

let's elevate
YOU

how's your
ABOUT PAGE?

PUTTING YOURSELF OUT
THERE **IS HARD**

SO WHY NOT CURATE THE
PERFECT PAGE

that's all about ***YOU***

part
ABOUT PAGE

part
SALES PAGE

**BUSINESS STORY • BRAND STORY • NARRATIVE
RESUME • INFOGRAPHIC**

WHAT IF WE REINVENTED WHAT AN ABOUT PAGE IS?

I AM A
personal brand

I AM
this brand

DESIGNING
mv
ABOUTPAGE

About You can be a secret
(hidden) page or full view
(listed on menu)

creative
free range

**PRO TIP: FOURTEEN - SEVENTEEN WORDS
IS THE PERFECT LENGTH FOR A
SENTENCE FOR PEOPLE TO READ IT
COMFORTABLY. (17)**

**FOURTEEN WORDS IS THE PERFECT
LENGTH FOR A SENTENCE FOR PEOPLE
TO READ COMFORTABLY. (14)**

the
SueBryce
experience

the

experience

WHAT **TIMELINE** IS RELEVANT TO YOUR **BRAND** STORY?

EXAMPLE: STARTING OUT AS A SELF-EMPLOYED DESIGNER, BUT I DON'T HAVE YEARS OF EXPERIENCE OR BUSINESS STORY TO TELL?

tell me why you decided to become self-employed

MY FIELD IS

business, money, and self-development

THIS TIMELINE IS RELEVANT TO MY

brand story

networking + MARKETING

SELLING ON THE PERIPHERY

PRESENTING YOUR BUSINESS AT

networking

networking 5-10 MINUTE PRESENTATION FOR YOUR BUSINESS

- 3X3 WHO I AM
- **SHOW** WHAT YOU DO (SLIDESHOW OR PRODUCT TABLE)
- INTRODUCE THE PROBLEM - SOLVE THE PROBLEM
- **SHARE A GAME CHANGING TIP:** BE EDUCATIONAL, BE EMPOWERING
- TELL A STORY TO MAKE THEM REMEMBER YOU, BE ENTERTAINING
- REMEMBER IT'S ABOUT YOU, BUT IT'S NOT ABOUT YOU - BE ENGAGING
- YOU ARE THERE TO PRESENT, NOT SELL
- ACT LIKE YOU DON'T NEED THE WORK
- ACT LIKE YOU HAVE A FULLY BOOKED CALENDAR BECAUSE YOU DO
- KNOW YOUR AUDIENCE

WHAT IS YOUR

game
CHANGER

TIP?

networking 20 MINUTE PRESENTATION FOR YOUR BUSINESS

- 3X3 WHO I AM
- **SHOW** WHAT YOU DO (SLIDESHOW OR PRODUCT TABLE)
- INTRODUCE THE PROBLEM - SOLVE THE PROBLEM
- **SHARE FIVE CHANGING TIPS:** BE EDUCATIONAL, BE EMPOWERING
- TELL A STORY TO MAKE THEM REMEMBER YOU, BE ENTERTAINING
- REMEMBER IT'S ABOUT YOU, BUT IT'S NOT ABOUT YOU - BE ENGAGING
- YOU ARE THERE TO PRESENT, NOT SELL
- ACT LIKE YOU DON'T NEED THE WORK
- ACT LIKE YOU HAVE A FULLY BOOKED CALENDAR BECAUSE YOU DO
- KNOW YOUR AUDIENCE

WHAT ARE YOUR

five

GAME CHANGER TIPS?

bullet time

- MAKE A LIST OF ALL THE MAIN POINTS YOU NEED TO HIT
- NO FLUFF NO STORIES JUST FACTS AND STEPS
- PUT THAT LIST IN LINEAR ORDER OF FLOW
- THE MAIN POINTS BECOME THE SLIDES. EACH SLIDE CAN HAVE NOTES
- 5 MINS - 5 SLIDES (750 WORDS - DON'T READ YOUR KEYNOTE)
- 20 MINS - 10 SLIDES (3000 WORDS) TED TALK 13 MINS
- FLIP YOUR BULLETS / ADD NOTES / ADD A STORY / ADD SOCIAL PROOF
- IF YOU HAVE VISUALS ADD DATA / ADD A BEFORE AND AFTER
- PRACTICE - BREATHE