



Mentoring Program

Successful Business Building Steps

Course 10 Module 4 Lesson 8

Creating Your First Webpage Your “About Me” Page

This lesson will help you get the content ready for your “About Me” page. Please keep in mind that this is the only page that should talk about you or tapping. The Home page (which will be your next lesson) is going to focus on what the prospective client needs from you.

You can refer to this as “Meet ‘Your Name’” or “Meet Your Coach,” etc. How you tag this page is not as important as what you will put on it.

There are 4 components to this page and, as always, each component has a very specific purpose.

1. **Your introduction.**
2. **A mini-story of your personal healing victory.**
3. **Why you are a Healer/Coach** – how you want to help the reader experience similar victories in their life.
4. **The Call to Action (CTA).**

Let’s break it down and let you write it out piece by piece.

1. Your introduction.

Imagine you are in a class or meeting or even at a party and you’re meeting someone for the first time. (Of course, you want to be the one to use the F.O.R.M. template from Course 3 to encourage them to introduce themselves to you first.)

You will actually use the components of F.O.R.M. to introduce yourself, only in a slightly different order.

Tell about your Family; where you’re from (if it matters).

Share about your Recreational hobbies, passions and things that matter to you. Then you share your Occupation and your Mission.



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Writing this “About Me” page will help you get crystal clear on what to say in any situation that helps people get to know you, like you and be interested in possibly working with you. This is what some people refer to as your elevator speech.

This part of the story helps them get to know you and see how the two of you are similar or alike.

For example, I might introduce myself as:

Hi, I'm Jan Luther. My husband of 42 years, Michael, and I have lived in Charlotte for about 20 years now. We moved here after he retired from the Navy. We have three children and six grandchildren that I adore. Michael and I work from home now. He's the IT and Project Manager of our business. And I get to help transform families by helping women tame their fears and discover their purpose in life.

There is a lot of information in there. But it is all spoken very nonchalantly and not salesy!

And notice the KEY to all of the story is that last sentence.

Notice what I do NOT say:

- I don't tell them I am a coach.
- I don't mention tapping or EFT.
- I don't talk about being a healer.
- I don't ask them if they want to work with me.

I will help you hone in on your elevator speech in the next lesson. Being able to articulate the transformation you provide is the only thing the prospect really cares about.

The old sales adage is that every new prospective client has one station running in their head. WIIFM. What's In It For ME? Truth.



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2. A mini-story of your personal healing victory.

This is the juiciest and most influential part of your “About Me” page. It is the place you get to be transparent and vulnerable so that you are real to the reader.

In two or three paragraphs you want to tell them how YOU had struggled with challenges similar to theirs. You get to encourage them and inspire them by being living proof that you:

- A) Are human.
- B) Get them – you’ve been there, too, and you understand how painful and aggravating these struggles are.
- C) Found a solution and what a difference it made.

My example:

I grew up in an alcoholic family. My dad had a lot of rage and so, as an empathic child, I became hypersensitive and filled with anxieties. By my mid-twenties, the emotional pain began manifesting as physical issues. Reoccurring migraines, chronic back pain and, at one point, I was hospitalized for depression.

I was a mess when I found tapping. My mind was constantly looking for dangers that mostly didn't exist and my faith was waning. Why couldn't I just be happy?

Within six weeks of learning and diligently applying tapping for my own PTSD and layers of grief, my body and my mind changed.

I was able to sleep, able to be with other people and not take on all their negative energy. I started digging deeper into understanding the mind and its impact on physical health, emotional well-being and spirit.



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3. **Why you are a Healer/Coach** – how you want to help the reader experience similar victories in life.

My example:

Soon I was helping hundreds of clients a year literally dissolve physical pain, restore their confidence and most joyfully find a deeper and more meaningful relationship with God.

Clients increased their incomes, restored marriages and dissolved grief. It was like every session brought head-scratching miracles.

Along the way I was teaching others how to use these same tools and insights that I was combining to change their own lives and help their families. And many started their own successful practices as healers and coaches.

I am dedicated to teaching hundreds of Healer/Coaches these techniques and miracle mindset skills over the next three years.

So, my mission, my life's purpose and the thing that lights me up right now is to work with spiritual women who know there is a higher calling in their life and just haven't found it yet.

My goal is to train and mentor up to 50 women every year. Part of me would be thrilled if we could graduate hundreds a year. However, my mentoring program is so founded on personal attention for each student that we'd have to have dozens of additional mentors. Who knows, that may be the next organic growth process that God has in mind. I am ALL IN!

4. **The Call to Action (CTA).**

My example:

So, my new friend. If you've read all of this and you're feeling something stir in your heart, let's talk.

Click or tap on the link below to start the conversation.

Link to work with Jan / Intake form



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Your Assignment:

1. Write out each of the four (4) components as facts.
2. Put the facts together in a story following the order of those four (4) steps.
3. Tweak it so that it stirs YOUR heart.
4. Write your final draft as a Word document so you have it to show your peers for input and to add to your "About Me" webpage.