

# mini marketing makeover

worksheet 2: blog/website

{day 3}

Start with the “about page” because most readers/potential customers will want to know who’s behind the site. You want this page to be a clear reflection of your personality and you want to spend some time making this page rock! Most of the stuff you listed on day 1 should be super clear and evident on your about page. If it’s not, you need to make some changes pronto. List the stuff that you want to include on your new “about page” below:



Some people struggle with their “about pages” because they don’t know how to include lots of different information. If you’re struggling, consider making your “about page” a list such as, “25 Things You Probably Don’t Know About Me.”



Reread your last 10 blog posts. If a new reader came to your blog, would she get a good sense of who you are and what you’re all about from reading those posts? Are pieces of your personality evident in your posts? Do they sound like how you talk--or do they sound really stiff? Think about the blogs that you looked at yesterday, and brainstorm ways you can make your blog posts more unique, more you, and more appealing to your readers: