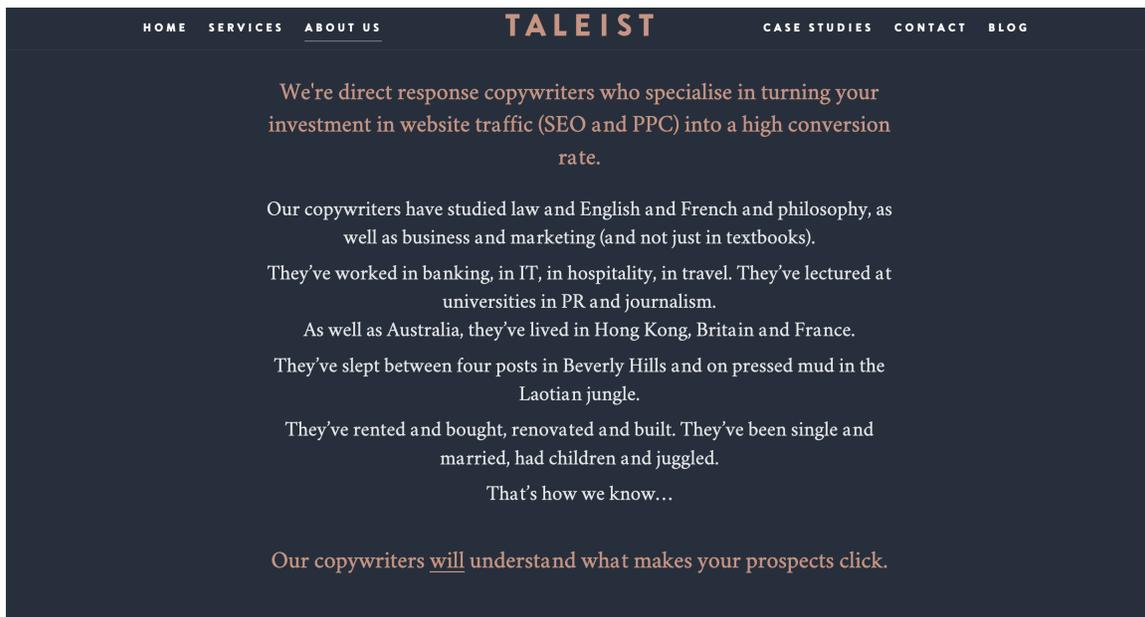
Security Tactics sweeps offices, homes and cars for hidden microphones, cameras and tracking devices. Their About Us page is aimed squarely at their target client. Every line above the fold is, yes, about Security Tactics but it's information that's highly relevant to the client.

1. What makes Security Tactics a better choice? They're police trained.
2. A reminder of what the company does — increasing the reader's certainty they're in the right place for what they're looking for.
3. What do you get from working with Security Tactics? Total confidence. (Plus another reminder of what they do: *sweep*.)
4. Spelling out what the company does in plain English. The jargon ("TSCM") lets corporate security managers know that Security Tactics is

an industry insider. However, not all their clients are security professionals, so they spell out what TSCM is.

5. A reader outside Queensland might have been referred and be wondering if they can be serviced. If this were a virtual business, the location wouldn't need to be so prominent.

About Us page example #2 —Taleist: Genuinely compelling copywriting



We try to practise what we preach at Taleist.

This is the opening of the [Taleist About Us page](#).

Clearly, the reader is left in no doubt about the thrust of this website: we're copywriters.

The context we want to give the reader goes to how we solve their problem. We solve their sales problems by understanding their clients well enough to be able to write copy that sells a product or service to them.

You can acquire the technical skills of copywriting with study. Many aspiring copywriters hand copy ads written by the greats. Several of those greats have left behind books, including [Claude Hopkins](#), [Eugene Schwartz](#), [David Ogilvy](#) and [Gary Halbert](#).

Many of the living legends run online courses in addition to writing books, like John Carlton's [Simple Writing System](#). Copywriters can swap ideas and war stories join online in membership communities for copywriters, like Kevin Rogers's [Copy Chief](#).

But it's easier to apply all that technical expertise when you've lived a broad enough life to be able to get into the heads of many different types of buyer. That's why we write about our life experiences on Taleist's About Us page.

Our copy on that page meets the surface-level About Us brief — it's definitely all about us — but it's not there only for colour or self-indulgence. It's relevant to how we solve our idea client's problems: we bring our life experience (as well as our technical chops) to understanding their clients.

What to avoid on an About Us page

Close your eyes and listen. What can you hear that you didn't hear before? Cars going past outside the window? The hum of a piece of equipment, perhaps the fan on your computer?

That noise was there before but you filtered it out because it wasn't important. That's exactly what your readers will do with cliches and meaningless language. Those cliches will waft right past them. Good writing sticks.

Your About Us page is a chance to build rapport. You don't want the information making no impact because your reader has seen the same a dozen times already. Your About Us page should stop your reader in their tracks with something original. It doesn't have to be cute. It needs to be clear and free of things anyone else could say.

Spent phrases

That's why something else you won't find in the two examples in the last section is any claim to be the "leading", "fastest growing" or "pre-eminent" anything.

Readers hear these claims so often that any meaning is gone. You might genuinely be the biggest, the most profitable, the most-awarded, but that doesn't matter if the reader has just come from three other websites making the same claims.

Not only has the claim to be “leading” become meaningless by over-use, it isn’t necessarily a good thing from your customer’s point of view.

In 1962, copywriter Paula Green made history when she branded Avis with the line “We try harder”. She knew that going with #1 wasn’t always in the customer’s best interests. (A message so strong Avis kept it as its tagline till 2012.)

The leading business might also be the most expensive or, as Paula Green suggested, resting on its laurels.

If you’re truly the leading business in your field, *show* your customer in your About Us page, don’t just tell them. What facts are you relying on to make the claim? Use those facts instead of just making the claim.

Is there something extraordinary you did for a client? Do your customers get amazing results? Tell me those facts and I’ll conclude you’re leading. You don’t need to tell me.

But if you are claiming to be the leading business in your industry just because you think it sounds nice, walk away from the claim right now and try a different tack.

Opposites detract

As a rule of thumb, don’t say something on your About Us page when you wouldn’t say the opposite. Who would say they didn’t care about customers? So why say you’re “passionate about customer experience”. If you really think

you give a different and better customer experience, prove it, don't just claim it. "You'll be met at the door by a liveried butler..."

There are some things that no company would say:

- We put things together as quickly and cheaply as we can.
- We couldn't care less about our customers.
- We're lazy.

So why talk about:

- "High quality service" rather than the specifics of how you provide quality.
- "Exceptional customer experience" without breaking down how your service is different.
- How hard you work without spelling out what you mean.

Stock images

The only lie you're allowed to tell on your About Us page is that it's about you when it's really about your customers. There is no place on your About Us page for stock images of a racially diverse group of people you've never met gathered round a laptop you don't own. You might be all about people and relationships, but that's not more believable because you have a photo of two men shaking hands in an airport.

We know they don't work for you, so what are they doing on the page where we've come to learn who you are and what you can do to help us? This one really feels like a lie.

Action: Look at your competitors' About Us pages

Look at the About Us pages of your three biggest competitors. Chances are that the customer who arrives at your website has already been to at least one of your competitor's sites. You don't want to look like you're all the same because you all make the same unsubstantiated claims.

Where to start with your About Us page

Put this phrase in your head: **So what?**. Better yet, write it on a Post-It and stick it on your computer monitor while you think about your About Us page. There's another easy way to keep it front of mind...

Imagine your best potential client is like a spoilt nine-year-old. Every time you tell them something, they say, "So what?"

The nine-year-old is swallowing nothing at face value. They want to know what's in it for them. They don't care that you went to Oxford or have a big office with a nice view... unless that is going to help them in some way. (And they're not going to connect the dots for themselves: you have to draw the connections.)

Start with your client

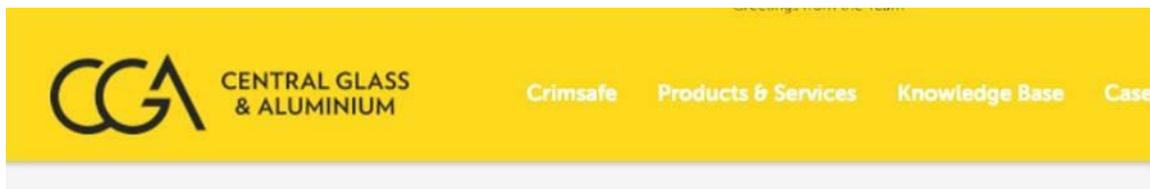
What does your customer want from you? What is their problem and how are you the best answer? Start here and you won't go wrong.

In Taleist's case, for instance, our ideal customer is struggling to stand out in the blizzard of information their audiences are receiving. They have a dozen or more competitors their clients could easily choose. Our clients want someone who can approach communicating differently. That's why Taleist's About Us page leads with what makes us unusual — the life experience we bring to understanding what will make your clients tick.

Example

[Central Glass and Aluminium](#) (CGA) is a client of ours. It's a family-owned business that makes doors and windows. It sounds like a widget business, one where it would be hard to squeeze a razor blade between suppliers. Surely one pane of glass is exactly like another?

They might well be, but not every glass fabricator is the same, which is why we wrote this:



Our history stretches back to 1973, and we're proud to say we still have customers who have been with us from the beginning. And if you've been anywhere on the Gold Coast, you're likely to have seen some of our work.

When McDonald's in Surfers Paradise opened, no one in Australia had made windows like this, so they came to us. Forty years later, the original glass is still in place.

Today, our 14 staff take calls from around Australia. Architects check their plans with us, and hardware stores send their customers here. When it comes to projects, there is nothing we can't fabricate in-house. We take on jobs from individual homes to large developments, including significant maintenance jobs.

What keeps us inspired about what we do is the satisfaction of giving our customers exactly what they want. We like it best when they've already been told it's impossible — like a customer in Runaway Bay who had been told by 15 other glass companies that what she wanted was impossible.

As it happens, it's true that the team at CGA cares deeply about customer satisfaction, which is why we said it. But what business would tell you it *didn't* care about customer satisfaction? That's why we added a supporting

fact: the customer who'd been sent packing by 15 (seriously) other companies before she found CGA.

We didn't just tell you CGA cares about customers, we showed you that they'll go further than the competition.

Before you write your About Us page ask yourself these questions

Before you start writing your About Us page, have a think about this:

1. What makes you different from the competition? You'll want to get that across on the page.
2. Who are your ideal customers?
3. What sort of questions might they have about you? Think about your own experience searching the web. What do you like to know about the companies you might do business with? What sort of things do potential customers ask you on the phone? Some basic ideas might be:
 - How long you've been in business.
 - Where you're located and what areas you serve.
 - What your qualifications and experience are.
 - Who is on the team.

Your About Us page should be targeted at your ideal customers and answer the questions they're likely to have about how you can help them.

Don't forget to think about the tone of your About Us page, too

Again, before you start writing, think about tone. Where you fall on the spectrum of tone — from addressing Her Majesty to joking with a mate — will probably be determined by what you do for a living. But you still want to be conversational, even if it is an Admiralty House sort of conversation. This page is you addressing your customer. How you talk to them here is how they'll think you'll talk to them in person.

On your About Us page, you want to give as much personality as is appropriate. If your brand is serious, it's still possible to be conversational and personable without being too informal.

Three proven formulas for writing the perfect About Us page

Your About Us page should give an overview of what you do. You don't have to list all your services, just give a flavour.

One of the following questions would be a good way to thinking about how you could do that.

Try one of these formulas as the cornerstone to copywriting the perfect About Us page.

1. We [description of your product or service], which is interesting because...

This is the formula we followed on our own About Us page. We have studied widely, travelled widely and worked in many different industries. And that's interesting to our ideal clients because it means we'll understand their business and their clients.

2. Our product/service enables [description of customer] to experience [this value]

When copywriting for a course teaching marketing consultants how to add PR as a service for their clients, we wrote along these lines:

Our PR course enables *marketing consultants* to experience *more revenue from their existing clients, potentially on a retainer, which will give them more stability in their business.*

3. Our product/service helps [niche] who want to [get *this* done] by [removing what pain] and [achieving what gain]

Following this formula, we would have approached the copywriting for the PR course along these lines:

Our PR course helps *marketing consultants* who want to *make more money* by *not having to look for so many clients* and *make more money from existing clients* by *learning a skill they can use again and again*.

Unlock your perfect About Us page with step-by-step copywriting advice

People make contact or buy when they trust you. Looking for reasons to trust you is the reason your About Us page is likely to attract so many visits.

Get your About Us page right and that trust is unlocked. Get it wrong and your visitors might well be clicking back to Google to look for someone more credible.

We've written hundreds of compelling About Us pages for businesses as diverse as wedding planners and bariatric surgeons.

Now you can have all that experience in a simple-to-follow training and workbook.

Discover exactly how a 25-year copywriter would go about telling your story in a way that has people queuing around the block to buy from you.

Are you ready to stop leaving money on the table and *finally* — in as little as an hour — nail your story?

If you are, you need [The About Us Page Formula...](#)

[CLICK HERE TO DISCOVER MORE](#)