## How to create your Listings and Profile

1. **Listing:** This is all about the unique product or service you offer! Think of it as your storefront window or brochure, showcasing a specific brand, program, or service like coaching or mentoring. You can make multiple listings as per your business requirement. If you offer multiple brands or distinct offerings, you can create a separate listing for each. This allows you to target different customer needs and highlight the specifics of each brand.

2. **Profile:** This acts like your company's "About Us" section on a website. It paints a picture of who you are and what your organization or business stand for. You will have only one Profile and the profile will remain the same for all the Listings you create. **Profile** link is visible in each of your Listings, below the Listing Name. Your profile acts as a central hub for your business, showcasing all your Listings

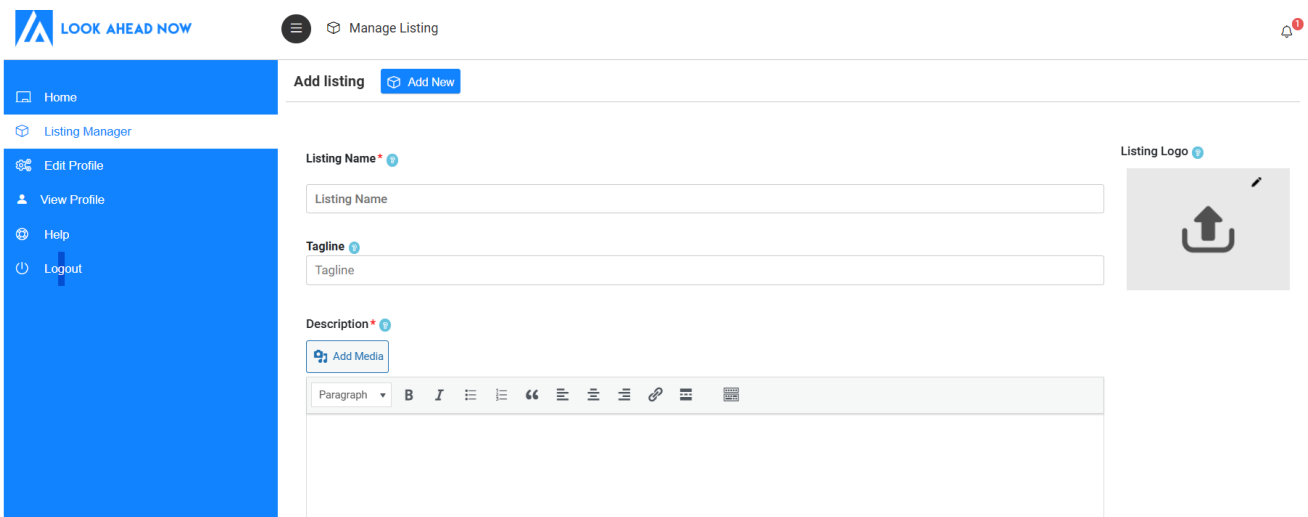## Here is how to start filling your First Listing and your Profile

(This should not take more than a couple of minutes to finish)

1. Click on the [List Your Service Tab](#) or in this page
2. Complete the basic signup of your user name and password

3. You will be taken to the Seller Home Page and Dashboard which looks like this:
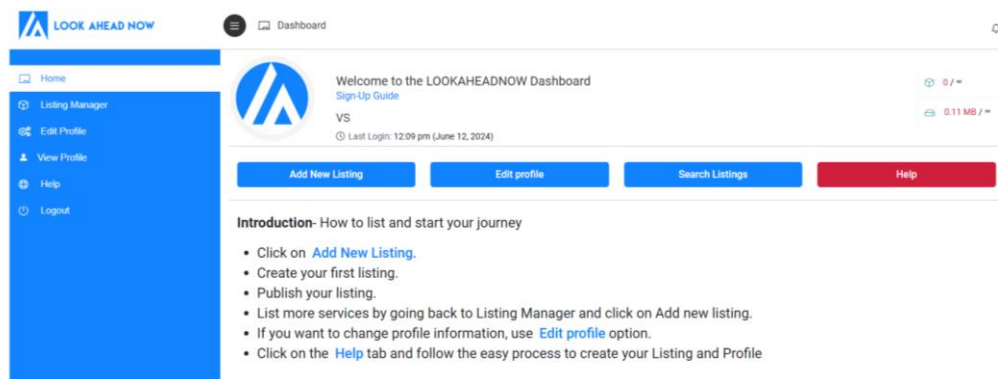
4. Start your first Listing by clicking on the [Add New Listing](#)Tab.

5. The Add New Listing Form will open and look like this:

6. Fill in the details requested, if possible, in the following sequence:

   1. **Listing Name-** is the Headline or product/service Name that will appear on top of your listing. For example if you are listing a Business Coaching Service you can decide your own way of listing that service – For example by differentiating your USP and creating a Listing Name that says *" Performance Coaching for Business Success"* or simply using your personal brand name and creating a listing title Name that says *" John Doe Business Coaching"*

   2. **Tagline-** is the USP or any slogan you want to use to differentiate your brand. For example you could say – *"For better careers" ...* You can also choose not to use a tag line- It is not compulsory

   3. **Description-** you can describe the product or service you are showcasing in less than 500 words. The Description section also has the option to **Add Media** using the **Add Media** link provided above the text box. You can insert an image, brochure, or video link at any point in your text where you mark with your cursor.

   4. **Listing Logo** is the Image or graphic you want to use to with your listing. Insert a suitable log or graphic or picture that represents your listing. It will appear prominently in your Listing and all thumbnails of your listing.

   5. Once you complete the Listing page, click on <u>Save and Continue</u>

6. This will take you to the **Profile** Page form which will look like this :

7. **Profile Page:** You only need to complete the Profile section ONCE, as it represents your corporate information and not your product information. So each time you create a new listing, you need not fill the Profile page unless you want to update something.

Some of the details in your Profile page like Display name, **e-mail, LinkedIn URL** are **MANDATORY AND COMPULSORY.** Your profile and listing **will not be published** without this information

Suggestions for completing the fields on the Profile page:

• **Profile Display Name-** For e.g. If your Organization is called "*Learning Org Pvt Ltd*" , then please put that in your Profile Display Name. If you don't have a company name and are a freelancer or professional, you can use your own Name here, for e.g.: *Jane Doe*

- **Profile Picture-** Use the logo of your Company or if you are a freelancer, you can use your own profile picture too. *This picture and display name will also appear in every listing that you post with a link to your profile page*
- **Profile Description**- you can describe your company, business or individual profile in less than 500 words. The Description section also has the option to Add Media using the Add Media link provided above the text box. You can insert an image, brochure, or video link at any point in your text where you mark with your cursor.
- **Profile Details**- These are standard contact details and URLs of your social media, website if any.
  Note: If you don't want to display your tel no, you can hide your Phone no from the display by clicking on the Hide Phone from Profile button.

8. After you finish the **Profile**, you can click on the Publish button and publish your first **Listing** and your **Profile** will also get automatically published

9. **Creating additional Listings:** You can create your next listing using the Add New tab on top of the page and you can directly publish it. You **will not need** to go through the Profile page again.

10. However, if you want to make changes to the Profile, you can do it separately at any time from your Edit Profile tab on the main menu

    <mark>IMPORTANT- Once you have listed, for any reason if you want to remove your listing and profile, you can use the **Permanently Edit Profile** feature</mark> <mark>on the top right of the page to permanently delete your profile and listings associated with your profile</mark>