

About Us Page Rewrite Formula

A repeatable 7-step framework for entrepreneurs to transform a forgettable About page into a trust-building, lead-converting asset.

Why Your About Page Matters

Your About page is usually your second-most-visited page - but for most businesses it reads like a LinkedIn bio nobody asked for. The fix is structural, not cosmetic. The 7 steps below give you a reusable formula grounded in one core insight:

“Your About page is not about you - it’s about your customer finding themselves in your story.”

Apply these steps in order. Each one builds on the last.

The Formula at a Glance

1. Their Problem	2. Founder as Guide	3. Specific Mission	4. Real Proof	5. Human Team	6. Evidenced Values	7. Clear CTA
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The 7 Steps

Step 1: Lead With Their Problem, Not Your Story

[Hook]

Your reader is asking ‘is this for me?’ in the first 3 seconds. Answer that before you say anything about yourself. Open with a crisp statement of the pain or desire your ideal customer has.

Rewrite Prompt

“Rewrite our opening paragraph to immediately call out the problem [target customer] faces, before mentioning who we are.”

BEFORE

“Founded in 2018, Acme Co is a team of passionate designers committed to excellence.”

AFTER

“Most small brands waste \$10k on agencies that don’t get their voice. We built Acme to fix that.”

Step 2: Introduce the Founder as the Guide, Not the Hero

[Origin]

Position yourself as someone who walked the same path as your customer and found a solution - not someone who is impressive. Credibility comes from shared struggle, not credentials.

Rewrite Prompt

"Reframe our founder story to show empathy with the customer's situation first, then explain what we built as a result."

BEFORE

"CEO Jane has 15 years of experience and an MBA from Harvard."

AFTER

"Jane spent years as the only designer at a startup with no budget. She built the toolkit she wished existed."

Step 3: State Your 'Why' in One Sentence

[Mission]

Your mission should be specific enough to exclude some people. Vague mission statements build zero trust. Name who you serve and what exact change you make.

Rewrite Prompt

"Write a one-sentence mission for [company] that names [specific audience] and the exact outcome we deliver."

BEFORE

"We're on a mission to empower people through technology."

AFTER

"We help independent food trucks book 30% more catering events without a marketing team."

Step 4: Prove It With a Specific Result or Story

[Social Proof]

One specific proof point beats ten generic ones. A customer name + number + outcome is worth more than 'hundreds of happy clients.' If you're early-stage, use your own before/after as proof.

Rewrite Prompt

"Insert one specific customer result (name, metric, timeframe) as a pull quote or inline reference in this section."

BEFORE

"Trusted by thousands of happy customers worldwide."

AFTER

"Taco Roja doubled their weekend bookings in 6 weeks - without running a single ad."

Step 5: Show the People Behind the Product

[Team]

Buyers buy from people. Real photos, honest bios, and one human detail per team member (not job title) increase trust dramatically. Avoid stock photos and stiff corporate headshots.

Rewrite Prompt

"Rewrite each team bio to include one personal or unexpected fact that makes each person memorable, alongside their relevant expertise."

BEFORE

"Mark — Head of Operations. 10 years in supply chain."

AFTER

"Mark obsessively optimises everything- including his sourdough recipe. He runs ops so nothing slips through the cracks."

Step 6: Name Your Values With Evidence

[Values]

A value without a story is just a buzzword. For each value you list, follow it immediately with one sentence showing how it shows up in your actual decisions or policies.

Rewrite Prompt

"For each value we list, add one sentence beginning with 'That's why we...' that shows a concrete decision or policy that reflects it."

BEFORE

"We value transparency, innovation, and customer focus."

AFTER

"Transparency - that's why our pricing page shows exactly what you pay, with no upsells hidden behind a sales call."

Step 7: Close With a Clear Next Step

[CTA]

Most About pages end with nothing. A warm, low-friction call-to-action at the bottom converts engaged readers into leads. Match the CTA to your business model - don't default to 'Contact us.'

Rewrite Prompt

"Write a closing paragraph for our About page that invites readers to take one specific, low-pressure next step aligned with [our business goal]."

BEFORE

"Contact us to learn more about our services."

AFTER

"If this sounds like the partnership you've been looking for, grab a free 15-min strategy call — no pitch, just a real conversation."

Quick Rules

✓ DO

- Write in second person ('you') as much as first person ('we')
- Use numbers wherever possible
- Match tone to your actual brand voice
- Read it aloud — cut anything that sounds stiff
- Lead with the customer's world, not your timeline

✗ DON'T

- Lead with founding year or headcount
- Use words like 'world-class' or 'innovative'
- Bury your mission below the fold
- List values without explaining them
- End the page without a clear next step

Copy-Paste Prompt Cheat Sheet

Use these prompts with Claude (or any AI) to rewrite each section:

Step 1 — Hook

"Rewrite our opening paragraph to immediately call out the problem [target customer] faces, before mentioning who we are."

Step 2 — Founder story

"Reframe our founder story to show empathy with the customer's situation first, then explain what we built as a result."

Step 3 — Mission

"Write a one-sentence mission for [company] that names [specific audience] and the exact outcome we deliver."

Step 4 — Proof

"Insert one specific customer result (name, metric, timeframe) as a pull quote or inline reference in this section."

Step 5 — Team bios

"Rewrite each team bio to include one personal or unexpected fact that makes each person memorable, alongside their relevant expertise."

Step 6 — Values

"For each value we list, add one sentence beginning with 'That's why we...' that shows a concrete decision or policy that reflects it."

Step 7 — CTA

"Write a closing paragraph for our About page that invites readers to take one specific, low-pressure next step aligned with [our business goal]."