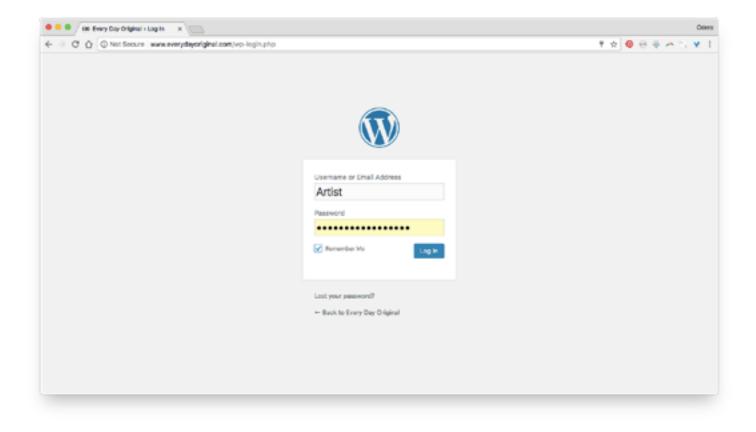


THE ARTISTS' GUIDE

FIRST TIME SETUP

STEP 1 - LOGIN

Go to <u>www.everydayoriginal.com/login</u> 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.

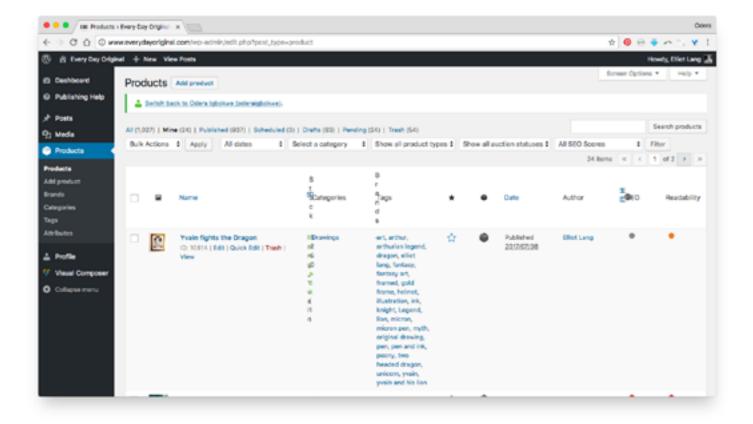
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POSTING WORK

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

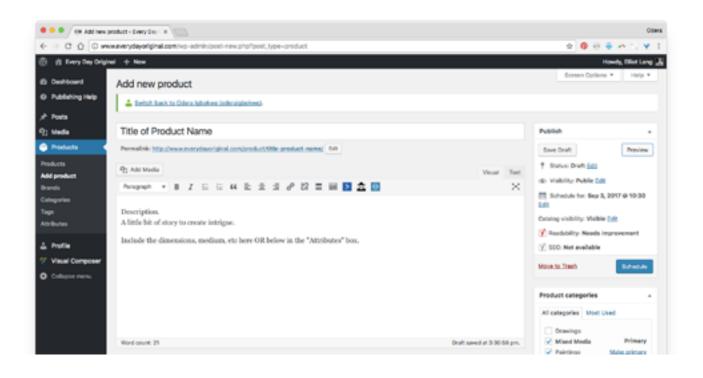
1. <u>Click this link</u>

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

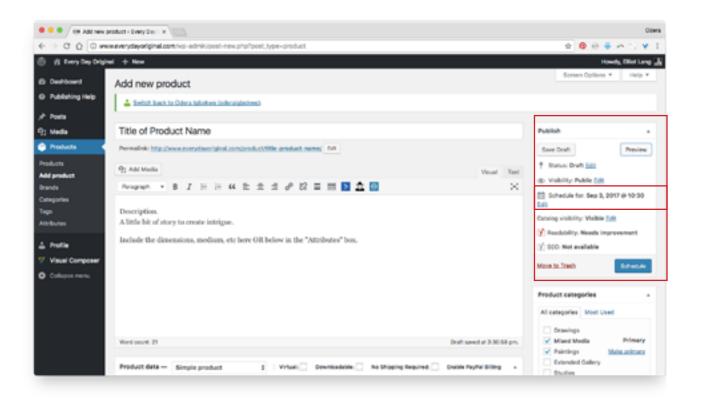
The Publish Tab is used to schedule your EDO post. Schedule your post for <your specific day> at 10:30 AM.

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.



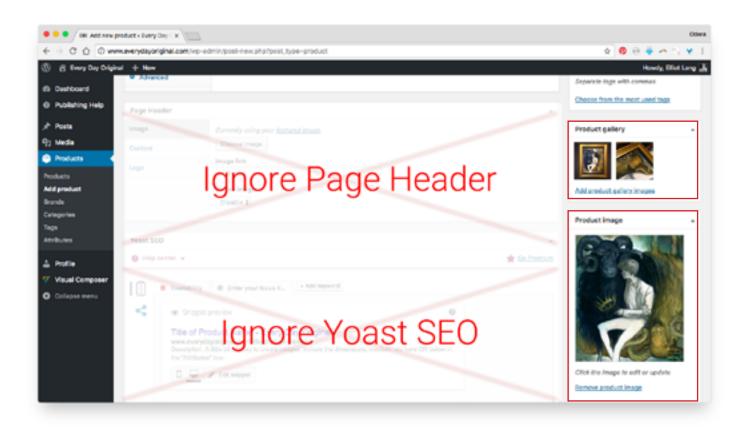
STEP 4 - ADDING IMAGES

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"



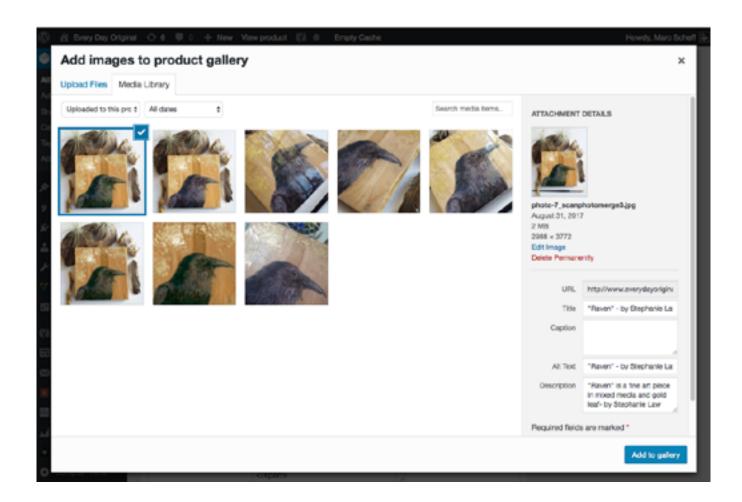
STEP 5 - ADDING IMAGES cont'd

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.



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.

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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..."

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STEP 8 - CATEGORIES/TAGS

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

Pease do not create new categories, use tags instead.

Tags will also help boost your SEO (Search Engine Optimization) le. 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.

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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 :)

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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"

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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!

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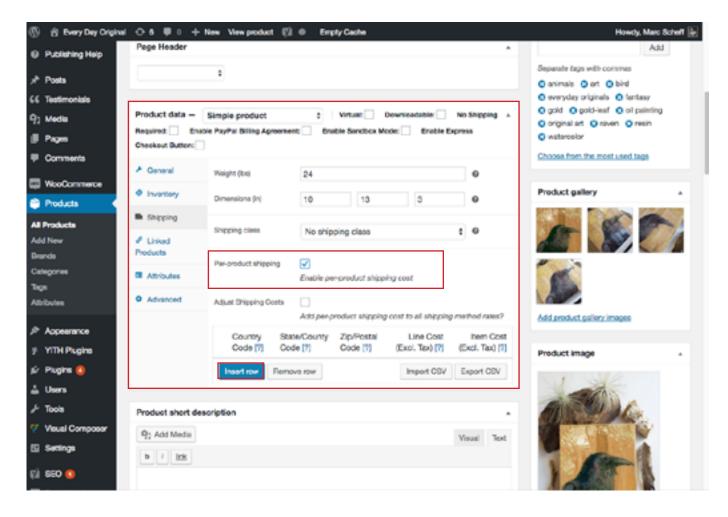
CUSTOM SHIPPING SETTINGS

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



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

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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. <u>You can find all Country Codes here.</u>

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.

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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.

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CUSTOM SETTINGS EXAMPLE 1: SHIPPING FROM THE UK

In the previeous 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