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Whatever the theme, the purpose of any proposal is to persuade the recipient to action. A traditional full-length suggestion can run multiple pages, but you can create a simple two-page proposal. If you decide to create a full proposal later, the two-page proposal can serve as a summary of management. The best way to set up your simple proposal is with an introduction, a body that explains the details of the proposal and a conclusion. Jupiterimages/BananaStock/Getty Images Gather all the information you need regarding the proposal. This should include how you plan to implement the proposal, when the action will take place, and any relevant costs and expected sales or losses. Ciaran Griffin/Stockbyte/Getty Images Write an overview of your proposal to organize the data you collected. Start with a single sentence explaining what you propose; this will be part of the introduction. Divide your body into sections that provide details of the proposal, such as the method you want to use, the necessary equipment and/or personnel, important dates or a timeline, financial information and benefits to the company. Conclude with a declaration of conclusion calling the recipient to action. LDProd/Stock/Getty Images Type the introduction by developing the phrase you wrote in the outline. Summarize the problem you intend to solve and how to solve it. Write each paragraph in the body and limit yourself to no more than six paragraphs so you stay on two pages. Develop every idea you noted in the outline; For example, one paragraph can focus on the method, while the next describes the timeline. Patrick Ryan/Digital Vision/Getty Images Write the conclusion section focusing on how this proposal will benefit the company, both financially and otherwise. Explain what needs to happen next to set this plan in motion. Tip While your overall tone should be confident, you should also write with the intention of encouraging and motivating recipients to support your proposal. Your blog's About Me page should send a strong message to visitors to your site about who you are, what you are doing, and how they will benefit from engaging with your blog. This is your chance to make a positive impression. A well-written About page can help you win fans and build sales. If you're unsure that you have writing chops to create a winning About Me page, consider outsourcing the task. There are several pros at Fiverr who are experts in helping you develop a unique About Me site. If you go this route, I recommend working with a Fiverr Verified Pro. Visit the Fiverr Download About Me page template proposal I've worked with many bloggers who tell me that writing about me page is one of the hardest things they've done. Let me help you take the pain and pain out of the planning process by giving you an About me page template to help you map the content you want to include. You can download it now. Download now How do I write about myself? If you find it a little difficult and uncomfortable to write about yourself, you are not alone. Many bloggers have trouble figuring out what to write about themselves. When you write about your me page for your blog, think of it as if you're meeting a new person and you want to be friends. Be yourself. Please let the reader know that you care. Also, while your About Me page is technically about you, it's really more about your readers and what you have to offer them. Keep your audience in mind first and foremost when deciding what you want to include. There is no proper way to write a perfect About Me page; However, there are a handful of items that every major About Me page should contain. Important items for Your About Me page about me pages are as different as bloggers who write them. However, the best pages include a handful of items that best serve the reader, promote the blog, establish the blogger's credibility and lead the reader to the next best steps. Feature a What's-in-it-for-me (WIIFM) Message Don't assume that everyone will read your entire About Me page; they will not. People are more inclined to keep reading if they know from the get-go what's in it for them. That's why it's important to place your core WIIFM message at the top of your About Me page. If this message is all they read, your readers should have a good idea of who you are and why they should follow your blog. The fork in the Road about Me page begins with a clear statement about how it helps its readers. (Source: forkintheroad.co) Make a personal connection with the reader while hoping many people visit your blog and about me page, always write your Page as if you're talking to one person. I also recommend writing your About page in first person using a conversation tone. This helps make your message more personal. Most About Pages contain a certain biographical information—the best add-on in a creative format. Stories help you connect with the reader on a personal level. People identify with other people much better than they relate to faceless businesses. Visitors to your site will see both the face and the story behind the blog. One way many bloggers make a personal connection is by adding I'm like you content to their About Pages. When you tell your story of struggle and achievement, it inspires others. It also makes them want to hear more about how you solved your problems or created the life that you blog about. Demonstrate Value Blogger who makes money bring value to their readers. Usually, the greater the value you bring, the more money you can make as a blogger. What value does your blog offer to its readers? How do you make their lives easier, better, or less stressful? Don't make readers wonder why they should follow you – tell them the core benefits your blog delivers. The About page for The Endless Meal blog opens with what it does and how it benefits readers. (Benefits: the recipes are simple, delicious and healthy.) (Source: theendlessmeal.com) Include images that best reflect you and your brand images often convey more about you than words ever could. That's why you want to include eye-catching images that match your brand on your About Me page. Do not skimp on these pictures. Selfies and family photos are fine if you're a family blogger, you want to capture a candid moment, or when it makes sense to post an old personal photo to illustrate a point you make. Otherwise, consider investing in a professional photo shoot so that you have many high-quality photos that show your blog in the best light. The Fresh Exchange blog's About page features a professional calibre image that aligns with the core brand's message: fresh! (Source: thefreshexchange.com) Add credibility-boosting facts and content If you want people to eventually buy something from you, you need to establish your credibility. Write about why you're qualified to talk about the topic you're blogging about. Here are some content suggestions to build your credibility: Provide the relevant credentials you have. Write about an achievement, or share your success story. Show off the various publications or media where you were featured Explain how many people you have helped or reached through your blog. Provide relevant professional experience, provided it is in line with your blog content. To improve their credibility, the 100 Days of Real Food blog post icons of where they have appeared on their About Page. (Source: 100daysofrealfood.com) Making your about page easy to navigate as a blogging and marketing consultant, I've noticed that many bloggers are good at creating easy-to-navigate and appealing layouts for their websites, but seem to throw the rules of good design out of the window when it comes to their About Me pages. I can't tell you how many times I see bloggers add long, dense copy regardless of user experience. Like any other page on your blog, it's important to make your About Me page both attractive and easy to read. You can do this by adding multiple visuals and breaking up long copy blocks with headers that draw attention to the main points you want to make. Jess Ann Kirby lifestyle blog contains strong visual effects and buttons that make her About Me page easy to navigate. (Source: jessannkirby.com) Include a compelling action call (CTA) After you've read your About Me page, what do you want your readers to do next? Don't make them guess – add a convincing CTA to your Page. I recommend adding an email capture device and offering page visitors an irresistible lead magnet. When you 13 About me Page Tips + Examples Your About Page is an important part of your overall blog content strategy. There's no way to write a wonderful About Me page. Below are 12 examples of content tactics and strategies from a variety of bloggers. Hopefully these will inspire you when you develop your own About Me page. 1. Offer a clear statement of core values The well-kept Wallet blog begins its About Me page with a clear statement of its core values. Since this is a personal finance blog, it is important to gain reader confidence in order to succeed. The range displays four core values in a single bullet format. These values allow the reader to know in advance that the blog values its audience and is there to serve them with honest, accurate information and will be transparent and diligent in all the content. 2. Tell your readers, I'm just like you On her About page, Micaela from the Mindful Mama blog tells readers that she's just like them. She is a busy mother, juggles many things, and wants to make sure that the family eats healthy, but realizes that it is not easy, and sometimes you just have to find the best compromise. Her readers immediately acknowledge that this is a person they can relate to — someone who shares their problems and struggles. Micaela then continues to discuss how she helps mothers struggling with these issues. She also contains several testimonials in her About Me page from grateful readers who testify to the value of the Mindful Mama blog. Excerpt from the Mindful Momma blog's About Page (Source: mindfulmomma.com) 3. Answer frequently asked questions (FAQ) Adding a list of frequently asked questions to your About page is an easy way to answer frequently asked audience questions— or show off questions you wish they'd ask. What I like most about frequently asked questions is that they are so easy to make. They are also easy for readers to scan, and many of your readers will just scan your page. Readers are used to seeing frequently asked questions online and often seek them out, which is yet another reason to consider adding a list of frequently asked questions to your About page. Lauren from the Fit Mommy in Heels blog contains an FAQ list in her About Page. (Source: fitmommyinheels.com) 4. Include links to other content on your blog There are some main reasons why you want to link to other content on your blog. The first is because you don't want about me page readers to leave the site immediately – you want them to engage further in your blog. The second is that it is your opportunity to showcase your most popular or recent articles. Last but not least, adding internal links - links to pages on your own website - is an excellent on-page SEO strategy that can help provide more traffic to your blog. If you're not sure what that means, check out our post: SEO Bloggers. About me page for a Gil A Style Blog Blog images and links to suggested blog posts. (Source: agirlstyle.com) 5. Include a video on About Me page videos is a way to connect with your audience on a personal level. When visitors see you and listen to you talk, it has the potential to generate a connection that is difficult to replicate in text alone. About me page for Marc and Angel Hack Life blog has three videos. (Source: marcandangel.com) 6. Create a sense of community In some cases, your followers won't just follow you, they want to connect with others who follow you— people who share the same interests, struggles, or life perspectives. You can do a great service for you readers by offering a sense of community and opportunities to connect. Excerpt from The Confused Millennial blog About / Welcome page (Source: theconfusedmillennial.com) 7. Offering something of Value Seven-figure blogger Michelle Schroeder-Gardner of Making Sense of Cents has one of the most thorough About Me pages around. Given her enormous success as a lifestyle and personal finance blogger, Michelle has more than a few lessons worth emulating. For example, the simple but effective lead magnet she includes on the about me page is a powerful tool to build a loyal following. Here's the basic strategy Michelle uses: Offer something of value – in her case, the free Master Your Money Course. Collect an email address. Wow course enrollees with valuable course content, so they become loyal fans and customers. Most successful bloggers offer a free lead magnet to collect email addresses; not everyone offers a magnet that offers as much value as Michelle's does. You wouldn't know it by looking at Michelle's simple ConvertKit opt-in form, but Master Your Money Course provides tremendous value. This is just one of the many reasons Michelle is so successful. Email opt-in offers from the Making Sense of Cent blog (Source: makingsenseofcents.com) 8. Include a list of favorite things remember that one of the main reasons for creating an About me page is to let readers get to know you on a personal level. An easy way to do this is to make a list of your favorite things — which may or may not have anything to do with your blog content. When you give readers a glimpse into what your life is like and what you're drawn to, they see you as more likable and relatable. It humanizes you, and as I've said before, people connect best with people, not faceless businesses. Frugal living blogger Cassie Fairy adds a personal touch to her About Me page with a My Favorite Stuff list. (Source: cassiefairy.com) 9. Include a Mini-Bio on the blog's website Not everyone will visit about your me page on their own, but you can encourage them to visit your page by posting a mini-bio with a link to your About Me page at various locations on your blog. Most bloggers add these to their website, usually in a sidebar. This is a popular tactic that more and more bloggers use. The Miss Thrifty blog has a mini-bio on the sidebar with a link to its About Me page. (Source: miss-thrifty.co.uk) 10. Sometimes pictures tell a story better than words The blonde overseas blog's About me page is a visual feast. The creative setup and visual takes page visitors on a journey to learn more about the blog. This tactic works extremely well for this niche and brings this adventure and travel blog's brand vibe to life. Words alone could never convey the excitement and tell the story as well as these exciting and welcoming images. The Blonde Abroad blog's About Me page has a creative layout and several high-impact visuals. (Source: theblondeabroad.com) 11. Tell Your Origin Story Many bloggers choose to tell a story about why and how they started their blogs. They include their struggles, lessons along the way and their aha moments. The best stories show both ups and downs and end with a great advantage for the reader. Excerpt from glossy belle blog's About me page (Source: glossybelle.com) 12. Share a Manifesto The Classy Career Girl (CCG) blog shares a manifesto on its About Me page. The CCG manifesto has several philosophies and beliefs the blog embraces. Adding a manifesto to your About Me page is an easy way to show readers the core concepts and beliefs your blog embraces. Doing this in a visual comes with the added benefit of making it easy for readers to share, so even more people learn about your blog. 13. Keep about me page updated You can't just write about your me page and ignore it, as too many unprofitable blogs do. You will want to keep it up to date. I recommend that you review your About Me page at least quarterly to determine if there is new information to add or old content to remove. Manifesto from the Classy Career Girl blog's About me page (Source: classycareergirl.com) Why is yours about me page so important? Some bloggers underestimate the importance of their About Me page, which is a big mistake. People do business with people they trust. About your Me page is your opportunity to show people why your audience should trust you and how you can help them. It's your chance to make a connection on a personal level—which is key to making money blogging. When you created your blog business plan — if you haven't done it yet, I strongly suggest you do — you outlined what your blog is about and how you plan to serve your audience. In many ways, the About Me page reflects the heart and soul of why you started blogging in the first place. It should introduce the huge value your blog offers and show readers why you are the best person to help them with their problems and challenges. A About me page can also help you: you: value of the blog's brand in readers' eyes Show off your skills, talents and expertise, all of which help establish your credibility Guide readers to your very best content Address any common objections visitors may have about buying something from you or using the services Your Capture leads so that you can have ongoing conversations with readers via email Inspire your visitors to take the next step in engaging with you Some bloggers find that their About Me page is one of the most visited pages on their site. Visitors discussing making a purchase from you — especially a high-dollar purchase — often check out your About Me page before investing in your products or applications. That's why the most successful bloggers take great care to create a compelling About Me story. Your blog's About Me page introduces your readers to you and your blog. Even if you write about yourself and your blog, it's not really about you – it's always about the audience's needs, desires and interests. Let your personality show when you create your About Me page, as it will help you create a strong connection with your readers. Also, be sure to include the next step you want your readers to take so they stay engaged with your blog. If you're uncomfortable writing about yourself – as many bloggers are – outsources the task. You'll find more highly qualified freelancers on Fiverr who can help you write a winning About me page, and you can use the spreadsheet above to help them get started. Visit Fiverr Fiverr

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