

Perfecting Your Profile

How-To-Guide



We are Us



“I believe passionately that good marketing essentials are the same.
We all are emotional beings looking for relevance, context and connection.”

— Beth Comstock



Your profile on We Are Us is where clients may first come across you. We're committed to helping you market yourself in the best possible light. Putting everyone on an equal stage.

To help you feel confident in showcasing your business with us we've used all our knowledge of visual marketing to put together these suggestions to help you perfect your profile.

Writing the right words and having the right images help connect you with your client, quickly and easily. Get the words or images wrong and you might miss the mark with being able to showcase your services to people who may benefit from your help.



We are Us care about how you profile your business to clients.

We've teamed up with Katrina from Words for Wellness to bring you all the best ways to write your profile and connect with clients who need your services. Katrina's a copywriter who lives and breathes crafting the best words for people in the health and wellness space. With this guide you know you'll be writing the best words to profile your business.

Another set of eyes. Once you've uploaded your profile and images to the website one of the We are Us team will review it before it is published to the site. If there are any issues we will get in touch with you quick smart to let you know how to maximise your listing to really connect with your clients.

Hold that thought. If your copy is good to go but you need time to sort out the photography, you can select a default image be popped on your profile until you sort out the photography.

Ready to get started?



Who are you talking to?



“Everyone is not your customer.”

— Seth Godin (marketing maestro)

Identifying your ideal client is the first step to writing the words your client wants to hear. If your client is a 25-30 year old woman, then using language that a 65+ year old man would use means you won't be connecting as well as you could.

- Think about who your business really wants to connect with. Write down all you know about them.
- Why is this the group of people that you want to connect with?
- How would they describe the common concerns that you can help them with?
- How do they describe how they feel when you've helped them?
- What services do you offer that help them with these concerns?



Writing your profile.



Writing a great profile isn't about telling your client all about you. Your profile is actually a great opportunity to show your client how you can help them. So your profile page is really all about them. Not you.

First impressions

The first 120 characters, or about 20 words, is what shows if you're featured on the home page of the We are Us website.

On your profile the first 70 words of the first paragraph shown on your listing. This is where you want the user to click the read more button, but they are only going to do that if you...

Match your client's problems to your solutions

Focus on the benefits that your clients get from your services. If they're experiencing something or desiring another thing, how can you help them on the road to achieving that?

Tell them why they should read on

In your opening statement focus on telling your client the most important things they need to know. The rest of your profile is just filling in the details. What your client wants to know is a quick summary why they might want to see you.

The best way to do this is to paint the ideal picture of their wellness rather than focusing on their problem. They also want to know how you can help them. But be realistic and don't lead them to a false sense of hope.

Here's an example:

Can you imagine life without allergies? I can help you discover what triggers your allergies and put you back in control of managing your symptoms.



Match your client's language

If they say "ankle pain" and you say "Achilles pain", use the words they would use. Write in a way your client feels comfortable with, using words they can recognise, and address problems that are real to them. Using the same language that your client would use to find you also helps the search engines (like Google) find your page.

Avoid medical-speak, or "lingo" at all costs. You might know what some words mean, but does your client? Get someone who doesn't work with you to read your profile though to make sure they understand it. They should understand exactly what you do within the first few sentences.

Here's an example:

Here's how massage with Simple Touch can help your sore shoulders.

Rather than

Deep tissue manipulation can greatly assist shoulder subluxation.

Ideal copy length

The best length for your profile is the time it takes to get your key message across.

Start off with a list of what you think your client needs to know to be able to see that you're the best person to help them. You're done when you've communicated this message using words your client understands, using simple, clear language. And not waffling, inflating the truth or making claims you can't back up.

Keep sentences short

Ideally between 15-25 words. Research shows that when average sentence length is 14 words, readers understand more than 90% of what they're reading. At 43 words comprehension drops to less than 10%.



And paragraphs shorter

As tablets or phones have smaller screens a long paragraph can seem to go on for ages. Reading too long without a break in the screen means people lose focus and skip read.

To help your client read and understand what you've written use short paragraphs of between one and three sentences. (Yes, forget what your English teacher said. One sentence paragraphs are ok).

Short paragraphs also help clients browse, scan and snack on text more easily.

Think about putting in paragraphs about

- Why your client may want to see you
- How you can help them achieve the wellness goals they have
- Anything you do that sets you apart (evening appointments, unique training etc)
- What they can expect when they come to see you

No testimonials in your profile please

Although we collect reviews from clients, please avoid putting testimonials in your copy as there are strict requirements in law about using testimonials. Use your profile section to focus on how you can help your clients instead.



Too many words?

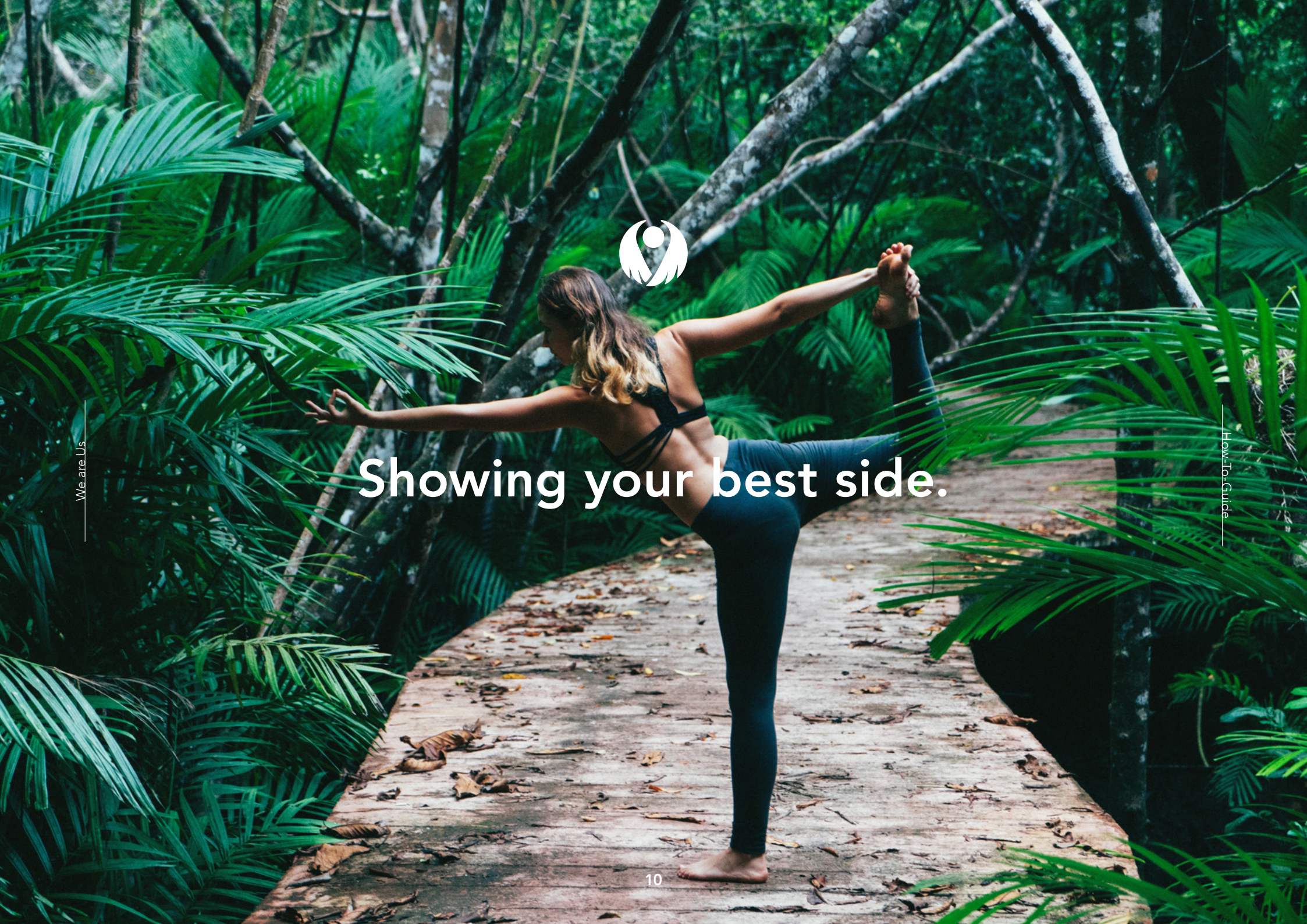
Too many words?

If words aren't your thing we've partnered with Katrina from [Words for Wellness](http://www.wordsforwellness.com) (www.wordsforwellness.com) and she'll be happy to write your profile for you. Katrina's spent years making sure she knows the best way to help you connect with your clients. Marketing in the health and wellness space needs a bit more effort to make it work without being sales-y, in-your-face and easy to understand.

She's an expert in this stuff and can write or edit the copy for you.

- Write your profile for you \$150.00
- Edit your profile for you \$75.00

Just drop us an [email](mailto:kat@wordsforwellness.com) (kat@wordsforwellness.com) if you want Katrina to write the copy for you and we'll make it happen.



Showing your best side.



Having great images can really make your profile pop. Clear, high quality photos really help showcase your professionalism. It gives you confidence, helps build trust with your client and encourages more engagement.

A picture tells a thousand words, so getting the right photo is the perfect way to connect with your clients. Every practitioner listing will have at least one photograph on it and a good quality photo can do a lot to improve your listing. However, the opposite is also true. If you have a bad photo or image on your listing, you risk damaging your credibility and losing potential customers and sales.

Choose images that show you and your business in a positive and inviting way. Remember your photo is what people see first. In a blink of an eye they'll make a decision about your business, so make sure all images show trust, confidence, professionalism, and personality.

Having a professional photograph takes your confidence to another level. But if you can't get a professional photo taken, here are some tips to help you pose for and choose a great image.



Light it up

Getting the lighting right is often what makes a professional photograph stand out from a novice's. You don't want the image to be too dark so that it becomes hard to see you. Avoid strong, bright light, and try and have diffuse, natural lighting instead.

Headshots

Make sure we can see your eyes. Eyes are what people look at when they look at photographs, so a photo where the eyes are hard to see or in shadow is going to connect less than one with clear visible eyes. Zoom in on your face. Faces are more interesting than the entire body in most cases. And smile.



Picture specifications

- Make sure all images are 72 DPI
- Upload jpegs only
- Make sure you've got permission to use the images



Profile Image

720 (w) x 720 (h) px



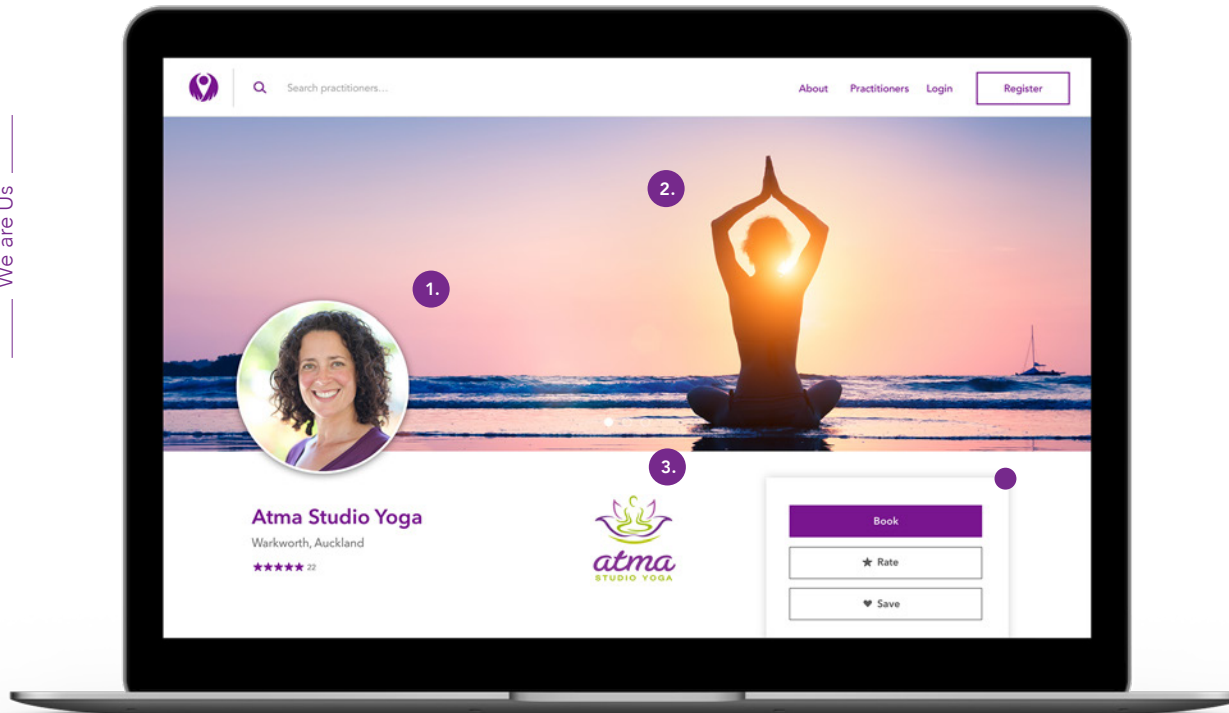
Cover Image

1440 (w) x 520 (h) px



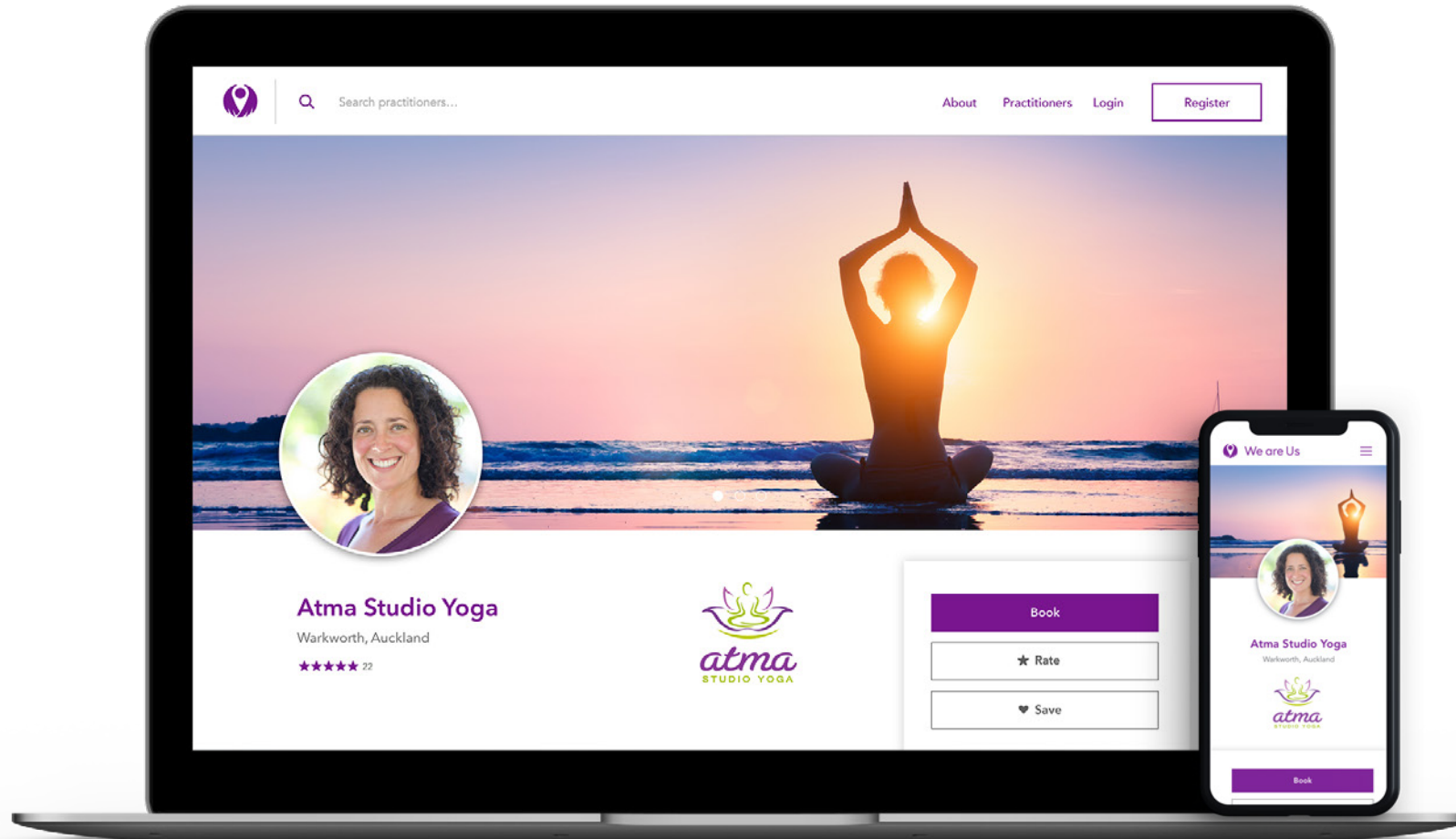
Company Logo

540 (w) x 360 (h) px





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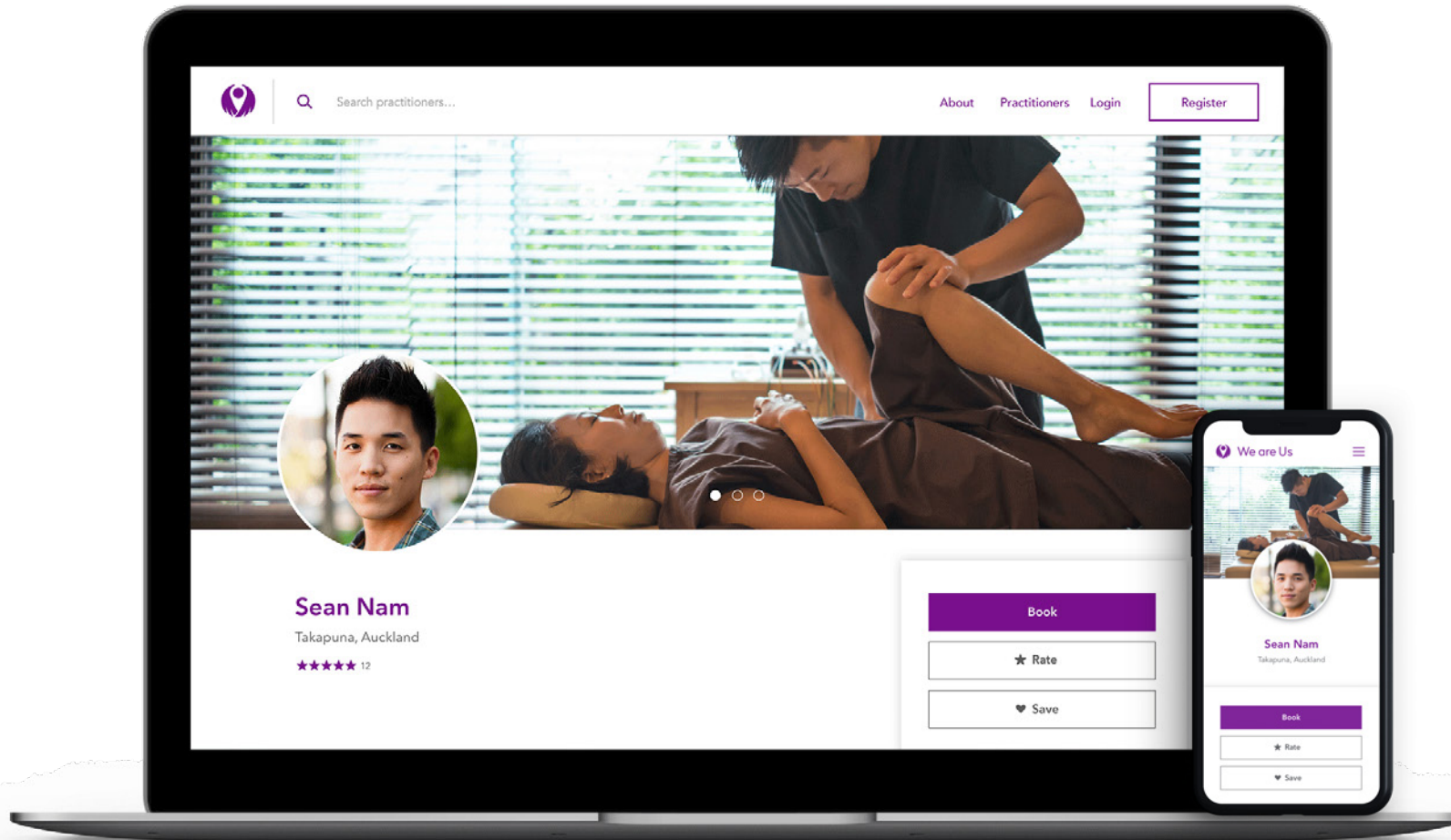


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Other things to
think about.



Be aware of relevant government regulations that may affect what you write as copy on this website could be considered as advertising you need to make sure that you've met all your obligations in terms of any relevant government regulations that relate to your business and practice as a health, wellness & self-improvement professional.

These include, but aren't restricted to:

[The Health Care Practitioner Competencies Act 2003](#)

[The Medicines Act 1981](#)

[The Health and Disability Commissioner](#)

[\(Code of Health and Disability Services Consumers' Rights\) Regulations 1996](#)

[The Fair Trading Act 1986](#)

[The Consumer Guarantees Act 1993](#)

[Therapeutic and Health Advertising Code](#)



These Acts cover what you can and can't say about

- Advertising medicines, medical devices, therapeutic interventions and health services
- Health claims made about medicines, medical devices and therapeutic interventions
- Your responsibilities to provide a service to be carried out with reasonable care and skill

Claims about your qualifications

As we state in the Terms and Conditions it's your responsibility to make sure that what you write in your profile meets the relevant standards. It's a great time to take this opportunity to check that your business ticks all the boxes.

Who's in your photo?

If your image includes people other than you, you need to make sure that they've given their permission for the photo to be used. Getting a model release protects you from legal liabilities. A model release, known in similar contexts as a liability waiver, is a legal release typically signed by the subject of a photograph granting permission to publish the photograph in one form or another.

It's your responsibility to make sure you use only images that belong to you, and you have permission to use.



We are Us