

Frequently Asked Questions

Mobile phone compatibility

Q: Will my profile display correctly on an iphone/smart phone?

A: All coding has been configured to ensure that the page displays neatly on a mobile phone screen + with no additional navigation required, with everything on one page, these profile sites are ideal for use with a mobile.

Profile Extras

Q: What other enhancements are available for my profile?

A: We are developing extra features all the time. These are currently available:

1. **Interactive pdf of your profile:** This is suitable for emailing to customers and prospects. The web links are active in the pdf, making it easy for customers to go straight through to relevant parts of your website. The cost of this is £25.00 + VAT.
2. **Printed version of your profile:** Using the pdf as artwork, your profile can be produced as an A4 printed leaflet; please ask for a quotation.
3. **Forum signature:** On the 4Networking site and others there is the facility to create a signature strip for use in online forum postings. A forum signature can be created which complements your profile. This shows neatly your branding and your contact information, complete with any relevant links. This will then appear on all forum postings that you make; see this example from [Barrie Glover](#), one of our Profile Builder photographers. The cost of this is £25.00 + VAT.
4. **Forum signature with twitter feed:** As (3), but with the enhancement of an integrated twitter feed, incorporating the same colours as your signature strip: total cost £35.00 + VAT.
5. **Portrait photo:** a key element in a good profile is a high quality portrait photo. We can organise a photographer to take your photo at a networking event, see 'View our diary' on our website for upcoming Clinic events. Photos are charged at £25.00+VAT for the first one; £15.00+VAT for second and subsequent photos taken at the same session.
6. **Graphic Portrait:** an enhanced version of a portrait photo, creating a graphic-based image. See Paul Weston's image on our website to see an example. Cost: £35.00 + VAT once photo supplied.

Profile Builder Clinics

Q: Where can I find a Profile Builder Clinic near to me?

A: At a Clinic there is a professional photographer on hand to create a professional portrait photo for use in your profile. Profile Builder Clinics are scheduled regularly across the UK. Please check the Profile Builder 'View our diary' calendar on our website for details of forthcoming events.

Q: I can't make it to a Profile Builder Clinic; can you organise a photo shoot at my premises?

A: Yes; however, holding them at existing networking events means that these services can be offered at less than a third of the cost of travelling to your premises. Contact us for details.

Photography approval process

Q: If my photo is taken at a Clinic, do I have to pay for it if I don't like it?

A: No, you will be given a link to an online gallery to view the photo after the Clinic session. At that point you can confirm if you wish to buy it.

Graphic Portraits

Q: If I commission a Graphic Portrait and supply a photo reference for the artist to work from, can amendments be made if I don't like it?

A: For a Graphic Portrait our artists work from a photo taken at a Profile Builder Clinic or from a supplied photo, ideally a well lit 1MB+ head and shoulders image. As Graphic Portraits are more subjective than a photograph and our artists are very experienced, we expect our customers to trust that we will deliver the best portrait possible within the budget. There is a charge of £25.00 + VAT for additional amendments after the Graphic Portrait has been delivered to you.

Profile uploaded onto other networking sites

Q: Can my new profile appear on my other online networking profile pages?

A: Yes, although there are variations in the way in which it can be loaded onto different sites. Some sites allow a full colour formatted version to be loaded up (4Networking, Facebook, ecademy). Other sites such as LinkedIn only allow a plain text version and limited graphics such as a photo and a company logo. Included in the package price is the upload of your profile to one networking site. There is a charge of £25.00 + VAT for loading your profile onto each site compatible with receiving a full HTML file. There is a charge of £55.00 + VAT to upload text/imagery to LinkedIn, as this is a more manual process.

Updating profile across various sites

Q: Will my profile update automatically everywhere that it is uploaded?

A: Yes, but with some limitations. All applications which are via an online feed (twitter, blogs, calendar, location, videos, scrolling testimonials, image portfolio, Contact Us form) will update when changed automatically on all the sites they are loaded onto. Unfortunately, text changes need to be made individually to each network location; this is a limitation created by each site's security procedures.

Support for updating my profile

Q: Once it has been produced, can you help with updating my profile?

A: Yes, we provide a **Quarterly Refresh Service**, to ensure that your profile remains relevant and up-to-date. This is available on a standing order subscription service at £18.75+VAT per month, if ordered at the same time as the original profile. If ordered separately there is a charge of £25.00+VAT per month. There is a minimum subscription commitment of 12 months. The monthly standing order spreads payment for updating across the year and entitles you to four pieces of update activity. These can be a mixture of content updates to the profile (text, images) or the

addition of video testimonials (see below). Video testimonials when ordered separately cost £95.00+VAT each, so the subscription service at £18.75 represents a saving across one year of £155.00+VAT.

Q: If I subscribe to the Quarterly Refresh Service, what will I need to do?

A: Once you have paid for the service on our website www.profilebuilder.co.uk via our secure online Sagepay subscription facility you can email your quarterly requirements to info@profilebuilder.co.uk as follows:

- **Copy updates:** please send us info on what has changed since we last uploaded the text and we will write this to fit in with the style of the profile.
- **Video updates:** if these are to be video testimonials you'd like us to gather from your client base, then you will need to send us contact information on five clients (there is roughly a 20% take-up of business users on Skype) to enable us to record one video testimonial remotely via a Skype video connection: Name/Title/Company name/Tel no./email address/Skype address (if known)

Q: How will the refresh content be supplied to me?

A: We will send you a link to view the new content on your profile; upon your approval we will publish the new content live to your profile.

Profile hosting

Q: Why is there a hosting charge for my profile?

A: For our new free-standing one page website profiles there is a fixed hosting fee of £10.00+VAT per month. Each profile is given the domain name www.onepageprofile.co.uk/yourname or www.myonepage.co.uk/yourname. Alternatively you can supply us your own preferred domain ie www.yourname.com. In addition, we can set up a short version domain name of your page: <http://bit.ly/yourname>. This is useful for referring to in Twitter updates etc. Hosting provides access to a password protected Content Management System (CMS), allowing you to update your profile quickly and easily. Included in the hosting cost is the ability to include a blog within your profile (see below). In addition, included in hosting is unlimited web space to upload and display photos and images relating to your business; see details about **Portfolio** below. Hosting is provided by a secure, reliable hosting company.

Blogging

Q: Can I incorporate a blog into my profile?

A: Yes, this can happen in three ways. We can embed a Twitter feed into the profile, with the Twitter panel colour scheme matching that of the rest of your profile. Secondly, we can take an RSS feed from your own existing blog and the latest blog piece can appear in a panel on your profile. We can work with Wordpress, Blogger and Typepad blogs. If you are using a blog system different to these three, we can provide you with a quotation to incorporate it. Lastly, we can set up a **BabeBlog**, a blog hosted by us and accessed via your profile, sending blog visitors to your profile to see blog updates and to leave comments. A specific link is available for it: www.onepageprofile.co.uk/yourname/blog

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Video

Q: What types of video recording are available?

A: We can record customer testimonials and video blogs (vlogs). Video testimonials can be organised in two different ways:

1. Customers filmed at a networking event. We then edit/add captions/upload the video to www.youtube.com/user/ProfileBuilder and add relevant 'tags' to enable Google to find it, as well as loading it onto your networking profiles. We can also supply your web administrator with embedded code to enable the video to run on your website.
2. Recorded via webcam/Skype over the internet. You nominate the name/email/tel no./Skype address (if known) and email these to Profile Builder. We then contact your client/s on your behalf and organise the recording via their webcam/Skype connection. If they are not webcam/Skype enabled, Profile Builder provide a 'set up service', please email for details: info@profilebuilder.co.uk. We then complete the video as per (1).

In both cases a written transcript can be produced of the testimonial. This is supplied as a pdf which can then be loaded up online alongside the video clip, providing Google visibility to the text of the testimonial. The cost of this is £20.00 + VAT per testimonial.

A Video Blog can be filmed in exactly the same way as item 2 above and again, a pdf transcript can be produced. Video blogs need to be produced as a sequence over time; they do not work as 'one-offs'. Please ask us for a [quotation](#) to produce a regular video blog.

Social Media Content Support

Q: Everyone is talking about social media; can you help me?

A: Social media is now an important part of business communication; it creates the ability to conduct an active dialogue with customers and prospects. We can provide a complete spectrum of support, from setting up profiles to detailed help with a complete social media strategy.

Q: Can Profile Builder set up my Twitter profile?

A: We can set up every aspect of a Twitter profile: portrait pic/logo panel/intro text/colour scheme and background to match your business. Price is £85.00+VAT.

Q: Can Profile Builder set me up on Twitter/other networks and help me to gain a 'following'?

A: Yes, with our **Twitter Kickstart** service we undertake a telephone or Skype video conference call to understand your unique 'keywords' and ideal 'following and followers' (the audience for your

Tweets). We then set up automated newsfeeds to supply your followers with newsworthy content. We charge £185.00+VAT for this service.

Q: I've never used social media for business before; can Profile Builder advise on a social media strategy to help me make the most of the time I spend?

A: Profile Builder undertakes a 2 1/2hr telephone or Skype video based '**Social media consultancy set up**' service to get you started in using the correct strategy and etiquette in your social media for business interactions. The charge for this is £145.00+VAT.

Q: I like the idea of this but I don't have the time or expertise to keep coming up with relevant content.

A: That's why Profile Builder provides a **Content Creation Service**. We undertake a regular telephone or Skype video conference call and work with you to highlight social media friendly short articles from your own experiences/expertise. We then take this content and broadcast this content as yours across your social media networks. Email us for pricing details based on your unique requirements.

Networking meetings presentation support

Q: Can you help me to prepare professional '**40 second slot**' and '**4Sight**' **10-minute presentation materials**?

A: Yes, we work with our clients to create interesting, focussed presentations:

40 second slot: We access your current profile page and web site and then prepare a script and email this for your approval/comments. We charge £85.00+VAT.

4Sight presentation materials: We email a briefing document for you to enter your existing/proposed presentation content. From this we prepare a polished, focussed presentation, including recommendations on how to incorporate props/visual aids. We email this for your comment/approval, then create and print 100 A4 handouts for you to distribute at your presentations. We charge £140.00+VAT for creating the content. Printed handouts are charged at £138.00+VAT per 100.

PR support

Q: As well as content support with Twitter, presentations and my profile, can you help with press releases and articles?

A: Yes, we have teamed up with a specialist PR content provider, to give you access to a team of professional journalists. They can produce, either on a one-off basis, or regularly, press releases and articles about your business. As part of the service, press releases can be placed with all nominated media in your sector. Single article/press release: £125.00+VAT. One per quarter: £110.00+VAT each.

Payment

Q: How do I pay for any of these services?

A: All items, whether single transaction items such as profiles or ongoing regular payments can be paid online by credit/debit card, using our secure SagePay payment gateway on the Profile Builder site.