



CONGRATULATIONS AND WELCOME TO NOW!

With NOW, you have the opportunity to promote yourself via video. With NOW, you can differentiate yourself from the pack. With NOW, you have a tool that can connect you with potential employers and professionals all over the world.

ViewYou NOW is a digital platform where job seekers can upload user-created video in a professional, controlled atmosphere. Videos are housed within an "ePortfolio" where users may include job-related documents and update as frequently as needed.

ViewYou NOW profiles are confidential; access is securely controlled by the candidates themselves. In addition, NOW profiles may be shared via LinkedIn, Twitter and Facebook. Complete portfolios may be sent immediately to anyone in the world as many times as the user chooses, at no additional cost.

In a nutshell, NOW is a self-promotional tool and video is at the heart of it.

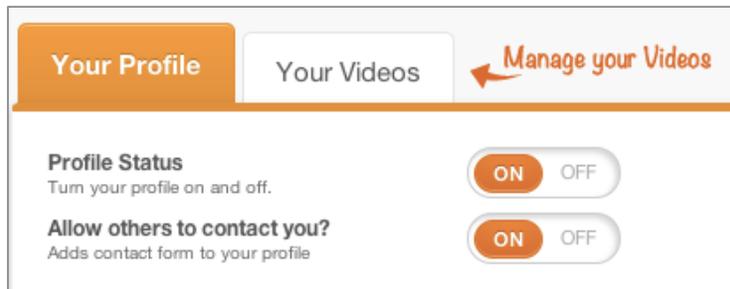
WHAT DO I DO NEXT?

Dive in! The interface is easy, it's intuitive - just dig in and uncover all that NOW has to offer. Start by building your profile...

START BY BUILDING YOUR PROFILE

Your profile can be as basic as just having an "about me" statement with your videos OR it can be detailed and robust. As you build your profile, nothing is mandatory except for your name.

Your profile status defaults to "off". This way, you can build up your profile and create videos to test it out. Once you are ready, you toggle the button to "on" and you can now share your profile. In addition, there's a contact button. If you leave this "off", no one can contact you. If you turn it "on", visitors can send you a message and that message is delivered to your email inbox (the visitor will NOT see your actual email address).



With Now, you have two URLs. One is your "private" URL. The private URL contains every piece of information included in your profile - all your videos, all your documentation, everything! You would grant access to your "private" URL on a case-by-case basis. With the "private" URL, you can retire links. With this feature, it gives you ultimate privacy. Let's say you gave someone access to your private link, but now you don't want that link to work. Just "retire" the link and it will no longer function. A new link is generated. Cool, right?

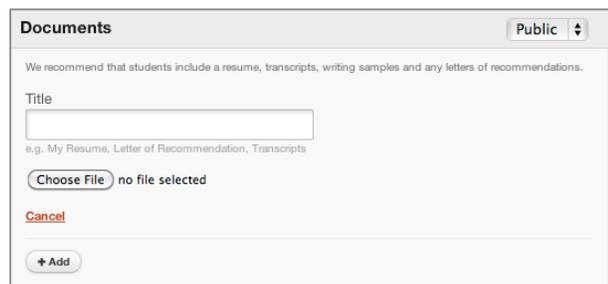


The public URL is what you would use on your social networking sites. This link never changes. You can also create a username for your "public" link. This way, the link is easy for you to remember

As you fill in your profile, you designate whether information is “public” or “private”. Remember, anything marked “public” will display in your “public” and “private” view. And do note, that videos can be marked “public” or “private” as well.



There is no limit to how many **documents** you can upload. You can upload references, writing samples, transcripts, letters of recommendation, etc. Do note that all documents set to “public” will be found and cached by Google and other search engines. So, if you have information that is private in nature, you might want to consider marking those documents as “private”.



Documents Public ▾

We recommend that students include a resume, transcripts, writing samples and any letters of recommendations.

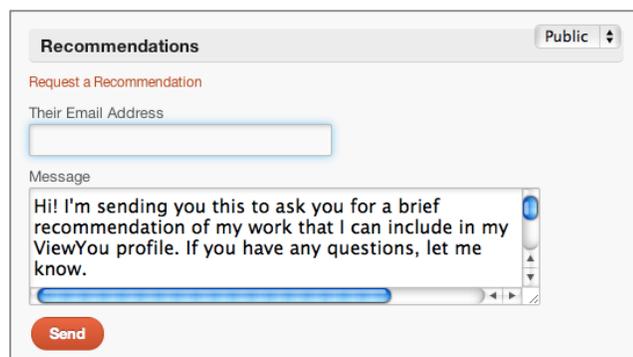
Title

e.g. My Resume, Letter of Recommendation, Transcripts

no file selected

[Cancel](#)

Boost your profile with recommendations! Towards the bottom of your profile tab, you will find a “Recommendations” box. All you have to do is fill in the email address box, and a request will be sent. You will then be notified that the recommendation has been completed and you will be prompted to approve.



Recommendations Public ▾

[Request a Recommendation](#)

Their Email Address

Message

Hi! I'm sending you this to ask you for a brief recommendation of my work that I can include in my ViewYou profile. If you have any questions, let me know.

TIME TO ADD YOUR VIDEOS

Do you want to use your webcam to capture your own video? Give it a try. If you don't like it, delete it and try again. Does your friend know how to edit video? Have him/her create something with you, post it to Vimeo or YouTube, then plug it into your profile.

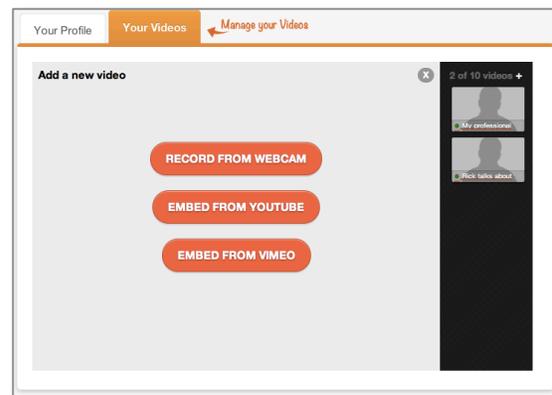
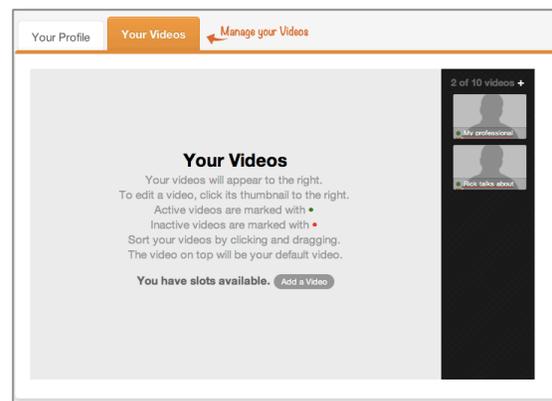


Manage your videos via the "Your Videos" tab. Your videos will appear in the space to the right. Depending on which version of Now you are using, you will have either 2, 4 or 8 video slots at your disposal. To add a video, click on the "Add a Video" button. Or, click on the "+" in the black bar area. Active videos are marked with a **Green Dot** • Inactive videos are marked with a **Red Dot** • You can sort your videos by clicking and dragging and the video on top will be your default video. Meaning, the top video is the one that will be displayed when visitors first visit your link.

When you click on "Add a Video", you will have three options. Once you have videos loaded into their slots, you can edit a video by clicking on its thumbnail to the right.

RECORD FROM WEBCAM: If you want to create a video using your webcam choose the webcam option. Once you do this, you'll be walked through the process - and remember, if you make a mistake or want to re-record, you always have that option.

EMBED FROM YOUTUBE or VIMEO: Perhaps you want to embed your favorite YouTube video to your Now profile or you have a personal Vimeo video you'd like to embed, just grab the embed code and paste in the space provided.



When you click on a video, you have two toggle buttons. One toggle button will turn the video on and off. So if you want to hide a video for a while then make it viewable in the future, you can do that. The other toggle button designates whether a video appears in your “public” view or your “private” view.



Remember, videos marked “private” will only be viewable through your “private” link. Videos marked “public” will be viewable through your “public” and “private” link.

To delete a video, click “Delete Video”. Once you delete a webcam captured video, it cannot be recovered. Once a video is deleted, that slot becomes available to load in a new/different video.



YouTube Note...

If you are planning on using YouTube, be sure to mark your video as “unlisted” under the privacy options. This way, you can still embed in ViewYou and the video becomes unsearchable on YouTube.



WORKING WITH YOUR WEBCAM and other tips

Headroom - Watch a newscast. Notice how heads are framed so the eyes are typically in the top 3rd of the frame. All of your hair is in the frame. You'll know it when you see it.

Eye Contact - Look into the camera, not at yourself, but the camera. Sure, you're staring and it's awkward but it looks much better than looking down at your own image.

Use a Stable Surface - Don't put your laptop in your lap. It will shake. Don't place your computer on a surface higher or lower than you. It's best to place your laptop on a desk or other even surface. And be sure you are even with your computer. Angles can look funny (the weird funny, not the funny funny). If you need to adjust, think about stacking some books or sit on the floor. You're clever, you'll figure it out.

Lighting - Don't sit with light behind you because backlight causes cameras to close down and make your face darker. Have light shining on your face. Webcams don't respond well in low light. Big window? Turn the computer so you are facing the big window. Natural light is good. Desk lamps are great, too...but not too close, or far. Oh, you'll figure it out.

Backdrop - Consider a solid backdrop, the lighter the better. You are presenting the professional you so the last thing you want is a video that has private photos or a cluttered kitchen table in the background. Fresh flowers are fine. Not so much with dirty laundry.

Audio - Webcams aren't known for their stellar audio. So, turn off all music in the room. Make sure the washing machine isn't running. Keep the dog outside. How much street noise is there? *Play back your audio to make sure the quality is decent.* You can always purchase a USB mic that podcasters use but it's not essential. Good audio makes a difference.

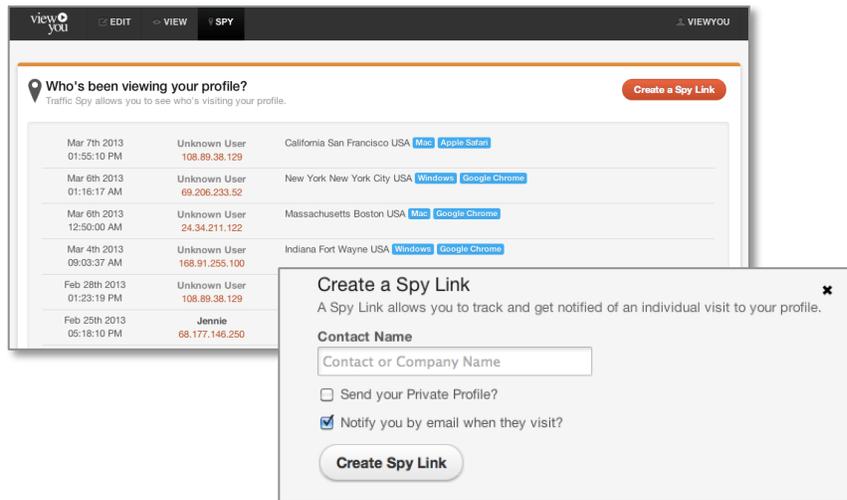
Body Language - Mom always said, sit up straight. No hair twirling or nervous tapping. Using your hands is fine if it's comfortable and not excessive.

Smile. Relax. Be Confident. Speak Clearly. Have fun.

WANT TO KNOW WHO'S VIEWING YOUR VIDEO?

With Now, features vary from plan to plan, but a favorite Now feature is Traffic Spy. Traffic Spy allows you to see who's visiting your profile. Not only can you see who is visiting but also where they are visiting from. Meaning, did they come from LinkedIn or Twitter or wherever - Traffic Spy tracks it all.

With Traffic Spy, you are able to create a spy link. So you can send a unique URL to an individual and once that individual opens your link, you will receive an email notifying you that your pages have been viewed.



The screenshot shows the 'view you' interface with a 'SPY' tab selected. The main content area is titled 'Who's been viewing your profile?' and contains a table of visitor data. A 'Create a Spy Link' button is visible in the top right. A modal form titled 'Create a Spy Link' is overlaid on the bottom right, containing a text input for 'Contact Name', two checkboxes for 'Send your Private Profile?' and 'Notify you by email when they visit?', and a 'Create Spy Link' button.

Date and Time	Username	IP Address	Location	Browser	OS
Mar 7th 2013 01:55:10 PM	Unknown User	108.89.38.129	California San Francisco USA	Mac	Apple Safari
Mar 6th 2013 01:16:17 AM	Unknown User	69.206.233.52	New York New York City USA	Windows	Google Chrome
Mar 6th 2013 12:50:00 AM	Unknown User	24.34.211.122	Massachusetts Boston USA	Mac	Google Chrome
Mar 4th 2013 09:03:37 AM	Unknown User	168.91.255.100	Indiana Fort Wayne USA	Windows	Google Chrome
Feb 28th 2013 01:23:19 PM	Unknown User	108.89.38.129			
Feb 25th 2013 05:18:10 PM	Jennie	68.177.146.250			

TIPS AND POINTERS

Even though you are using your webcam and/or embedding video into your profile, you can still view some of our tutorial videos at the ViewYou website. **By visiting <http://viewyou.com/prepare>**, you will find suggestions on how to make the most of your video. These tutorial videos are targeting our ViewYou Pro candidates (those that come to our Indianapolis-based studio for filming), but there's still benefit in watching.

FINALLY...

If you have any questions along the way, just click on the help button and we'll be here to answer your questions.

