

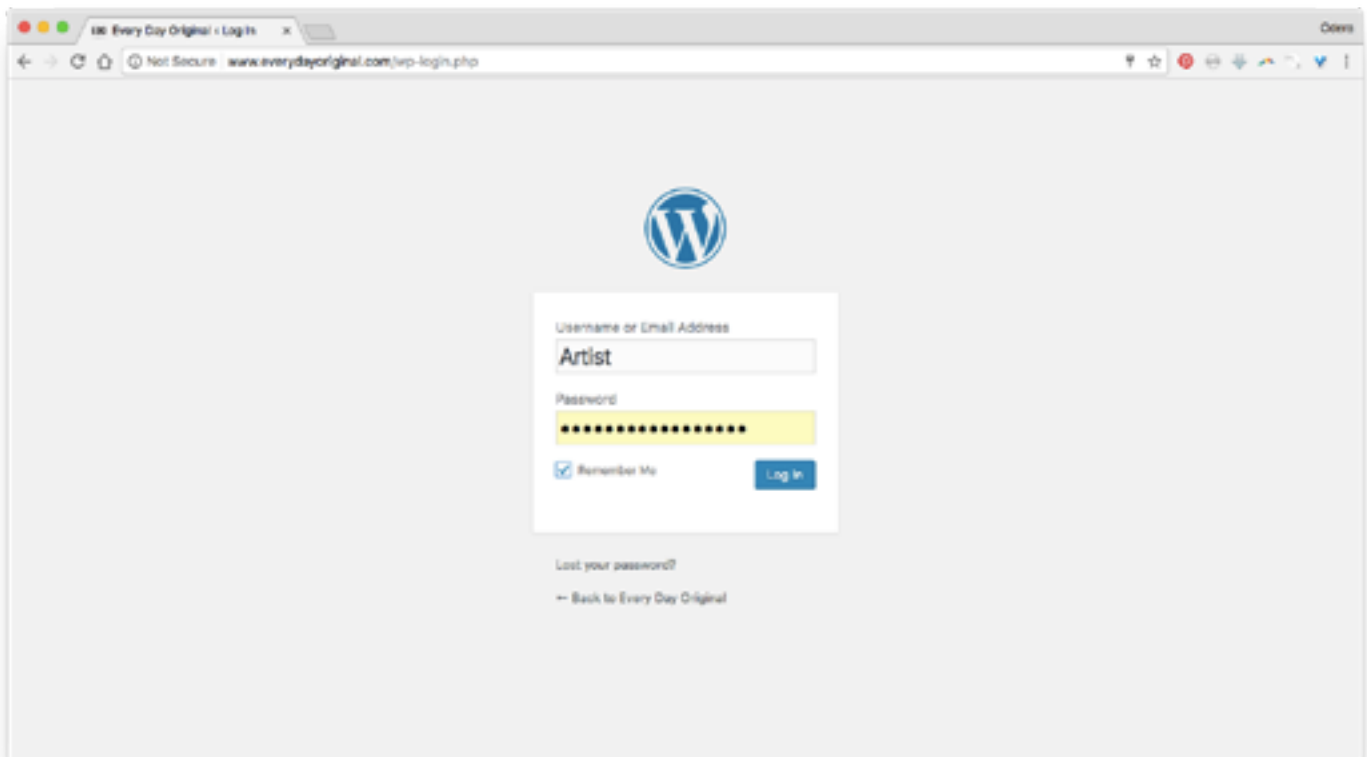


THE ARTISTS' GUIDE

FIRST TIME SETUP

STEP 1 - LOGIN

Go to www.everydayoriginal.com/login and enter your Username/Email address and Password.



Forgot your password?

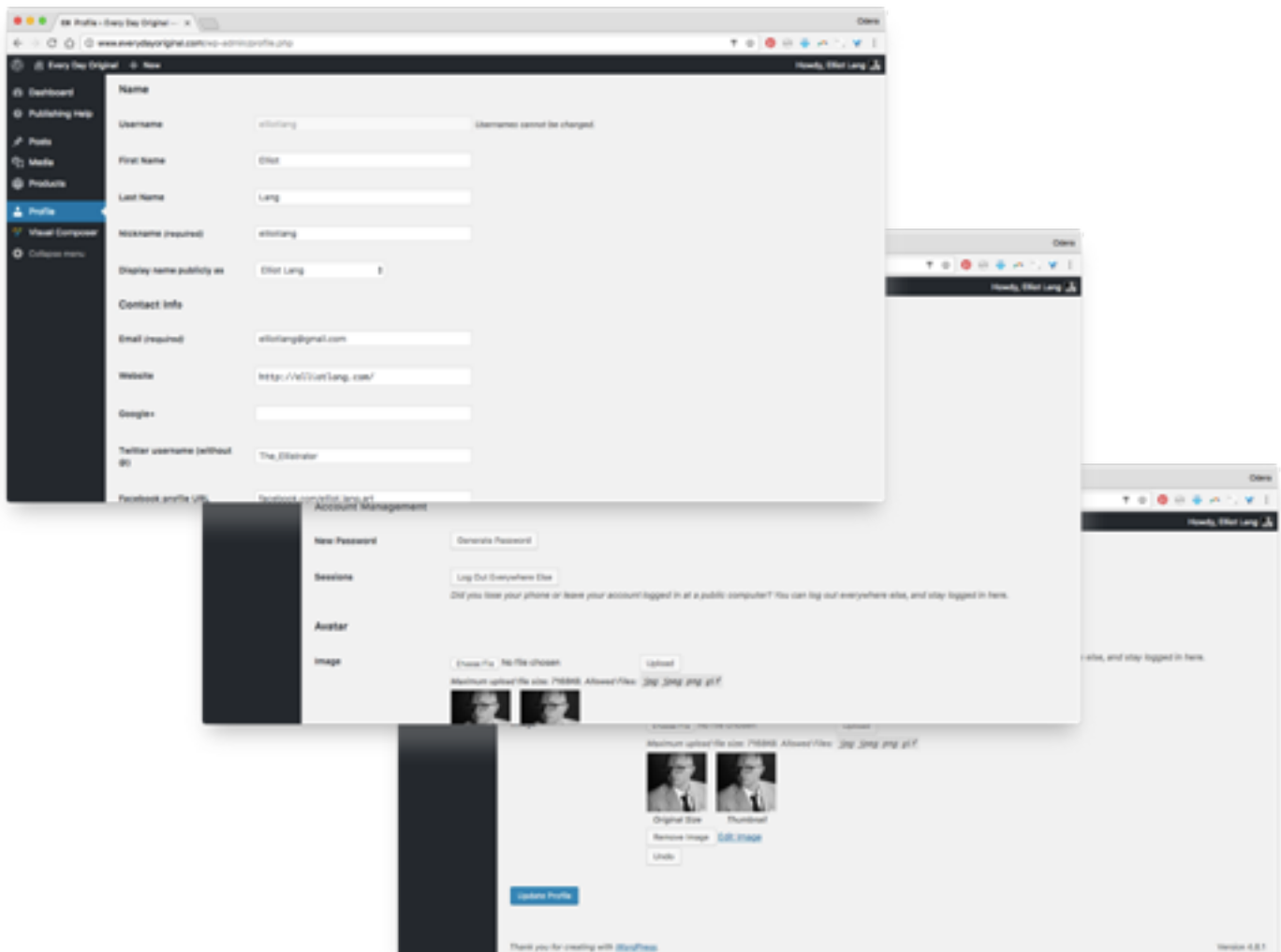
Just click “Lost your password?” and check your email for instructions.

STEP 2 - PROFILE

Go to www.everydayoriginal.com/wp-admin/profile.php clicking this link or **Profile** on the **left hand menu**.

Fill out the columns provided in the example. These include: **First Name, Last Name, Nickname, Email, Website, Social Media Handles**, and your **Avatar image**.

Clicking **Update Profile** saves the changes you have made. If you ever want to edit your profile, refer back to the **Profile** menu.

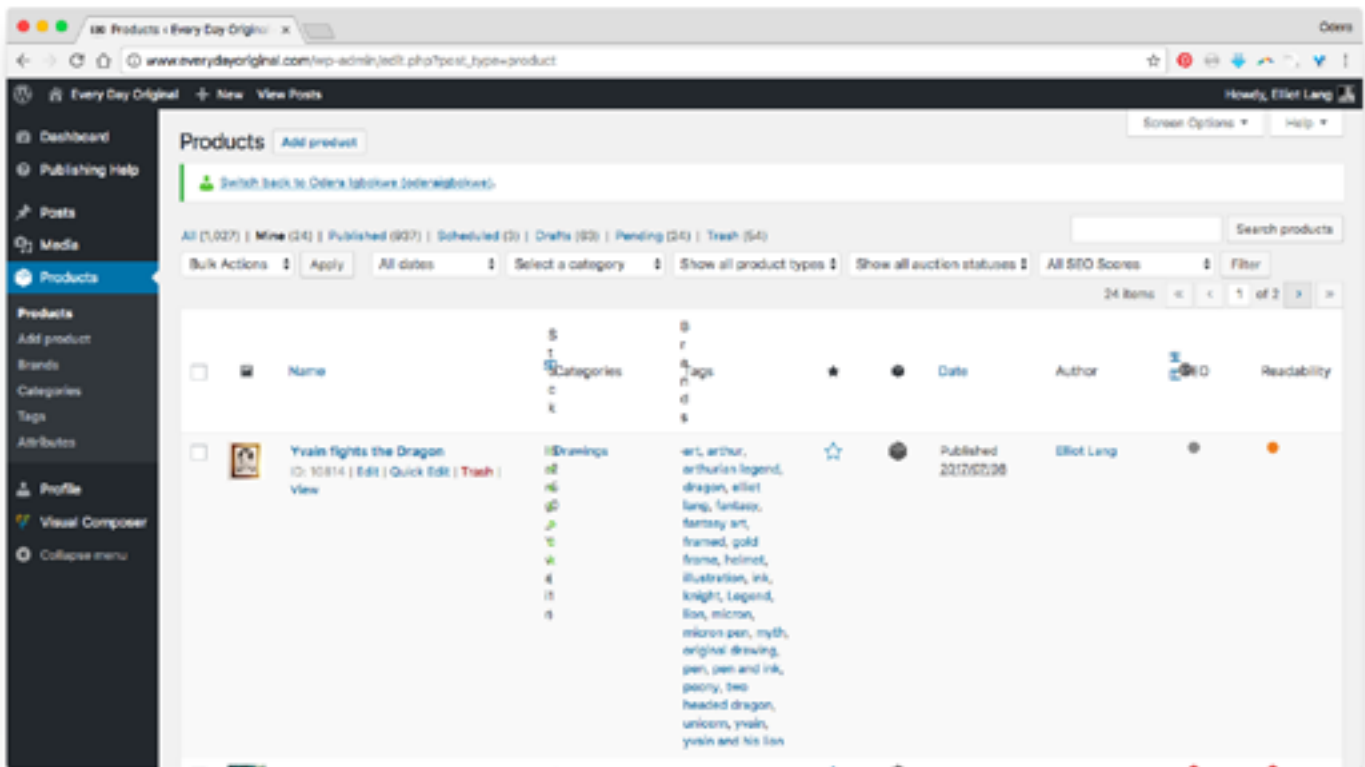


POSTING WORK

STEP 1 - VIEWING YOUR POSTS

Go to http://www.everydayoriginal.com/wp-admin/edit.php?post_type=product clicking this link or **Products** on the left hand menu.

This page shows all of your scheduled and listed products.



You can see if you have categorized and tagged your posts.

Hint: You should do both :)

STEP 2 - CREATE NEW POST

To make a new product, you can do any of the following. Pick one

1. [Click this link](#)

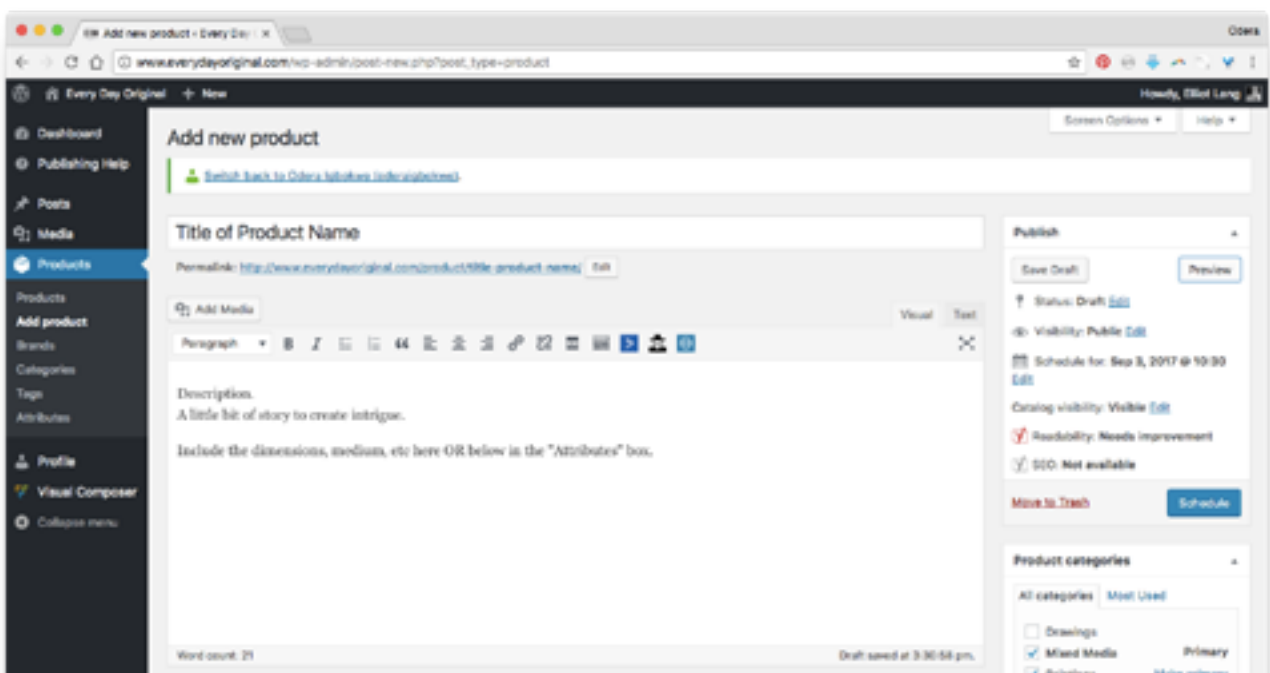
OR 2. **Products > Add Product** on the **left hand menu**.

OR 3. The “New” button at the very top and select “Product”

This is the **Add Products** page, where you will create your listing.

Type in a nice description of the piece. About the piece, an inspirational poem, whatever feels good. But do write something as it helps connect viewers with your work.

Don't add images in this text box, they go in the Product Gallery.



STEP 3 - PUBLISH SETTINGS

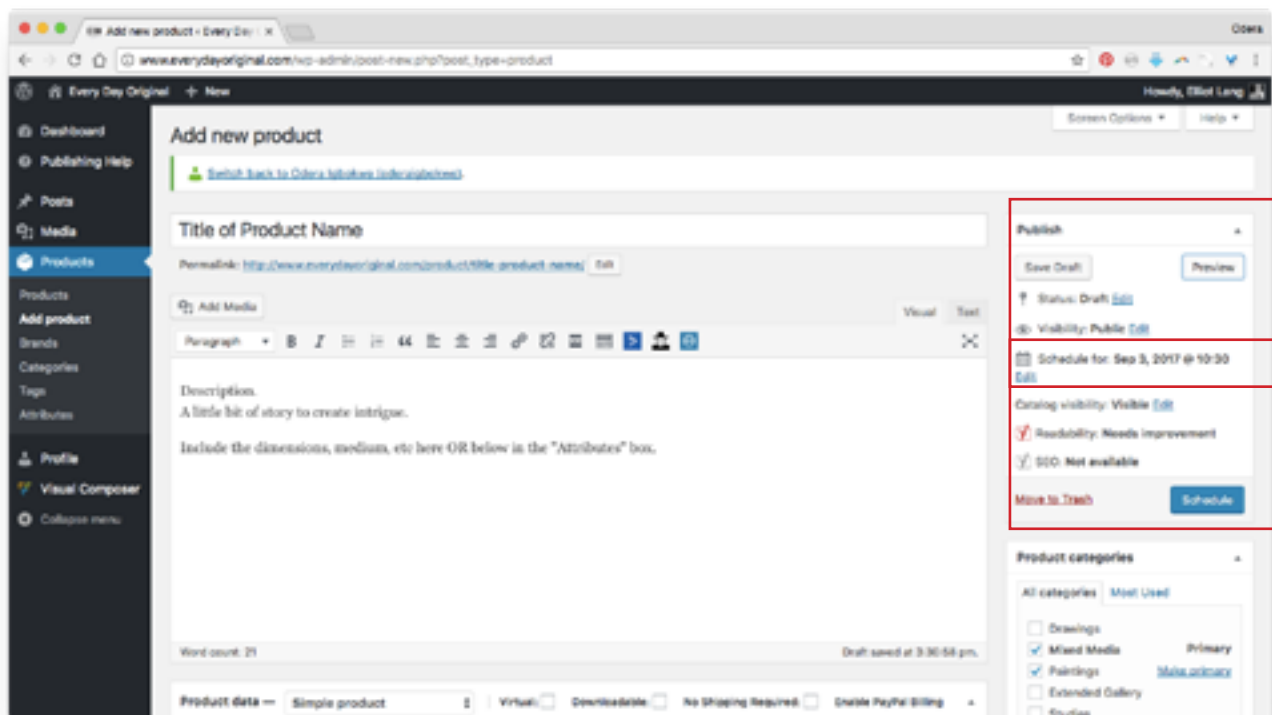
The **Publish Tab** is used to schedule your EDO post. Schedule your post for <your specific day> at 10:30 AM.

Do not correct for time zone, the website is already set to the correct time zone.

Do not use “Publish Now.”

Click “edit” next to where it says “Publish immediately” and set the time for 10:30am on your post date.

Make sure the button says “Schedule” after you set your post time. You can use the **Preview** button to double check your page to make sure it looks good.



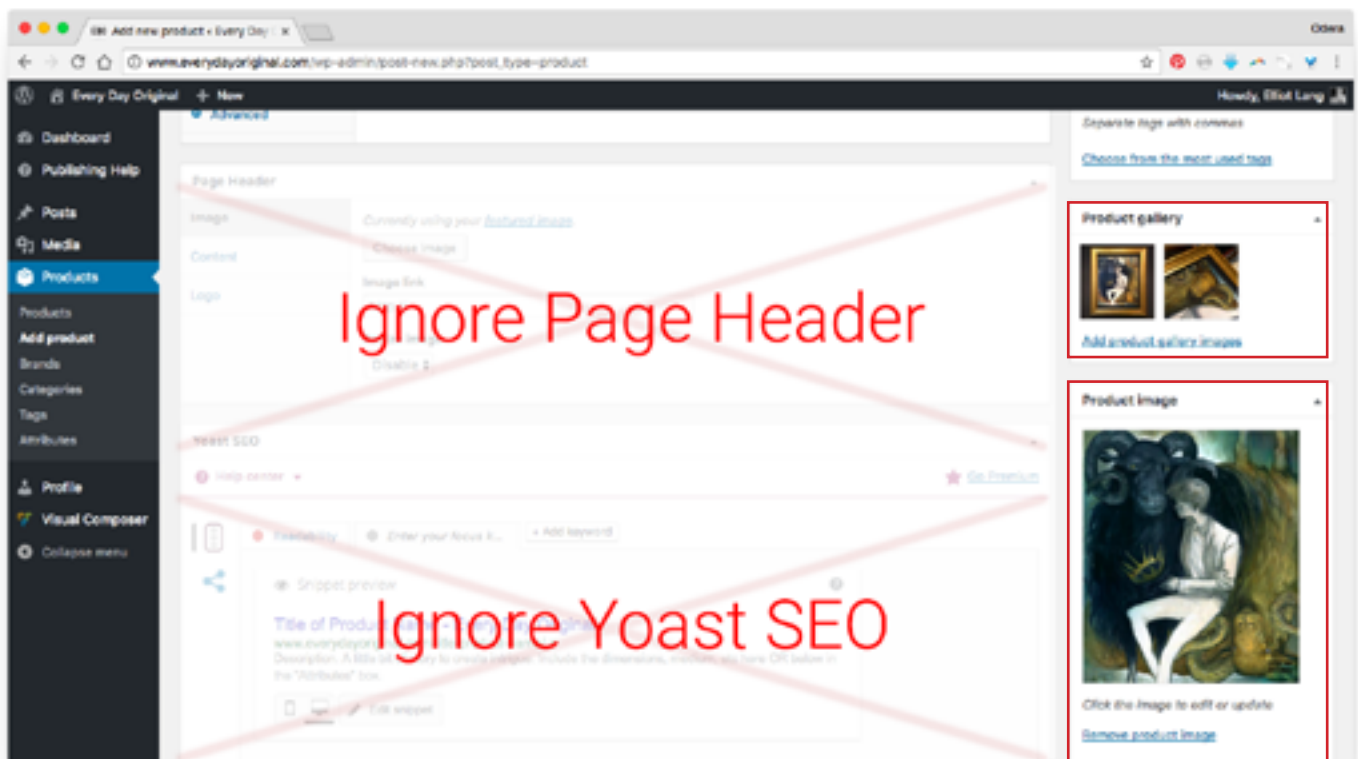
STEP 4 - ADDING IMAGES

Use **Product Gallery** to **add images to** the product carousel.

We suggest using at least one full shot, one detail shot, and one shot “in the wild” like the painting on a dresser or easel.

Set the **Product Image**, which will be the main display image.

Clicking “Add product gallery images” or “Add featured image”



STEP 5 - ADDING IMAGES cont'd

Media Library: here you will see your previous uploads and you can select one or more images for your gallery or featured image.

When you upload, please add a TITLE, ALT TEXT, and DESCRIPTION for each image.

This helps search engines (SEO).

TITLE and ALT TEXT v be the same.

The screenshot displays the 'Add images to product gallery' interface. At the top, there are tabs for 'Upload Files' and 'Media Library'. Below the tabs, there are filters for 'Uploaded to this product' and 'All dates', and a search bar labeled 'Search media items...'. The main area shows a grid of image thumbnails. The first thumbnail in the top row is selected with a blue checkmark. To the right of the grid is the 'ATTACHMENT DETAILS' panel, which includes the following information:

- Attachment Name: photo-7_scanphotomerge3.jpg
- Date: August 31, 2017
- Size: 2 MB
- Dimensions: 2988 x 3772
- Actions: [Edit Image](#), [Delete Permanently](#)
- URL:
- Title:
- Caption:
- Alt Text:
- Description:

At the bottom right of the interface, there is a blue button labeled 'Add to gallery'.

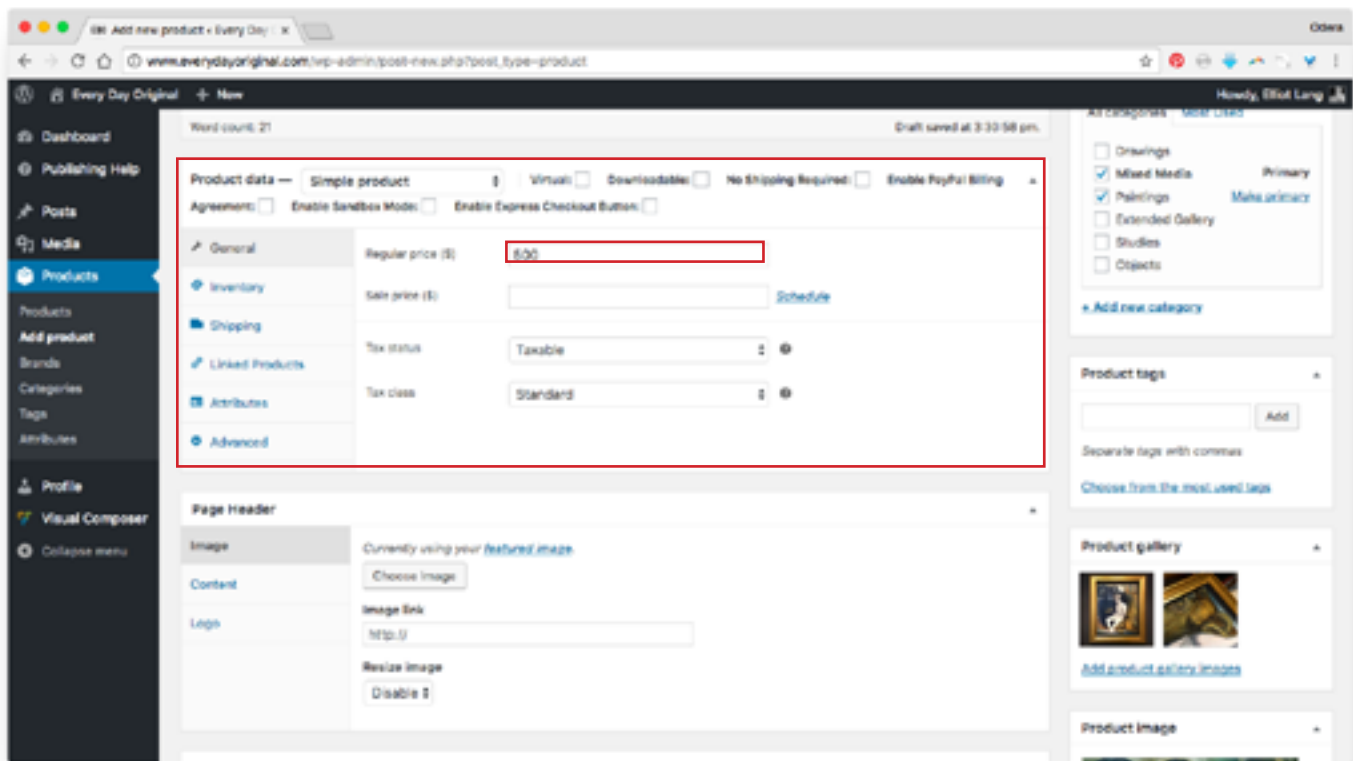
STEP 6 - POST SETTINGS

Use the **Product Data > General** section to edit the price.

\$500 USD is the maximum allowed for daily works posted. (Anything higher goes in the Extended Gallery, more later).

If you want to lower the price at any time simply change it.

Please do not use the Sale Price box.



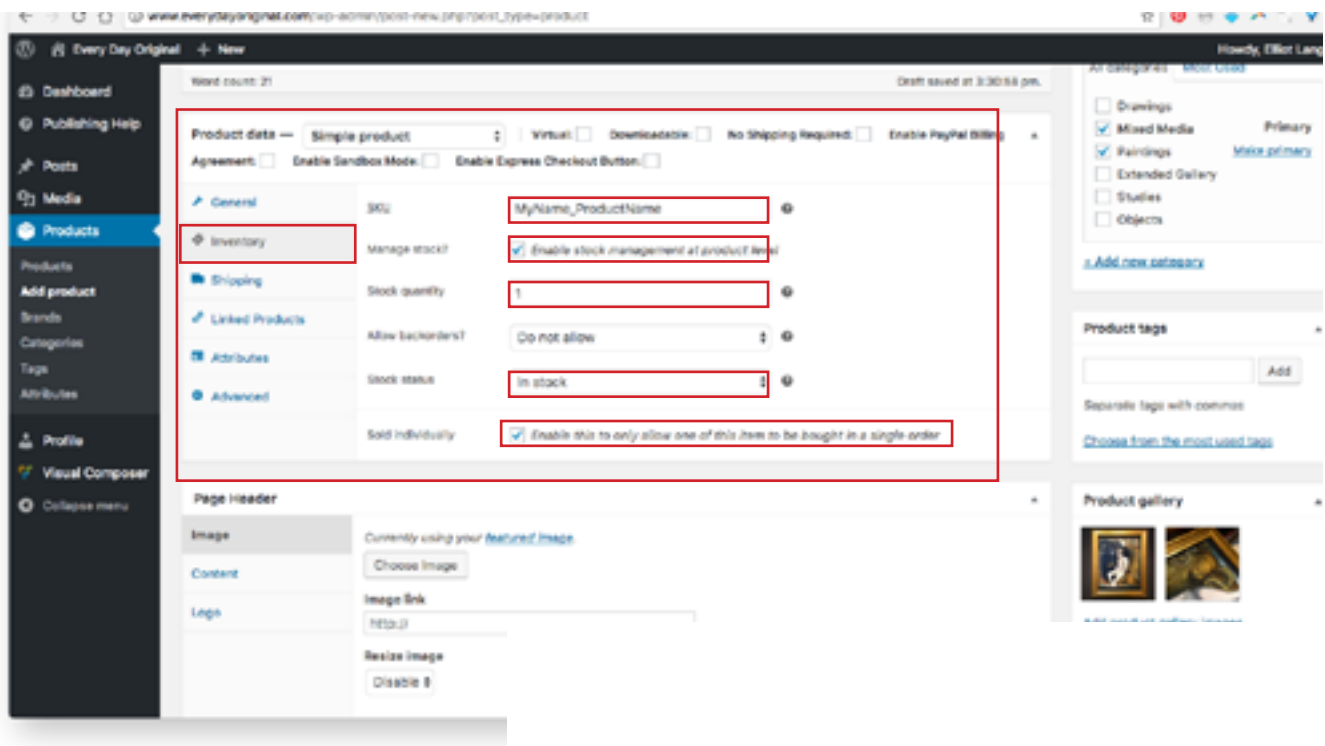
STEP 7 - INVENTORY

In **Product Data** > the **Inventory** section is very important.

Follow this template provided to make things run smoothly.

Four things, they are all so very important:

- 1. Make sure to set a SKU.** The SKU helps to identify your products. Not setting a SKU causes glitches on the site and makes it more difficult for EDO to pay you.
2. Check **Manage Stock**
3. Set the **Stock Quantity** to **1**.
4. Set the **Stock Status** to **In Stock**.
5. Just to be safe, check “Enable this to only allow one...”



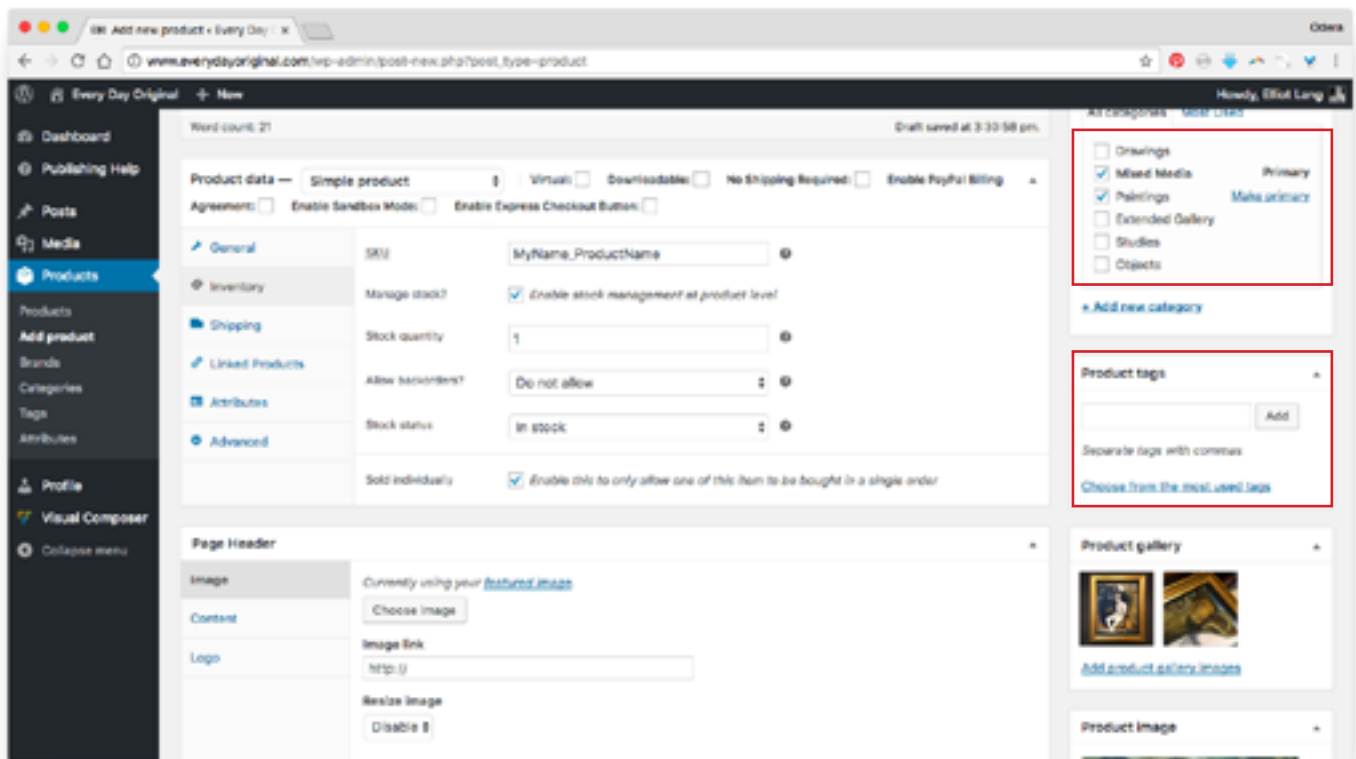
STEP 8 - CATEGORIES/TAGS

Set the **Category** to the relevant kind of work you are listing. (Do not use Extended Gallery for regularly scheduled EDOs)

Please do not create new categories, use tags instead.

Tags will also help boost your SEO (Search Engine Optimization) i.e. Fantasy, Sci-Fi, Illustration, Painting, Flowers, Skulls etc.

It's a bit of a balance. Don't add 100 tags, but 5-7 relevant tags is usually a good thing.



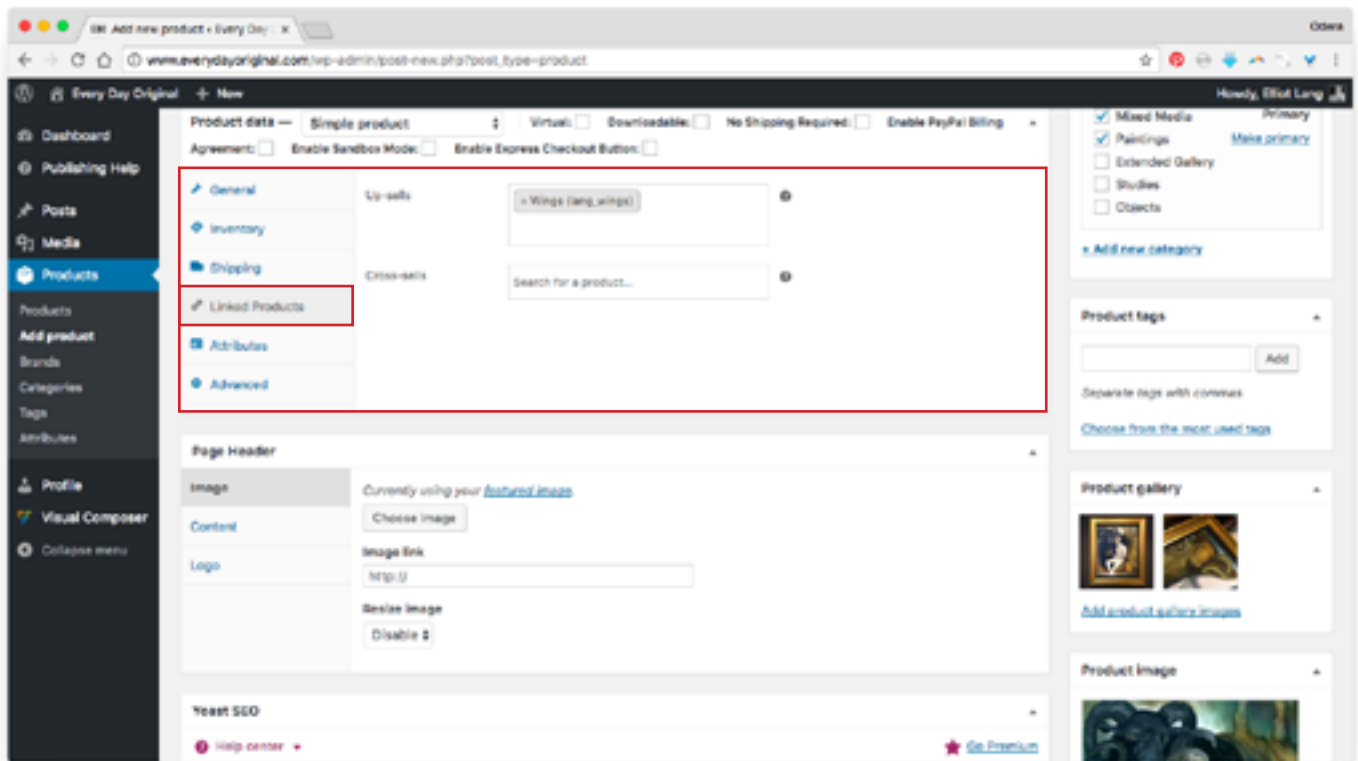
STEP 9 - LINKED PRODUCTS

Optionally, Use the **Linked Products** Tab to Cross Sell or Up Sell other work on the site, yours or anyone else's.

These will show up on certain pages throughout the site and help boost sales for you and others.

Start typing a product name and a drop down will appear with results to choose from.

It's just a nice thing to do for your friends on the site :)

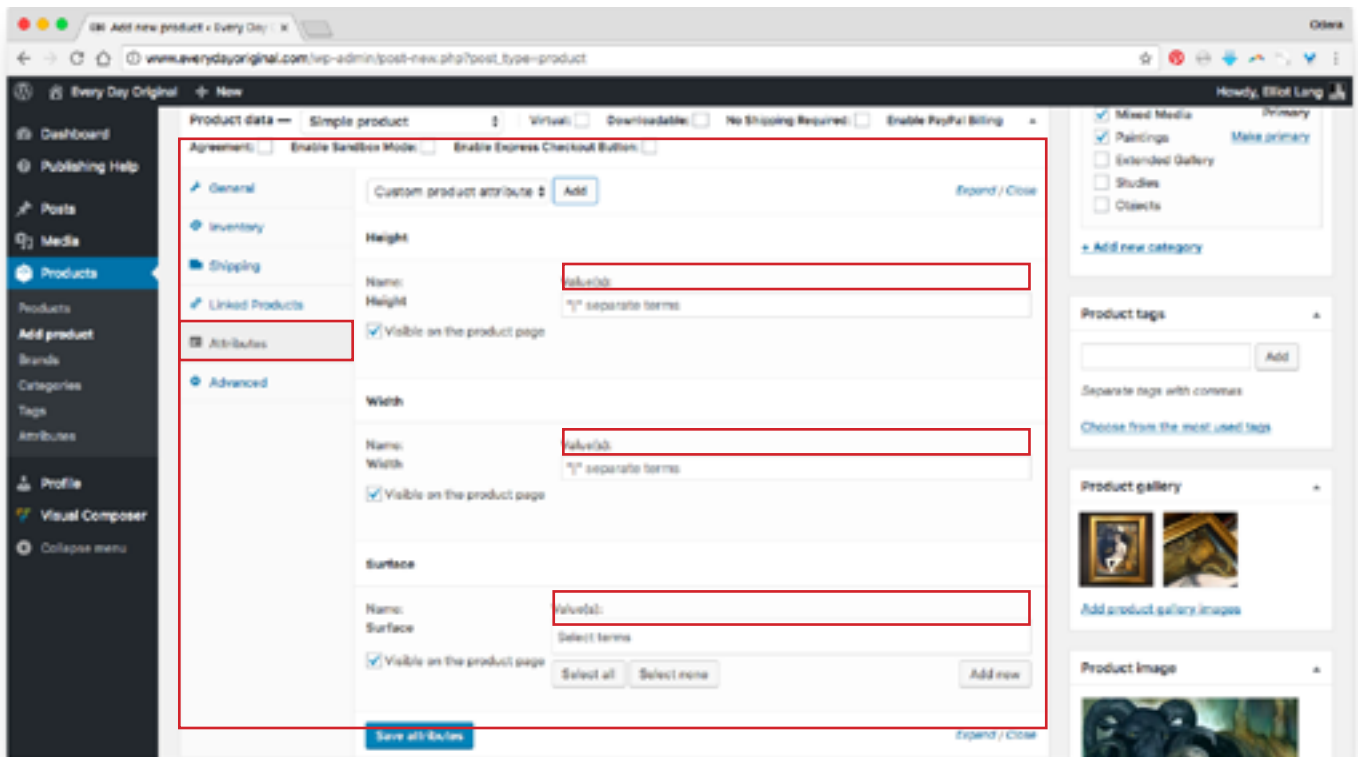


STEP 10 - ATTRIBUTES

Use the **Attributes Tab** to provide information such as **Weight, Height, Surface**, etc.

This is helpful for collectors who might buy your work.

1. Click the dropdown “Custom Product Attribute”
2. Click “Add”
3. Add a value.
4. Make sure to check “Visible on the product page”



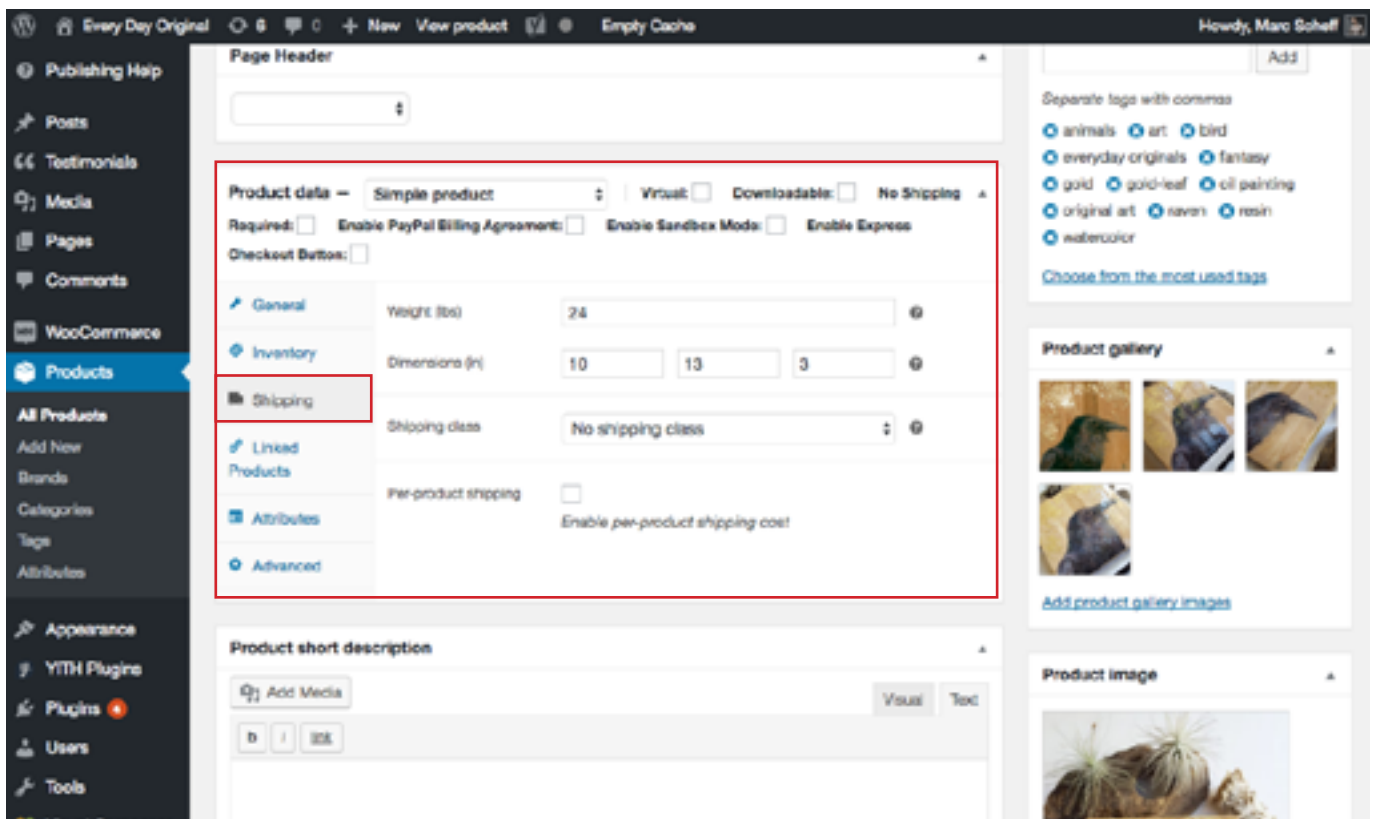
SHIPPING

STANDARD SETTINGS

For shipping, we bill the customer and pay directly to you.

Standard shipping is \$20 within the US and \$60 outside.

If you manage to ship for less we still pay you. Hooray!



CUSTOM SHIPPING SETTINGS

But what if you're overseas, or it's a bigger piece, or in the Extended Gallery?

You can customize shipping per product for any situation

Click on Per Product Shipping

Click Insert Row

The screenshot shows the WooCommerce product edit interface. The left sidebar contains navigation menus for Publishing Help, Posts, Testimonials, Media, Pages, Comments, WooCommerce, and Products. The main content area is divided into several sections:

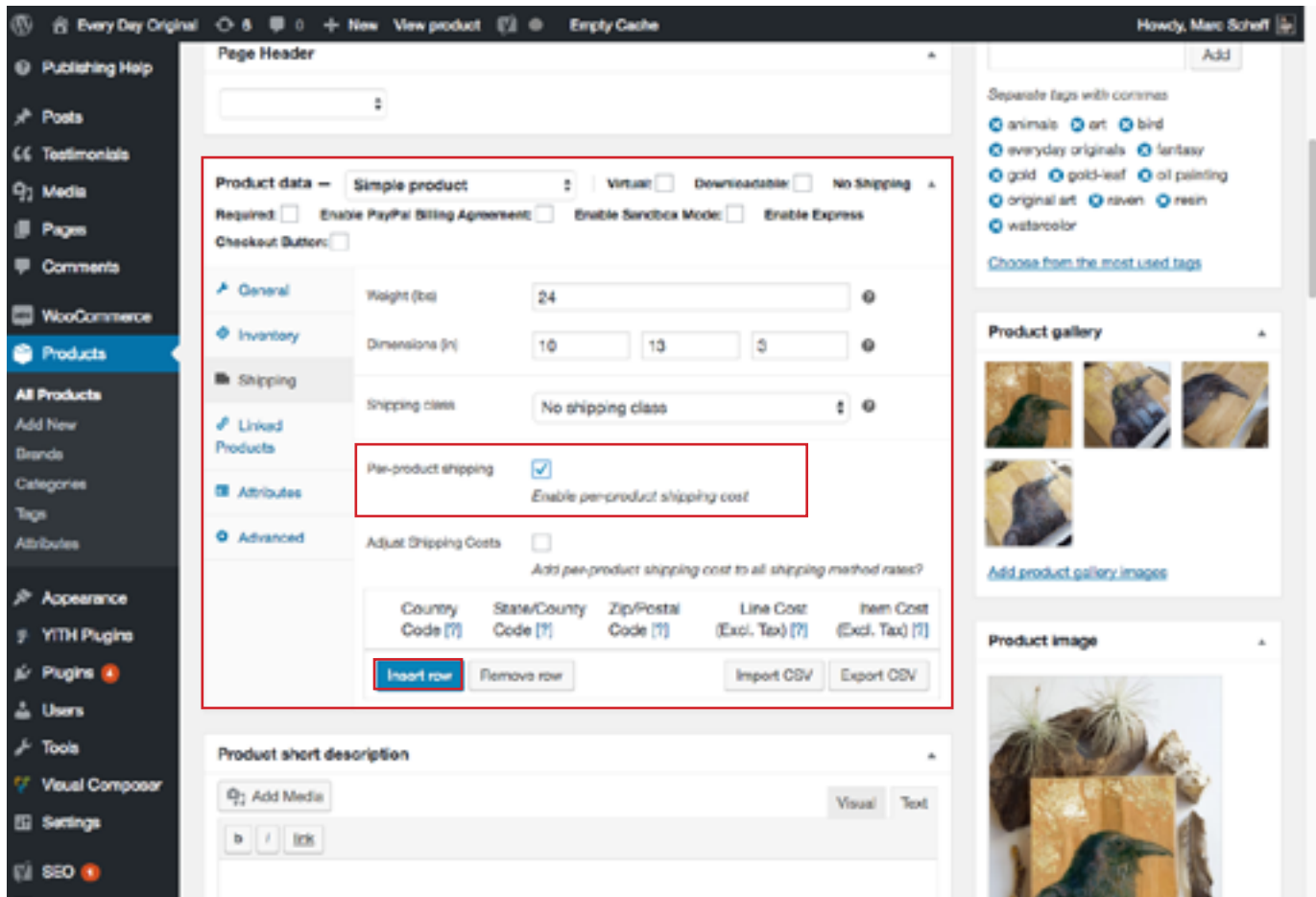
- Page Header:** A text input field.
- Product data:** A dropdown menu set to "Simple product". It includes checkboxes for "Virtual", "Downloadable", and "No Shipping". Below are checkboxes for "Required", "Enable PayPal Billing Agreement", "Enable Sandbox Mode", and "Enable Express". A "Checkout Button:" checkbox is also present.
- Shipping section:** Contains a "Shipping class" dropdown set to "No shipping class". A red box highlights the "Per-product shipping" checkbox, which is checked, with the text "Enable per-product shipping cost" below it.
- Advanced section:** Includes an "Adjust Shipping Costs" checkbox and the text "Add per-product shipping cost to all shipping method rates?". Below this is a table with columns for "Country Code [?]", "State/County Code [?]", "Zip/Postal Code [?]", "Line Cost (Excl. Tax) [?]", and "Item Cost (Excl. Tax) [?]". A red box highlights the "Insert row" button at the bottom left of this table. Other buttons include "Remove row", "Import CSV", and "Export CSV".
- Product gallery:** A section with a grid of product images and an "Add" button. It includes a link "Add product gallery images".
- Product image:** A section with a large product image.

CUSTOM SHIPPING SETTINGS

But what if you're overseas, or it's a bigger piece, or in the Extended Gallery?

You can customize shipping per product for any situation

1. Check Per Product Shipping
2. Check Adjust Shipping Costs
3. Click Insert Row



The screenshot shows the WordPress admin interface for editing a product. The left sidebar contains navigation menus for Publishing Help, Posts, Testimonials, Media, Pages, Comments, and WooCommerce. The main content area is the 'Product data' section, which is expanded to show the 'Shipping' tab. A red box highlights the 'Per-product shipping' checkbox, which is checked, and the 'Adjust Shipping Costs' checkbox, which is unchecked. Below these checkboxes is a table with columns for Country Code, State/County Code, Zip/Postal Code, Line Cost (Excl. Tax), and Item Cost (Excl. Tax). The 'Insert row' button is highlighted in blue. The right sidebar shows a 'Product gallery' section with several images and a 'Product image' section with a large image of a bird.

Product data — Simple product | Virtual | Downloadable | No shipping

Required | Enable PayPal Billing Agreement | Enable Sandbox Mode | Enable Express Checkout Buttons

Shipping

Shipping class: No shipping class

Per-product shipping | Enable per-product shipping cost

Adjust Shipping Costs | Add per-product shipping cost to all shipping method rates?

Country Code [?]	State/County Code [?]	Zip/Postal Code [?]	Line Cost (Excl. Tax) [?]	Item Cost (Excl. Tax) [?]

Insert row | Remove row | Import CSV | Export CSV

CUSTOM SHIPPING SETTINGS

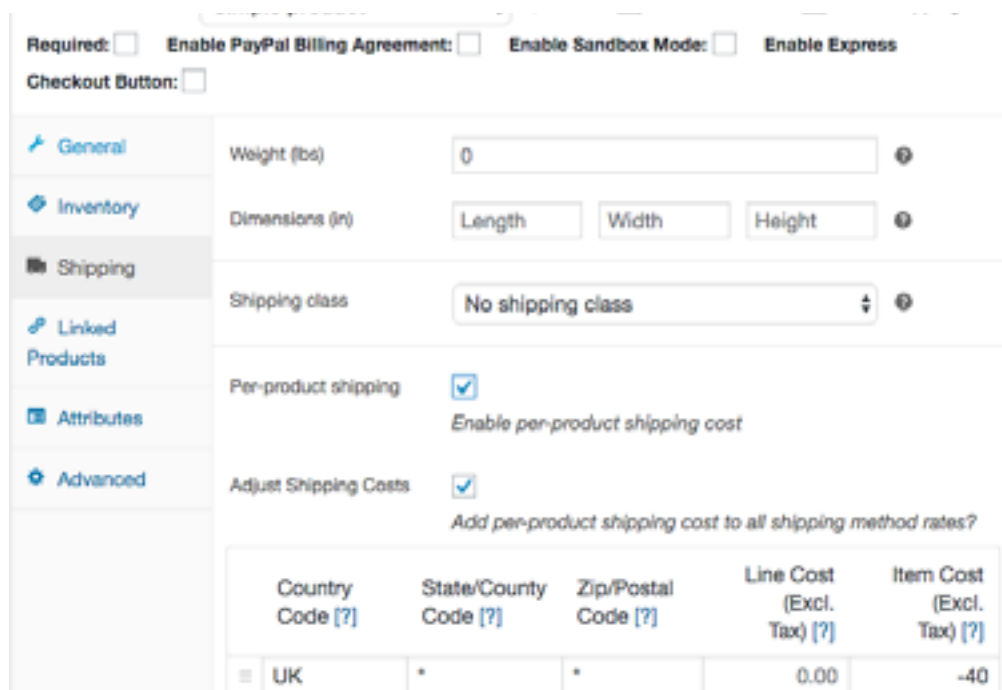
EXAMPLE 1: SHIPPING FROM THE UK

Let's say you're in the UK and you want to charge UK customers \$20 for shipping and change nothing else.

1. In the new row (see last page), enter UK as the Country Code. [You can find all Country Codes here.](#)
2. Leave the State and Zip as *
(*" means "all" in computer geek, so all regions, states, zips)
3. For the item cost say -40

What this does: if the buyer is in the UK, the shipping calculator will get to this row, subtract \$40 from the standard \$60 and end up with \$20.

Any other country won't trigger either row and will charge the default, this means US customers will still get charged only \$20 for shipping, everyone else will be charged \$60.



Required: Enable PayPal Billing Agreement: Enable Sandbox Mode: Enable Express Checkout Button:

General Weight (lbs)

Inventory Dimensions (in) Length Width Height

Shipping Shipping class

Linked Products Per-product shipping Enable per-product shipping cost

Attributes Adjust Shipping Costs Add per-product shipping cost to all shipping method rates?

Country Code [?]	State/County Code [?]	Zip/Postal Code [?]	Line Cost (Excl. Tax) [?]	Item Cost (Excl. Tax) [?]
UK	*	*	0.00	-40

CUSTOM SHIPPING SETTINGS

EXAMPLE 2: SHIPPING FROM THE UK

Same scenario, but you want to charge \$60 to all customers outside the UK INCLUDING US customers. We need to add a row to adjust the US shipping cost.

1. After your UK row from the last page
2. Create a row and make the country code US
3. Leave the State and Zip as *
4. For the item cost say 40

If the buyer is in the US, the shipping calculator will get to the UK row, and move on, and get to this row, add \$40 from the standard \$20 and end up with \$60. For all other locations, it will still charge the default non-US \$60.

Product data — | Virtual: Downloadable: No Shipping

Required: Enable PayPal Billing Agreement: Enable Sandbox Mode: Enable Express Checkout

Button:

General | Weight (lbs)

Inventory | Dimensions (in) | Length | Width | Height

Shipping | Shipping class

Attributes | Per-product shipping Enable per-product shipping cost

Advanced | Adjust Shipping Costs Add per-product shipping cost to all shipping method rates?

Country Code [?]	State/Country Code [?]	Zip/Postal Code [?]	Line Cost (Excl. Tax) [?]	Item Cost (Excl. Tax) [?]
UK	*	*	-40	0.00
US	*	*	40	0.00

CUSTOM SETTINGS

EXAMPLE 1: SHIPPING FROM THE UK

In the previous example, anyone in any country that is NOT the UK would also be charged \$60.

You can get as granular as you want here.

For example, if you want to add \$40 to all shipping costs (making it $20+40=60$ for US buyers and $60+40=100$ for non-US buyers)

You do this by adding a shipping row that is all * in the values in the columns and 40 in the line item column.

Most of you won't ever need this. Email me if you do and have a special case. I also text and whatsapp 415-336-6272.

WANT TO POST
MORE OFTEN?

WANT TO POST
WORK FOR MORE
THAN \$500?

EXTENDED GALLERY

This is in BETA.

DO NOT USE THIS FOR YOUR REGULARLY SCHEDULED DAY.

If you have work beyond your regular under \$500 piece, you can use the extended gallery.

Post using the process above, with three so very important changes.

1. Make your post time 4pm.
2. Make sure, in addition to the category of the work, check the "Extended Gallery" category.
3. Email info@everydayoriginal.com so we can work it in to our social media calendar for the following wee.

SHARING

WHAT WE DO

Our posts are automatically AND manually shared on Instagram, Facebook, and Twitter.

We also send a newsletter every day with that day's piece. This goes out at 10:40am, so the publish time of 10:30 is vital.

Every Day Original works because we all share multiple times.

SHARE

You should share your work a minimum of 3 times.

1. Sketch phase
2. In process / WIP
3. Finish

TAG US

If you tag us, we will probably re-share your work even if we've shared it once. Even if that piece has been on the site for some time, tag us and we'll help get it back out there. We have seen a LOT of work from the archive get sold this way.

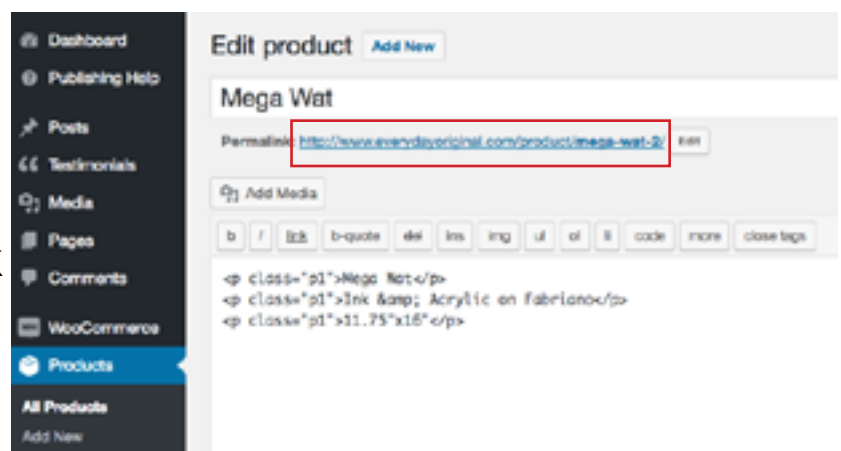
Twitter @everydayorig

Instagram @everydayorig

Facebook @everydayoriginal

LINK TO YOUR PIECE

When your piece is live,
Make it easy for people.
You can always find this link
under the title of your piece
in the Edit Product page.



WHAT MORE YOU CAN DO

SHARE OTHERS

We would love if you shared or re-shared/tweeting/reposted other work from Every Day Original.

If you share the work of others on the site, yes, that might help someone else make a sale. Hooray!

More than that

Even if it doesn't, it might get someone on the mailing list.

That someone might not buy today, but might buy one of yours or someone else's later.

They might share it, and one of their friends or a friend of their friend might end up a collector of your work.

They might join because you shared someone else work, but that will come back to you and everyone.

Sharing the project raises all the boats, including yours :)

Be authentic.

Share and repost the work of others when and if it feels right.

Thank you for joining EDO,
and bearing through this small
piece of administration.



For any technical questions,
Contact Marc Scheff and Marian Pham
info@everydayoriginal.com
Marc's cell phone (sms/whatsapp) 415-336-6272