

Resource

# ABOUT ME TEMPLATES

It can be difficult to write your About Page because it's easy to overthink it, so we've put together a handy writing guide + fill-in-the-blank templates for you! Written by my friend and copywriter [Jessy Lobel](#), this resource will help you put together a killer About Page that shows off your skills and personality in a professional way.

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## FORMAL TEMPLATE

Hi, my name is *[name]* and I'm a *[title]* based in *[location]* who specializes in *[thing or things you're great at]*. I earned my *[type of degree]* degree at *[institution]* and have more than *[number of years]* of experience in the *[industry you're in]*.

When I'm not *[designing/writing/illustrating, doing whatever it is that you do]* you can find me *[list one to two things you enjoy outside of work]*. If you're looking for a *[self-descriptive title with some nice adjectives]* to help you *[thing you can offer]*, please reach out at *[email]*.

## THIS TEMPLATE IN PRACTICE:

Hi, my name is Jessy and I'm a copywriter based in Detroit who specializes in helping clients large and small tell brand stories that stick. I earned my Bachelor's degree in Journalism from Indiana University and have more than 10 years of experience copywriting at startups and tech companies in the Bay Area and the Midwest.

When I'm not writing, you can find me outside with my dogs exploring all the great state of Michigan has to offer, or pretending I know how to cook with my Instapot. If you're looking for a deadline-driven, grammar nerd to help you elevate your brand voice and tone, please reach out at [jessica.lobel@gmail.com](mailto:jessica.lobel@gmail.com).

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## CASUAL TEMPLATE

Hi, thanks for *[looking, stopping by, visiting my site, etc.]*. I'm *[name]* and *[write a general sentence or two here about your expertise and experience]*.

*[List of things you're great at]* are my bread and butter. *[Can add another sentence here to follow up on your bread and butter if it's additive/funny]*. I believe *[your personal philosophy/approach to the work and what you think your job is for this client]*.

When I'm not *[skill]*, you can find me *[list a couple things about yourself that you enjoy doing to help them get to know you/get to like you]*.

*[Question to prompt them if they're interested]*. Shoot me an email at *[email]* to talk about how we can partner together.

## THIS TEMPLATE IN PRACTICE:

Hi, thanks for stopping by. I'm Jessy (with a y) and my writing has appeared all over the place—online and in print—from a billion dollar revenue company to a small family mushroom farm in Wisconsin. Copywriting, editing, conceptual thinking and digital marketing are my bread and butter. And I could talk about wiener dogs all day if given the opportunity. I believe everyone has a story tell, and an audience who wants to listen—my job is to bridge the gap between the two. When I'm not writing, you can find me exploring Detroit's best new restaurants, unintentionally murdering all my houseplants and planning really solid weekend adventures. Sound like a match? Shoot me an email at [jessica.lobel@gmail.com](mailto:jessica.lobel@gmail.com) to talk about how we can partner together.

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## BARE BONES TEMPLATE (FOR THOSE WHO HATE WRITING)

Hi, I'm *[name]* and I'm a *[title]* based in *[locale]*.

A few fun facts: *(Maybe a mix of work related and personal)*

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- 
- 

Recent projects I loved working on:

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- 
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Things clients have said about me: *(If you don't have clients yet, change this to "people."  
This can be fun or serious, or ideally both.)*

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Want to work together? Send me an email at *[email]*.

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# HELPFUL THOUGHT STARTERS

Here are some questions you can ask yourself to get your bio thoughts flowing. Remember, your experience is unique. Who you are and what you're doing is yours to own and share, and there's no one else that can tell the same story as you. So make it a good one!

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## **What drew you to your practice/project/thing you're doing in the first place?**

Did you have an "aha" moment? A funny or even embarrassing story that led you down this path? A terrible breakup or diagnosis? A unique cultural perspective?

## **What are the things that make you tick?**

What really moves you? (This does not have to be work-related.)

## **What is something or things about you or your work that sets you/it apart from other people doing similar work?**

## **What are you offering?**

This can be one thing (ex: copywriting) or several things (ex: digital copywriting, SEO copywriting, conceptual thinking, branding consultation, copyediting). Use your skills and experience to your advantage here.

## **What makes you uniquely qualified to do this work?**

Have you been doing it forever? Did you go to school for it? Are you self-taught? Do you have a crazy background or work history that gives you an interesting perspective?

## **What's your approach?**

What's your philosophy? How does this affect your work?

## **What do you consider your biggest accomplishments?**

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# TIPS FOR WRITING YOUR BIO

Your “About Me” is one of the first touch points you’ll have with your audience—be that a new or potential client, potential customer, potential investor, your mom seeing your site for the first time, etc. So, make sure it’s representative of you and the reason you have this creative business in the first place: because you have something to say. If you half-ass your “about me” and don’t put much thought into it, it will show—and it will not serve you or all the work you’ve put into your portfolio.

**My go-to tip for helping people write their bios is that it should feel like a one-on-one conversation your reader is having with you.** Your voice and tone should shine through your words and sentences, and the reader should feel like you’re talking directly to them. Keep it conversational and personal. You want to sound like a person, not a company. And even if you want a more formal or professional bio, it can and should still feel this way. After all, marketing is all about making the right connection with the right audience and making them feel like your message is directed specifically at them. So talk to them, not at them!

**Don’t be afraid to pimp yourself.** If you’ve won awards, been featured in publications, had work sold—people want to know that about you and it adds to your credibility as a creative. And if you don’t have any of these things, that’s okay too! Chances are there are other admirable things that are worth noting. Whether this is your 17th successful passion project or your first and you have no idea how it’s going to pan out, you have a unique perspective and story that needs to be told. And tell it with tact and gratitude—because the last thing you want is to come off as pretentious or arrogant.

**In the digital space, shorter is typically better.** Tell your story and speak your truth, but do it concisely. Long form isn’t necessarily frowned upon, but if you’re going to be long-winded, make sure it’s worth the read. Time is money, people. The more time you expect someone to spend reading about you, the more you should be offering them in return. I’d say, 200 words or fewer is a good benchmark to set.

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# TIPS FOR WRITING YOUR BIO

Think about opening with a line that'll draw them in, and make them want to read more.

Example from my homepage, which leads to a more in-depth bio:



It might make sense for you to include a call to action (but not required if it feels too sales-y for your personal taste). Consider ending your about me with something you want your reader to do, like:

- Interested in working together? Let's grab coffee (or skype sometime).
- Reach out to learn more about my latest project.
- Like what you see? Let's partner up—email me at [EMAIL].

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# TIPS FOR WRITING YOUR BIO

**Once you get to a place you feel pretty good about with your “about me,” ask yourself the following questions.** Pro tip: your answers should all be “yes” or you still have some finessing to do.

- Does it sound like you? If you’re self-employed or working on a passion project, chances are you are a team of one. Which means, your “about me” should be in first person, and come from the authentic voice that is your own.
- Does it give your audience a good reason to work with you/support your project/buy your product/hire you/listen to what you have to say?
- Did you read it aloud to yourself and respond with a resounding, “hell yeah!”? Great, you did it. And now it’s ready for the world to see.

**If none of this helps and you’re still stuck, look up some creatives you love, find their bios on their websites, and use that as a template for your own.** Just be thoughtful that you aren’t plagiarizing or even paraphrasing, but instead using their format as inspiration for your own.