

CRAFTING YOUR "ABOUT US" STORY

by Shawn Graham

To create engaging 'About Us' content for your small business website, start by answering 3-5 questions from the list below. Although there's no one-size fits all template, these questions can be very helpful when structuring your story and trying to get those creative juices going.

1. **How did you get started?** This is where you get a chance to tell visitors to your small business website how and why you exist—the perfect beginning to your creation story.
2. **Where did you get the idea for your small business?** That “aha” moment when you realized you might be able to turn that hobby, dream or passion into a viable business and something you hoped your customers would absolutely love.
3. **What's the story behind your products?** How are they made? Designed? Give people a peek behind the curtain so they can get a true sense of the craftsmanship that's involved in bringing your creations to life. This content can be incredibly powerful when helping to differentiate your small business from big box retailers.
4. **Where do you look for your creative inspiration?** Travel? Nature? Music? Family? Friends? This is where you have a chance to form more of a personal connection with your audience by sharing a little bit about your creative process.
5. **What's your background?** Here you can establish instant credibility by talking about your professional and personal experience as it relates to your business.
6. **What's your vision for your small business?** It's easy to get excited about a small business that has dreams and aspirations about where they'd like to be 5-10 years from now.
7. **What motivates you?** What gives you that fire in the belly—the thing that makes you hop out of bed bright and early each and every morning to work on (and for) your small business?