

# STOA

## How to Create a Great Profile on Stoa

Welcome to Stoa and congratulations on signing up to the platform! We're thrilled to have you on board and will do our best to help you get more projects. Completing your profile plays a crucial role in attracting new clients, so make sure to check this guide before setting up your page.

### Getting started

Please make sure to fill all the boxes (ie MOQs, location, founding date etc). The more information you give, the more chances you get to be discovered using filter tags. Provide accurate information to avoid misunderstandings with your potential clients and update your page regularly to reflect the changes in your production process and capabilities.

Once you have filled out your profile and uploaded documents (certifications, photos etc.), we will review it for approval. Occasionally, we may need to edit some elements of your profile to fit our guidelines.

### Writing the profile description

Once you laid the foundation with all the technical details, you can move on to the creative part. A good profile description and beautiful imagery make a big difference if you're trying to grow your business on Stoa Here are some tips on great profiles.

### General rules

A good description will help you attract the right type of clients. Keep it short, write in the first person ("we") and avoid mentioning the name of your organization (the platform is anonymous for people just browsing). That's all you need to start with. Try to keep it to 200 words for the description and summarize everything in one sentence for the Description Highlight once you're happy with your profile description.

### Business advice

**1. Think of your ideal client.** Do you have a specific type of client in mind that you want to do more business with? Are you interested in working with established brands or fashion startups? Maybe you will identify a specific pattern in your past projects that were most profitable for your business and you want to have more partnerships like those? When writing your profile, keep those customers in mind and what is attractive to them.

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**2. Get your client's attention** We recommend mixing the storytelling past with some practical information to keep your prospect involved while giving the hands-on information to show the value you can provide.

**3. Storytelling** Every business has a story behind it. What is yours? Tell us how your company was started, how it grew and finally reached the point at which it is today. This can be sharing a story of the founder, describing the journey to success or creating a setting in which your factory was born. Be honest and transparent about your past, this will help you differentiate your profile from others as every story is unique in its own right.

*"We started with a mere desire to produce a superior quality t-shirt that would allow the skin to breathe while providing the body with a comforting feel."*

*"The story behind the creation of our venture goes back to the 1970s when our founder started a small yarn trading company."*

**4. Facts** Practical information about your company is extremely important in the decision-making process. Providing information about your company in a more engaging form is crucial to help connect with the audience along the following:

- Scale: *"We are a perfect fit for young designers and small business owners who want to test their creative ideas without breaking the bank."*
- Location: *"We produce the finest 100% made in Italy clothing in Perugia, a region known as the cradle of Italian luxury manufacturing."*
- Shared values: *"We value tradition, craftsmanship and attention to detail – a simple formula that helps us deliver exceptional results throughout the years."*
- Sustainability: *"We implement the 3P (people, planet, profit) approach to address modern challenges and welcome new partnerships that contribute to the circular economy and sustainable development."*
- Social responsibility: *"95% of our workforce earns more than the mandatory minimum wage without working extra hours."*
- Materials: *"Driven by ethical fashion values and slow-living aesthetics, we produce hand-made garments using the finest organic materials like Peruvian alpaca yarn and peace silk."*

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## 5. End with a call to action

Always end with an invitation for further dialogue. You can make it personal and communicate as if you were writing an email to your prospect. Here're some examples of how you can keep your brand's tone of voice while staying professional and concise.

*"Please do not hesitate to reach out if you are looking for a trusted partner with a long-term vision."*

*"Whether you need some assistance with a specific garment production or develop a whole collection, our team will be happy to help."*

*"Do not hesitate to reach out to say hello and schedule an introductory call."*

## Adding beautiful images

Complement your profile with enticing visuals of your products and production site. Upload high-resolution images with good lighting – that's all you need to strengthen your message and present your company in the best light.

Please do not use any watermarks or logos on your images and make sure you have the rights to use the photos. Don't use stock images or any pictures you found online to avoid copyright issues.

You can also contact us if you need help arranging a photo shoot. Our goal is always to connect Stoa members to their prospective clients as effectively as possible, so we'll be happy to help!