

NEXT GEN MUSIC MAKERS

CUSTOM LINK-IN-BIO



Did you know that you can easily and *cheaply* create a custom-branded and designed Link-In-Bio page? We're talking your own website domain, design, fonts, logo, videos, downloads, payment funnels, etc, all while looking sleek + professional.

No more linktree, koji, campsite, etc...Those tools are great, don't get me wrong. However, they come with natural limitations, such as:

- you're confined to using the apps/integrations/capabilities they offer
- their website/branding is prominent
- they often charge a fee for more features, etc.

Creating your own custom link-in-bio page is a great opportunity to stand out from the crowd and remove limitations on your marketing and funnels

So how do you do it?

There's one thing you'll need first.

Your own website + domain name (if you don't already have these, you should set this up asap! All professional businesses should have a website). There are tons of affordable website hosting and development applications out there (wix, squarespace, wordpress, etc.).

Selecting one that gives you the most customization options is the best way to go, as you'll need to be able to create new pages on your site and add elements yourself.

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For now, though, we'll assume you have that ready to go. If not, no biggie - just get that set up and come back to this document when you're ready.

Onward!

- ▶ Create a BLANK page on your website. Remove the header and footer in the page options (if possible, no big deal if not). This makes it look like its very own site - very profesh ;)
- ▶ Add an awesome photo of you or your band as the page background. Make sure it's high-res or it might come out wonky!
- ▶ Choose your fonts, color scheme, and any other design elements.
- ▶ Add your logo or name to the top (or where it make sense!)
- ▶ Create some sleek buttons and start hyperlinking to your various channels. Make sure you test all of your links before going live!
- ▶ Add some videos, photos, tip/payment buttons (paypal has a free "donate" button in their business suite!).
- ▶ Once you've got your elements in place, set your page title in your SEO or page settings. This will be what comes after the "/" in your domain. Make it something simple, memorable, and logical. Mine is nismahosman.com/more. Some ideas: /links; /info; /landing; /me; or get creative!
- ▶ If you'd like, you can NOT make this page a clickable tab on your website menu. Do this by hiding it or making it private.

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Some things to keep in mind:

Make sure you edit and optimize your site for MOBILE! That's how most people will be viewing it.

Some HTML or Javascript (code) may be necessary to insert certain widgets or apps. Don't stay discouraged by this. Most apps offer copy/paste code for you to use, anyway. There are tons of free/cheap videos about basic HTML and Javascript if you're interested in learning more.

Some tools for you to utilize on your custom link-in-bio page:

note: many website builders have native forms of many of these services, as well! I'll note those with an "N"

Paypal payment buttons (via Paypal Business)
Typeform integrations/links (forms, quizzes, etc.)
Google Forms Integrations
Calendly Scheduling
YouTube/Vimeo/Video Streaming (N)
Disco/Soundcloud/Music streaming (N)
Social profile icons/links (N)
Media Slideshows (N)
Document/File Downloads (N)
Pre-Save Links
Zoom Meeting Links (for live shows/etc.)
Patreon/Crowdfunding Links
Contact forms
...and more!

I hope you found this helpful! If you need help getting this set up or have questions, feel free to email me. If you'd like further guidance or a walk-thru, book a 30-minute consultation with me. Both via <https://www.nismahosman.com/more>

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