

Best “About” in 7 Points

- ❖ I help *target audience*... achieve ...*their main goal*... by providing*your product/service*.....
- ❖ I partner/work with ...*target audience or industry*... including:
 - *List of job titles or other descriptors of all the target audience types*
- ❖ Why it works: when you partner with*your company name*.... you get the most*your differentiators**product/service*..... Available on the market for*key target audience need*.
- ❖ What makes ...us...different/unique is*differentiators+method+story*.....
- ❖ What our clients say:
 - *2 or 3 short testimonials specific to differentiators*
- ❖ How it works: explain the process (for example sales call followed by discovery)
- ❖ Message me here, email me at, visit us online at or call me directly at
 - ❖ Optional: A bit of your story if relevant to your clients