

PETE TANSLEY

The #1 Website Mistake

Hey everyone, it's Pete here from petetansley.com, where I help personal trainers to get more clients, take more time off, and to make more impact.

Today, I want to talk about one of the biggest website killers that I see. And that's only 'About Me Page'.

See, you would think you would make logical sense on your 'About Me Page' to talk, well, about me. But I think it's a big mistake.

Here's what to keep in mind, whenever a prospect is looking at your stuff they're always thinking 'What's that got to do with me?'

There is an old sales saying 'WIIFM' as in the acronym stands for 'What's in it for me'.

And the idea here is that when people are tuning into stuff, the frequency the radio station they're tuning into is WIIFM, and that means that simply they're looking for 'what does that have to do with me'.

So, the biggest mistake personal trainers make and fitness professionals make on their site is that they talk about themselves.

They list their qualifications.

They say 'I've been a trainer for the last 14 years.

I competed in this competition or this sporting arena.

None of it matters. None of it matters unless you relate it back to the client.

So, let's talk about how to actually do an 'About Me page' that works, right?

So, the mistake you talk about yourself and to list out your achievements, and your qualifications, and your gold medals in whatever sport you used to play, right? But none of that matters.

Instead, you have to think what matters for the client.

Well, they want to know how you can help them.

So, perhaps a better template for your 'About Me page' is **not**

- Here's a list of what I've done

But instead, it can be

- Here's who I am in one sentence, but what you probably want to know is how I can help you. And here are the 3 ways I can help you with your goals.

Or the 5 ways or the 7 ways – whatever copy you want to write or video you want to create for that page should flick it back straight away to how can you help them.

Because you know what, about your achievements your qualifications your bodybuilding titles – no one cares.

It's the sad truth.

Your prospects don't care.

In fact, it could even be scaring them off when you list out how great you are, and how many years experience you have, and how many qualifications you have. All they care about is what's in it for them, right?

It sounds cynical but people are constantly looking at things, thinking what's in it for me.

So, the main takeaway from this on your About Me page or your about page is not to list out a million things that you've achieved because no one cares.

Instead maybe you have a summary statement like 'Hi, my name is John. I help mums get back in shape and here's how I can help you', right? See the difference?

It's nothing to do with you and everything – everything to do with your prospect.

By the way, if you like a full check list, a downloadable pdf, basically a checklist

on the things that you must have on your website – a website that should do 2 things:

1. Positions you as the expert, as the Authority
2. Gets leads, get prospects, get clients

Because otherwise, it is a very expensive pretty looking brochure which does nothing to grow your business and help more people.

If you like that checklist then enter your details down below.

Hit that button and I'll send you the Web site checklist which includes the critical do's and don't's of setting up a great Web site to attract awesome clients, to establish yourself as the authority in your field, and to help more people.

If you want that click below.

I really hope this helps to establish a better website, a better About Me Page, because no one cares about you. What they do care about is how you can help them.

I hope this helps. Talk soon.

Pete

PS Also.... When you're ready... here are three ways I can help you grow your fitness business:

1. Join the Fitness Marketing group. Once inside? You can connect with other fit pro's who also want more clients, more cash and more impact.

2. Join our Accelerator Program and be a Case Study

I'm putting together a brand new coaching case study inside my mastermind this month... Stay tuned for the details. If you'd like to work with me on getting more clients and more cash... Then shoot me an email with "Case Study" as the subject line. My best is email: pete@petetansley.com

3. Work with me and my team privately.

Want to join the top 5% of the industry? If you want to work with me and my team and want to grow FAST... to multiple 6 figures or 7 figures...just send me an email and put "Private" in the subject line... tell me a little about your business and what

you'd like to work on together, and I'll send you all the details! My best is email:
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