



## *How to join Send a Smile?*



*Send a Smile.com*

## Welcome!

Thanks, for joining Send a Smile. First you will have to either create a card shop or log in as a designer. Or, if you are an over achiever you can do both! If you have questions or need help, you can contact us at support@sendasmile.com.

## Designer and/or card shop owner

### Designer

As a designer you have the ability to design and create cards and place them in the general card catalog. Any of the card shop owners can then pick your card for their own personal “shop”. If a card that you have designed is then sold in any shop, you receive a portion of the profit. The amount of the designer’s compensation is negotiable and you may contact us if you think your design’s deserve a little extra dough.

### Card Shop Owner

As a card shop owner, you have the ability to sell greeting cards through your card shop. You can sell your own designed cards or you can pick cards from the general card catalog to create a unique collection. If a card is sold through your card shop, you will receive the card shop fee.

## Earnings

For each greeting card that is sold, the designer AND the card shop owner receive a revenue. If you are the designer and the card shop owner, you receive both:

### Type of card

Designer’s fee / card shop fee

Base price

<b>Folded card rectangle   Normal</b> \$ 0.30 + \$ 0.30 = \$ 0.60 Base price: \$ 2.99	<b>Folded card squared   Normal</b> \$ 0.30 + \$ 0.30 = \$ 0.60 Base price: \$ 2.99
<b>Folded card rectangle   Large</b> \$ 0.40 + \$ 0.40 = \$ 0.80 Base price: \$ 3.99	<b>Folded card squared   Large</b> \$ 0.40 + \$ 0.40 = \$ 0.80 Base price: \$ 3.99
<b>Folded card rectangle   Extra Large</b> \$ 0.75 + \$ 0.75 = \$ 1.50 Base price: \$ 6.99	<b>Folded card squared   Extra Large</b> \$ 0.75 + \$ 0.75 = \$ 1.50 Base price: \$ 6.99

- It is possible to choose cards from the general card catalog, for these cards you will receive the card shop fee.
- It is possible to upload your own cards into the general card catalog. If you decide to do this, you will only receive the designer’s fee.
- Discount’s are given to bulk orders.
- The difference between the selling price and the designer fee is our revenue and operating costs.

## Start as a Designer

After you have created your Send a Smile account you must activate your designer account to upload your artwork.

### Activate Designer account

Step 1. Click in your Dashboard on the button 'Upload your own designs' in 'My Designs'.

Step 2. Fill out the form completely. The more information you provide will make people want to buy from you.

Step 3. Your Designer account has been activated, now you can start uploading you designs

### Upload your artwork

Step 1. First read the upload specifications (see page 5)

Step 2. Go to 'Upload Card(s)'

Step 3. Click on 'Select'

Step 4. Choose the files you want to upload from your computer

Step 5. Click on 'Upload'. Your file will begin uploading to our server

Step 6. When uploading is finished, you can provide information regarding each card.

Step 7. Click on 'Save' to save your card

Congratulations! You have now you uploaded your cards. Don't forget, if you want to keep your designs all to yourself you must choost the "Only available in my shop" option.

When your designs are chosen by card shop owners your card will be shown on [www.sendasmile.com](http://www.sendasmile.com).

Information per card

#### - Inside

You can upload any design for the inside of a card. However, when uploading the inside of the card you need to upload the front graphics as well., the system recognize what the front or inside is (read more about specs on page 5).

#### - Copyright text

For each card you can create a copyright text to be placed on the back of the card.

#### - Only available in my own shops

Activate this if you don't want other shops to sell your cards. However, we recommend keeping your cards public so that you may have a greater chance at selling them.

#### - Cover not editable

Choose this option if you do not wish to allow someone to edit the cover of your card before they purchase it.

#### - Title

Create a title for your card. The title will be shown when someone roll's over your card.

#### - Description

This is where you may briefly describe what holiday or event your card is for.

#### - Tags

Fill in the tags with specific words that pretain to each card. For example, if you created a birthday card you would put the word "birthday" in the tag section.

## Setup your card shop

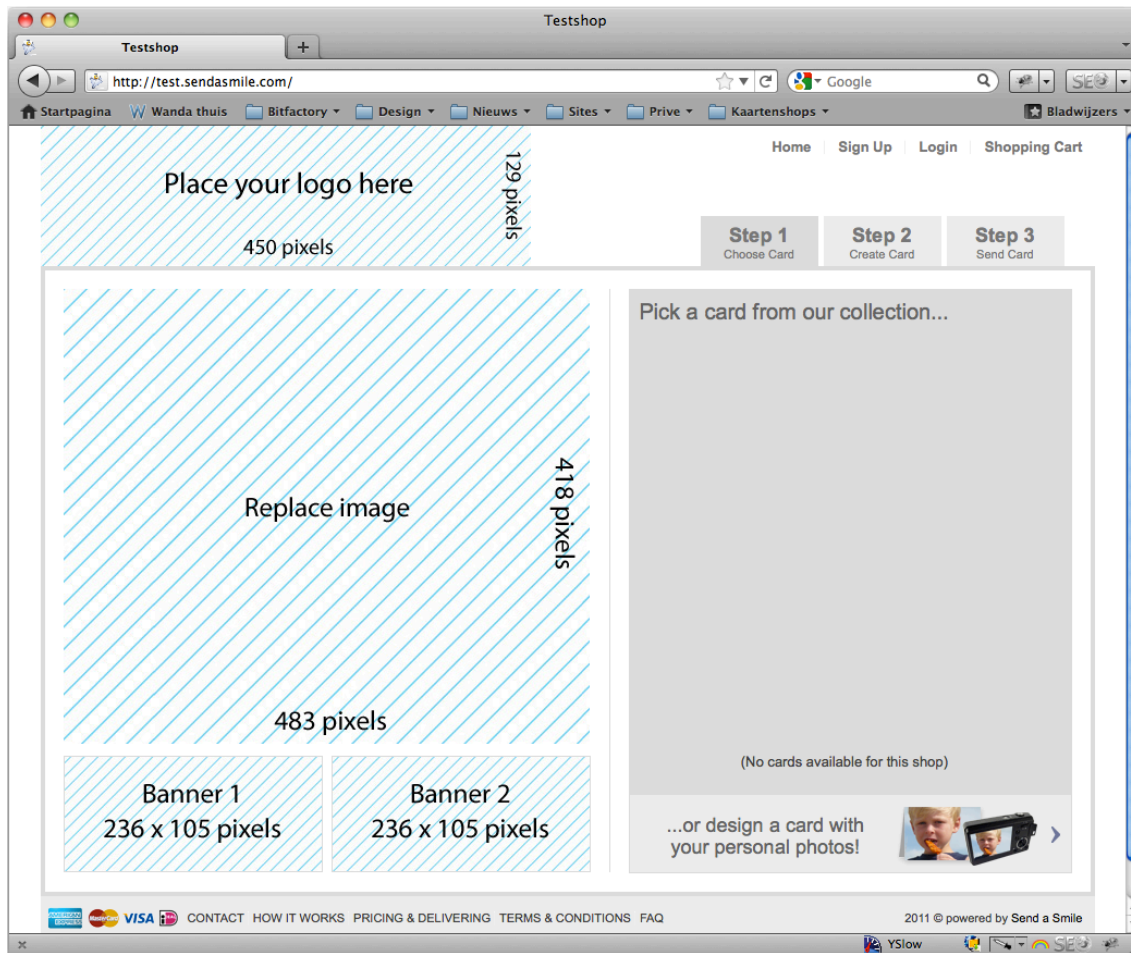
To open a card shop, you must create an account to access the admin panel. Through the admin panel, you will have the ability to upload your designs and/or set up your shop. You also have access to other features such as statistics, which allows you to see the number of viewed and sold cards.

Register: [http://www.sendasmile.com/en\\_US/info/signup](http://www.sendasmile.com/en_US/info/signup)

Login: [http://www.sendasmile.com/en\\_US/info/login](http://www.sendasmile.com/en_US/info/login)

Once you have registered, you will need to complete the following steps in the admin panel:

1. My Designs. Activate your account by completing all the information. Once activated, you can upload your own designs.
2. My Shops. Start a shop and complete your information. Read the information about the domain setup carefully. (Tip! Click on the info button by every field )
3. If your shop has been created, (see example below) you can construct your own style. The main elements can be modified via the menu 'Layout'.
4. You can add your own cards or choose cards from the general card catalog (community) to organize your shop.
5. If your shop is ready, you can activate it. This can be done by clicking 'Shop Info' at the bottom of the page.



Example of the base template.

The blue-shaded images, can be adjusted via the admin panel.

## Card Formats

### Front

Rectangle (portrait or landscape): 3577 x 2555 pixels

Square: 2669 x 2669 pixels

### Inside

Rectangle (portrait or landscape): 3577 x 5110 pixels

Square: 2669 x 5338 pixels

If you want to upload an image to the inside of a card, you have to do this simultaneously with the outside, the system automatically detects which is the inside and the outside.

This includes +/- 0.16 inches bleeding.

Each image needs to be uploaded as a jpg.

## Domain name

Your card shop is running on Send A Smile's Web server. There are three possibilities for domain name's;

1. Your card shop can be accessed by a subdomain on sendasmile.com (i.e. shopname.sendasmile.com)
2. The card shop is accessible on a subdomain of an already existing domain name. (i.e. cards.yourdomainname.com)
3. The card shop is accessible on your own domain name. (i.e. www.mycardshop.com)

The domain name must refer to our web server, this is possible by changing the DNS in the following IP-address: 89.207.131.104

Need help? Contact us!

## Tips

1. Send us a test file of your design so we can check whether it's good or not.
2. If you have one, you can place a banner on your website to promote your card store.
3. Promote your card store such to your friends and family. Using Facebook, Twitter and LinkedIn are always helpful.
4. Use maximum tags, keywords, to describe a card so it is easy to find. Use only relevant keywords, incorrect keywords result in a disappointed buyer.
5. Make logical categories.
6. Send your cards to your family and friends!



*How to promote your card shop?*

## Ideas and tips for a successful card shop

### **Link on website**

This is the most obvious method to promote your card shop, it may be a text link or a picture. One can link to a card system in several ways. For example, by using a fixed position on the homepage, as news, or as part of a banner rotation program.

### **Add a link in the footer of your email template**

All card shop owners would need a signature, or footer, for their e-mail. In the footer of the email address details are obviously private, but can also be promotional messages.

### **Facebook / LinkedIn / MySpace**

Many organizations are active on Facebook and/or LinkedIn. With many followers, it is an appropriate place to draw attention to the greeting cards with status updates, links, widgets, and new messages.

### **Twitter**

Be active on Twitter. Let your followers discover the benefits of an online greeting card system. Twitter often, something like, "Send a Smile is the best card shop ever!" Or anything else you can come up with.

### **Google Adwords (Grants)**

The use of Google Adwords can lead to high conversion and thus on balance, especially long term, can generate a good revenue stream.

Many charities joined Google Grants (<http://www.google.com/grants>) to run a reputable campaign. One of the benefits of such a campaign would be a greeting card site.

Setting up a good Adwords campaign is easy at first sight, but for excellent results, expertise may be required.

### **Email Newsletter**

Many organizations have a monthly e-mail newsletter. You may do this for your customers to keep them up to date on holidays and news items about your card shop.

### **Traditional Media**

Good promotion can also use traditional media such as magazines, annual reports, brochures, flyers, business cards and presentation folders.

### **Intranet (if available)**

Regularly give your intranet an update about your card shop. Emphasize that the organization will support them or that new designs are added especially during periods such as Christmas, holidays or exam.

### **Narrowcasting**

This is by audio-visual displays approaching one or more specific audiences at a specific location and at specific times. (e.g. a large television in the waiting room at a shop or a display in a tram).

This way there is focus and high-value given to draw attention.

### **Word of mouth**

Hit up your family and friend's first, they can't say no to you!

### **Video**

Youtube videos used to disseminate examples of how to use the shop or examples of creative ideas.

### **Contest**

Writing contest 'Who makes the best design for a new card'. A large-scale competition can lead to a significant increase in traffic to the website while using the card system.

**Increase Conversion**

Move through targeted mailings and messages in the various options above to increase order sizes such as Christmas packets, using multiple photos as greeting cards, and birthdays in the address book.