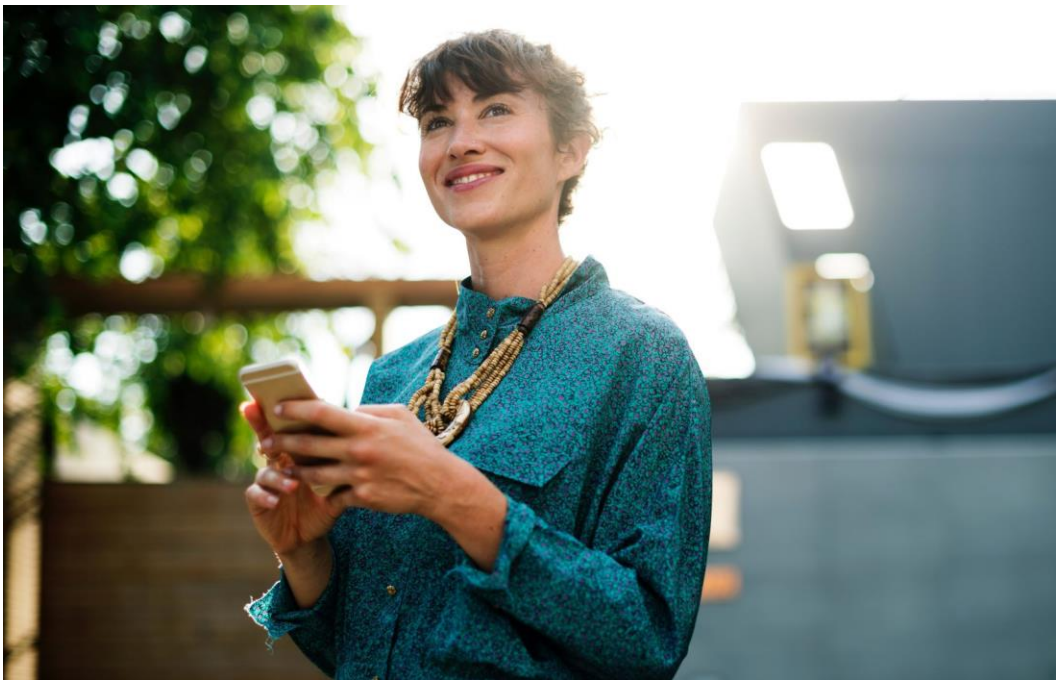


myTOM Practitioners' Profile Creation Guide



myTOM Profile Creation

Welcome to you myTOM Profile Creation Guide

myTOM is the Home of Conscious Wellbeing and we are here to you grow your business, supporting you every step of the way.

In this guide, you will find some tips for creating your business' profile page, as well practical steps to follow when using myTOM.

Your profile page is like the shop front for your business. Make it appealing and engaging so that potential clients are engaged and want to work with you.

Profile pages can be used as your own website where you can describe why you are passionate about what you do, how you work with your clients and what is unique about your approach.

Clients can get to know you and it's a great way to build rapport and trust with new clients. This is very important when a client is selecting their practitioner.

So, set aside a few minutes and bring your passion to life with an effective and attractive profile page that will encourage clients to purchase your services.

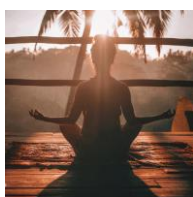
Joanna Harris, CEO & Founder

Need some help?

FAQs are available at: www.theonenessmovement.com/faqs-knowledge

Or email us directly at: connect@theonenessmovement.com

Resources for your business: <https://www.theonenessmovement.com/toolbox/>



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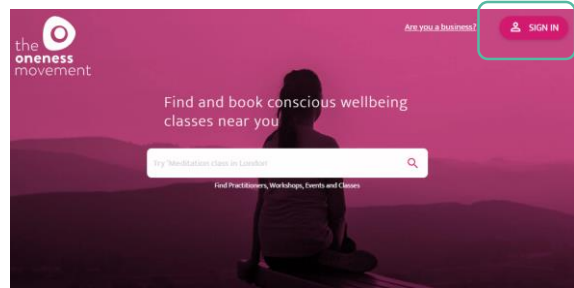


Your myTOM Account

Logging in to Your Account

This is how you can access all areas of your Practitioner Account.

- 1 Go to the myTOM Home page at <https://mytom.io/> and click on SIGN IN to open the pop up box below



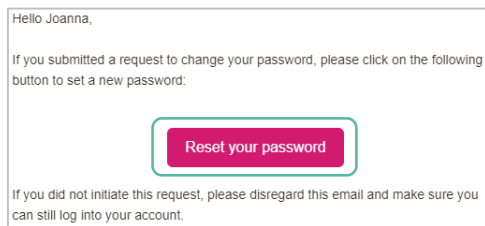
- 2 Enter your email and password that you registered with and click on LOG IN
Click on the Eye icon if you want to see your password

Forgotten Your Password?

Don't worry - just follow these steps to reset it.

- 1 Click the Forgot password? link

Enter your email address and click
SEND INSTRUCTIONS
You'll be prompted to check your emails



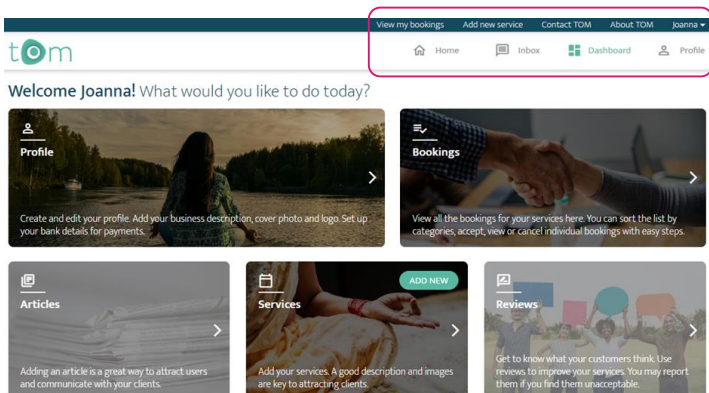
- 3 In your emails, look for one from The Oneness Movement with the Subject myTOM: Password Reset. Open and click on Reset your password button

You'll be redirected to myTOM.io to enter a new password. Click the RESET button when done.

Your myTOM Account

Logging In to Your Account

Once logged in, you'll see your Dashboard where you can view your Profile, view your Bookings and view your Services or Add New ones. Coming soon: Posting Articles and reading your Reviews.

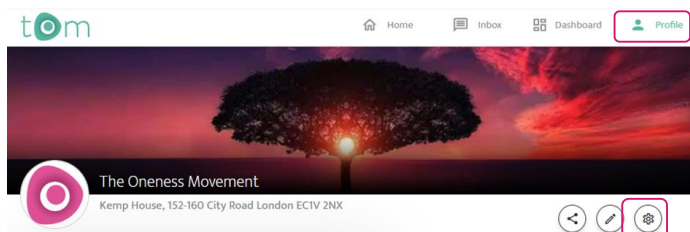


TOM TIP! From the top Tool bars, you can:

- Go to the myTOM Home page
- Go to your myTOM Inbox
- Contact TOM
- Find out more About TOM
- Switch to a Client Account to purchase Services
- Log Out of your Account
- Return to the Dashboard

Personalise Your Web Address

Your URL is the web address link which directs clients to your Business Profile Page. You can share this with clients via email, on social media, or through other media. Personalise it for your business.



1 Go to your Profile Page & click on the Settings icon

On the Settings page, scroll down to Change Profile URL, delete the default text and type in the name you want with no spaces, and click SAVE

2

Change profile URL

mytom.io/provider/profile/

Use this option to make an SEO friendly public URL for your profile.



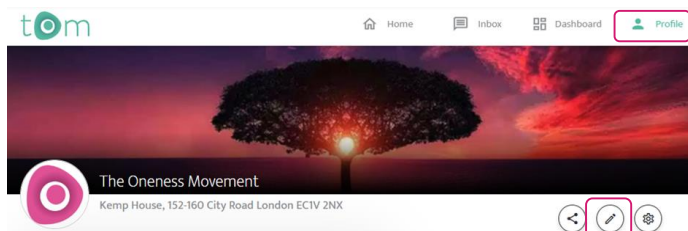
TOM TIP!

On the Setting page, you can also change your Password, change your Email, change your Marketing Preferences, and Delete your Account. Follow the onscreen prompts and remember to accept or save if required.

Your myTOM Account

Connect Your Stripe Account

Stripe is the payment processor for myTOM. To make sure you get paid, connect your existing Stripe account, or create one if you do not have one. Once set up, you can take bookings and get paid to your bank automatically!

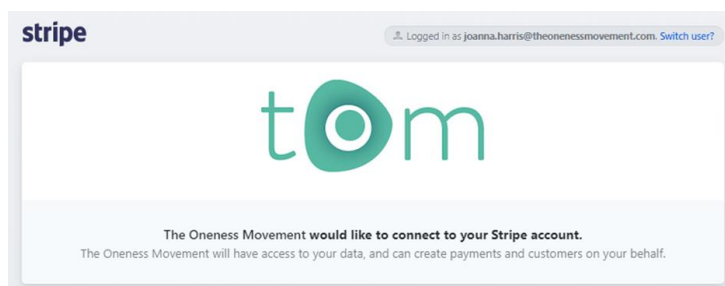


1 Go to your Profile Page & click on the Edit icon

2 Scroll to the bottom of the page to the Connect Stripe section and click the Connect Button.



The Stripe form will load for you to complete



3 Connect your account or complete the Stripe form providing details of your business, including contact info and bank account in which you wish to be paid

Note: The information requested is to ensure Stripe comply with financial regulations to prevent individuals from using complex company structures to hide terrorist financing, money laundering, tax evasion etc. For more information on how they handle your data, see their [Privacy Policy](#).



TOM TIP!

On the Stripe form, if you do not have a business website to enter, do not worry. You can use your social media profile. This will only be used if Stripe notice any unusual activity with your payments to check that you are genuine.

4 Once completed, you'll be returned to myTOM and see your account is connected. Make sure you click the SAVE icon on your Profile Page

Connect stripe*

Successfully connected. [Change account](#)


Connect a Stripe account to publish your services and receive payments. [Click here for support guide](#)



Your Business Profile


Edit your Company Name

Your name can impact your success so chose one that resonates with the clients you wish to attract. A clear, powerful name helps with marketing.

- 1 From your Dashboard you can access your Profile Page and the click on the Pencil Icon on the right-hand side to enter the edit mode 

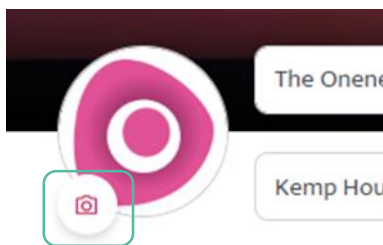



- 2 Put your cursor in the white text boxes, delete the existing text and type in your company name and the display address you wish potential customers to see.


 **TOM TIP!** Always click the Save icon to save any changes while creating your profile 


Add a Logo

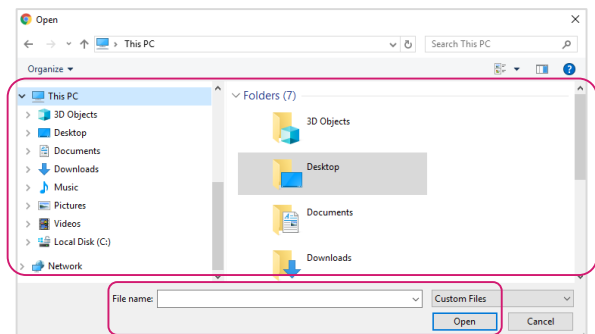
You can add a logo in the edit version of your Business Profile page.




- 1 On your Profile Page, click the pencil icon to enter edit mode and then click on the Camera icon to open a file browser window 

Find your logo file from your computer or cloud storage 

Click on the logo file and then click Open to select and insert it 



 **TOM TIP!** Don't have a logo? Don't worry. You can use a picture of yourself as a logo or design one yourself with these online logo generators: <https://looka.com>, <https://www.freelogoservices.co>, <https://www.brandcrowd.com>

Your Business Profile

Attract clients with a Compelling Introduction

Your Introduction is the first text potential clients will read about your business, so make it engaging! They want to know straight away what your about and how you can help them, to decide to read more.

Did you know?



You can use formatting buttons to highlight important text and create headings

Potential clients will be reading your introduction thinking “how can this help me?” so it is best to write about your expertise, with your potential clients in mind.

Questions are a great way to hook clients in to reading your profile. You may start with “Do you want to find more joy in your life?” or “Are you looking to clear negative energy that is holding you back from your purpose?” or “Do you want to express yourself with confidence?”

Your introduction should be a hook aimed at clients' needs to get them to read on.



TOM TIP!

Copy-pasting from a website can include erroneous HTML code, so paste web text in a plain text document first and then copy-paste that in the description.

Detailed Description

This is a great section to provide extra information that can persuade a potential client that you are a great fit for them. In our industry, trust is very important, and you can use this section to build trust with your future clients.

You should consider including:

- Your personal story or background
- Why you are passionate about what you do
- How you work with your clients
- What is unique about your approach
- Small testimonial quotes from former clients
- Any accolades, certifications or industry memberships you hold

Your Business Profile

Your Discipline

This is the high-level category that defines your type of business. Select the one that most closely aligns with what you do. Don't worry if you provide more than one type, you can use Keywords to add more, and you can also create Services with their own different discipline.

- 1 From your Dashboard you can access your Profile Page and then click on the Pencil Icon on the right-hand side to enter the edit mode



Click the Discipline down arrow and then scroll through the list to select your most appropriate discipline.

2

Discipline*

Acupressure

Acupressure

Acupuncture

Aromatherapy

Ayurveda

Bi-Aura Therapy

Bodywork Therapy

Bowen Therapy

Breathwork

Add Keywords

Keywords are a great way for potential clients to find your Business as they are used to find you from a client's search query on the myTOM home page.

It is single word Keywords only, so keep it simple and be creative.

Consider:

- Additional disciplines you specialise in
- Service types you provide, such as retreats or workshops
- Concerns clients may have that you assist with, such as stress
- Benefits you provide clients, such as calmness

- 1 Type single words in the Keywords box using the space bar to indicate each new word

Keywords

Reiki X Stress X

Did you know?

You can Delete any keyword by clicking on the X at the end of the word

Stress X

Your Business Profile

Add Your Images

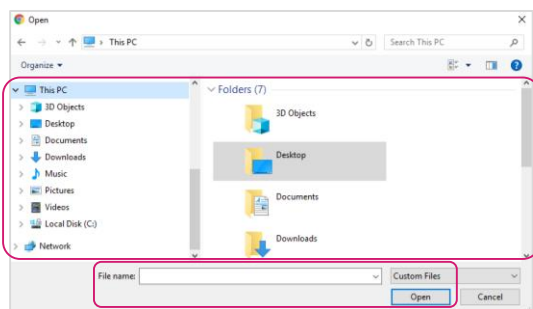
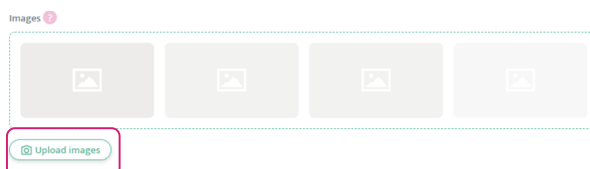
High quality images are a must as clients relate poor quality images to poor quality or inexperienced practitioners. Having many images helps potential clients understand what they can expect and gives your business credibility.

Use images that capture the essence of your business and the image you wish to present to potential clients. Especially for your Business Profile Banner image as it's the first one they see when they visit your Business Profile page.

Bring your business to life for your clients by having a variety of images in your image gallery that highlight the different services you offer. Clients also appreciate seeing pictures of the practitioners as this helps build rapport and confidence.

Images should be truthful and only used if you own the copywrite, have permission or they are royalty-free images. Try [Unsplash](https://unsplash.com) or [Pixabay](https://pixabay.com) to find existing images, hire a professional or get snapping with your smart phone and free your inner photographer.

- 1 Click on the Upload Images button to open a file browser window



- 2 Find your image file from your computer or cloud storage
- 3 Click on the image file and then click Open to select and insert it. Do one at a time as multiple selections may not load

Banner Image

- By default, it is the first image uploaded
- ideal size is 1520 x 215 (px)

Other Image

- Add as many as you like to the Image Gallery
- Ideal size is 1000 x 560 (px)
- Maximum size: 1920 x 1080 (px)
- Other sizes: 1600 x 900 (px), 1366 x 768 (px)

Did you know?

You can move images around to change the order by clicking on the six dots (left) and dragging them or delete them by clicking the X (right)



TOM TIP!

If you need to resize images, use these free Image Resizing tools <https://imagesize.org> or <https://imagecompressor.com> simply upload your images and then choose to reduce the image size or resize the image to the width and height dimensions you would like

Your Business Profile

Add Your Videos

Videos are a great way for potential clients to see what you are about, decide if they resonate with you and to hear testimonials from your existing clients.

In myTOM, you can show as many videos as you like, so consider having the following:

- A welcome video that introduces you
- A virtual tour of your studio
- Live footage of a prior event, class or workshop
- Testimonials from your clients

1 Upload your video to [YouTube](https://www.youtube.com/)

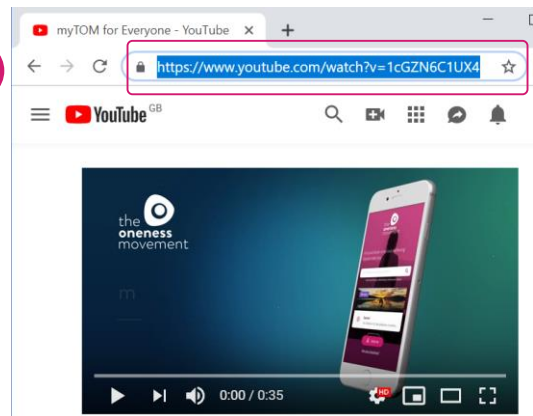


TOM TIP!

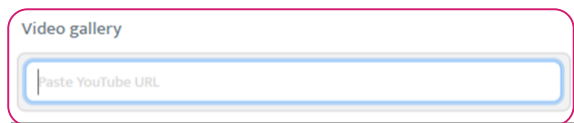
It's quick and easy to create a video from your smartphone, or from your laptop with programs like [Zoom](https://zoom.us/). Videos on myTOM must be uploaded to [YouTube](https://www.youtube.com/). To learn how visit: <https://support.google.com/youtube/answer/57407>

Copy the Video URL from YouTube
It will begin with <https://www.youtube.com/>

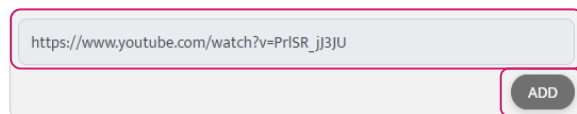
2



3 On your myTOM Profile page, click on the Pencil icon to edit and scroll down to the Video Gallery



4 In the Paste YouTube URL box, paste the copied Video URL and click ADD.



Repeat steps 1 to 4 for more videos

Did you know?

Video gallery



<https://youtu.be/1cGZN6C1UX4>

You can delete a video by clicking the X in the top right corner

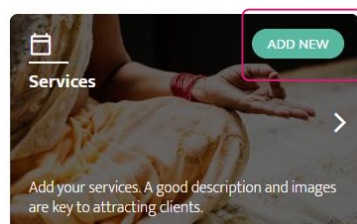
What's Next?

Publish Your Services

myTOM allows you to post as many services as you like – for FREE. Get your Services live for potential clients to find and book with you.

Simply go to your Dashboard and select ADD NEW Service.

You can also download the [myTOM Service Creation Guide](#) for creating awesome service that will ensure potential clients select you for their Oneness journey.



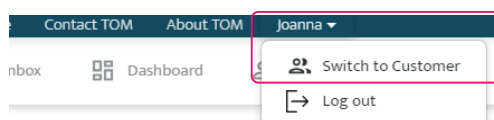
Be Visible to Clients

Share on Social!

Download our free myTOM Social Media Promo Pack and you will get a guide for promoting your business on Facebook, LinkedIn, Twitter and Instagram, along with a suite of images specifically designed for these platforms for you to include in your posts!

Switch to your Customer Account and then you can [download here for FREE](#).

To switch, use the Top Green Toolbar, click the "down arrow" next to your name, and then select "Switch to Customer". Switch back to your Practitioner Account at any time in the same way.



Share Your Business Page

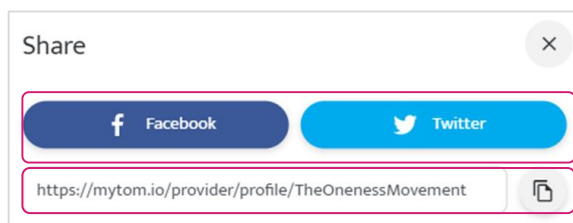
Share your myTOM Business Profile page directly on your social channels or via email and text, so that your existing clients can book and pay you directly.

1 From your Business Profile page, click on the Sharing Icon on the right-hand side to open the Sharing pop up box



2 Select [Facebook](#) or [Twitter](#) to share on your social accounts instantly

3 For other platforms like, [LinkedIn](#) and [Instagram](#), copy the sharing URL and paste it into your posts



TOM TIP!

You can even share this URL in emails, texts, WhatsApp messages and even use it as your own website on flyers and business cards.