
SERVE YOUR AUDIENCE: THE #1 WAY TO GROW A ROCK-SOLID PLATFORM

2021 Colorado Christian Writers Conference
Directed by Marlene Bagnall

Session 2B: The Two Most Important Pages on Your Website *Your ABOUT Page*



The image shows a business card for Patricia Durgin. On the left is a circular logo with a white cross and the letters 'MTM' in white on a dark blue background. To the right of the logo is a circular portrait of Patricia Durgin, a woman with short brown hair, glasses, and a white collared shirt. Below the logo and portrait, the text reads: 'Patricia Durgin', 'Your First Publicist', 'Brand and Platform Builder', 'Host of Over 500 (60-minute) Interviews', 'Launch Your Tiny Business Course Creator', 'Founder of Marketers On A Mission FB Group', 'AWSA Certified Christian Writer & Speaker Coach', and 'pd@MarketersOnAMission.com | 706.669.0086'. The card has a dark blue textured footer bar.

MTM

Patricia Durgin

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Brand and Platform Builder
Host of Over 500 (60-minute) Interviews
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Visit my Facebook page to Join My Facebook Group!

<https://www.facebook.com/MarketersOnAMission>



Marketers On A Mission

Marketers On A Mission, the FB Live program by and for Christian writers and speakers, helping you r

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Look for
this post



Marketers On A Mission

Published by Patricia A Durgin · 1m ·



Are you attending [Marlene Bagnull](#)'s virtual conference, the Colorado Christian Writers Conference?

You're invited to join my free, private Facebook group for Christian writers and speakers, [Marketers On A Mission ENGAGE](#).

Our focus is helping you share the Gospel beyond your inner circle, so it reaches those in your audience who do not yet know you, but are hungry for your message.

Marketing Jesus' way is the key. He always puts people first and products second.

Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

If you're just dipping your toes into the Christian writing / speaking field, the content will be beyond your reach. And if you're already fully established with your website, social media, and so on working seamlessly, you won't find us helpful.

If you're somewhere in between, you're welcome to apply. 😊

NOTE: When you request membership, FB will show you three simple questions. Those must be answered before you join.

**Write HIS
Answer**



on a billboard large and clear . . .

HABAKKUK 2:2 TLB



Your “About” Page Doesn’t Start with Your Resume

Share a BIT of your story, then tie it directly to THEIR story.

*Show how much you know about them (before you’ve even met them!),
because you’ve been where they are, God delivered you, and He wants to deliver them.*

.....➡ **Write to ONE Person!** ⬅.....



Your “About” Page Is About Your READER

Tie the applicable parts of your story with those same areas in their story.

As they read, they’ll nod in agreement, thinking, *“That same thing happened to me, too!”* As you describe your pain, confusion, or frustration, they’ll recognize their own. **Thus begins a new relationship with the right foundation: God.**

Close your story by assuring them that Christ wants to deliver THEM, too!



List Your Volunteer Experiences, Education, & Credentials in a Separate Section Below Your Story, or On a Separate Page

Now that you've connected with them, they'll be more interested in you and your accomplishments. That's normal with new friends, isn't it? :)



NOT AN ORPHAN ANYMORE

Abandoned by my father at age four, I believed the core lie, “You are nothing and no one.”

The best I could hope for, I reasoned, was to fake my way through life—doing everything bigger and better than anyone else and striving for perfection so *no one would ever again reject me*.

So began years of living as if I were Superwoman, trying to do it all perfectly. But the price of striving for perfection was too high. (Did you just hear the cha-chunk of a prison door slamming shut?)

I would have two more dads, and a lot of moves and upheaval, before I met Jesus, who spoke these words to me: “*I have loved you with an everlasting love. With lovingkindness have I wooed you*” (Jeremiah 31:3).

But I didn’t know how to apply my fledgling faith in Jesus to my elemental fear that God the Father would abandon or betray or disappoint me.



THOUGH I NEVER LEFT HOME, I WAS A RUNAWAY.



I ran with all my heart away from God, thinking He was just like all my other dads. But true to His promise, God didn't leave me an orphan.

He wooed me in His love letter, the Bible.

He started to exchange my false view of Him (based on experience with earthly fathers) with an accurate picture of Himself, inviting me to see Him as He truly is in the face of His Son, Jesus.

He gave me a glimpse of His father's heart when I had my own children.

And late in my thirties, during a supernatural encounter with Him on a Cape Cod beach, God replaced my orphan spirit with His life-giving Spirit of adoption.

My story is just one picture of orphanhood.

There are many orphans living in the house of the Father. Perhaps you're one of them?

Ready to walk out of your prison of orphanhood?

The Father who never abandoned you offers you a freedom you've never experienced before.

You can exchange orphanhood—once and for all—for a new identity as a beloved child who belongs to God. You can replace life-sapping fear for a growing sense of God's love and favor. You can reclaim every last bit of the lost inheritance you have given away by believing lies about God—and yourself.

Having experienced deep brokenness in multiple father/daughter relationships—including with my Heavenly Father—I know you, spiritual orphan.

I know how you think, and feel, and live. The unholy mantra that accuses you without ceasing: “Not enough. Not enough. You'll never be enough.”

I know what causes you to relinquish your rich spiritual inheritance as God's child, and how the enemy steals from you; how he jealously rips you off from the abundant life Christ died to give you.

But I also know the key truths and irrefutable promises God has made to you. Like keys in the lock of chains that have bound you, these truths will set you free.

You can walk out of the prison you've lived in your whole life.

It can happen today.

Remaining Sections of About Page Not Shown

Does my website currently reflect everything I've shared?



True Confession Time

You can do every single thing
that Christ has called you to do.



EVERY. SINGLE. THING.

Next Session

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Session 3:

Newsletters Are Good; Lead Magnets Are Better

What a Lead Magnet IS, What to Include, and Why You Want to Offer Them



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