

CARLISLE

Personalized Branding

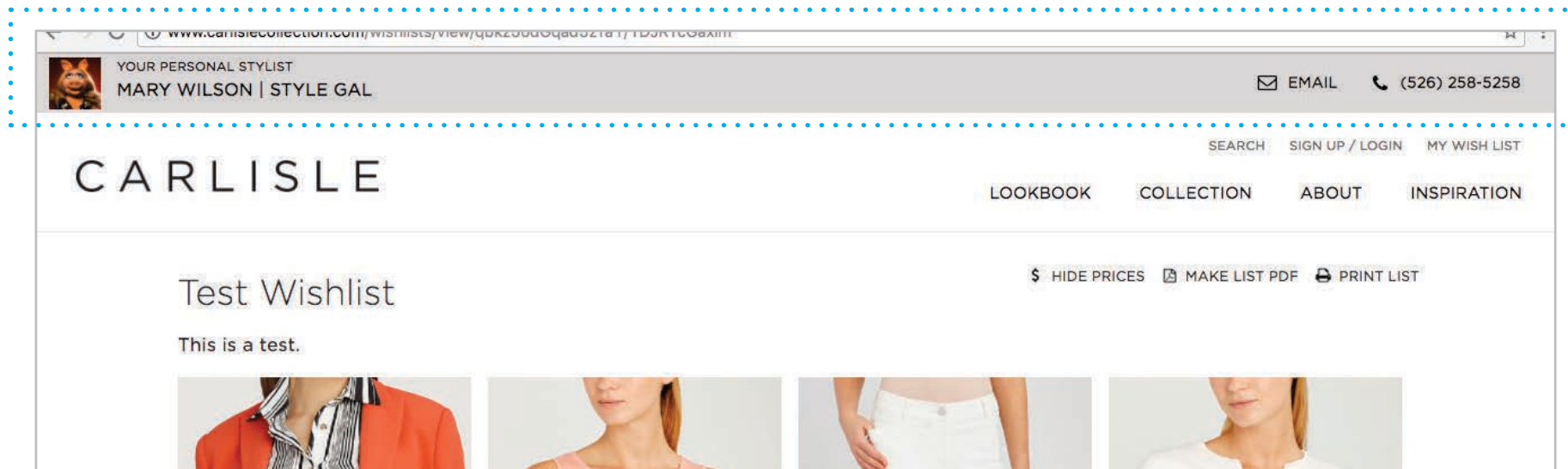
A guide to setting up your personally branded website.

www.carlislecollection.com

We want to help you launch your own personal website. Branding your website allows you to promote your business and help you create a professional website easily.

“Stylist Branding” is the ability to include contact information on website pages that are shared with clients. Stylist or Agency information such as name, email address and phone number can be displayed on a strip (Branding Bar) across the top of the website.* This is a good way to provide easy access for clients to contact you.

The Stylist Branding Bar is visible to client through a “cookie” that is installed on their browser.



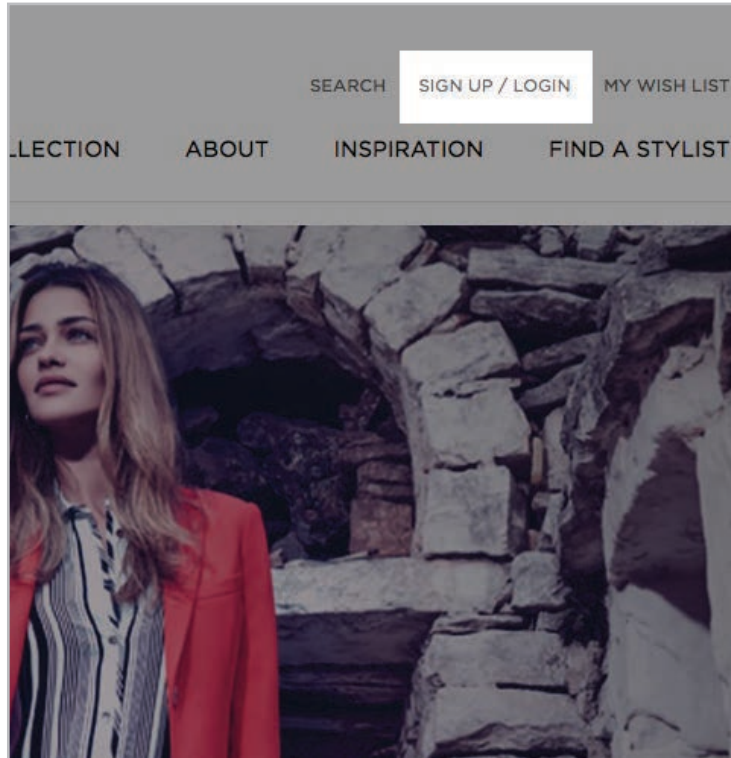
* For agencies, only the main partner has access to the Stylist Portal to edit the contact information that is displayed. Associates will be able to login and share pages but only the agency information will be displayed.

Setting Up Your Stylist Information

Follow these steps to add your information to the Branding Bar that appears when you share pages on the website with clients. When a client has a Stylist Branding Bar displayed the “Find a Stylist” option is removed from the website’s main navigation.

Step 1: Log In

Go to www.carlislecollection.com and click the link at the top of the page labeled “SIGN UP / LOGIN”. Then log into the website using your Stylist login.



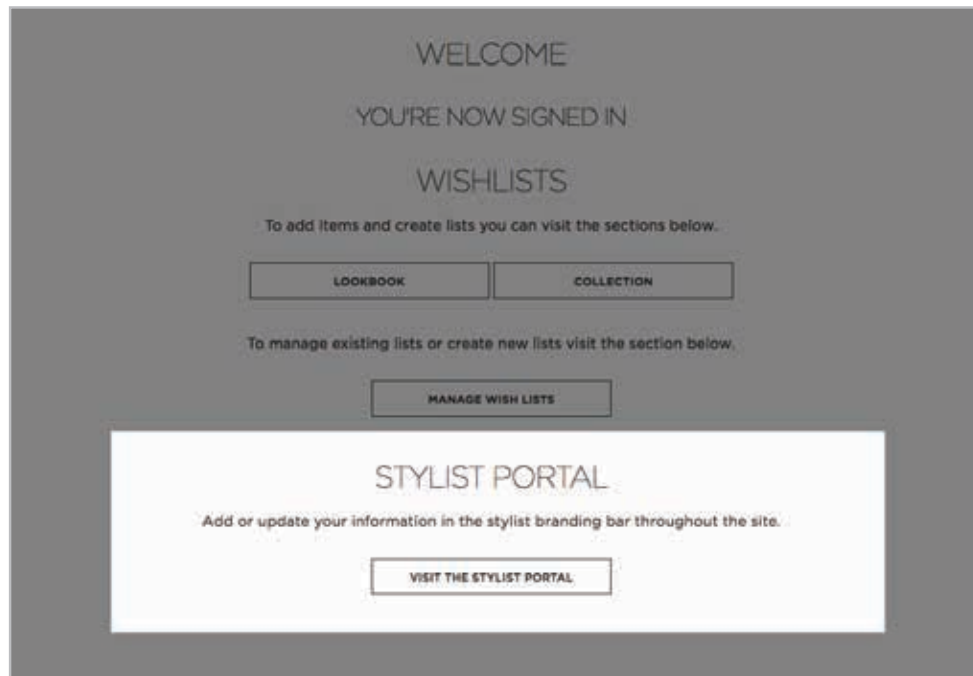
Your Log In information is the same that is used to access the company Stylist website. The log in requires:

1. Account Number
2. User Name
3. Password

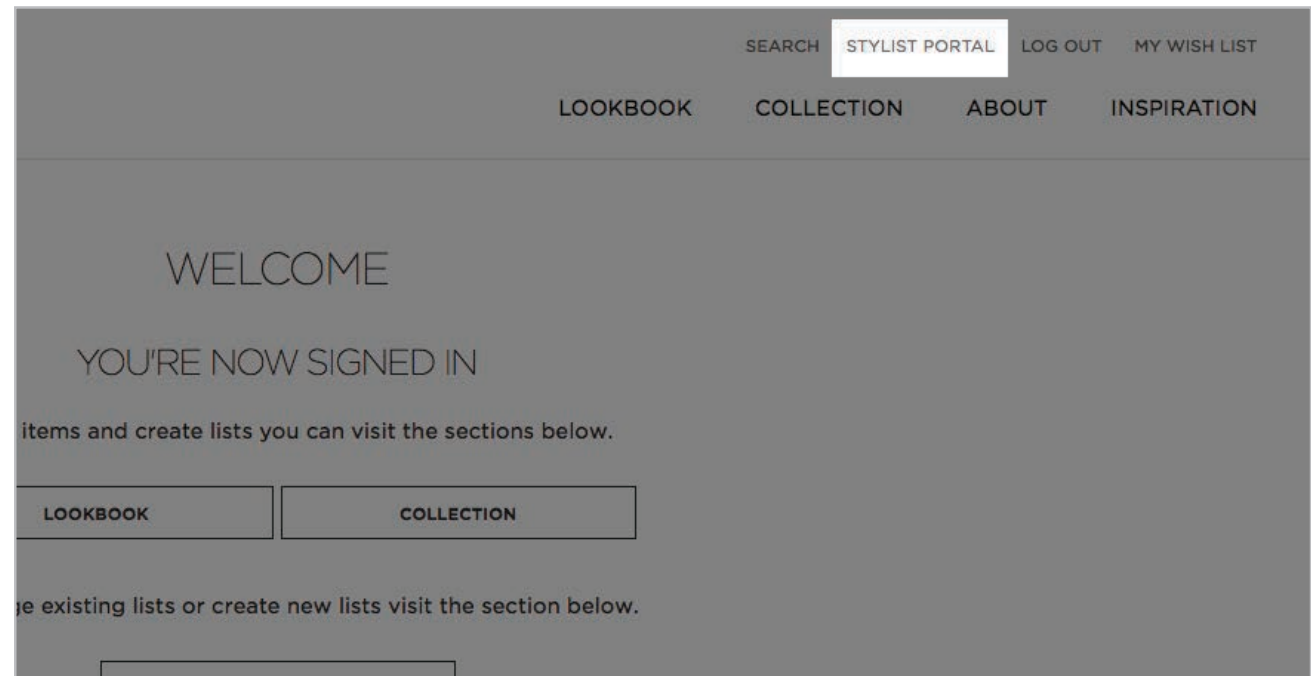
Step 2 : Stylist Portal : Where is it?

Your Stylist Portal is the area where you enter or update your name and contact information.

Once logged in you can access your Stylist Portal below the Wish List.



You can also access the Stylist Portal link on the top right of the page throughout the website when logged in.




Step 3 : Stylist Portal : Editing or Updating Your Information


Below are the features of the Stylist Portal.

WELCOME TO THE
STYLIST PORTAL

The Stylist Portal allows you to add/edit your contact information that appears on the top of pages that you share with your clients. This is only visible to clients when you share.



Information Updated!

1. 

2. Delete Image
 no file selected
(Photos are not required)
To add a photo or logo it will need to be sized to 200 pixels x 200 pixels and no bigger than 400kb.
1. Click the "Choose File" or "Browse" button below the image and locate the photo on your computer.
2. Click the update button below.

3. **NAME (Name or Company Name)**

NAME (Name or Company Name: Optional)

PHONE NUMBER (Optional)

EMAIL ADDRESS (Optional)

4.

1. You can upload a photo or logo to display on the Branding Bar. If you don't upload a photo none will display.

2. To upload a photo you will need to size the image to 200 pixels x 200 pixels. Click the "Choose File" button, and select the image from your computer. Once the photo is selected then click the "UPDATE" button on the bottom of the page (4.).

3. This is where you enter information that will appear on the branding bar. You need to enter at least 1 name or company name for the branding bar to appear. The phone number and email address are optional. Leave blank if you do not want these to appear.

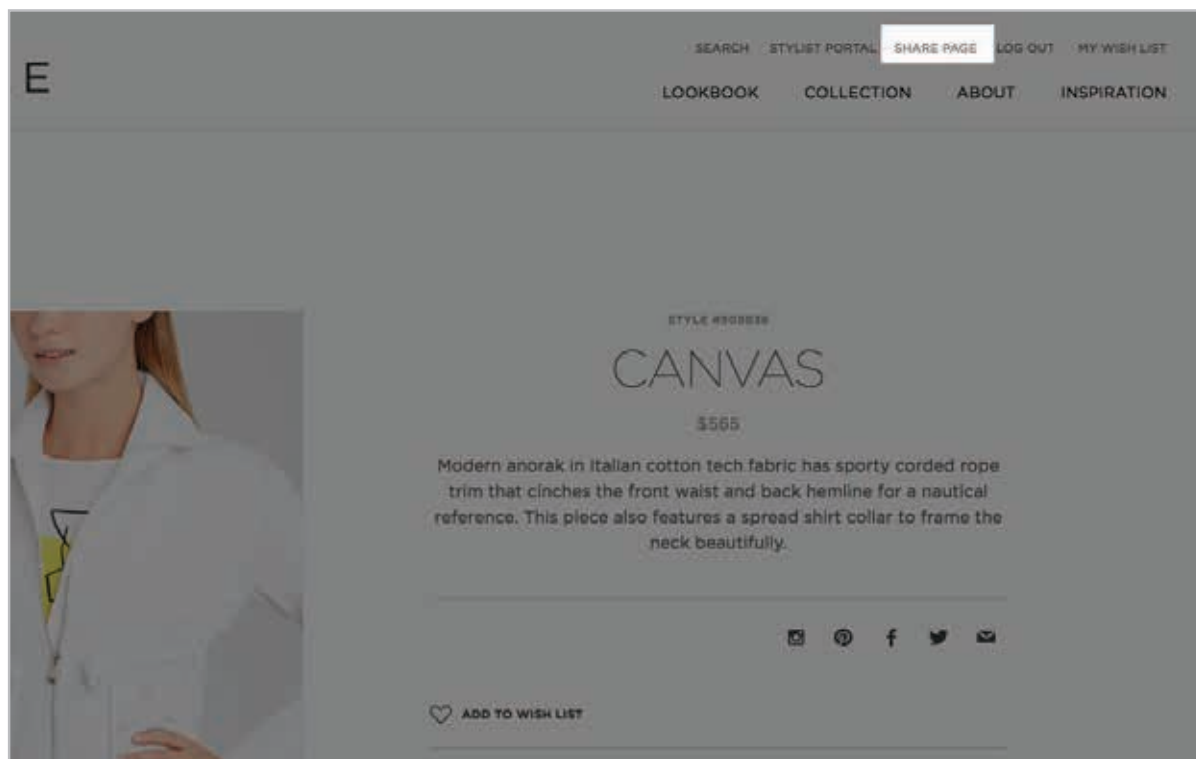
4. When you update your photo (1+2) or any information in the fields (3.) always hit the "UPDATE" button to apply changes.

Once your stylist information is saved it will be set until you choose to edit.

How To Send Your Personalized Website To Your Clients

Once you're logged in you can now navigate the website and when you find a page you want to send to a client click the "SHARE PAGE" link on the top right of the page.

Share Page Link



Click the link.

Share this page pop-up window. This is linked to your personalized website. Your information will be seen by just the clients you share your site with.



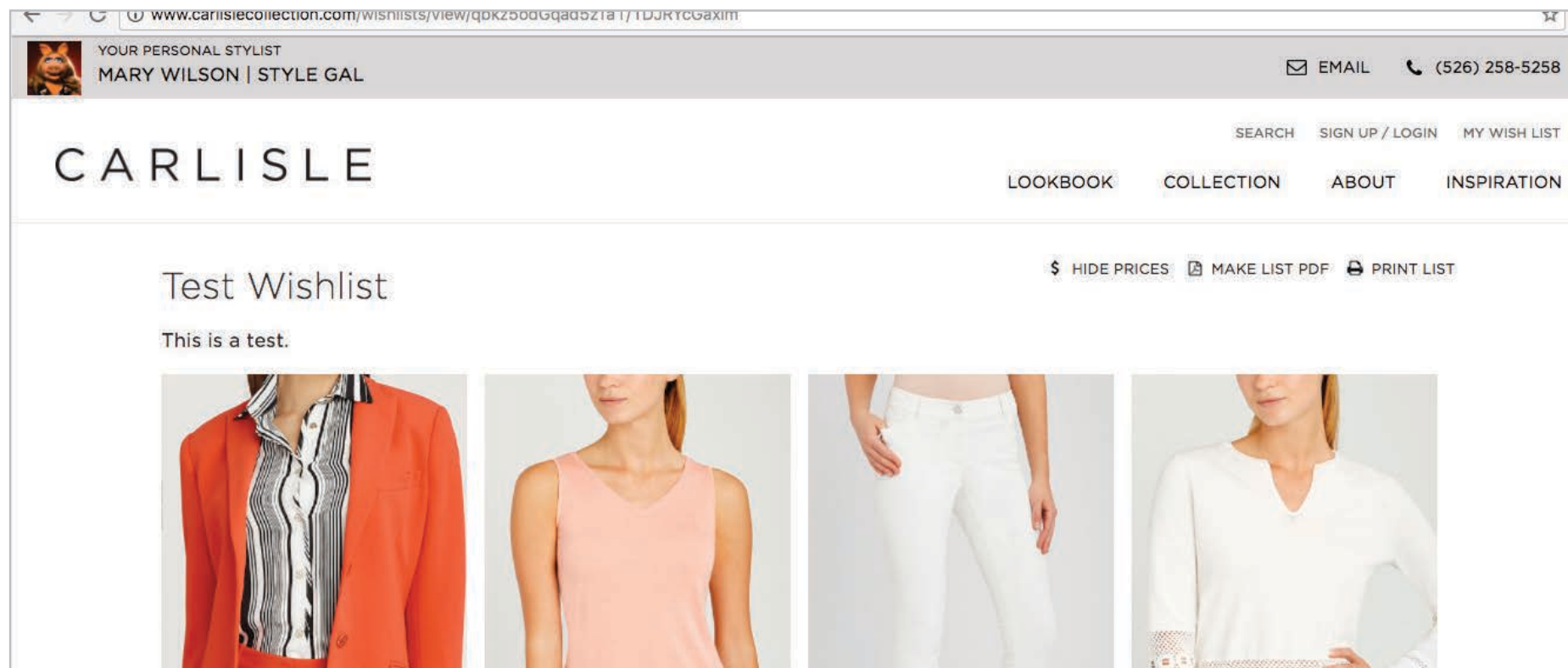
Copy the link and you can use in your emails or in Emma campaigns.

What It Will Look Like For Your Clients.

Once your client clicks the link your Stylist Branding Bar will appear on the top of the page.

NOTE: You can update your information at anytime in the Stylist Portal and it will update automatically for all clients.

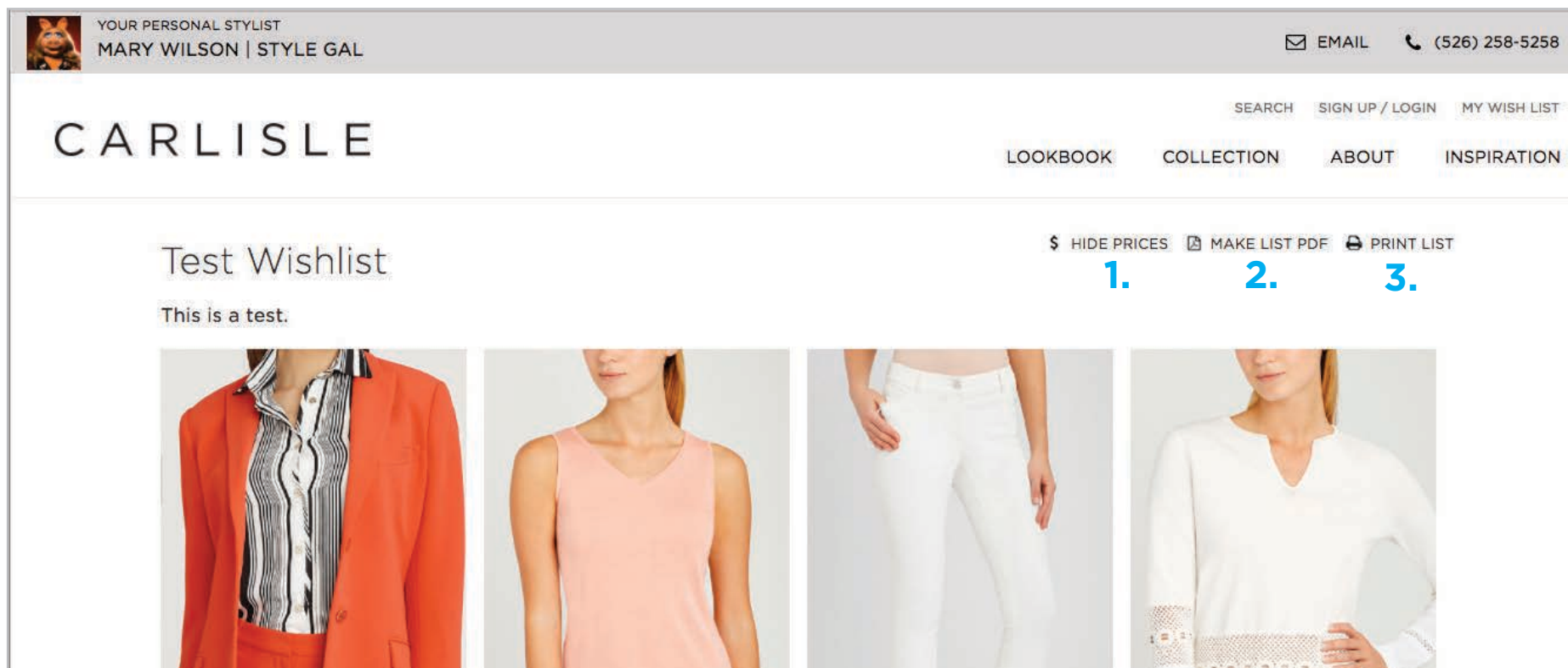
Branding Bar Example



The Wish List : Branding & New Features

When you are logged in as a Stylist your Branding also will appear to clients on shared Wish Lists.

Wish list with Stylist Branding



New Wish List Features

The wish list has new features based on feedback.

1. Stylist's and clients can now hide the prices on a wish list gallery.
2. The Wish list galleries can also be exported into PDF documents.
3. The Wish list galleries are built in a print friendly format.

All of these features are also available for use in the Wish List admin area.



Anything is possible

www.carlislecollection.com