

myTOM Practitioners' Service Creation Guide



myTOM Service Creation

Welcome to your myTOM Service 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 appealing Services, as well practical steps to follow when using myTOM.

Think of your Service webpage as your brochure and packaging for your offering. Clients do “judge a book by its cover” so you want to make sure that you stand out to encourage purchases.

Your Services page should be visually appealing, and you should use the simplest and minimal text possible to convey your message. If your page is overwhelming, clients may just move on.

So, set aside a few minutes and bring your passion to life with effective and attractive service listings that will encourage more purchases!

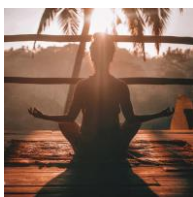
Joanna Harris, CEO & Founder

Need some help?

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

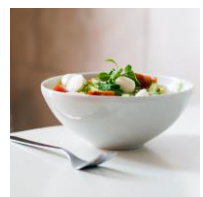
Or email us directly at: connect@theonenessmovement.com

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



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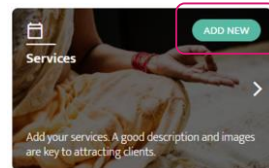


Creating Your Service

List your services for free on myTOM

You can list as many services as you like on myTOM. Show your clients all you offer and have them book and pay directly.

- 1 On your Practitioner Dashboard, select ADD NEW Service and the Create new service page will open



- 2 Enter the Title of your Service
Choose something catchy!

1 Title and type

Title*

Category*

Class

Class

Workshop

Event

Retreat

3

Click the Category down arrow to select your type of Service



TOM TIP!

For **free** and **virtual** services, use the Event category and select the check boxes that appear

Free of charge

Virtual Event

Discipline*

Acupressure

Acupressure

Acupuncture

Aromatherapy

Ayurveda

Bi-Aura Therapy

Bodywork Therapy

Bowen Therapy

Breathwork

4

- 4 Click the Discipline down arrow to select your discipline
It doesn't have to be the same as your Profile Page!

Did you know?

You can save your service at any time during editing by clicking the SAVE DRAFT button at the bottom of the screen

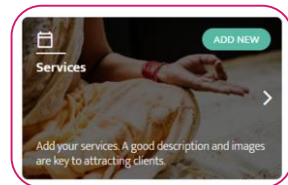
SAVE DRAFT

Editing Your Service

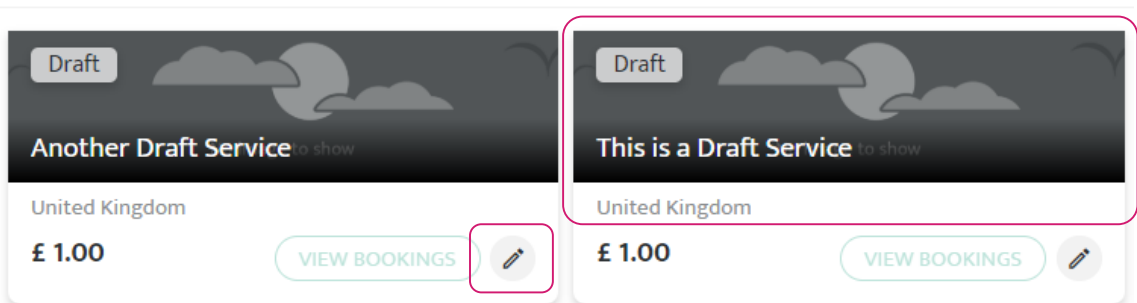
Edit your Service at any time before publishing

Once published, you won't be able to change the Date, Time, Location, Price or number of Attendees, so take your time to get your listing right.

- 1 On your Practitioner Dashboard, select Services to open a page of all of your Services



Services ADD SERVICE

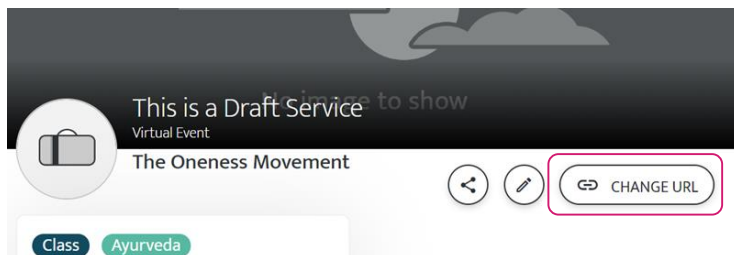


- 2 Click the Pencil to edit directly or anywhere on Service to preview before editing



TOM TIP!

From the preview page, you can [customise your URL](#) to make it personalized for your Service



- 1 On the preview page, click on the Change URL button

- 2 A pop-up box will open where you can change the URL and then click SAVE

Change service URL ×

mytom.io/provider/TheOnenessMovement/service/

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

SAVE

Describing Your Service

Attract clients with a compelling Description

Potential clients want to know straight away what your service is about and how it can help them, so they know whether to keep reading!

Description

The first statement should convey to the potential client:

- What the service is and does
- What problems it addresses or benefits it give
- Who is the service suitable for

If it's a fit for them, they'll keep reading so add additional information like:

- The agenda or contents that will be covered
- How the Service will be run
- Further details on what the client will get out of it
- Information on the venue or catering
- Small testimonial quotes from former clients

Did you know?



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



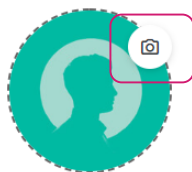
TOM TIP!

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.

Add a Logo

Your Service can have its own logo or use your Business Profile logo

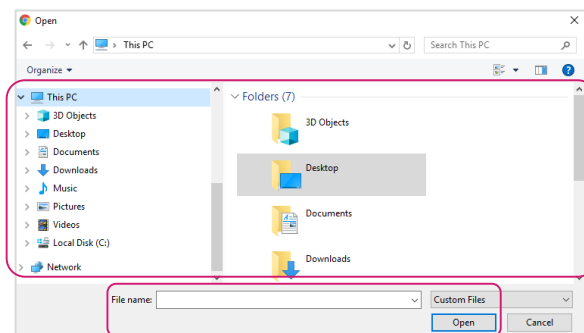
Logo



1 Click on the Camera icon to open a file browser window

2 Find your logo file from your computer or cloud storage

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



Describing Your Service

Add the Price and Attendees

These can't be changed after Publishing, so give them some thought. Each Service can have many dates but only one price and number of attendees for each date. For different options, create separate Services.

- 1 Type the cost in the Price box to add the or use the up and down arrows

Price(£)*

0

Price won't be visible if you checked the Events "Free of Charge" box for in the first section.



TOM TIP!

Not sure how much to charge? Then considering the following:

- How much will it cost you to run the Service?
- How many clients need to attend for you to meet your costs and make a profit?
- How experienced are you at delivering the Service?
- What is the going rate in your area for your Service?

- 2 Type the attendee number in the No. of max attendees box to add the or use the up and down arrows

No. of max attendees* ?

1

This will be the total number of people that can attend your service for every date listed.

Add Keywords

Keywords are a great way for your potential clients to find your Service as they are used to find your service 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 that the Service relates to, eg Reiki
- Concerns the Service may address, eg Stress
- Benefits the Service provides to clients, eg Relaxation
- Topics that the Service addresses, eg Nutrition

- 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

Describing Your Service

Add Your Images

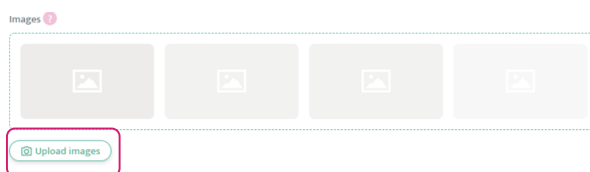
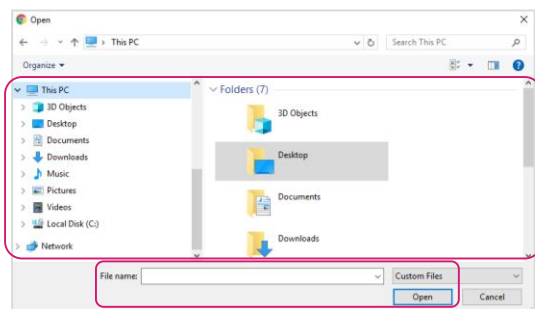
High quality images are a must as clients relate poor quality images to poor quality service. Having many images helps potential clients understand what they can expect from your Service, and gives your Service credibility.

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

Bring your Service to life for your clients:

- For **Retreats** – consider including photos of the rooms, the venue, the food, the grounds, the rooms where classes/workshops will be held and any excursions or location images that will enhance their feeling of the place
- For **Classes, Workshops and Events** – consider including pictures taken in classes you have run, or of you when you are hosting the Service

- 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://imageresize.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

Describing Your Service

Add the Location

Services can be Physical at a venue, or Virtual by phone or online meeting. Each Service can have many dates but only location so for different locations, create separate Services.

For Physical Locations

- 1 Enter the exact address by typing in Address line 1, City and Postcode. These details will be share with clients who have booked, to ensure they go to the correct address.
- 2 Edit the Display Address which will be viewable by anyone seeing your Service Page prior to purchasing

The screenshot shows a form titled "Location*" with two tabs: "Input" and "Map". The "Input" tab is active. It contains four text input fields: "Address line 1*", "City*", "Postal code*", and "Display address*". The "Address line 1*" field is highlighted with a red border.



TOM TIP!

If you work from home, consider displaying the area only, such as "Wimbledon" or "North London N15"

For Virtual Locations

If you have checked Virtual Event in the first section, you will be able to enter the virtual event details instead of a location

The screenshot shows a form titled "1 Title and type". It has a "Title*" text input field and a "Free of charge" checkbox. To the right, there is a "Category*" dropdown menu with "Event" selected. Below the dropdown, the "Virtual Event" checkbox is checked and highlighted with a red border.

The screenshot shows a form titled "Your Event URL/Phone number*" with a single text input field.

- 1 For Online meetings: enter the URL
For Calls: enter the phone number
These details will only be share with clients who have booked



TOM TIP!

Online events are a great way to reach your clients, in the comfort of their home. Tools like [Zoom](#) and [Skype](#) are great for online meetings. Check out their websites to create your own account to use for all your virtual Services – Free options exist. Note - Skype requires the other person to also have an account

Describing Your Service

Add the Date and Time

Each Service can have one or many dates and times of availability. Great for workshops you run often, or reoccurring services, like a weekly Monday class. The No. of max attendees entered previously applies to every timeslot.

- 1 To enter the start date and time, put your cursor in the white From box and a calendar will drop down

Time slots*

The screenshot shows the 'Time slots*' form. The 'From' field contains '23/07/2019 03:00 pm' and has a calendar icon. The 'To' field contains '23/07/2019 04:00 pm' and has a calendar icon. Below the 'From' field, a calendar for July 2019 is displayed. The calendar has a table structure with days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and dates. The date '23' is highlighted in a blue box. To the right of the calendar is a 'Time' column with options: 02:00 PM, 02:30 PM, 03:00 PM (highlighted in blue), 03:30 PM, and 04:00 PM. Red circles highlight the left and right arrows of the calendar and the 03:00 PM time slot.

- 3 Repeat this in the To box to select the end date and time

- 2 Click on the date you want first, using the side arrows to change the month, then click on the start time you would like

Time slots*

The screenshot shows the 'Time slots*' form. The 'From' field contains '24/07/2019 03:00 pm' and has a calendar icon. The 'To' field contains '25/07/2019 04:00 pm' and has a calendar icon. Below the fields is a dark grey 'ADD' button. A red circle highlights the 'ADD' button.

- 4 Your timeslot will now be displayed and the ADD button will appear. Click this to allocate that timeslot to your Service

Did you know?

You can repeat steps 1 to 4 to add as many time slots as you like to your service

Describing Your Service

Add Your Videos

Videos are a great way for potential clients to see what your event or retreat is about and hear testimonials from existing clients.

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

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

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

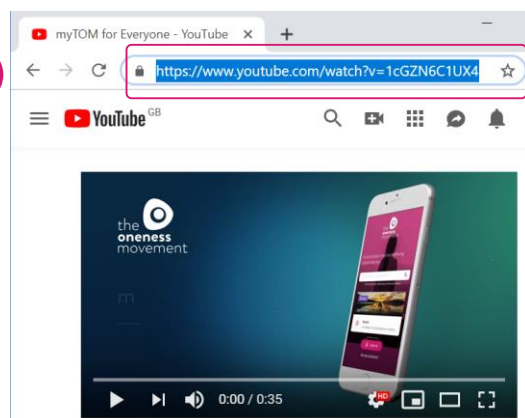


TOM TIP!

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 Service page, scroll down to YouTube Links

YouTube links

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

Repeat steps 1 to 4 for more videos

Video gallery

Did you know?



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

Terms of Your Service

Upload Documents like Terms & Conditions

Provide your own T&Cs or any PDF document

Consider:

- A flyer or brochure about your service
- A detailed itinerary for a retreat
- A form you would like them to complete
- A contract you need them to sign

Did you know?

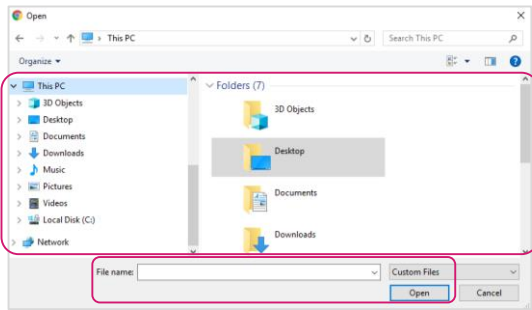
You can learn how to save a document as a PDF at: [wikihow.com/Save-a-PDF-File](https://www.wikihow.com/Save-a-PDF-File)

- 1 In section **3 Add payment terms** Click the Choose File button

Upload your own Terms and Conditions or further information regarding your service (not mandatory)

CHOOSE FILE

Supported file type is PDF



- 2 Find your PDF file from your computer or cloud storage

- 3 Click on the PDF file and then click Open to select and insert the PDF

Cancellation Policy

myTOM clients can cancel their Service and as a Practitioner, you can decide on the refund terms.

Clients look at refund terms when considering a purchase, so we recommend you consider price, length of the service, and costs you've incurred, for your refund terms.

For example:

- 1-hour class at £10, refunds up to 1 day before
- 3-day workshop at £600, catering costs incurred, refunds up to 15 days before
- 1-week retreat at £2000, accommodation costs incurred, refunds up to 30 days before

- 1 Enter the number of days before the Service starts that clients may be refunded

Cancellation policy

Please ensure that you are aware of the TOM platform [cancellation policy](#) and enter the maximum days before start date that you will allow customers to cancel their booking.

I will allow cancellations with 97% refunded back to the user less the transaction fee days before the start date on my service.

confirm that I have read and understand the cancellation policy

- 2 Check the box to confirm you have read the [cancellation policy](#)

Publishing Your Service

Publish Your Service

Once you are happy with your service description, it's time to publish! Remember you won't be able to amend Price, No of Attendees, or Location.

- 1 Click the Publish Service button at the bottom of the screen



- 2 Confirm you don't need to make any more changes by selecting YES

NOW YOUR SERVICE IS LIVE FOR CLIENTS TO PURCHASE!

Great, you're ready to go live!

Before you do, please note that you are unable to edit the price and number of attendees on a live service from this dashboard

[Read more here](#)

Are you sure you want to publish?

YES

NO

What's Next?

Create more Services!

Don't just stop at one. myTOM allows you to post as many services as you like – for FREE. So get your Services live for potential clients to find and book.

Share on Social!

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

- 1 From the Service viewing page to promote, 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

Share



Facebook



Twitter

<https://mytom.io/provider/profile/TheOnenessMovement>



TOM TIP!

You can even share this URL in emails, texts, WhatsApp messages and even use it as the BUY NOW button link on your own website!