

# USER MANUAL OF SPORTLIO

## Abstract

This document will give you basic information about Sportlio and its features.

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# 1. General information

Sportlio is website for athletes, who want to show their career. It is designed to give a quick overview of an athlete's career, including results and sponsors.

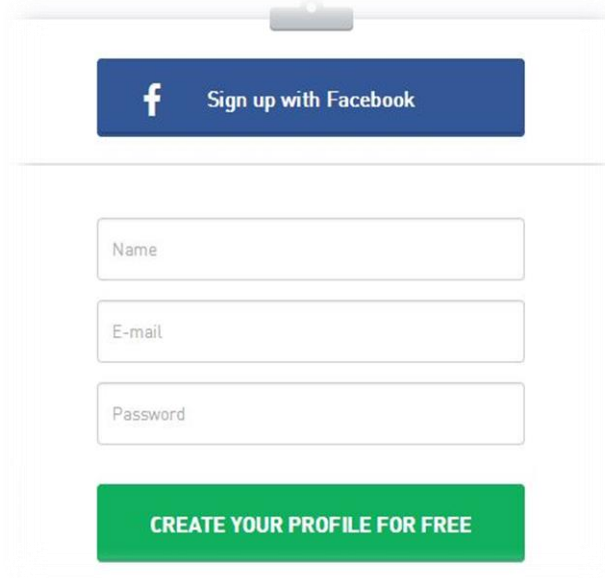
Athlete can make **4 types of post**: 1)text 2)picture 3)video (link) 4)article. To every post you can add headline.

**Users can link Sportlio profile with Facebook and Twitter.** If your profile is linked, there is option to post directly to Facebook or Twitter profile. Many athletes have found this feature very useful and time saving. That feature helps to get attention through other social media channels when making posts.

Athletes have "**Become a sponsor**" button in their profile. Using this contact form, sponsors can contact athletes directly. All messages through that form will be sent to athlete e-mail.

## 2.Accounts – how to create

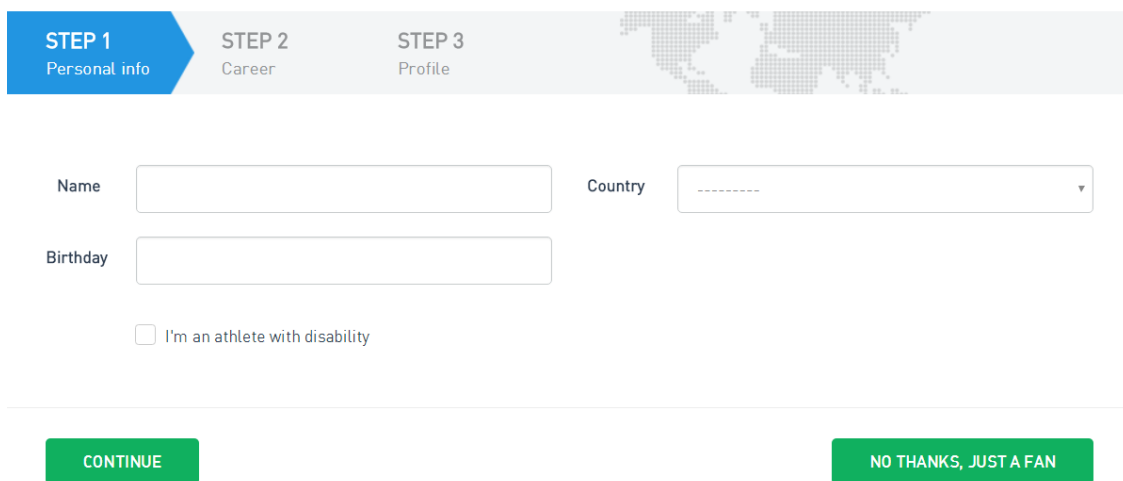
There are 2 types of accounts – Fan and Athlete. Go to “**Sign up**” and use Facebook or fill following text fields.



A registration form with a blue button at the top that says "Sign up with Facebook" with a Facebook 'f' icon. Below this are three white text input fields labeled "Name", "E-mail", and "Password". At the bottom is a large green button that says "CREATE YOUR PROFILE FOR FREE".

If you are looking to create a Fan account, then click “**No thanks, just a fan**” button in registration step1. Otherwise finish the 3 step registration.

### Create Profile



The "Create Profile" form is divided into three steps: STEP 1 Personal info, STEP 2 Career, and STEP 3 Profile. STEP 1 is currently active. The form includes a "Name" text field, a "Country" dropdown menu, and a "Birthday" text field. There is a checkbox labeled "I'm an athlete with disability". At the bottom, there are two green buttons: "CONTINUE" and "NO THANKS, JUST A FAN".

# 3. Athlete profile layout and features

**SPORTLIO** HOME EXPLORE BLOG MY PROFILE LOG OUT

Share 0 Tweet 0

**Sample Athlete (21)** 127 FANS

FEED BIO PERSONAL BESTS COMPETITIONS Account settings Edit profile

Update status Add photos Add videos Add articles

**Bio**

Hi everybody, I train 6-7 times a week and my goal is to become a professional athlete. I am willing to work for my goal and I also look for new sponsors. My strength indicators are ... and I am best at ...

"Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

Height: 182cm  
Weight: 82kg

Horn: 1995 age 21  
Coach: John Smith  
Club: SC Track&Field

**Personal bests**

100m

Year	Personal best	Annual best
2013	10.99	10.99
2014	10.60	10.60
2015	10.58	10.58
2016	10.39	10.39

200m Show  
400m Show

Add new competition result

**Competition results**

Competition	Rank	Result	Location	Date	File
Sample Championships	2.	10.39	London	Aug. 2016	📄 🗑️
Sample Championships	3.	10.50	London	May 2015	📄 🗑️
Sample Cup	1.	10.58	Tallinn	July 2014	📄 🗑️
Sample Championships	5.	10.99	London	June 2013	📄 🗑️

200m Show  
400m Show

**Sponsors**

YOUR BUSINESS COMPANY

Add new sponsor

BECOME A SPONSOR  
Your logo missing? Click on the button.

**Social profiles**

facebook.com/myfbpro...  
twitter.com/mytwitte...  
youtube.com/myyoutub...  
instagram.com/myinst...

Make different types of posts

Write about yourself

Show your progress

Show your competition results

Number of fans

Change settings

Show your sponsors

Get contacts from companies

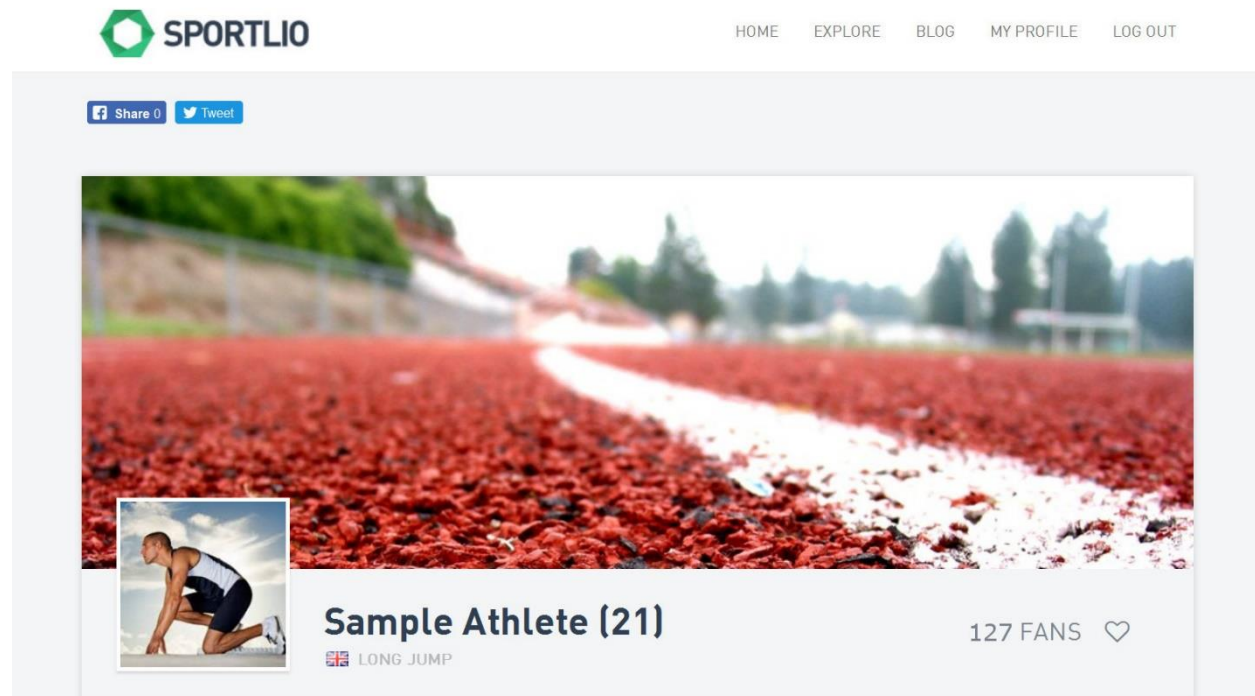
Add other social media profiles

## 4. Difference between Fan and Athlete account

**Fan account** offers way to keep up to date with latest news about your favorite athlete. If athlete you like makes a post, a notify will be sent to your email address. You can follow as many athletes as you want.

In fan account, you can:

- 1) Follow as many athletes as you want by clicking heart shaped button in athletes profile (heart is red, when you already are a Fan)
- 2) Get email notifications about athlete updates



**Athlete account** offers athlete a special webpage to share, add and edit results, pictures and videos. This webpage helps athlete to endorse activities and advertise himself.

In Athlete account you can:

- 1) Add posts (pictures, videos, articles and text based updates)
- 2) Add competition results and generate graph
- 3) Add sponsors
- 4) Become a fan of fellow athletes (same features as Fan account)

**NB!** Before making any posts or updates you must consider if it is appropriate. Through you athlete profile you are advertising yourself and you don't want to add any information

that is harmful or damages your reputation. You must be truthful at all times when making a post.

## 5. Adding results

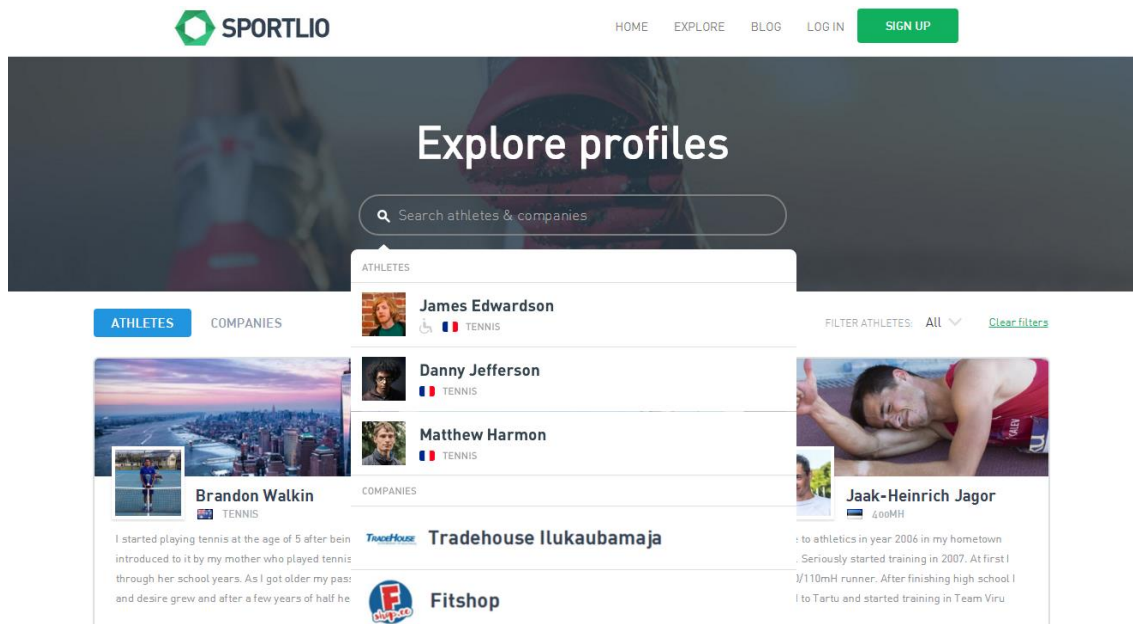
Sportlio has almost 250 different events to choose from. It is simple for some sports and a little bit complicated for others.

If you are an athlete who has 1 vs 1 or team vs team competitions, then you have some options on how to add results.

For example, contact sports have 1 vs 1 fights, tournaments and “Noteworthy matches”. The last option is where you can add more detailed information about the match. Like the name applies, it is for highlighting some of the matches.

## 6. Explore athletes and companies

All registered athletes and companies can be found under “Explore”. You can view athletes by event or search by name.



## 7. Using athlete profile and connecting with sponsors

Your athlete profile introduces you as athlete to public and to companies that are interested offering you support.

**Main goal of Sportlio is to help an athlete to get sponsor for a longer period of time, i.e 6 months.**

The support for athlete doesn't have to be always be financial, it could be discount or free services or products.

How to contact sponsors?

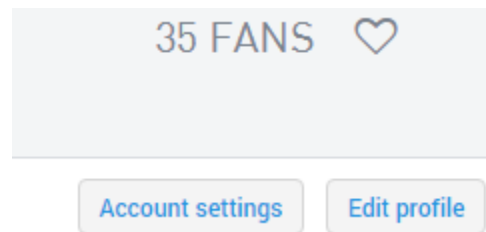
- First step is to know what companies would be interested supporting you. Usually companies near your city or county are more willingly to support you. Because if you are advertising them you are more likely to advertise right audience for sponsor by location.
- Second step is to contact sponsors via email. Shortly write who you are, what you do, what is your goal in sports. Then ask to look at your profile and leave your profile link. Keep email short as possible, because the longer it is, the less it is read with thought. At the end of email, write what are you offering to sponsor, for example a company logo on shirt.
- If you don't get response to email, write that you are still waiting for answer. If still no answer call sponsor. When they answer there is usually 2 options: 1) they haven't had time to discuss or look at your email or 2) they don't want to support you. That way you can cross them off your list and move on knowing you did everything you could.
- Don't hesitate to tell sponsors that support doesn't have to be always financial. There are lots of companies that want to support athletes, but only can with free services or products.

Read further in our blog - <http://blog.sportlio.com/how-you-can-find-sponsors/>



## 8. How to edit profile and link your account

Everything you add can be later changed or deleted via red cross next to post. For editing profile, there is “**Edit profile**” button below you fan number. You can also find there “**Account settings**” where you can link your Sportlio profile with Facebook and Twitter. Then you can automatically post simultaneously to your linked accounts.



## 9. Advantages of Sportlio compared to Facebook, blog or personal webpage

- 1) In Facebook only 6% of post make to people who follow you. In Sportlio every post or update you do makes to Your Fan email and notifies them
- 2) Sportlio makes you more attractive using pictures, videos and graphs of your process. These three combined together create emotion to whoever is watching your profile
- 3) Sportlio has special place for sponsors. You can add and advertise your sponsors. This feature isn't available anywhere else
- 4) Sponsors can contact you through Sportlio
- 5) You will get attention from people you otherwise wouldn't reach

Read further in our blog - <http://blog.sportlio.com/sportlio-vs-facebook-profile-views/> and <http://blog.sportlio.com/why-should-you-use-sportlio-as-your-athlete-profile-page-instead-of-facebook/>.

## 10. Company profile

If your company is sports related, then showing your products/service in Sportlio environment will definitely help with sales.

Company profile is meant to bring companies closer to athletes. Company profile has many features:

- Sponsored athletes
- Sponsorship application form
- Product advertisement
- Can send emails to fans
- Athlete activity report

Company profile has 5 types:

- 1) Free (3 months)
- 2) "Ad"
- 3) "Small"
- 4) "Medium"
- 5) "Large"

Price list can be found at footer of Sportlio website.

## 11. FAQ

- How often should I update my profile?
  - We recommend updating your profile 3-... times a month.
- How can I know, who are my fans?
  - All fans stay anonymous to athlete because this is how we designed Sportlio.
- What happens when I press “*Become a sponsor*”?
  - It is meant for sponsors for contacting you. It opens form, that can be filled and sent to your email.
- Can I see how many times my profile is being visited?
  - No, but we are planning to add this feature.
- How can I get my profile featured under “*Explore*” like other athlete profiles?
  - Share your profile in Facebook or Instagram and then let us know at [info@sportlio.com](mailto:info@sportlio.com)
  - Share Sportlio Facebook page and invite others to join and then let us know at [info@sportlio.com](mailto:info@sportlio.com)
- What is number on my profile up left side next to Facebook and Twitter logo?
  - It shows how many times your profile is mentioned in Twitter or Facebook. These number are visible only to you.
- How can I delete my account?
  - You need to write [info@sportlio.com](mailto:info@sportlio.com) and we delete your account.