

RHONDA LOWE CONSULTING

# Create a Compelling About Us Page

Step-by-Step Guide to Telling Your Story



[www.rhondaloweconsulting.com](http://www.rhondaloweconsulting.com)



# HI THERE!

## ABOUT ME

I'm Rhonda Lowe.

I am passionate about preserving the American dream of owning your own business. After decades of owning my own businesses, I decided to move from "doing" to "sharing" what I had learned.

I knew the lessons learned over the years had prepared me to work with helping others find the joy and satisfaction of owning their own business just like I had.

I began gathering the systems that had worked for me. I started creating step-by-step programs that would break this big idea down into manageable tasks.

This guide is one of those ways I help clients break down the complex task of starting a business into something they can do with less risk and more reward.

You will be able to use this guide to help you tell your story on your website, social media and any place you need to tell your story.

**Rhonda Lowe Consulting**

# STEP-BY-STEP GUIDE

1

## **What do you believe? Your core values?**

Share your mission and vision statement.

2

## **Who are the people involved in the business?**

Share who they are and include pictures.  
Tell a little about them.

3

## **Why did you start the company?**

What motivated you? Share a little about the history  
or the timeline of it's existence.

4

## **What is the problem your business solves?**

What is your Unique Value Proposition? What sets you apart  
from your competitors? If you have won awards,  
this is a good place to share it.

5

## **What is your vision for the future?**

Share where you see your company going in the future.

6

## **Show your business.**

Where are you located?  
Share a picture of your business if applicable.

7

## **Final Call to Action**

What do you want them to do next?  
Share contact information.