

SECRET SAUCE

RECIPES

About Page Training

Workbook

by Mohammad Khan

Momekh.com

ProHobbyist.com

JustAddVenture.com

It's the Internet. You see an interesting link posted online, you click it. You land on a page. You read the article. You like it. You even seem to agree with most of what the author's saying. That's rare – agreeing to anything while in the state of being on the internet. But there you are, and you like what you've read. So what do you do now? You almost automatically go to the About page of that site.

About pages are one of the most visited pages on any website. People visit About pages to find out if they can like you, if they can trust you, and most importantly, if this site is *relevant* to them.

About pages play a key role in establishing trust.

And people only buy from people they trust.

This training is based on best practices and core principles of psychology and persuasion. We will use strategies that appeal to the right audience, and in the right sequence!

Sequence is usually taken for granted, but it is very important. What information is presented when! Just shuffling words around changes everything: Dog bit Dani. Changing the order to “Dani bit Dog” changes a lot of things, especially for Dani.

So we pay importance to the order of presentation on the About page as well.

The trainings (around 30 minutes) is based on such simple yet easily overlooked principles. Once you make your About page while watching this training, you will be building your business on the Internet for the profitable long-term! God willing.

I wish you nothing but the best,
God bless,



Mohammad Khan / Momekh

mmk@momekh.com

ProHobbyist / Blogstarta By Momekh

ABOUT PAGE TEMPLATE

Block out 25 minutes, fill in the sections as explained in the video training. Go for it! God bless and good luck!

Identify with the Audience

Agitate the Problem

Introduce Yourself

Add Some Personality

Ask to Connect

HAVE YOU COVERED THE ESSENTIALS?

Now once you have filled in the above sections (especially the Ask to Connect section), *make sure you are able to point out* where the following essentials are in your About page.

The following Essentials can be included in the form of images, video, even audio. They are based on psychology and persuasion principles so try to get all of them in your About page.

- EXPLAIN Why Your Site Exists!
- Give Your Name a Face
- Use Social Proof
- Have an Opinion
- Clearly Show at least One Benefit for Taking Action
- Taking Action? Yes, Have a Call to Action! (For example: a SIGN UP Form on Your About Page)
 - Is there only ONE call to Action? Try to give only one actionable option to the user. Have only ONE call to action.