Practitioner's Guide to FindMagicPeople

Contents

June 21, 2022

Introduction

This guide provides suggestions for getting the most out of your FindMagicPeople (FMP) membership by setting up your Profile, Offerings, and Events. FMP conducts promotion for all these listings.

❖ A **Profile** is an overview of your business and the services and/or products you provide. It includes contact options, and links to Offerings and Events you create.
❖ **Offerings** describe specific services, programs, or products currently available for purchase, with relevant details regarding pricing, scheduling, and location or method of delivery.

  Offerings are a core FMP marketing mechanism. You can create as many different Offerings as you wish. They can be followed by seekers, are linked to your Profile and can also display related Events.

❖ An **Event** describes an in-person or remote get together that is scheduled on a certain date. It may be by invitation or drop-in, free or paid for. When you create an event, it will automatically include links to your Offerings and Profile.

  Note that FMP is not involved in payment transactions between practitioners and their customers, nor do we take a commission.

FMP does a lot of the heavy lifting regarding connecting to seekers, but there are several things YOU can do to maximize your exposure and visibility both to visitors of FMP and with the search engines. We will go into detail on the following pages, but here are a few key concepts:

❖ Be yourself… your authenticity is part of your appeal.
❖ Write original content that is relevant to you. (Don't copy and paste - the search engines KNOW what has been written elsewhere.)
❖ Use keywords liberally. Mix popular/generic keywords with specific ones that set you apart.
❖ Create offerings and events when appropriate to be associated with your Profile. FMP promotes these in various ways throughout the site and indexes them for search engines.
❖ Maximize outcomes from Events by relating them to your Offerings.

June 21, 2022

Your Professional Profile - Overview

Your public FMP Profile is the primary way people learn about you. Any content (offerings, events) that you create will link back to your profile – so it is key to your success. The example below shows key elements of a profile as they appear to seekers.

Your large banner image appears in the background

Your portrait appears here.

Your personal or business "Display Name."

"Offerings" links to services, or products you describe on other forms.

Inspired Wordsmith

Authentic Messaging

Your optional descriptive "Title."

Stream   Offerings   Content   Events   Topics   Address book   Payment methods   Groups   Clone   Information

Discovery Call
(248) 760-6392

An easy way to contact you.

Briefly introduce yourself, your experience and approach.

Bio / Self introduction

I have a master's degree in instructional technology and over 15 years of experience in custom media development. My portfolio includes numerous promotional presentations and instructional materials for companies such as Pfizer, Kraft, Roche, Deloitte, MasterCard, Ford, Motorola, GM, and Henry Ford Health System, among others.

My company has developed marketing materials for smaller clients in personal services, real estate, manufacturing, consulting, and retail. My focus is on the customer's perspective, resulting in communications that are engaging and effective. I research and write on Spiritual topics (Meditation, Psychics, Holistic Health Care) to attract interested seekers to the FindMagicPeople platform.

Skills / Expertise

Spiritual/Holistic Concepts and Terminology

Keywords

Writing
Editing
Instruction
Marketing
Promotion

Your list of Skills, Expertise and Key Words will trigger reader interest and lead back to your profile from searches.

Use this optional section to describe people who would benefit from your services or products.

Who I Work With

I have worked in the corporate realm, but I most enjoy working with individuals or small enterprises. My clients typically know the substance of what they want to communicate, but need help creating messages that are appealing, direct, and effective. My process involves first creating content in my client's authentic voice, and then relating that content directly to the interests or concerns of their customers. I work on a consultant basis to generate success for my clients and repeat business for myself.

Find me at...

Any social media or online links you add are displayed here.

You do not need to say everything you do on your profile. Offering pages are ideal for describing details on modalities, programs, venues, etc. – and are the recommended way for you to share specifics.
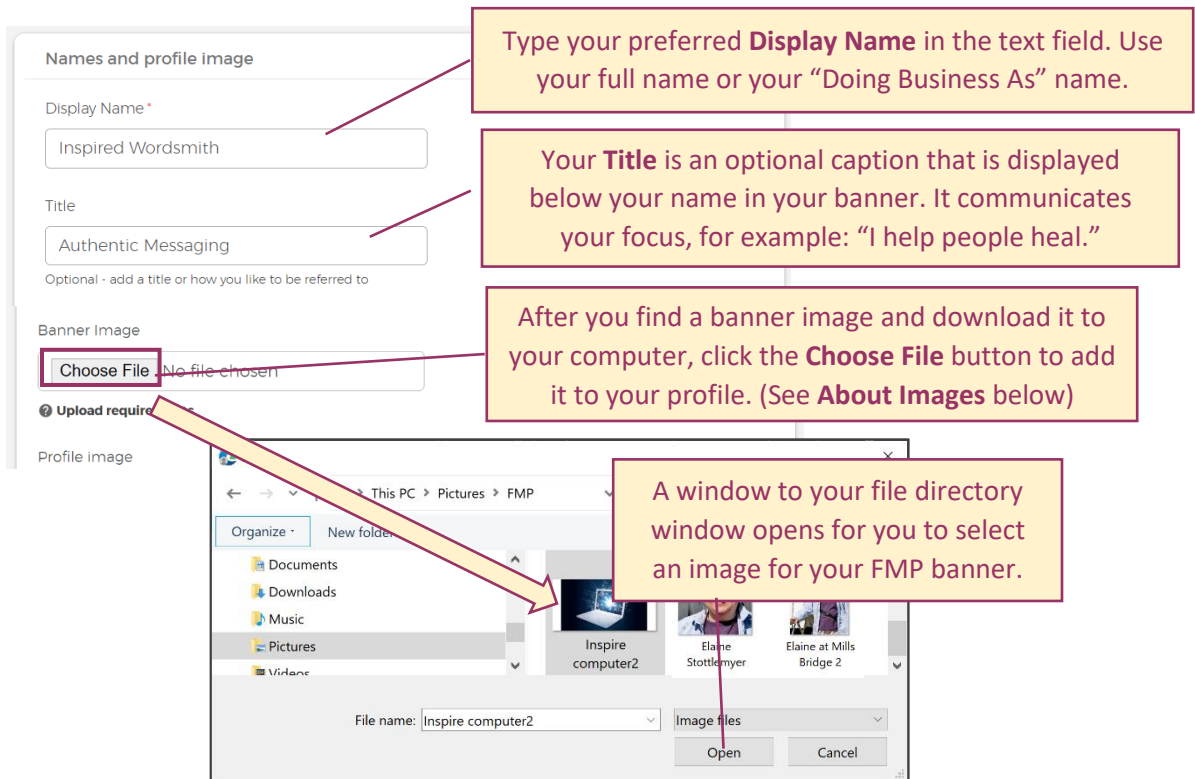
June 21, 2022

How to Create Your FMP Profile

Select "My profile" from your Account menu.
Once you have opened a practitioner account and logged in, you can create a profile.

Click on the person icon to open your account menu.

Select **Edit Profile.**
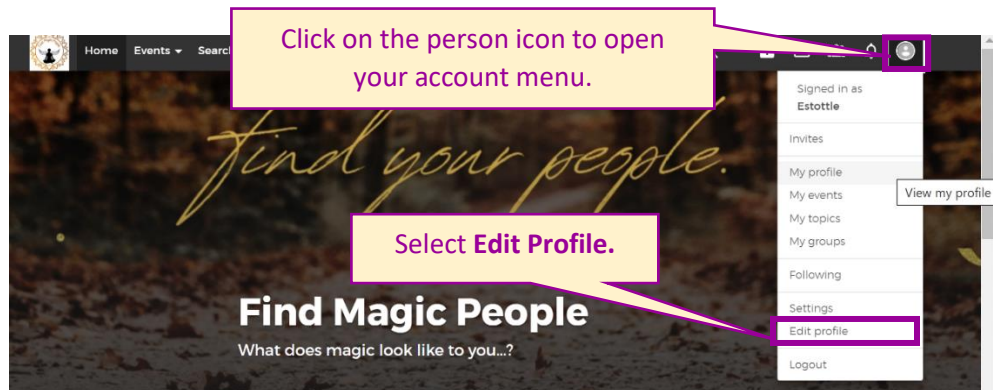
Enter Names and Profile Images

Practitioners on FindMagicPeople have been pleasantly surprised how easy it is to create beautiful pages – so give yourself a few minutes to enter content, and you will be up and running in no time!

Type your preferred **Display Name** in the text field. Use your full name or your "Doing Business As" name.

Your **Title** is an optional caption that is displayed below your name in your banner. It communicates your focus, for example: "I help people heal."

After you find a banner image and download it to your computer, click the **Choose File** button to add it to your profile. (See **About Images** below)

A window to your file directory window opens for you to select an image for your FMP banner.

About Images

Not everyone is an artist – but finding eye catching and appropriate images for you and what you share can make a significant difference.

For free royalty free graphics, we like pixabay.com and unsplash.com – both have a huge selection of beautiful images you can download and use for free. You can search by keyword at the top of each site, and we have had success with all kinds of terms – beauty, reiki, consciousness, adventure, relaxed etc.

4

The images do not have to be specific to you – their main purpose it to draw attention and create a positive feeling. Get images that are over 1200 pixels if you can – and do not worry about proportions cropping images is a piece of cake on FMP.

Once you have chosen a file from your computer directory, the image will appear in the Crop Image area for the Banner, as shown below.

Using alternate text for all your images is one of the simplest ways to add a search term or two to your pages and is a good habit to develop. The text should be relevant to the picture and the page – your name, your modality, or what people can expect are all useful.

FindMagicPeople crops your images in a few separate ways. Usually, you do not have to do a thing—images will be sized well by default.
If you wish, you can easily move and size the crop by simply by dragging the corners or edges.
The same image is used in different ways automatically on your page and in searches.

Use the **Choose File** button to add a profile image from your computer file directory in the same way as the Banner image.
If you prefer, you can select a concept image instead of a portrait.

Complete page one of the form by entering your first and last name.

Save Entered Content

Once you have entered content on page one of the FMP profile, form we recommend navigating to the last page of the form, and clicking the **Save** button. This will ensure that your entered content will not be lost if your computer use is disrupted before you finish your profile.
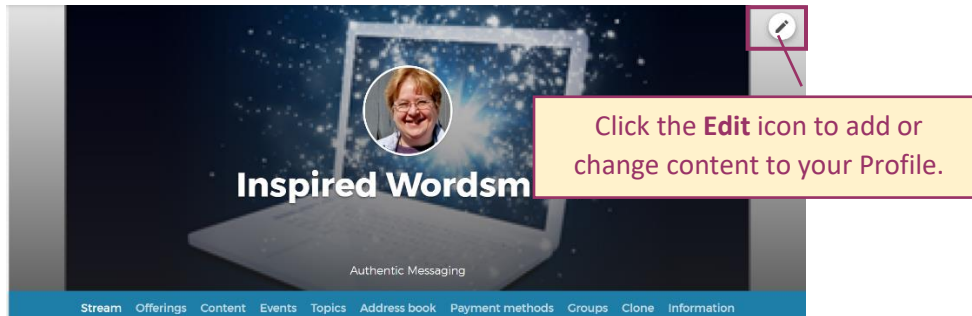

Click the **Save** button on the last page frequently to avoid accidental loss of content.

Continue Editing Your Profile

Once you have saved page one of your profile content, your Display Name, Title, Banner Image, and Profile image will appear. To continue adding content, open your profile form and click the **Edit** icon.

Important notes: *You can update your profile as often as you like. Be aware that it is visible to the world, so consider what you want to share.*

Your profile is most effective if your content is original, and not copied from your web site or profile. The search engines know when something is copied, and it is far less likely to be prominent in searches.

Click the **Edit** icon to add or change content to your Profile.

Enter Introductory Content

In the **Bio / Self Introduction** section, describe what you do and offer (usually a paragraph or 3).

The **Who I Work With** section is optional, but it is nice for people to read. It may clarify who would benefit from your services.

List as many **Keywords** as you like--they get you listed on our Topics pages and included in search results. We focus on search engine optimization, so we recommend using both broad and narrow keywords. For example, both "Reiki" and "Sacred Ceremonial Reiki" could be listed.
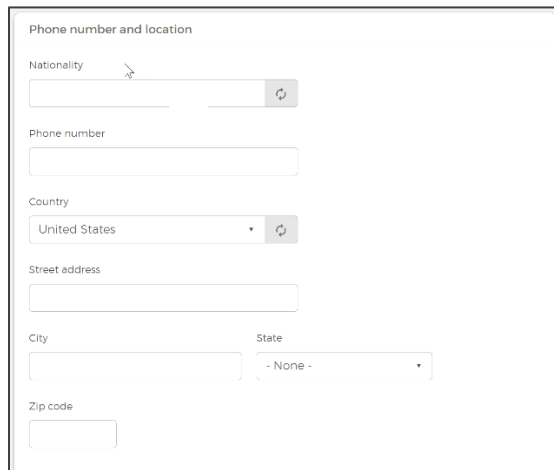
List both general and specific **Skills** and areas of **Expertise**. Please do not be modest.

If you have a welcome video, provide a file–it is a great way for people to "meet" you.

Checking the checkbox for the **Discovery Call** puts your phone number on your profile page so you are easy to reach.

6

Add Demographic Information

This information helps site users locate you. Be sure to provide at least your city and state to get listed accurately.

Phone number and location
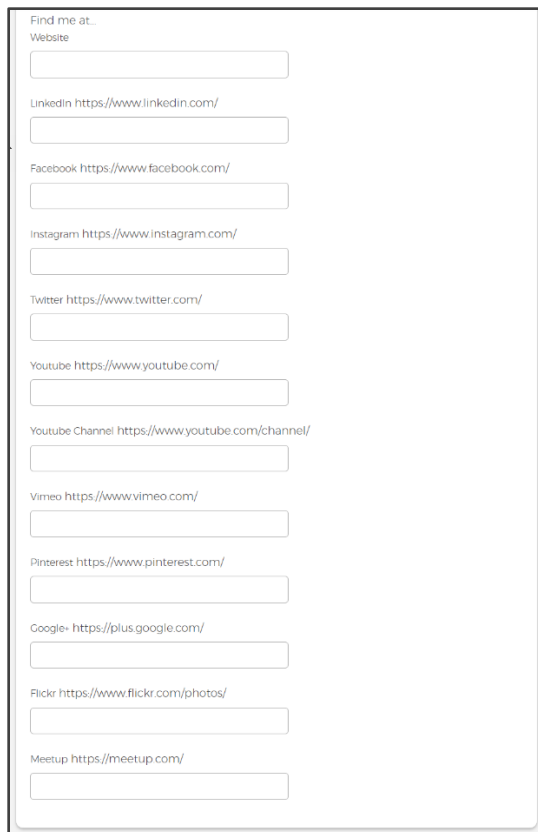
Nationality

Phone number

Country

United States

Street address

City   State

- None -

Zip code

Add Social Media or Website Locations

Enter contact details and social media links. (Note: Share only what you want people to see. If you have an Instagram account, but never use it... it is probably best to not tell people about it.)

Find me at...
Website

LinkedIn https://www.linkedin.com/

Facebook https://www.facebook.com/

Instagram https://www.instagram.com/

Twitter https://www.twitter.com/

Youtube https://www.youtube.com/

Youtube Channel https://www.youtube.com/channel/

Vimeo https://www.vimeo.com/

Pinterest https://www.pinterest.com/

Google+ https://plus.google.com/

Flickr https://www.flickr.com/photos/

Meetup https://meetup.com/
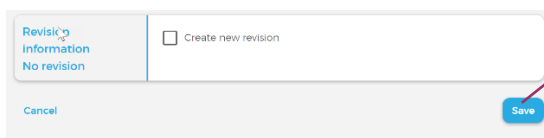
There are many social and online options. The icons for any locations you list are added to your profile for easy access.

Revision information
No revision   ☐ Create new revision

Cancel   Save

Be sure to **Save** added content frequently and when you are finished with your Profile.
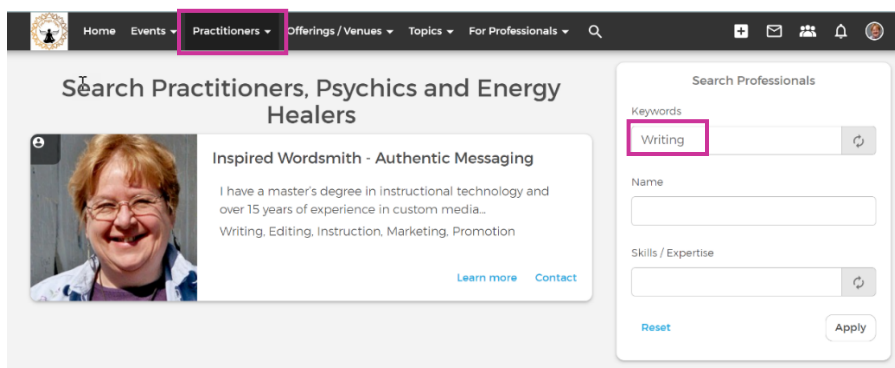
June 21, 2022

Check Your Profile

When you finish entering content, select My Profile from your Account menu and review it for accuracy.
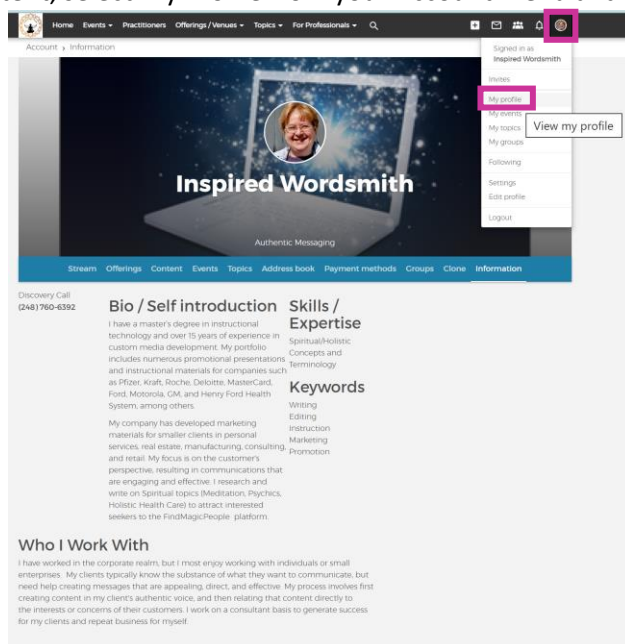
Check Your Practitioner Listing

Go to the Practitioners page and check your listing using the Search function.
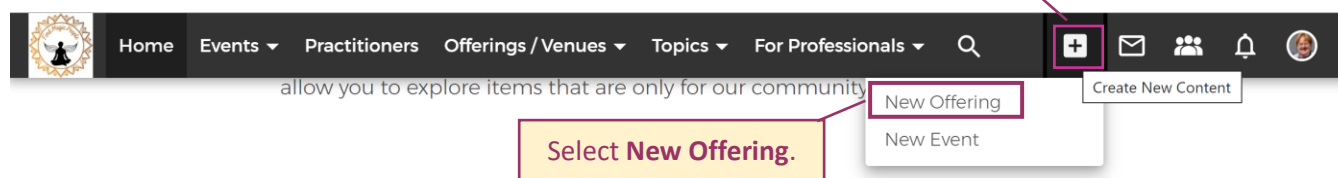

How to Create Offerings

Select "New Offering" from Create New Content Menu

Now that you have a profile, you need to create specific offerings to communicate how interested clients can access your services or products.

Click the **Create New Content** icon ➕ on the menu bar.

Select **New Offering**.

Enter Offering Title and Image

The Create an Offering form displays.

Enter a specific **Title** for each Offering. You can create several offerings, so make sure the title is descriptive.

Enter Alternative Text for the image to improve search results. (Optional)

Add an image file in the same manner as for your Profile image.

Select the **Small** crop option for your Offering image. It will be displayed in FMP searches and lists.

A note about text in your graphics – Notice how this small (square) graphic has text, but not in the middle area. If you want to have text on your images, this is the best way to place it.

We recommend NO text anywhere on the "Large" image used in your FMP profile.

June 21, 2022

Select Offering Category, Enter Description and Key Words

Use the next section to describe your Offering. The Categories match up with those listed on the FMP Offerings/Venue tab, so your offering will appear in searches for the selected and the "All" categories.

Category *

Other ▾

Body   Edit summary

B *I* | 🔗 ⛓ | ⦂ | ⦂ | 🎥 | Normal ▾ | Styles ▾ | ⬟ Source ⤢ | ⊞

Consultation and writing of descriptive text for FMP profiles or offerings. Includes up to 250 words and two drafts for review/revision.

body p

Show row weights

Keywords

⬥ Writing,   ↻

⬥ Promotion   ↻

⬥ FMP Profile   ↻

Add another item

Location

Click the arrow in the **Category** field to open the drop-down list. For this example, "Other" is selected.

Category *

- Select a value -   ▾

- Select a value -
Free / Introductory Item
Healing
Instruction
Location / Venue
Other
Products
Reading

Type in a clear and detailed description of your offering.

Enter a Keyword for your offering to be used in searches.

Only one Keyword can be entered in each field, so click the **Add another item** link to create fields for additional Keywords.

Enter Location Information
Enter your location for providing services and receiving payment.

Location
Country *

United States   ▾ ↻

Street address

1324 Haynes

City   State

Birmingham   Michigan   ▾

Zip code

48009

Add a new file

Choose Files No file chosen

ⓘ **Upload requirements**

Everything after Country may be left blank if it's not applicable.

For Online events, you can put the URL here – or it can be added to the More Information field below.

If you wish to provide an attachment (Directions, instructions, general Information) attach the file here.

10

Enter Pricing Information on Availability Form

Identify how your services or product will be provided and pricing details.

Availability

Pricing

Consultation and draft review/revision may be in person or remote, To be paid by check to Stottlemyer Associates.

> Describe terms of service and how pricing is determined.

Let people know the price, how to pay, etc.

Show row weights

Price

95.00

Format: 9.99

USD

> Enter price number per service rendered or product provided.

> Select either Canadian Dollars (CAD) or US Dollars (USD).

Format: 9.99

CAD

Add a price or price range

Enter Online Payment (if applicable) and Delivery Method

More Info / Ticketing

If you have more info or a ticketing link, add it here.

URL

> If you have online payment arrangements (such as PayPal) enter the appropriate URL here.

Start typing the title of a piece of content to select it. You can also enter an internal path such as /node/add or an external URL such as http://example.com. Enter <front> to link to the front page. Enter <nolink> to display link text only. Enter <button> to display keyboard-accessible link text only.

Link text

> Enter payment description here.

☐ Discovery Call
Available for a discovery call to learn about this offering.

☐ In Person
This is offered in person

☑ Online / Remote
This is offered online / by phone, etc

☑ Individual
This is offered one on one

> Select type(s) of interaction for providing services or product—more than one may be selected.

☐ Group
This is offered in group settings

☐ Barter / Exchange Available
Open to the possibility of exchanging this offering on a barter basis. Terms must be arranged on a case by case basis.

Comment settings

⦿ **Open**
Users with the "Post comments" permission can post comments.

○ Closed
Users cannot post comments.

URL alias
Automatic alias

> Indicate if you are available to accept and respond to Comments.

Preview   Save

> Be sure to save the information you entered. It can be edited at any time.

11

Check your Offering Listing

Go to the Offerings/Venue Page to review your completed Offering.

Note: A link to your offering will be provided on any Event page you create. Clicking the Read More link will open your Profile page.
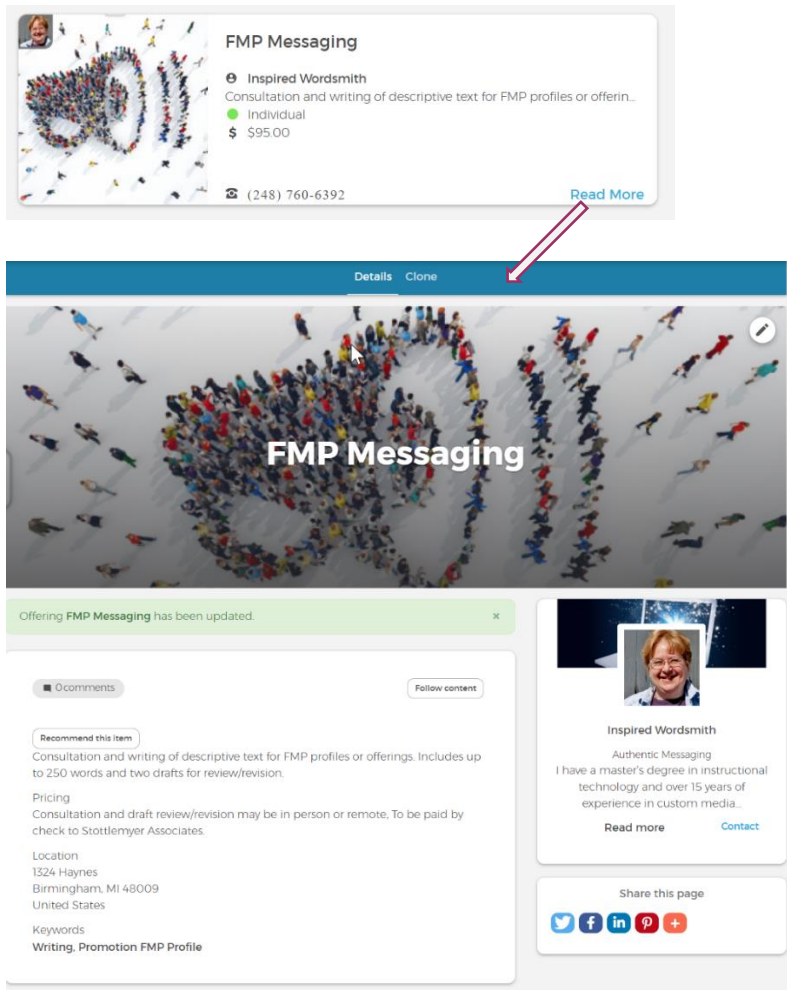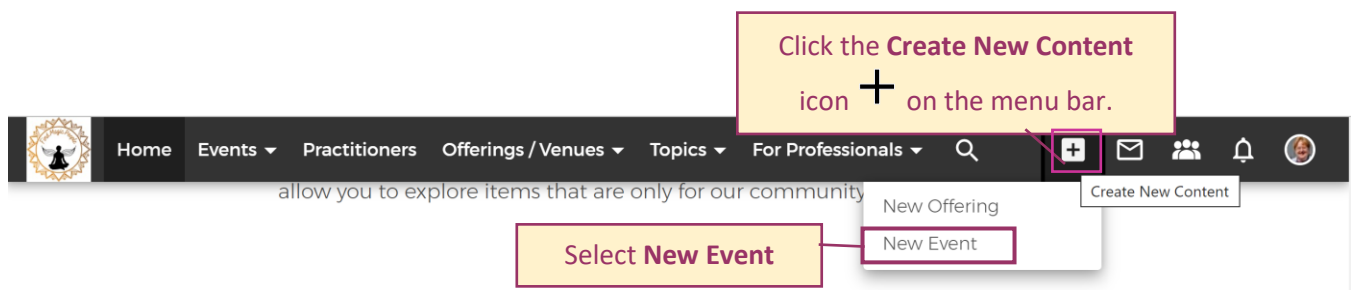

How to Create Events

Lots of people are looking for interesting events. These can be free or have a price (which you handle, we don't get involved in exchanges nor do we take any commission).

Select "New Event" from Create New Content Menu

Select **New Event** from the **Create New Content** menu.

Enter Basic Information

The **Create an Event** form appears with fields for you to identify the Type of event, enter the event Title and Description.

Create an Event

Basic Information

Type
- [ ] Course / Workshop
- [x] Discussion / Talk
- [ ] Fair / Fest / Festival
- [ ] Music / Entertainment / Social

> Click a checkbox to select the type of event from these broad categories.

Title *

    Creating Online Events

> Enter a **Title** for the Event.

Image

Alternative text

    Online Event, Remote Event

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.

🖼 Zoom Meeting-Canva.png

Remove

> Add an image file for the event announcement, if desired.

Crop image

Crop your image to select which part of your image to show on display.

Description *

B *I* ∞ ⚍ ⋮≡ ⋮≡ ❞ 🖼 ▶ | Normal ▾ | Styles ▾ | Source ⤢ ⊞

Open invitation to FMP practitioners interested in learning to create online events. Includes discussion of potential collaboration in management and participation.

> Enter a description of the event to attract and inform potential attendees.

body p

Enter Keywords, Related Offerings and Cost

Keywords

✦ connection ↻

> Enter a **Keyword** for the Event, to be used in searches.

Enter one or more keywords for this event

Add another item

> If needed, click the link to add one or more additional **Keyword** fields.

Related Offering(s)

    - None -
    FMP Messaging (Content:476)

If this event is related to one or more of your offerings and you want it displayed with offering here. Placement will occur automatically on the offering pages

> If the event is relevant to an Offering you have created, selected it here and the event will be displayed on the offering page

Add a new file

Choose Files No file chosen

❓ Upload requirements

Cost

> Leave empty if event is free. Enter "Donation" or Price as appropriate.

Please enter one of the following. Leave EMPTY if the event is free Add the price if there is a cost If donations are accepted or required enter "Donation" (without the quotes).

13

Enter Ticketing and Access Options

More Info / Ticketing

If you have a link for ticketing, more info, a website or anything else - add it here as a button on the event.

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as /node/add or an external URL such as http://example.com. Enter <front> to link to the front page. Enter <nolink> to display link text only. Enter <button> to display keyboard-accessible link text only.

Link text

If you have online payment arrangements (such as PayPal) enter the appropriate URL and description in this section.

☑ **Allow (Vendor) Participants**
Only check this if this event has other professional participants - such as a fair, expo, etc.

Check the box to **Allow (Vendor) Practitioners** to participate in your event if it is an Expo or Fair. (See details below)

☑ **In Person Event**
☐ Online / Remote Event

Check for an In-Person Event, an Online/Remote Event, or both.

Note: Details on Allow (Vendor) Participants Functionality and Shareable Pages.

FMP helps cross promote vendors to your Expo or Fair event when you select **Allow (Vendor) Participants.** FMP adds a **Flag as Participant** button to your event listing that is visible only to paid FMP members.

When members select the button to be set as participants, their names will be prominently displayed with the event and be included in a **Participants** tab.
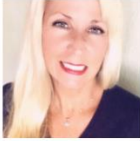
Each practitioner listing has a **Share** button for event information and a **Details** button leading to their Profile.

Come see me at:

Psychic & Holistic 2 Day Expo!

Contact me for details or to schedule

Psychic & Holistic 2 Day Expo!

Yack Arena 3
3131 3rd St
Wyandotte, MI 48192
United States

Come out to the big psychic & holistic expo in Wyandotte! Over 70 vendors featu...
readings, reiki healings, aura photography, holistic and health products, crystals a...
All for the Body, Mind & Spirit! General Admission is only $10 and most services s...
$25 - $50. Children 12 and under are free. Come on out and raise your energy wit...
people! There is something here for everyone!

Eventbrite ticket holders will receive a free gift with your entry. So come out and Rock Your
World at a Psychic & Holistic Expo!

More Info / Ticketing
Tickets
Related Offering(s)
Rock Your World Events

The shareable page is created to announce each practitioner at the event and to promote participants and the event on social media.

Access permissions

Group

- None -

Moving content after creation function has been disabled. In order to move this content, please contact a site manager.

Visibility *

Choose Public in most cases. Community m...   ...es and
the general public cannot view this item. Gro...   ...he
group can view this which is useful for privat...

- ◉ **Public**
- ○ Community
- ○ Group members

Group functionality is not used for events at this time. Leave the "None" entry.

Check **Public** visibility. **Note**: **Community** means only registered users can view this event.

Enrollment
- ☑ **Enable event enrollment**

Check to **Enable event enrollment.**

- ☐ Allow users to enroll to this event without an account
To allow users to enroll in this event without an account, this event must be visible to the public and open for all users.

Enroll method *
- ◉ **Open to enroll**
- ○ Invite-only
- ○ Request to enroll

Check **Open to enroll.**

- ☐ Allow non-group members to enroll or request to enroll
To allow users who have not join the group of this event to enroll or send request to enroll

15

Identify Event Date and Time

Note: Do not check the "All Day" box. Always enter specific start and end time for your event.

Date & time

☐ All day

Time zone

Detroit time

The event date and time are set based on your timezone. **Change your timezone here.**

Start

Date*   Time*
07/01/2022   01:00:00 PM

End

Date   Time
07/01/2022   02:00:00 PM

> The Eastern Time zone (Detroit) is selected by default. Change if needed.

> Enter dates, start, and end times for your event using the Calendar and Time

Identify Event Location, Reference Files and Organizers

Location

Location name

Michigan - Remote

Country

United States

Street address

City   State
    - None -

Zip code

> For online/remote events, just enter a general location name. Complete all **Location** fields for in-person events.

Additional information

Show row weights

File information   Operations

Practitioner's Guide to FindMagicPeople_draft3.docx   0.55 MB

Description

Instructions for Creating Events   Remove

The description may be used as the label of the link to the file.

Add a new file

Choose Files | No file chosen

ⓘ Upload requirements

Show row weights

Organizers

Inspired Wordsmith

Assign event organisers to this event.

Add another organizer

> If you want to provide instructional or promotional material, add the file and description in this section.

> You can optionally add one or more FMP member as an event Organizer.

16

Set Comment Settings, Preview and Save

Settings

Published

Select the Open or Closed option for **Comment Settings**.

Comment settings
Open
Users with the "Post comments" permission can post comments.

Meta tags
Closed
Users cannot post comments.

URL alias
Automatic alias

Be sure to **Save** all the data you entered.

Preview

Save

Select **Preview** to check your event listing.

Review Event Detail

Look over details of your event to verify accuracy.

Signed in as
Inspired Wordsmith

Invites

My profile

My events

My topics

My groups

Following

Settings

Edit profile

Logout

Open **My events** from your account menu.

Creating Online Events

Click the **Edit** icon to modify your event listing.

Enroll

Details   Organisers   Manage enrollments   Clone

0 people have enrolled
No one has enrolled for this event

Jul 1 '22 1:00pm - 2:00pm

Michigan - Remote · , United States

0 comments   0 likes   community   Add to Calendar ▾   Follow content

Open invitation to FMP practitioners interested in learning to create online events. Includes discussion of potential collaboration in management and participation.

Inspired Wordsmith
Authentic Messaging
I have a master's degree in instructional technology and over 15 years of experience in custom media...

Read more   Contact

Files

Instructions for Creating Events

9.35 MB

0 likes
Keywords
connection
Related Offering(s)
FMP Messaging
Online / Remote Event
Yes
In Person Event
No

+
−
US 24
Webster State Park
Webster Reservoir
KS 258

Leaflet | © OpenStreetMap contributors

Flag as Participant

Confirm Event Listing

Go the Events page to verify the accuracy of your event listing.