

TIPS AND RECOMMENDATIONS FOR PROFILES

Please note the following tips and recommendations for profiles:

- **Tell a story**

People connect better with stories than they do with a list of facts. If you want people to actually remember the information from your profile, tell a story about your entity.

- **Keep it clear, brief and correct**

- Do your best to draft a well-written document so that it is clear, brief and correct.
- Find a way to share a lot of information without being overwhelming
- Check your spelling and grammar, look for typos and be sure to read it several times.
- Keep your profile accurate and up to date.

- **Use unique display**

- Add visual appeal (for instance use photos throughout profile)
 - Many visitors will make decisions based on the images they see
- Video marketing works
 - 72% of customers prefer learning about products via video
 - 82% of all consumer internet traffic will come from online videos by 2022
 - 81% of businesses now use videos for their marketing.

- **Connect with them beyond your product -- show more of the human size of your entity**

- List the key factors that make your entity unique (for instance, share entity's values)
- A personal note from the entity's leader may add a human touch.

- **Share your inspiration**

- These details and quirks are what will make your entity more memorable and well-rounded in the minds of your audience
 - For instance, share what has inspired your logo or your origin story.

- **Keep it organized**

- Be specific about your location and contact info and always have links to your website
- Have a compelling description of your business or activities and what you can offer.