



**HIGHLIGHT LINK**

# Awesome PRO TIP Manual



Hi! Welcome to Highlight Link!  
We are SO EXCITED you're here and we want to help you make the most of your online presence!

We truly believe that if people got to know you - they'd WANT to do business with you. So let's show you off!

## 1 The first thing you'll want to do is to pick a style!

We have 5 Styles to choose from ranging from crisp, clean black and white to fun colors with wavy lines and sketches. Each style has 3 different color schemes you can choose from - so pick the one that best fits YOU.

*You can always change it later with the click of a button!*

## 2 Next, you'll just choose whether you want to pay monthly or annually *(there's no contract - you can cancel anytime)*

## 3 Now you get to login and create your HIGHLIGHT LINK!

Your NAME is important! We like putting it in ALL CAPS. Give that a shot and see how you like it.

*The next step is to create your URL - this is your website! It can be your NAME, BUSINESS, HOBBY - you just don't want it to be TOO LONG, so be aware of that.*

1 Select Template

2 About You

3 Your Socials

4 Your Links

5 Finishing up

What's your name?

Little Mermaid

What would you like your URL to be?

Highlightlink.com/

bigshot

Previous step

Next step

(Edit)



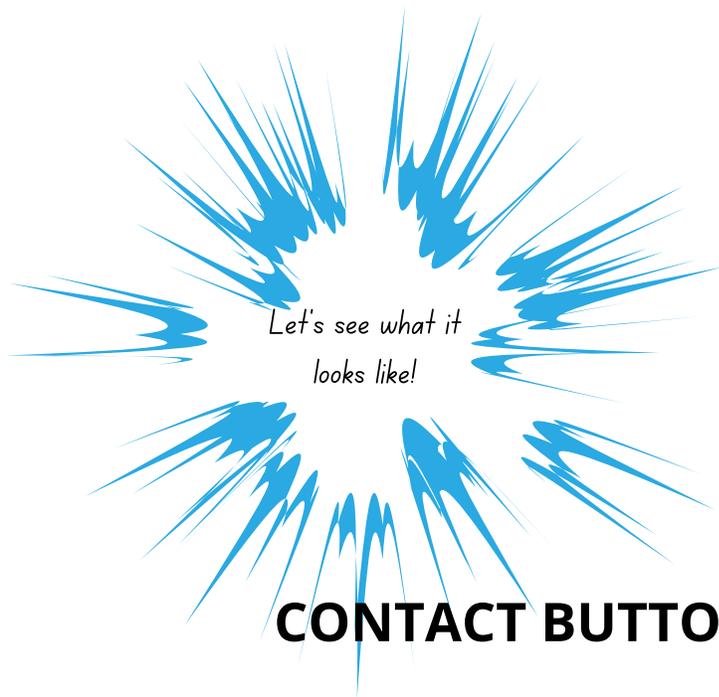
# 4

## ABOUT YOU - this is where you separate yourself!

Your **Phone Number** will allow people to CALL or TEXT you with the click of a button!

Your "Title" goes right under your name. Keep it SUPER SHORT and CLEAR.

Only add a LOCATION if your location matters to your business!



**NAME**

**TITLE**

**CONTACT BUTTONS**



### What makes you different?

Think of this as **the ONE SENTENCE reason** people should call you (and guess what - the contact buttons will be right there so they actually CAN!)



# 5

## Connecting Your Social Media Accounts

1 Select Template

2 About You

3 **Your Socials**

4 Your Links

5 Finishing up

What's Your Favorite Social Networks For People To Reach You?

Network:  
Instagram

Your Link:

Add Social

- 1 Choose the platform from the dropdown menu.
- 2 Copy and paste the link to your profile page from a computer web browser
- 3 Click "ADD SOCIAL" if you want to add another - you can keep going as many times as there are social platforms!

# 6

## Adding Unlimited Links

- 1 Name the button people will see on your page.
- 2 Copy and paste the link to the website you want it to go to.
- 3 Click "ADD LINK" if you want to add another - you can keep going as many times as you want!

1 Select Template

2 About You

3 Your Socials

4 **Your Links**

5 Finishing up

Here you can set the main links you want people to see:

Name on the button:  
My Favorite Website

The button's Link:  
http://highlightlink.com

Add Link





## Your Headshot!

1 Select Template    2 About You    3 Your Socials    4 Your Links    5 **Finishing up**

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**Say Cheese!**

Thank you for filling out this silly multistep form. One last thing: can you send us a headshot?

Choose File no file selected

Previous step    Submit form

Simply click "CHOOSE FILE" and upload it.

It will fit better if it's a square photo - but you'll be able to play with it so it lines up well

*\*PRO TIP\* This isn't the time to show off your pets or your favorite vacation spot. This should be a picture of you - chest up - in good lighting - with a NON DISTRACTING background.*

## Guess what!? YOU DID IT!

How easy was THAT!?!

**Your Highlight Link is ready to view and share**, and you can download your QR code!

BUT...there are a few more things we can do to make it SUPER awesome!



**1 Add Featured Products!**

**3 Add a grid of Highlight Photos**

**2 Add a Video to Say Hi!**

**4 Add a Testimonial (or two)**



**1**

## Add Featured Products!

These are AWESOME! You can add up to 3.

Simply add a photo of the product you're featuring - and then add a link where they can purchase THAT SINGLE ITEM directly!

**2**

## Add a Video to Say Hi!

90% of communication is done through TONE and BODY LANGUAGE (not the words we use). This is your chance to show them YOU.

**KEEP IT SHORT** (less than 20 seconds)

**BE EXCITED** (your energy here is vital)

**BE NATURAL** (people can tell when you're rehearsed - pretend you're just talking to one person)

**USE GOOD LIGHTING** (your dim kitchen after the kids are asleep isn't the best place to record this)

**3**

## Add a grid of Highlight Photos

You can add 1-4 photos and these should be REPRESENTATIVE of you. Think like your 4 best HIGHLIGHT photos that really show off who you are what you do.

**4**

## Add a Testimonial (or two)

Third party validation is AWESOME. If someone has said something nice about you - you can add that here!





**HIGHLIGHT LINK**

Put Your Best Foot Forward

For Help email: "**help@highlightlink.com**"