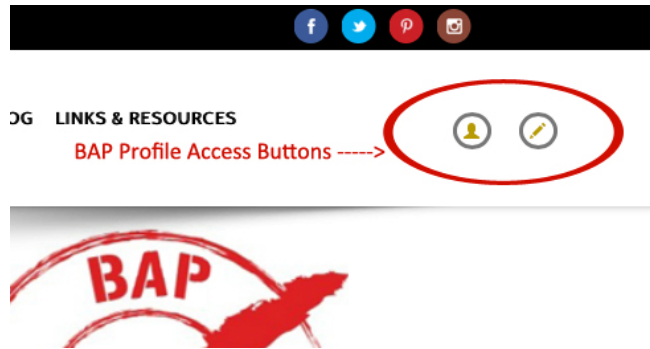
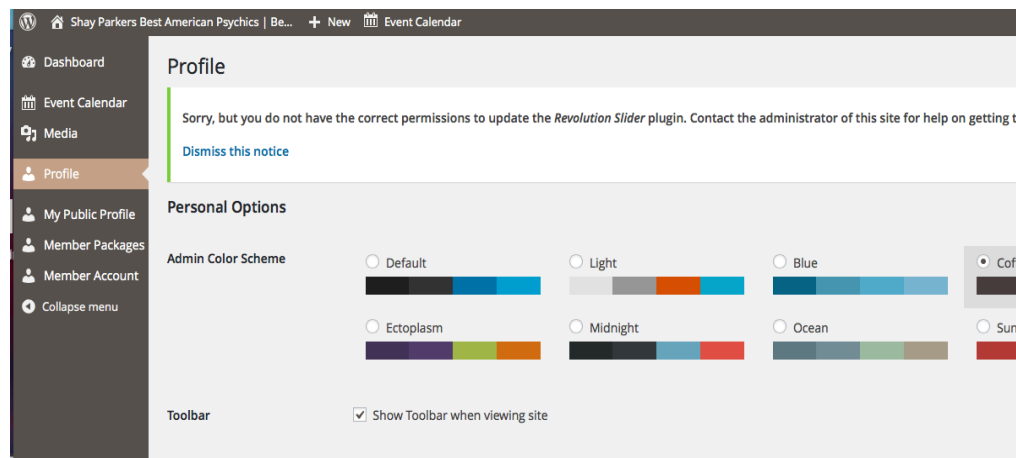


## How to Access your BAP Member Account Version 8.15.15

- 1) To begin, visit <http://bestamericanpsychics.com>
- 2) Next look in the upper right-hand corner of the site for a small “person” icon in a black circle (next to a small pencil icon).



- 3) Click on Small Person icon. This will take you to the login screen. Enter your Username and Password. Note – you will be permanently blocked after 10 failed login attempts, so please use the “Forgot Password” link if you cannot remember your password. As of August, 2015, the system will require strong passwords (to prevent hack attempts) and you may need to create a stronger password with letters, numbers, upper case, lower case, and/or punctuation.
- 4) Once in the back end administration panel, you will see your Dashboard in the left column. This is where you can access Member Packages (to upgrade) see your current Member Account (to downgrade, cancel or just review), and your Public Profile. With the new system, there are technically 2 profiles, an Admin profile (which is simply your user name and password and a couple other things for our Admin purposes) and a Public Profile, which is what the public will see and is the one you need to be concerned with editing.



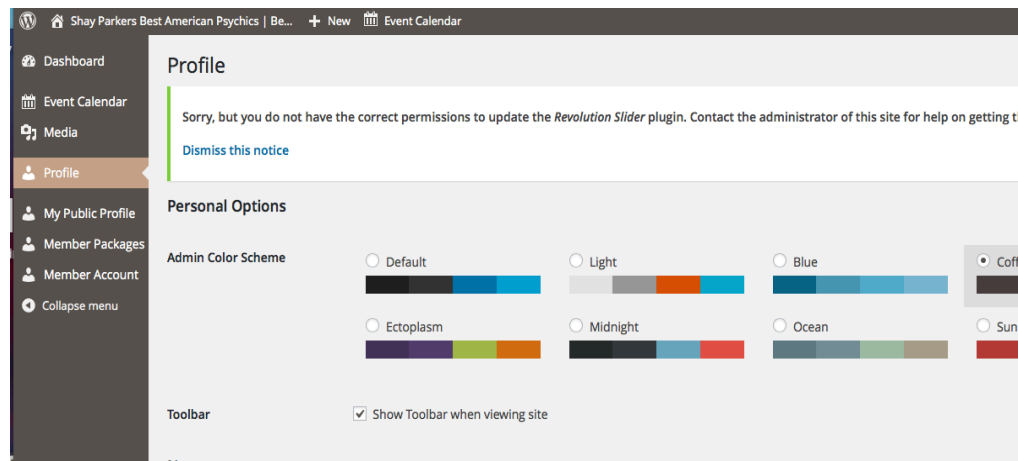
## CHOOSING A PACKAGE (PLEASE IGNORE IF YOU HAVE ALREADY COMPLETED)

- 1) Once logged in, your Dashboard will appear and you will be able to choose a selection titled Member Packages. Please click on that link. From there, you will be taken through one more screen, then you will land on the Member Packages. Under Member Packages, you can view all the different levels. Click on Learn More for full details on each package. You may checkout for any package using Paypal.

## ACCESS YOUR PROFILE - I PAID FOR MY PACKAGE, NOW WHAT?

### I. Accessing your Profile from the Dashboard

You must be logged in and in the Dashboard view. In the Dashboard, click on My Public Profile.



### NOTE:

If you are ever on the front end of the site (where you see the actual website live), and need to return to the Dashboard, please type <http://bestamericanpsychics.com/dashboard> - this returns you to the Dashboard.

### II. Accessing your Profile from the Front-End of the Site

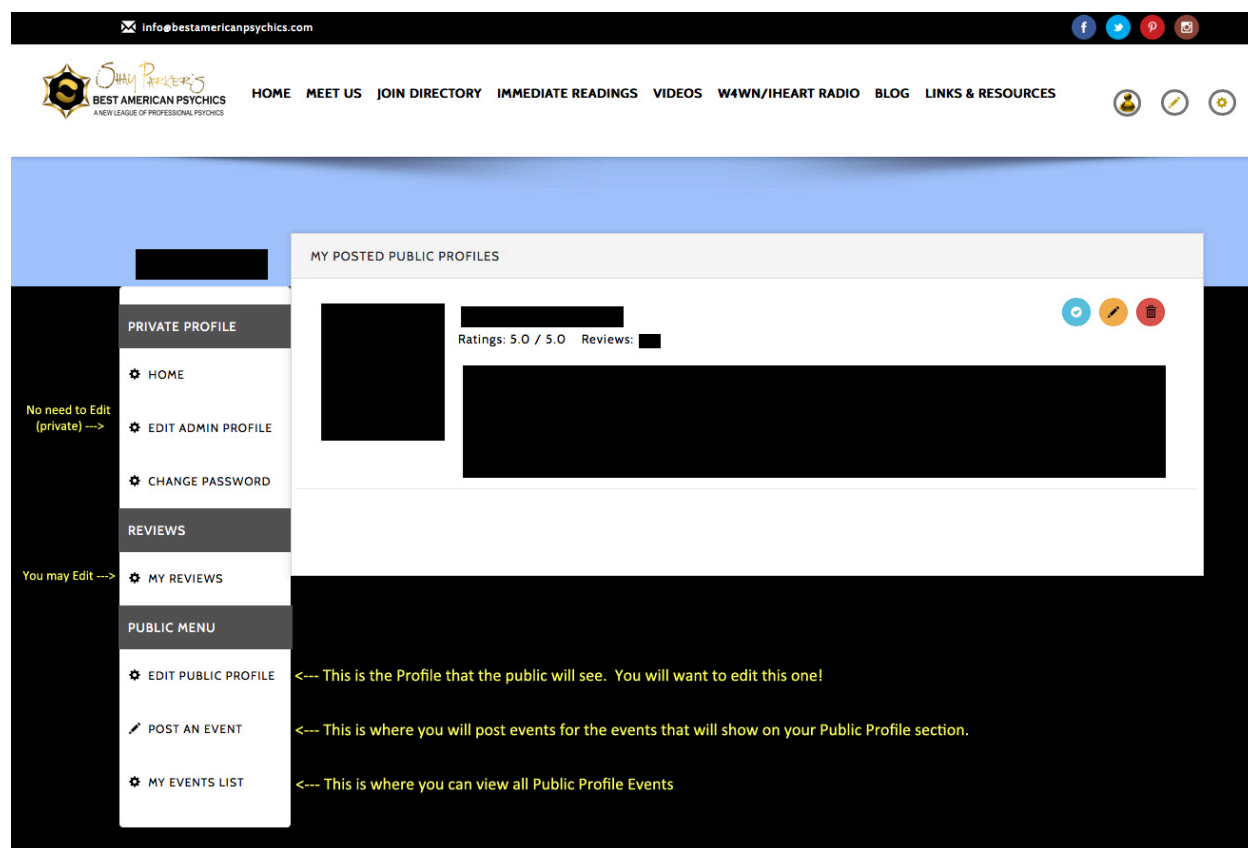
While logged in and on the actual website that the public sees, look in the upper right-hand corner of the site for a small “gear” icon in a black circle (next to a small pencil icon).



Hover over the gear and a dropdown box will appear. Click on My Public Profile. This leads you to your Public Profile editing screen.

## EDIT YOUR PUBLIC PROFILE

- 1) Once you have reached the My Posted Public Profile page, you will see the following (NOTE – input areas have been blacked out for confidentiality):



- 2) In this area, you have the ability to change your password, edit client reviews, edit your public profile, and post/edit an event for your Advisor page events. **Note** – Events posted in this section DO NOT APPEAR on the BAP Event Calendar, as that calendar is only available to Silver and Gold package members paying \$97/month or higher.

### SEE EXAMPLE SCREENSHOT ABOVE FOR THE FOLLOWING MENU:

- a) **HOME** – this is specifically the Home or landing page that you are looking at above.
- b) **EDIT ADMIN PROFILE** – this is simply your private information for BAP Admin only
- c) **CHANGE PASSWORD** – you may edit your login password
- d) **REVIEWS | MY REVIEWS** – *Important* – you will only see new reviews posted by your clients. You will not see any reviews that you received prior to August 15, 2015. If a client posts a review for you after August 15, 2015, you will be able to approve and edit them in this section. Existing old reviews from the website prior to 8/15 are not viewable in this area.

- e) **PUBLIC MENU | EDIT PUBLIC PROFILE** – This is the section you want to pay close attention to and edit your public profile, images, links, etc.
- 1) Use the small pencil icon or the navigation menu option to access your Edit Advisor screen.
  - 2) **IMPORTANT** – YOU MUST use the Text section, not the Visual section to add your text. If you insert your text into the Visual section, it will not save. You must insert all bio details into the Text side and then you can view them in the Visual side, but please be sure to SAVE in Text side.
  - 3) Your public profiles are limited to 5,000 characters in total.
  - 4) Please do not use the Biography section to insert Client Testimonials. Testimonials are reserved for the Reviews section only, so as to not clog the site.
  - 5) Please do not embed or link to videos into your Biography (text) section UNLESS you are a Gold Package member.
  - 6) When entering social media links, you must use the entire social media URL. For instance, Twitter would be: <http://twitter.com/yourtwitterhandle>. If you are unsure of your full URL, it is best if you actually visit each of your social media accounts and then highlight the URL at the top of your browser. Copy and paste that into your social media account fields for each one.
  - 7) Videos – **ALLOWED FOR SILVER AND GOLD MEMBERS ONLY** - when entering videos, you only need to insert the exact video ID, not the full URL. For instance, if your full video URL is <https://youtu.be/ix7EWZMP0PM>, you will only copy the final portion after the last slash.

**NOTE: BAP reserves the right to edit all member profiles.**

- f) **PUBLIC MENU | POST AN EVENT** – This is where all members (of all levels) may post their upcoming events. Please note, this event section will only display on your individual Public Profile page, it will not display on the BAP Community Events Calendar. The BAP Community Events Calendar is specific to certain package levels (\$97/month and above).
- g) **PUBLIC MENU | MY EVENTS LIST** – This section allows you to review your posted events.

Please see the following section on how to format your profile properly, with detailed information on each component.

## Proper Profile Construction

### Professional Profile Photo:

The first impression your clients have of you is your profile photo. At BAP, we have requirements that must be met for this photo. We require that all profile photos are either a HIGH RESOLUTION (at least 300 dpi) close up headshot with a professional background. (No full body shots), or a professional logo.

We will not accept cropped photos where we can see something or someone else in the background, nor will we accept head shots that are cropped out of another photo, due to loss of resolution. No special effects on photos. We want simple, clean, professional head shots or logos. Please do not submit a photo you have taken of yourself. The angles and lighting are often inappropriate. We also need to see your eyes. If you intend to change your profile photo occasionally, remember these guidelines.

Please review the photo you currently have and see if it matches these requirements. If not, please upload a new one ASAP. Please understand that it is our job to present you in the most professional way possible and we absolutely have your best interests in mind. In our market research, many clients responded that they actually chose one psychic over another because of how professional their photo looked. This does matter, folks! Thank you!!!!

*What do we mean by a high-resolution photo?* If you open your photo in Word or another program and try to enlarge it, what happens? Does it become pixilated or blurry? If so, you need a much higher resolution photo - one that can be resized (within reason) and it looks just as good as the original. This will help in all promotional materials. Also, make sure you have an updated photo. One that portrays what you look like in person.

### Marketing photos:

As professional psychics, you are in the public eye. If you would like to market yourselves, you should have a professional image and it should be captured! So, begin dressing up and getting pretty/handsome from time to time and getting some shots of yourselves. Make sure they are high-resolution shots. (Have someone else take them - no self-shots.)

Although we suggest you get a professional photo shoot done at some point for your profile photo, you can get pretty decent every day photos without hiring a professional photographer. These would be great to use on your fan pages and to have on hand for marketing purposes. Videos are only interesting with several images and a variety of them. If you decide to take advantage of any of our extra marketing services (i.e. Gold Package), you will be ready with content. Examples of shots: Headshots, Working photos, playing photos, out in nature photos, with animal photos, with public photos, with colleague photos, etc. This will get you ahead of the game!

### Biography:

If you have a profile bio that is very short (less than seven sentences), please start thinking about how to add to your profile. Clients really want to get to know you. If they read that you are a practicing psychic for 5 years and you want to help them, that just isn't quite

enough information for them to engage with you. Tell them more about your gifts and/or your readings, credentials, etc. However, don't make the common mistake of making it too long. They will lose interest and even become annoyed. We have found that profiles written in first person are well received. Here is a good example of length and content: <http://bestamericanpsychics.com/advisor/wendygayle>. Have fun!

Just so you are aware, your BAP Wordpress Admin panels have the feature of HTML and WYSIWYG when you are editing your profile information, so it gives you more creative options. For those of you that are computer challenged, you don't have to change a thing...for those that want to get a little more funky, you have the option to do so!

***A very helpful tool*** - for those members that use HTML to update your profiles and/or pages, this tool is invaluable! It automatically checks your HTML for errors and corrects them according to acceptable coding for the search engines.

Simply visit: [http://validator.w3.org/#validate\\_by\\_input+with\\_options](http://validator.w3.org/#validate_by_input+with_options)

You may copy and paste the code you are using. Then, make sure you click on the check box that says Clean up Markup with HTML-Tidy under More Options.

Then click on Check.

After you have done that, another window will open that shows how many errors were found. Look in the middle column under JUMP TO. Click on Tidy Source.

This will show your code, only with corrections that make it web compliant. If you are using HTML on your BAP profile page, please make sure you run your code through this source in order to avoid errors on our site.

Non-compliant pages get kicked out by the search engines, and we certainly do not want that! Thank you!

### **Social Networking Links**

The allowable social networks are the most popular ones: Facebook, Twitter, Google +, Instagram, Pinterest, Meet Up, YouTube, and Linked-In. Please make sure you enter all your social networks in this format:

<http://twitter.com/yourtwitterid>;

<http://facebook.com/yourfacebookid>;

<http://pinterest.com/yourpinterestid> - and so on and so forth.

In other words, we need the full URL, not just your profile ID.

### **Categories:**

Please only choose the actual categories that you fit into for your gifts and skill set.

**Location:**

You will be listed by location (according to the package that you chose.) We will not list you in any more detail than the capital of the state you choose (or reside in). You will have the ability to adjust your location in more detail if you wish. NOTE: If you do not have an office and do not want to be specific about where you live, we suggest that you pick a famous landmark in your state so that the map does not choose some random store front that you may not wish to be associated with.

**Events:**

You can list your events to show on your profile page. You are able to attach an image to the event. If you do not have an image, we ask that you please copy and use this one.



This completes the Public Profile section.

To return to your main Dashboard, you will need to go to <http://bestamericanpsychics.com/dashboard> while logged in.