FREE WORKSHEET FROM ZOSSOZ

Write Your About Page in 20 Minutes

A fill-in worksheet for an About page that sounds like you, with a sample for each kind of business

For Any owner, with or without a website

Takes 20 minutes

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People read your About page to find out who is behind the counter. A short, honest page does that better than a long one. Fill in the lines below in plain words, as if you were talking to a customer. Then put the answers together with the pattern on this page.

Fill in the lines

1. Who are you? Your names, and what each person does. Plan one real photo of you or your team.

_____ _____

2. What do you do, for whom, and where? One sentence.

We _____ for _____ in _____.

3. When and why did you start? The year, and one line on why this business and why this neighborhood.

_____ _____

4. Why do people come back? The thing customers say most. Something true and specific, not "quality".

_____ _____

5. One detail that shows how you work. Something you do every day, like "we bake at 5:30 every morning".

_____ _____

6. One fact you can prove. Years in business, a license, a number. Only if it's true and current, and you could show proof if asked.

_____ _____

7. Where do you work? The neighborhoods or cities you serve.

_____ _____

8. What should a visitor do next? Call, book, ask for a quote, or stop by.

_____ _____

Put it together

Aim for about 150 to 250 words, in short paragraphs, with first names and plain words.

COPY AND PASTE

[Name] opened [business name] in [year], in [neighborhood]. [Why you started, in one line.]

We [what you do] for [who]. [The detail that shows how you work.] [The fact you can prove.]

[Where you work.] [Your next step: call, book, ask for a quote or stop by.]

Five samples

Made-up businesses, to show the shape. Use your own facts.

> **A cafe (Doña Mireya, made up).** Doña Mireya opened the window on Calle Ocho in 1994 and still pours the first colada every morning. Her daughter runs the lunch counter now. Everything is made in the same small kitchen it started in. Stop by for a cafecito, or order a tray of pastelitos for your next gathering.

> **A salon (Brushwork Hair Studio, made up).** Brushwork opened in Wynwood in 2018 with two chairs and strong opinions about color. Now there are five stylists, and each explains a service before you book. We do color, cuts and balayage. Book a chair, or message us a photo of what you want.

> **A trade (Prairie Air & Plumbing, made up).** Prairie Air & Plumbing is a family business in Hialeah. Dario started it in 2012 with one van, and his sister Lucía answers the phones. We repair air conditioners and fix leaks in Hialeah, Hialeah Gardens and Medley. You get a written price before we start, and a text with the technician's name before we arrive. Request a quote and we'll write back.

> **A shop (Sabal & Sill, made up).** Sabal & Sill is a small plant shop on NE 2nd Court in Little River. We choose every plant for Miami light, and we'll tell you honestly which ones won't like your window. Fresh flowers come in on Thursdays. Stop by on a Saturday for a workshop, or ask which plant suits your balcony.

> **A professional office (Cedar Row Books & Tax, made up).** Cedar Row is three people in Doral who keep the books for small businesses: restaurants, contractors and online sellers. We started in 2016 because the owners we knew were doing their own books at midnight. We close your books by the 10th and explain the numbers in plain English. Send a message and we'll set up a time to talk.

Check it before it goes up

- [ ] A visitor can tell what you do, and where, in the first two lines.
- [ ] It has a real name, and every fact is true and provable.
- [ ] It names your area and ends with one next step.
- [ ] You read it out loud and it sounds like you.

Next

1. Fill in the lines today, and write the page tomorrow.
2. Ask someone who knows the business to read it and tell you if anything is wrong.
3. No website yet? Send us your business name and Google Maps link and we'll mock up your homepage, free.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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