



Setting up a Product

This document provides step-by-step guidance on how to a set up a product on My Music Resource

September 2021 mymusicresource.com



List of Contents

Adding the Front Sheet	Page 3
Getting Started	Page 4
Product Descriptions	Pages 5 –6
Categories and Tags	Page 7
Product Images	Page 8
Watermarks	Page 9
Product Data	Page 10
Selling Prices and Discounts	Page 11
Adding your Resource File	Page 12
Product Attibutes	Page 13
Fields requiring no entry	Page 14
The Finished Product	Page 15
Previewing and Submitting	Page 16



Adding the Front Sheet

Adding your Front Sheet

Before your resource pdf is ready to sell, you need to attach the My Music Resource front sheet. This is very important because:

- It protects your work by stating your copyright ownership.
- It protects your work from being freely distributed.
- It gives details of the studio licence terms.
- It reminds customers where they purchased their resource and who created it. As a result, they may come back to purchase more resources from you if they like it!

You can download a copy of the front sheet here or visit 'Where can I download a copy of the front sheet?' in the Help section of My Music Resource under Selling and Sharing

Music Practice Book

Created by
Ruth Alberici

© Ruth Alberici 2021



www.mymusicresource.com

This resource is delivered to you by My Music Resource. This resource comes with a single studio licence for your own use. This licensed material may only be copied and distributed for the purpose of teaching students you teach and/or for their private study. It must not be shared with anybody else including teachers in the same studio or different studios.

- Open this front sheet, preferably in Microsoft Word or the free Google Docs.
- Enter the name of the resource, Creator name and Creator copyright in the yellow cells.
- Save your front sheet as a pdf file.

Next you need to merge the front sheet pdf with your resource pdf. If you don't already have software to do this, a great free service is:

https://smallpdf.com/merge-pdf.

- Click on 'CHOOSE FILES' and select your saved pdf front sheet. Then select 'ADD MORE > CHOOSE FILE' and attach your resource pdf.
- Once added, select 'Merge PDF! '
- Download the merged file, open it and save.

Your pdf is ready to upload to My Music Resource.

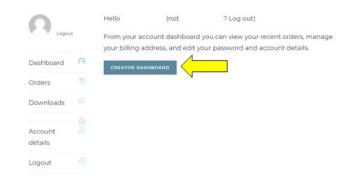


Getting Started

Accessing your store

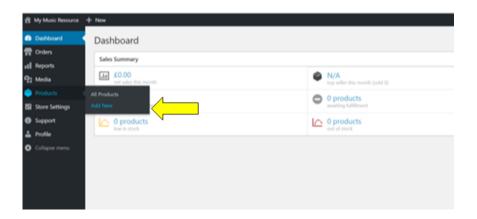
To set up products to share or sell in your store on My Music Resource, you need to be registered as a Creator. For further information, please see the *Guide to Setting up as a Creator* in the Help section of our website or refer to the Welcome Pack.

Log into your My Music Resource account and click on your Creator Dashboard.



Setting up a product

In the creator dashboard, you can select **Product** > **Add New** from the menu on the left-hand side. This will take you to the product set up page..





Product Descriptions

Titles and Product Descriptions

You will need to add a meaningful **Title** and **Description** for your resource.

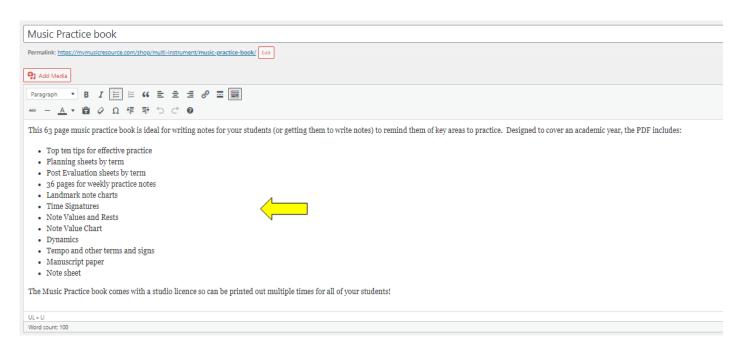
When setting up a product, you should ideally include a **long description** and a **short description** for your resource, both of which are explained below. The short description is particularly important as it gives customers an overview of your resource.

Long Description

When adding a new product, the long description box appears just under the Product name. On the website, the long description it is shown below the resource and is designed to give a detailed description of your resource to viewers (see 'The Finished Product' p15).

You can add the following to your long description:

- Learning objective
- Musical concepts covered
- Age range / level the resource is aimed at
- Key features
- Number of pages
- Links to demonstrative videos
- Links to your website





Product Descriptions

Product Short Description

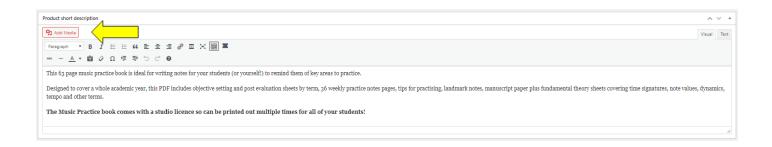
The product short description is a bit further down the input page when you are setting up your product (see 'The Finished Product' p15).

On the website, the short description appears next to your product image / product title and is the first thing that a customer will see when viewing your product, along with the product image.

It is important to complete this field and include the **key benefits and features** of your resource in the short description. Try to **keep wording clear and concise**.

Your short description could reference:

- The main learning objective of your resource
- Musical concepts covered
- Who the resource is aimed at
- Brief details of how your resource works





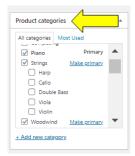
Categories and Tags

Product Categories

On the right-hand side of the new product page you can choose specific **product** categories and tags.

Product categories have been pre-defined by My Music Resource and are the primary way of grouping music resources on the website and can help customers search for specific resources.

Tick the most relevant category / categories for your resource from the Product categories box. This could be the instrument (s) your resource is aimed at, or more general categories such as music history, composition or music theory.

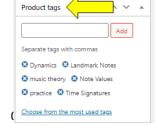


Product Tags

Product tags are another way of relating products to each other and many have been pre-defined by My Music Resource, although you can add your own. Our product tags reflect specific musical concepts (e.g. dynamics, note reading, rhythm) and are designed to help customers refine their search for music resources.

To add product tags for your resource, go to the Product tags box on the right-hand side of the page. Pre-defined tags will appear in a drop-down box when you type the musical concept. Just select the relevant tag and click Add. If you wish to add your own, just type

the tag into the box and select Add.





Product Images

Product Image

The product image is the main product image that appears in the My Music Resource shop (see 'The Finished Product' p15). It is recommended that you organise your images in a folder offline and keep a backup in case you need them in the future, or mistakenly alter one and wish to revert to the original. To add a product image to your resource, select 'Set Product Image'. Select an existing image from your Media Library or upload a new one.



Product Gallery

The product gallery displays all images linked to your resource and appears underneath the main image on the website in a carousel format (see 'The Finished Product' p15). This gives customers an insight into the of your resource and can help them make a decision about buying it.

To add an image to the product gallery, select 'Add Product Gallery' Images.

Select an existing image from your Media Library or upload a new one.

You can easily re-order the images by dragging and dropping them.

To remove an image from the product gallery, simply hover over the image and click on the red "x".



September 2021 08 mymusicresource.com



Watermarks

Watermarks

In order to reduce the chances of your images being used or copied without your permission, My Music Resource automatically applies a watermark to any resources and images uploaded to the website.

Once a customer purchases the file, the watermark will not be applied to their downloaded pdf file. Details of your copyright and the studio licence will be included on the front sheet.

If you would like to remove the watermark on any of your images, please e-mail us at hello@mymusicresource.com. Please attach your original (unwatermarked) copy of the image to this e-mail.

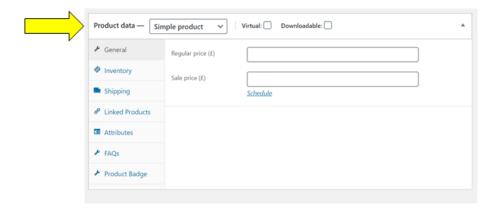




Product Data

Product Data

Most of the important information is added to your product within the product data box which can be found below the Product Name and Long Description fields.



You will now be taken through the different sections within Product Data which are shown on the left-hand menu.

Product Data—General

Ensure that **Simple Product** is showing in the drop-down box, then tick the **Downloadable** box and the **Virtual** box next to it. These options *must* be selected for all resources sold on My Music Resource to reflect the fact they are digital and not physical or virtual products like services, and therefore require no shipping.

Selecting the Downloadable tick box adds two new important fields:

File path — Path or URL to your downloadable file.





Selling Prices & Discounts

Regular Price

Please refer to the Help document "<u>Guide to Setting Selling Prices</u>" under Policies and Guidelines for further guidance on what to charge for your resources.

Once you have decided on your selling price, you can enter it in the Product Data section.



Regular Price (£): Input the normal price at which you wish to sell your product. If you want to post your resource for free, enter a Regular Price of £0 but **do not leave this field blank as customers will not be able to download your resource!**

The minimum recommended price for products sold on My Music Resource is £3 because customers are granted a studio licence with all downloads. You can however apply discounts to your products by putting them on sale or using coupon codes

Sale Price

Sale Price (£): If you wish to discount your product for a period of time, you can enter a sale price and scheduled sale date here. The sale expires at 11.59pm of the specified end date.

Another way to discount your products is to give customers a **coupon code**. For more information about this, please refer to the Help Document <u>'Guide to Setting up Coupon Codes'</u> under Policies and Guidelines.



Adding your Resource File

Downloadable Files

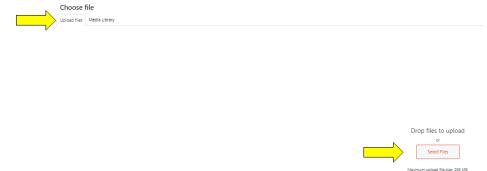
Below the Regular Price (£) and Selling Price (£) fields in the Product Data box is a 'downloadable files' section where you can add your pdf file. To note, this section will only appear when you have ticked the 'Downloadable' box at the top of the Product data section, so if it is missing please check you have ticked this box!

Make sure that you have added the front sheet before uploading the file (p2).

Select 'Add file' then 'Choose File'. You will be taken to a screen where you can upload your resource, or select it from your Media Library if it has already been uploaded onto My Music Resource.



To upload your file, go to the 'Upload Files' tab and click on the 'Select Files' button. Choose the file you wish to upload.



Once loaded, click on the 'Insert file URL' button in the bottom left hand corner. The file will be added to your Media Library and will show in the Downloadable Files.



September 2021 12 mymusicresource.com



Attributes

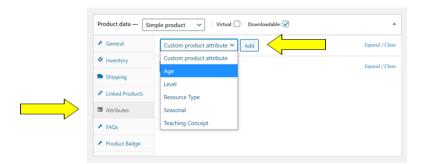
Product Data – Attributes

Attributes are an important means of assisting searches and helping customers to find the resources that they need. On the website, attributes feed into the search filters on the side bar of the Resources page (see 'The Finished Product' p15).

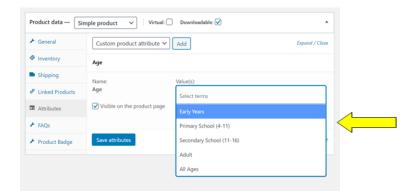
If you have not set up any attributes for your resource, it will not feed through to search results when a customer uses the My Music Resource search filters.

Attributes have been pre-defined by My Music Resource to include Age, Level, Resource Type, Seasonal and Teaching Concept.

To select attributes for your resource, choose from the drop down box and click 'Add'.



Once you have added the top tier attribute (e.g. Age) you will be able to drill down further in the box that appears below.

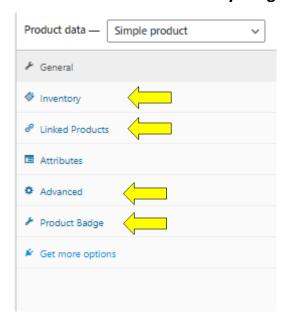


Repeat the process until you have added attributes for Age, Level, Resource Type, Seasonal and Teaching Concept.



Fields requiring no entry

You do not need to add anything in the following left-hand side menu options:



Product Data – Inventory

All products sold through My Music Resource are digital files and there is no physical stock to be managed. As a result, no input is required in the Inventory section.

All resources will automatically be assigned a Stock Keeping Unit by the system.

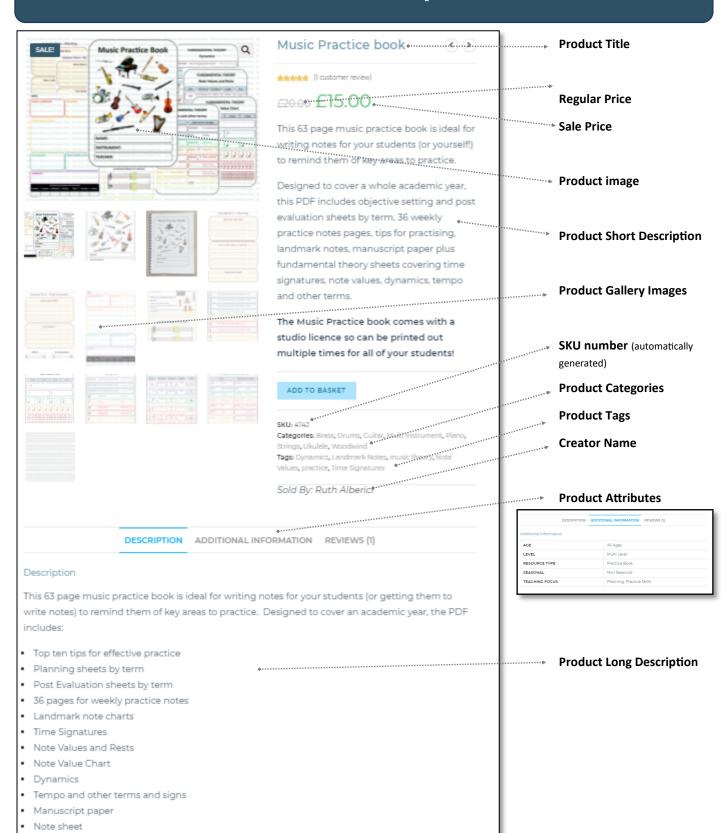
Product Data – Linked Products

Product Data—Advanced

Product Data – Product Badge



The Finished Product on My Music Resource



September 2021 15 mymusicresource.com

The Music Practice book comes with a studio licence so can be printed out multiple times for all of



Previewing and Submitting

Previewing and Submitting for Review

Make sure that you regularly save your work by clicking 'Save Draft' in the top right hand corner of the page.

You can also preview your product at any time during the set-up process by clicking the 'Preview' button in the top right hand corner of the page. This will show you how the resource looks on the website without it actually being published and can be extremely useful to help you decide what information is missing or needs to be amended.

Once you have finished setting up your product, you can submit it for review.

Checks will be made by My Music Resource to ensure that all relevant fields have been completed. If anything is missing or incorrect, we will notify you.

Once reviewed and approved, your resource will appear on the My Music Resource website!

