

Draft Your Successful About Page for Your Blog: The Worksheet

To get started drafting your About page, read my post [The Complete Guide to Writing Your Successful About Page for Your Blog](#) and then answer these six questions as if you're addressing your reader. Simply choose File > Make a Copy to work on your own Google Doc or download it as a Word Doc.

Use your answers to help craft your complete About draft. You can literally answer them one by one, or use them as a checklist after you write your About page to make sure you have covered each key area. Don't skimp on the details. More is more for first drafts.

6 Key Questions you Need to Answer in Your Blog's About

1. **Who is your blog intended for?** Who is your ideal reader? What is he/she/they likely experiencing or dealing with? What questions might your readers have that you can answer? Try this sentence: *If you're wondering _____, _____ and _____, you've come to the right place!*
2. **Why did you start this blog/how did your passion for this topic develop?** This is your journey story! Don't skimp on details or be embarrassed to share your enthusiasm.
3. **Why should someone read your blog?** What benefit will they get out of your posts? What problems can you help solve or what inspiration can you provide?
4. **Why should someone listen to you?** Why is your blog a credible source of information? Being a college student gives you credibility if your audience is other college students. Being a mom gives you credibility with other moms, and so on... Being a hobbyist for years gives you credibility. Being able to showcase your work gives you credibility. Showing your enthusiasm and passion gives you credibility. You may have professional experience outside of the blog and that is unrelated to your blog, but still having *any* professional experience gives you credibility. Be sure to mention any awards or honors or any media you've received.
5. **What is your personal bio as it relates to your blog?** What are some relatable facts about yourself that you can include in your bio? These details will help your ideal reader connect with you even more.

6. **What do you hope for this blog to become?** Talk about what you want this space to become for you and your readers, and why is this important/why it matters. How can readers be a part of the journey and a community? If you want your blog to be a one-stop resource or a place of support and encouragement say that. On her [About page for Just Simply Mom](#), Marissa gets her vision across very effectively and with heart.

8 Guidelines for Putting Your About Draft All Together!

Once you answer all of the questions (in order), you're off to a good start, but you're not home free yet. Do not just list the questions and/or answers and post that. That is not an About narrative; that's a list. You need to take out the numbers, put it together into a narrative and follow the eight guidelines below.

1. **Present your narrative in multiple paragraphs.** Do not post one long paragraph of text; that will be hard to read. A rule of thumb: three to four paragraphs at a minimum, but more is more as long as it's scannable or in sections. Do not post just one or two short paragraphs either. Once my students start reading About Me pages on blogs they are surprised and put off by how little some bloggers write on their About pages. It's as if some can't be bothered. While some are even considered successful blogs, a short, dashed off About page detracts from the engagement, and it's just not a good look to readers.

Conversely, my students often appreciate the extra details or deeper features like FAQs, More About Me details, images, short video, My To 10 ____ list... that can also appear on an About page with your main narrative. As long as you're "chunking" and making your About page(s) scannable or adding additional pages linked from the main About, more really is more.

2. **Left align your text.** Don't center your About me text — or any paragraphs of text — It just makes your writing hard to read, and it looks funky when one or two words invariably become stranded on the last line. You can center subheads, quotes/snippets of text, but not paragraphs of text.

Some themes on hosted blog platforms default the About page to center alignment (which is why I think we see this less-than-ideal formatting for such important text as much as we do.) Center subheads, quotes, and short pieces of text meant to be especially highlighted. If it's a paragraph, left align it.

3. **Start with a greeting.** A blog is social media, so be social! Start the conversation by saying hi. Before or with your first paragraph, add a welcome that seems organic and natural to you and your personality. Here are some examples to

inspire you:

- Hello, welcome to my travel blog. I am Amir, and my bags are packed!
- Hi, I'm Sam! I'm so glad you stopped by.
- Hey there fellow _____ lover, I'm Brandon, welcome to my blog!
- Hello fellow _____ enthusiast! Welcome to _____, a blog where I will _____ . My name is Jade, and I'm ready to help you _____ .

Note: You ALWAYS need a comma after your name in a sentence.

4. **Write in an upbeat, engaged and/or fun tone.** Use active language and contractions. Do watch out for too many exclamation points. It's easy to go overboard in print. I think it's perfectly fine to have one in your greeting, but then try to limit yourself — maybe one per paragraph or every other. I know! It's hard! You really do feel excited! I like !!! too.

Your excitement will come through the words themselves if you allow it. Don't be afraid to put your heart into it. I often tell my students that if you feel a little uncomfortable (or nerdy/dorky) when writing your About, that's usually a good sign. It means you're showing you care and that can make you feel vulnerable.

5. **Address your reader directly throughout.** As you draft, remember that your blog's About is about your reader as much as it is about you the blogger, and you want that person to feel recognized and understood. You are establishing a relationship. You will directly address in your opening and closing/CTA, but do so in other areas too. *If you're like me, you're not alone if... or maybe you can relate to my story...*
6. **Add at least two subheads.** "Chunking" your page so it's visually appealing and easy to scan means you need subheads. (See my [post on 5 Benefits of Subheads in Your Blog Posts](#).) Even a short About of three or four paragraphs can benefit from subheads. They can be simple or a little playful: How I Became Obsessed with _____, More About Me, Enough About Me, Let the Fun Begin, Please Join Me...
7. **Add a call to action (CTA) to follow/subscribe to your blog in your closing/last paragraph.** This could come at the very end with or after question #6 above — What do you want this blog to become? See examples below. Even if you're not monetized yet, it's still important to ask your readers to take an action, even a simple direction like *Follow my blog and let our cooking adventure begin!* This draws people in further and it's a form of engagement. Ask for the follow/subscription. Once you're further along, you can offer opt-in content and premium content.

- I hope you'll join me on this journey by following my blog.

- I hope you'll follow my blog and I hope to hear from you. Please leave me a comment in my posts or reach me via [email/social media link]!
 - Please follow my blog and [link to IG or other social media account(s).]
 - If you like this blog, I hope you'll recommend it to others. I appreciate your support!
 - Subscribe to my blog now and I'll send you a complimentary ebook or a free audio download.
 - If you're new here, I hope you'll subscribe and then head over to [Start Here](#) to get the basics down.
8. **Proofread.** Careless errors, especially highlighted by spell check look bad! Mistakes happen, but you can avoid them by proofreading. Proofing and catching your own mistakes can be hard, especially when reading from the screen. Ask your bff or partner to proof your work. If you don't have an extra set of eyes, print out your copy and read it aloud. You can use the "read aloud" feature on your drafts to catch mistakes. This is super easy [in Word](#) and you can [add an extension for Google Docs](#).

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