Build Your Member Profile

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WOMEN FOR
wineSense

How To: Complete Your Profile in a Snap!

If one of the reasons you joined Women for WineSense was to enjoy the many networking opportunities, you may wish to complete your Member Profile so that other members can learn more about you when you're not in a face to face meeting. Not only can you include a comprehensive biography, but our website also stores links to every member's own websites and social media pages for easy reference.

You can complete your profile in a jiffy by following these steps:

After logging in at *womenforwinesense.org*, simply click on the *Profile* link shown beneath your name on the home page, in the upper left corner above all the menu options in the sidebar. This how your Member Profile displays from this link:

At the top is your membership history, category and membership expiration date. You may change your login information to this website from the Website information on the right.

Here, you may edit or view any information on this summary page. Simply hover the mouse over any item and click to edit.

Start by clicking the *Contact Info* page shown by the arrow above.

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Contact Information: Required fields are already filled in from when you originally joined WWS. You may edit and update these at any time. Complete any optional fields you wish such as spouse information. Click Save at the bottom of the page to retain your changes. (Hit the Back button on your browser or *Member Profile* [shown in purple above Contact Information in the green bar at top] to return to the profile summary page to edit the next item in your profile.)

For Student and Professional Members you may wish edit the *Additional Member Data* page (below) with your university or college information, expected graduation date and corporate website information.

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Membership Directory: This is the third item in the list of editable profile items on the *Member Profile* summary page.

Visibility: At the top of the page is an option to limit what members can see of your profile. Choose *Show All* or only *Show Name, City and State only*, etc.

Special Dates: This page includes your personal settings for your birthday, spouse's birthday and your anniversary. Also included are areas to link your social networking pages, a biography and profile photo.

Please note that if you enter a birthday you MUST include the year. (Otherwise, the page will **not** save your data AND it will clear all the fields where you've already entered data when you try to save it, and you'll have to type them in again. Your birthday is NOT a required field.)

Social Networking: Shown above with highlighting are the exact formats for each of your social networking links. Note that each is different as to whether or not you must include the complete URL with HTTP intro or not. Be sure to test each of your links to ensure they are working.
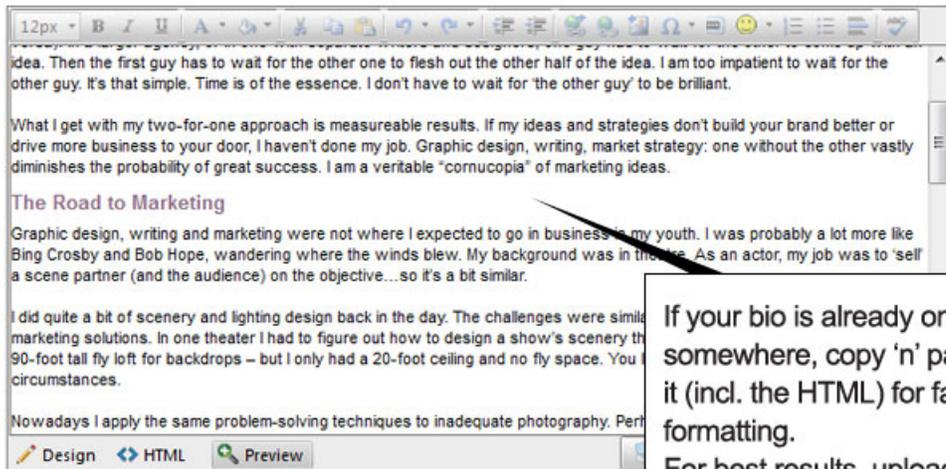
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Biography: Your biography text is directly below the ***Social Networking*** area on this page. It includes a WYSIWYG editing area. You may include photos and emoticons in this area. If you are not familiar with HTML ☺ you may wish to simply copy 'n' paste your biography from your LinkedIn profile or other online site, which will import much of the HTML formatting for section headings, if you wish.

Biography

idea. Then the first guy has to wait for the other one to flesh out the other half of the idea. I am too impatient to wait for the other guy. It's that simple. Time is of the essence. I don't have to wait for 'the other guy' to be brilliant.

What I get with my two-for-one approach is measureable results. If my ideas and strategies don't build your brand better or drive more business to your door, I haven't done my job. Graphic design, writing, market strategy: one without the other vastly diminishes the probability of great success. I am a veritable "cornucopia" of marketing ideas.

The Road to Marketing

Graphic design, writing and marketing were not where I expected to go in business in my youth. I was probably a lot more like Bing Crosby and Bob Hope, wandering where the winds blew. My background was in theatre. As an actor, my job was to 'sell' a scene partner (and the audience) on the objective...so it's a bit similar.

I did quite a bit of scenery and lighting design back in the day. The challenges were simila marketing solutions. In one theater I had to figure out how to design a show's scenery th 90-foot tall fly loft for backdrops – but I only had a 20-foot ceiling and no fly space. You circumstances.

Nowadays I apply the same problem-solving techniques to inadequate photography. Perh

Design   <> HTML   Preview

To upload a photo, press the "Browse" button and locate the photo on your hard drive. A t below. When you press the 'Save' button, the photo will be uploaded to the web site, repla your directory entry, press the "Delete Photo" button.

Select Photo

C:\Users\Marcia\Docum   Browse...

> If your bio is already online somewhere, copy 'n' paste it (incl. the HTML) for fast formatting.
> For best results, upload your Facebook profile photo. Using a consistent images across all online platforms aids in recongition.

Profile Photo: At the bottom of this page is an option to upload your photo. For ease of recognition and ease of use, we recommend you use the same photo you use on your other social networking sites.

Be sure to click ***Save*** at the bottom of the page to retain your changes.

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Interests: Finally, check off your interests in the wine business on the *Interests* page of your profile. Save your changes.

You may view your completed profile to ensure it appears as you wish from the directory. Note you may also make edits to it from the directory. The social media links are also provided here.

SAMPLE:

You're done! Thank you for completing your profile. It's a big help to those of us behind-the-scenes at WWS!