



Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients

By Leah Cox

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Free 30-day email training series for online entrepreneurs - get my top 30 copywriting tips to help you find your voice, gather your tribe and turn your online words to gold (or money.) ->

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Finding it freakin' impossible to write an About Page for your website?

Whether you're new to entrepreneurship and just starting out with your first website or you're a seasoned entrepreneur having a website overhaul, writing an About Page that feels authentic is seriously tough.

But why is taking the time to get it right even important?

Listen, whether you've got a simple blog or a fully-fledged business, the primary goal of your website is to turn visitors into email subscribers.

Why?

Because email subscribers are THE key to business success. The people on your email list are the tribe of people you're gonna love and nurture. They're the people who are gonna buy your products and services.

Followers on Twitter, Facebook and Instagram are all terribly lovely, but you don't own those followers. If Twitter disappeared tomorrow, you'd have no way of reaching those people. Same goes for Facebook, Instagram and all the other social media channels.

But when someone gives you their email address, that's not going to disappear. And the more people you have on your email list, the more potential clients and

customers you can reach directly through email. And believe me, that's gold. Or maybe even platinum. Whatever, it's really valuable.

So that's the primary goal of your website. And your About Page, being one of the most visited pages of your site, is one of the best places to fulfil that goal.

But like I said, writing an About Page can be pretty darn difficult.

In this short ebook, I'll take you through, step-by-step, how to write a non-sucky About Page that turns website visitors into subscribers, raving fans and dream clients.

As well the ebook edition, you'll also get:

- access to my email training series for online entrepreneurs for free - get my top 30 (copy)writing tips to help you find your voice, gather your tribe and turn your online words to gold (or just regular money.)

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Users Review

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This Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients usually are reliable for you who want to be described as a successful person, why. The main reason of this Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients can be one of several great books you must have will be giving you more than just simple reading through food but feed you actually with information that might be will shock your preceding knowledge. This book is handy, you can bring it just about everywhere and whenever your conditions in e-book and printed ones. Beside that this Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients forcing you to have an enormous of experience for instance rich vocabulary, giving you demo of critical thinking that we understand it useful in your day task. So , let's have it appreciate reading.

Danny Miller:

Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients can be one of your beginning books that are good idea. We all recommend that straight away because this publication has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining but still delivering the information. The writer giving his/her effort to put every word into delight arrangement in writing Copywriting for New Entrepreneurs: The Step-by-Step Guide to Writing a Non-Sucky About Page That Turns Website Visitors into Subscribers, Ravings Fans & Dream Clients however doesn't forget the main level, giving the reader the hottest and based confirm resource information that maybe you can be considered one of it. This great information can drawn you into fresh stage of crucial contemplating.

Reva Morison:

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grown up. The terminology styles that writer make usage of to explain it is easy to understand. Typically the writer made some study when he makes this book. That is why this book suitable all of you.

Sandra Maes:

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