

# About Section

# Template 1

Opening statement identifying overarching problem

- Problem 1/Question 1
- Problem 2/Question 2
- Problem 3/Question 3

Let them off the hook here by telling them that most companies/businesses/people etc have this problem.

Having worked with hundreds of organisations/businesses/people around [area/industry] I realised that:

- 1.
- 2.
- 3.

To solve these problems, I did [what]:

- 1.
- 2.
- 3.

What would it feel/be like if you could [solution/end result]?

So here's what you can do now -click the connect button and tell me what you're looking to get [what they need].

Get the [offer] which will help you get a [after state] – [by doing this]

- Testimonial 1
- Testimonial 2
- Testimonial 3

Will you be the next success story?

Contact me at: Name | email | telephone

# Template 2

CHECKLIST ITEM #1

## WHAT I DO

I help [MY TARGET AUDIENCE] achieve [THEIR TOP GOAL] by providing [MY PRODUCT or SERVICE or EXPERIENCE].

CHECKLIST ITEM #2

## WHO I WORK WITH

I partner/work with [TARGET AUDIENCE or INDUSTRY TYPE or ORGANISATIONS] including: [INSERT BULLETED LIST OF JOB TITLES, INDUSTRY NAMES, etc.]

CHECKLIST ITEM #3

## WHY IT WORKS

When you partner/work with [MY COMPANY NAME or ME] you get [WHAT DO THEY GET] [PRODUCT or SERVICE or RESULTS] that [TARGET AUDIENCE] is looking for right now.

CHECKLIST ITEM #4

## WHAT MAKES YOU DIFFERENT

Answer that question! What makes you unique/different/better than similar organisations or competitors? XYZ years of experience? Certifications/Patents/etc.? Personal, 1-on-1 attention and Customer Service/Support?

CHECKLIST ITEM #5

## WHAT OTHERS SAY:

Copy and paste in 2-3 testimonials in this area. Use a real person, full name, company name, etc. And explain specific value/benefit person received from you or your business.

CHECKLIST ITEM #6

## HOW IT WORKS:

Explain your process - e.g. we start with a free evaluation, we first meet via phone to discuss your needs, etc., or we perform XYZ services for you, etc.

CHECKLIST ITEM #7

## READY TO TALK?

Reach out to me directly here on LinkedIn, email me at [EMAIL ADDRESS], visit us online at [WEBSITE URL] or call me direct at [PHONE NUMBER].

# Template 3

## **PART 1:**

This is the hook before a profile visitor clicks on “see more”. You need to make them want to read on. Show some of your personality and draw in the prospect.

## **PART 2:**

- Types of businesses/people you work with.
- Bullet points can assist in breaking up text.

## **PART 3:**

- What can people expect from working with you?
- What is your approach?
- Can you paint a picture of how your relationship will be?
- Are there any non-negotiables about working with you?

## **PART 4:**

- What outcomes can people expect when they work with you?

## **PART 5:**

- What testimonials can you share?

## **PART 6:**

- What do you want them to do?

# Examples

## About

My passion for education comes from my experience as a student who confronted my own learning differences. This journey has led me to appreciate the complexity and nuance of learning and pursue a career supporting teachers and advancing opportunities for at risk students. I have leveraged technology and innovative pedagogy to improve literacy in K-12 education. I steadfastly believe that listening closely and compassionately to educators is the best way to improve student outcomes and build thriving organizations in the education ecosystem.

Listening is a research proven foundation for literacy but few schools and districts treat listening with the same purpose as reading and writing. This comes on the heels of the Common Core State Standards (CCSS) that mandates listening as an anchor standard; at least 22 states that now assess listening; and workforce preparedness studies which show that listening ranks as a top 3 workforce readiness skill.

Listenwise, through its partnership with NPR, has built a repository of over 2,000 curriculum aligned podcasts in ELA, social studies, science and current events for students in grades 2-12. Our Lexile Framework for Listening is the first research based, objective measurement for teachers to assess student listening ability, monitor growth, and provide appropriate audio materials to assist students in improving their listening skills.

## About

Do you know how some companies waste a lot of money on digital marketing and end up frustrated with little to no results?

That's where my team and I come in.

I help growth-driven entrepreneurs and companies add their next \$1M-\$10M/yr. in revenue predictably without wasting money.

There's a quote I live by:

"Tactics before the strategy is the noise before defeat." Sun Tzu

Many of the CEOs I work with who are not NOT GETTING AN ROI on their digital efforts feel like John Wannamaker describes:

"Half the money I spend on advertising is wasted; the trouble is, I don't know which half.

If this rings even partly true for you and you need that to change, we should connect for a discussion.

WHO AM I:

I am the Co-founder of Yokel Local, a performance-based digital marketing agency based in Las Vegas.

WHAT DO WE DO:

We work with successful entrepreneurs and companies who want their next \$1-\$10M/yr in revenue using digital channels.

RESULTS FOR OTHERS:

Since 2011, my team and I have helped hundreds of companies generate over \$300M in revenues online for our clients.

I'm driving us towards \$1 Billion for our clients.

A solid teal rectangular bar that serves as a background for the section header.

## Legal Stuff

You do not have resell rights or giveaway rights to any portion of this course. The content in this course contains material protected under International and Federal Copyright Laws and Treaties. No part of this course may be transmitted or reproduced in any way without the prior written permission of the author. Violations of this copyright will be enforced to the full extent of the law.

The information services and resources provided in this course are based upon the current internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the internet is constantly changing, the sites and services presented in this book may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to inevitable internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earnings, income statements or other results, are based on our own testing and are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

All product names, logos and artwork are copyrights of their respective owners. None of the owners have sponsored or endorsed this publication. While all attempts have been made to verify information provided, the author assumes no responsibility for errors, omissions, or contrary interpretation on the subject matter herein. Any perceived slights of peoples or organizations are unintentional. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. No guarantees of income are made. The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.