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Lead Seller - User Tutorial - English Version

Operational guide for presenting, selling, and tracking Negotiated Leads

OFFICIAL OPERATIONAL TUTORIAL

This publication consolidates the English tutorial into a single organized document. All body text, headings, rules, examples, and operational notes are presented in black for a clean professional reading format.

Tutorial Structure

Stage 1 - Getting to Know CraftCommunity

Before selling an opportunity, understand how CraftCommunity connects clients, Service Providers, and service opportunities.

Stage 2 - What Is a Lead Seller?

What the system is, the Lead Seller's role, and how opportunity referrals work.

Stage 3 - Your Lead Seller Account

Exclusive promotional code, sales, earnings, pending amounts, paid amounts, history, and BTC Wallet.

Stage 4 - Finding a Lead to Sell

How to identify an available opportunity that matches a particular provider.

Stage 5 - Finding a Service Provider

How to locate Service Providers through Facebook groups in the lead's region, search in Portuguese, English, and Spanish, evaluate groups, and publish the opportunity.

Stage 6 - Presenting the Opportunity

How to present the lead correctly without disclosing the client's private information.

Stage 7 - Using the Promotional Code

How to provide the personal code and how the buyer uses it.

Stage 8 - Purchasing the Negotiated Lead

What happens when the Service Provider decides to acquire the lead and how private data remains protected.

Stage 9 - Tracking the Sale

How to track Purchases, Gross Sales, Earned, Pending, and Paid.

Stage 10 - Registering the Bitcoin Wallet

How to register or change the Bitcoin wallet used to receive payments.

Stage 11 - Receiving Payment

Pending -> Paid flow, payment history, and TXID.

Stage 12 - Rules and Best Practices

Privacy, self-referral, improper promises, information integrity, and other rules.

Stage 13 - Complete Example

Available lead -> find professional -> present opportunity -> provide code -> purchase -> sale recorded -> commission -> payment.

Stage 1 - Getting to Know CraftCommunity

Before presenting an opportunity to a Service Provider, the Lead Seller needs to understand what is being presented. Selling a Negotiated Lead should not be merely forwarding an advertisement or a promotional code. The Lead Seller represents a bridge between CraftCommunity and the interested professional; therefore, the Lead Seller needs to understand how a service need reaches the platform, how it is organized, and which resources CraftCommunity offers to clients and Service Providers.

CraftCommunity was created to bring together people who need services performed and professionals and companies capable of performing them. This need exists every day in homes, properties, and businesses:

clients look for cleaning, painting, flooring, repairs, maintenance, renovations, and many other services, while professionals look for opportunities that match what they know how to do. The platform's role is to make this connection more organized, offering resources so that the client can better understand the need and the Service Provider can find work opportunities in a structured way.

One of the entry points into this process is Quick Quote. When a client uses Quick Quote, the client provides the information needed to describe the service to be performed. The questions vary according to the type of work and may include location, category and service, property or project characteristics, size, execution conditions, frequency, and other applicable details. This information is organized to form a clearer request and allow CraftCommunity to structure the opportunity. In this way, the lead that later appears on the platform does not originate merely as a name or a contact: it originates from a service need reported by the client and from data collected to better describe that work.

CraftCommunity also provides free resources to help clients research, understand, and look for services before making a decision. The idea is that a person does not need to know all the technical terms of a job in advance in order to begin a search. Research tools, Quick Quotes, information, and platform resources help the client organize what is needed and find paths to compatible professionals. The client may use these resources without having to buy a lead; the Negotiated Lead is a product aimed at the connection process with Service Providers, not a charge imposed on the client simply for seeking help or understanding a service.

When a request becomes an opportunity available to professionals, it may appear in the Available Jobs area. There, the Service Provider can review the released information about the job and decide whether the opportunity matches the provider's activity and service area. For opportunities made available as Negotiated Leads, CraftCommunity organizes the connection process and protects the client's private information in accordance with platform rules. The Service Provider purchases the connection opportunity; the Service Provider is not purchasing a guaranteed work contract. The rules, verification, and warranty applicable to the Negotiated Lead are explained in the following stages of this tutorial.

The platform seeks to serve both sides of this relationship. For the client, CraftCommunity provides ways to better understand the service being sought, organize information, and find resources and paths to professionals. For the Service Provider, it provides access to opportunities and tools related to the provider's activity. This model can be especially useful for independent professionals and small businesses that depend on new opportunities to maintain their activities, while also helping families, property owners, and companies find labor for real property needs.

This connection has a practical function in society. Maintenance, cleaning, construction, repair, and property-improvement services generate local work and solve concrete community needs. When information is organized and the connection between client and professional becomes more accessible, small providers may have more opportunities to present their work, while clients gain more resources for finding solutions. CraftCommunity seeks to participate in this process by creating a structure in which information, opportunity, and connection can circulate in a more organized manner.

This is where the Lead Seller enters. The Lead Seller does not merely sell a file or a contact. The Lead Seller presents the Service Provider with an opportunity that is part of this ecosystem. To do this professionally, the Lead Seller must know how to explain where the opportunity came from, what Quick Quote represents, what Available Jobs presents, what acquiring a Negotiated Lead means, and what limits exist in the process. The better the Lead Seller understands CraftCommunity, the clearer and more responsible the presentation to the professional will be.

After understanding this general operation, the next step is to understand exactly what the Lead Seller's role is within CraftCommunity.

Stage 2 - What Is a Lead Seller?

The Lead Seller is a CraftCommunity resource created to allow participants to present opportunities available on the platform to Service Providers who may be interested in those jobs.

The Lead Seller uses an exclusive promotional code to identify purchases originating from the Lead Seller's referral. When an eligible purchase is recorded by the system, the applicable commission is automatically calculated by CraftCommunity and can be tracked in the Lead Seller dashboard.

The Lead Seller's role is to connect the opportunity with the appropriate professional. The Lead Seller must not present the opportunity as a guaranteed contract and must not promise that the Service Provider will be hired by the client.

The client's private information remains protected in accordance with the CraftCommunity process. The Lead Seller must work only with opportunity information that is authorized for presentation to the potential buyer.

The Lead Seller dashboard allows the user to track the personal promotional code, sales attributed to the account, pending amounts, paid amounts, history, and the information required to receive payment.

Objective of This Stage

Upon completing this stage, the user should understand that the role is to locate potentially interested Service Providers, correctly present available opportunities, and use the promotional code so that eligible sales can be attributed to the user's account.

Review Note

This is a working document. The exact operation of buttons, sale statuses, payments, and other operational behaviors must be checked against the version of the Lead Seller system currently installed before final publication.

Stage 3 - Your Lead Seller Account

The Lead Seller dashboard is the account area used to track referrals and sales attributed to the user. It is where the Lead Seller checks the personal promotional code, tracks sales results, and maintains the information required to receive payment.

Each Lead Seller has an exclusive promotional code linked to the account. This code must be provided to the referred Service Provider so that an eligible purchase can be identified and correctly attributed to the Lead Seller.

The promotional code must be used by the buyer through the process provided by CraftCommunity. The Lead Seller must not use the Lead Seller's own code for a personal purchase or self-referral.

The dashboard also allows the user to track sales-related indicators. Under the current system structure, the main fields shown to the Lead Seller are Purchases, Gross Sales, Earned, Pending, and Paid.

Purchases represents purchases attributed to the Lead Seller. Gross Sales shows the sales volume related to recorded purchases. Earned represents earnings recorded for the Lead Seller. Pending identifies amounts that are still pending in the payment flow. Paid identifies amounts that have already been marked as paid.

The internal percentage used by CraftCommunity to calculate the commission does not need to be displayed or explained to the user in the public tutorial. The applicable amount is calculated by the system and shown in the dashboard.

The BTC Wallet area is used to register or update the Bitcoin wallet intended to receive payments. The wallet must be entered carefully because the address provided will be used in the payment process.

When a payment is administratively completed, the history may record the corresponding payment information, including the TXID when applicable. Payment history must be preserved for reference.

How to Use This Area

Access your Service Provider Account.

Locate the LEAD SELLER area.

Identify and copy your personal promotional code.

Check the purchases and amounts recorded in the dashboard.

Register or confirm your BTC Wallet before receiving payments.

Check Pending for amounts still being processed and Paid for completed payments.

Use the history to review records of previous payments and the TXID, when available.

Important

The Lead Seller must verify that the promotional code used by the buyer is the code linked to the Lead Seller's own account. Sale attribution depends on the code being correctly recorded in the purchase flow.

Objective of This Stage

Upon completing this stage, the user should know where to find the promotional code, how to track sales attributed to the account, how to interpret the dashboard's main financial statuses, and where to maintain the BTC Wallet.

Technical Validation Before Publication

The names Purchases, Gross Sales, Earned, Pending, Paid, BTC Wallet, and TXID follow the structure defined for Lead Seller. Before final publication of the tutorial, screens, buttons, and behaviors must be compared with the version actually installed on the website to avoid visual or operational discrepancies.

Stage 4 - Finding a Lead to Sell

The Lead Seller's first task is to choose an opportunity that can be presented to a compatible Service Provider. The selection should begin with the information available in the opportunity published by CraftCommunity.

Before looking for a buyer, the Lead Seller should analyze the type of service, location, project size or scope, stated conditions, and the connection price. The objective is to understand what type of professional can perform that work and in which region the professional needs to operate.

The Lead Seller does not need to choose just any available opportunity. It is preferable to work with leads that can be directed to professionals who are clearly compatible with the service and location.

Example: if the opportunity is Flooring - Laminate in Miami, FL, the search should be directed primarily to flooring contractors, laminate flooring installers, and other compatible professionals who serve Miami or the project region.

If the opportunity is Cleaning, the Lead Seller should observe which type of cleaning is being requested and look for companies or professionals who actually provide that type of service. The same principle should be applied to the other CraftCommunity niches.

Information That Should Be Reviewed

Job Type / job category.

Service / specific service requested.

City and State / opportunity location.

Size / project size, when applicable.

Project Details / available details about the job.

Scope / scope presented in the opportunity.

Estimated Labor Hours, when available.

Estimated Project Value or displayed price, when available.

Connection Fee / amount required to acquire the connection.

Other relevant public conditions presented in the opportunity.

How to Choose an Opportunity

STEP 1 - Open the opportunities available on CraftCommunity.

STEP 2 - Choose a job whose service can easily be associated with a specific type of professional.

STEP 3 - Check the city and state where the service will be performed.

STEP 4 - Read the details and scope before beginning to look for buyers.

STEP 5 - Identify which types of Service Providers would be technically compatible with that opportunity.

STEP 6 - Only after this analysis, begin looking for professionals who serve that region.

Client Private Information

The Lead Seller must respect the protection of the client's private information. Private data that has not been released for presentation must not be obtained, shared, published, or used in an attempt to bypass CraftCommunity's connection process.

The objective at this stage is to sell the connection opportunity using the information made available for evaluation of the job. Release of the client's private information occurs in accordance with CraftCommunity's purchase, verification, and approval process.

Practical Example

Opportunity: Flooring - Laminate

Location: Miami, Florida

Project area: 850 SF

Work: removal of the existing flooring and installation of laminate flooring.

Professional to look for: flooring contractor / laminate flooring installer who serves Miami and has the capacity to perform the presented scope.

Lead Seller's next action: locate potential Service Providers and present the opportunity without disclosing the client's protected private information.

What to Avoid

- Do not present the lead as a guaranteed contract.
- Do not change the opportunity's value, scope, or information to make it more attractive.
- Do not disclose the client's private data.
- Do not state that the Service Provider has already been hired.
- Do not direct the opportunity to a professional who is clearly incompatible with the service or location.
- Do not attempt to bypass CraftCommunity's purchase and connection process.

Objective of This Stage

Upon completing this stage, the Lead Seller should be able to select an opportunity, understand its main information, and define the profile of the Service Provider that should be sought for that job.

Technical Validation Before Publication

The fields displayed to the Lead Seller must be compared with the current version of the Available Jobs page before final publication. The tutorial should mention only information that is actually available to the user at this stage of the system.

Stage 5 - Finding a Service Provider

The objective of this stage is to find Service Providers who may be interested in the selected opportunity using only Facebook groups related to the lead's location.

To keep prospecting organized and reduce unsolicited individual commercial contacts, the Lead Seller must not look for professionals on websites, personal pages, emails, phone numbers, SMS, WhatsApp, or private messages solely to offer an opportunity.

The strategy defined by CraftCommunity for this stage is simple: the Lead Seller publishes the opportunity in an appropriate Facebook group and allows interested professionals themselves to initiate contact.

In this way, the Service Provider sees the post by the provider's own choice within a community in which the provider already participates. If interested in the presented job, the provider may respond to the post or contact the Lead Seller to request more information.

Official Prospecting Method

STEP 1 - Identify the exact service of the opportunity.

STEP 2 - Identify the city, state, and region where the project will be performed.

STEP 3 - On Facebook, look for groups that are part of that city, region, or local market.

STEP 4 - Whenever possible, prioritize groups related to contractors, home services, construction, maintenance, or the service corresponding to the lead.

STEP 5 - Read the group's rules before posting. If the group does not allow commercial promotion, work opportunities, or similar posts, do not post.

STEP 6 - Create a professional and creative post presenting only the authorized information about the opportunity.

STEP 7 - Do not publish the client's private information.

STEP 8 - Wait for interested Service Providers themselves to respond to the post or contact the Lead Seller.

STEP 9 - Only after the professional demonstrates interest, continue the conversation and present the additional permitted information.

STEP 10 - Avoid repetitive or excessive posts of the same opportunity in the same group.

EXAMPLE

Look for the area in the group labeled Create post, Post, or Discussion. In that area there is a text box where you can make your post as follows:

“Looking for a House Cleaner
Residential Service
2-Bedroom Apt.”

Or

“Looking for a Flooring Installer
Installation of 1,200 sq ft of
Hardwood Flooring.”

Where to Look

Facebook Groups - this is the only channel defined in this tutorial for Lead Seller prospecting.

The group must have a real connection with the project's location. Local community groups, contractor groups, home-services professional groups, construction groups, maintenance groups, or service-specific groups may be used, provided the group's rules allow this type of post.

The Lead Seller must not use the group's member list to initiate private approaches. The first contact must occur through the post. An individual conversation begins only when the professional demonstrates interest.

How to Present the Opportunity in the Group

The post can be creative and attractive, but it must remain faithful to the lead. The objective is to generate interest among compatible professionals without stating that the job is guaranteed.

Example post:

Service Opportunity - Laminate Flooring - Miami, FL

A flooring opportunity is currently available in Miami, Florida. The project is approximately 850 SF and includes removal of the existing flooring and installation of laminate flooring.

If you are a flooring contractor or laminate flooring installer serving the Miami area and would like to learn more about this opportunity, comment or contact me for additional information.

Available through CraftCommunity as a Negotiated Lead. This is an opportunity to connect with a potential client and is not a guaranteed contract.

Practical Example

Selected opportunity: Flooring - Laminate.

Location: Miami, Florida.

Action: locate Facebook groups related to Miami where compatible professionals can view the opportunity.

Post: present the job without disclosing the client's phone number, address, or other private data.

Response: wait for an interested Service Provider to respond or voluntarily contact the Lead Seller.

Next action: after an expression of interest, proceed to Stage 6 - Presenting the Opportunity.

Organizing Interested Professionals

The Lead Seller may keep a simple list only of professionals who voluntarily demonstrated interest. The list may contain the professional's or company's name, service, city/region, the channel through which contact occurred, date, and status of the conversation.

This organization must not contain private information about the CraftCommunity client.

Understand the Region Before Looking for Groups

Before searching for groups on Facebook, the Lead Seller should better understand the project's location. For this purpose, Google Maps may be used exclusively as a geographic orientation tool.

At this stage, Google Maps must not be used to locate companies, collect phone numbers or emails, or initiate commercial contacts. Its purpose is to help the Lead Seller understand where the lead's city is located, which cities are nearby, and which regional names may be useful when searching Facebook groups.

How to Use the Map

STEP 1 - Open Google Maps and search for the city stated in the lead.

STEP 2 - Observe where the city is located within the state.

- STEP 3 - Use zoom to view the city more closely and then zoom out to understand the surrounding region.
- STEP 4 - Identify nearby cities, relevant urban centers, and regional names that can be used when searching for groups.
- STEP 5 - Write down 3 to 5 nearby locations that make sense for expanding the search.
- STEP 6 - Use those names on Facebook together with the Portuguese, English, and Spanish keywords taught in this tutorial.
- STEP 7 - When a Service Provider demonstrates interest, confirm with the provider whether the provider actually serves the project's location. Geographic proximity observed on the map must not be treated as confirmation of the professional's service area.

Usage Example

Imagine that the lead is located in a smaller city in Massachusetts. The Lead Seller searches for that city on Google Maps, uses zoom to understand the region, and identifies larger cities or nearby communities.

Then, instead of searching only for the exact name of the lead's city, the Lead Seller can test Facebook combinations using nearby locations, such as "Brazilians in [nearby city]," "contractors [nearby city]," "home services [region]," or "contratistas [nearby city]."

This expands the geographic search without changing the main rule: prospecting continues to be carried out through posts in Facebook groups, not through direct contact with companies found on the map.

What to Observe on the Map

- Exact city of the lead.
- Neighboring cities and nearby urban centers.
- Region or metropolitan area to which the city belongs, when clearly indicated.
- Approximate geographic distance between locations only as a visual reference.
- Names of locations that may generate new Facebook-group searches.

Limits on the Use of Google Maps

- The map helps to understand geography, but by itself does not determine the commercial service area of a Service Provider.
- Do not assume that a professional serves a particular city simply because the professional is geographically nearby.
- Do not use businesses displayed on the map to begin individual prospecting by phone, email, SMS, WhatsApp, or private messages.
- Do not use the map to try to locate the client's private address.
- Travel times, traffic, and routes may vary. When relevant, this information should be treated only as a reference and confirmed by the Service Provider.

Recommended Geographic Flow

LEAD -> locate city on Google Maps -> use zoom to understand the region -> identify nearby cities -> search Facebook groups in Portuguese, English, and Spanish -> evaluate the groups -> publish the opportunity -> wait for a voluntary expression of interest.

How to Locate the Right Groups

The search should begin with the lead's location. The Lead Seller may combine the city or state with words related to the community, profession, or service. To broaden the results, the same search may be performed in English, Portuguese, and Spanish.

Search Model

[community or profession] + [city or state]

Examples in Portuguese: “Brasileiros em Massachusetts,” “Brasileiros em Boston,” “Brasileiros em New York,” “Brasileiros em New Jersey,” “Prestadores de serviços em Massachusetts,” and “Profissionais brasileiros em Boston.”

Examples in English: “contractors in Massachusetts,” “home services Massachusetts,” “construction workers Boston,” “flooring contractors Boston,” “house cleaners Massachusetts,” and “painters Massachusetts.”

Examples in Spanish: “Latinos en Massachusetts,” “Contratistas en Massachusetts,” “Trabajadores de construcción Boston,” “Pintores en Massachusetts,” and “Servicios para el hogar Massachusetts.”

The Lead Seller may replace Massachusetts/Boston with the state and city corresponding to the lead and replace the profession with the service being sought.

Search in More Than One Language

When the first search does not find suitable groups, the Lead Seller should repeat the search by translating the main terms into English, Portuguese, and Spanish. The purpose is not to assume a professional's origin, but to broaden the search among different communities and local groups that may bring together compatible Service Providers.

Example: for a Painting lead in Boston, the Lead Seller may search “painters Boston,” “pintores em Boston,” “pintores en Boston,” “contractors Boston,” “Brasileiros em Boston,” and “Latinos en Boston.”

Criteria for Evaluating a Group Before Joining or Posting

The number of members is only one indicator. As an operational reference, groups with 10,000 or more members may be prioritized when they are also active and relevant, but a smaller group that is highly specific to the city or profession may be more useful than a large generic group.

Location - the group genuinely represents the lead's city, state, or region.

Relevance - there are professionals, contractors, service providers, or local members who may be interested in the opportunity.

Recent activity - there are recent posts and interactions; apparently abandoned groups should receive lower priority.

Number of members - preferably groups with a good member base; 10,000+ may be used as a reference without being an absolute requirement.

Rules - the group allows service posts, opportunities, commercial promotion, or similar content.

Moderation - the Lead Seller must respect post approval, frequency limits, and administrator guidelines.

Quality - avoid groups dominated by spam, repetitive posts, content unrelated to the community, or signs of low real activity.

Group privacy - public groups may make initial evaluation easier, but the fact that a group is public does not automatically mean advertising is allowed. The group's rules always prevail.

Example URLs for Learning How to Locate Groups

The URLs below are examples of groups used as search references. They do not represent a partnership, endorsement, or official CraftCommunity channel. Name, number of members, privacy, activity, and rules may change. The Lead Seller must open the group and verify current conditions before posting.

Facebook Group - Brazilians in New York - documented example:

<https://www.facebook.com/groups/242540673074285/>

Facebook Group - Brazilians in Virginia - documented example:

<https://www.facebook.com/groups/797608163646381/>

Facebook Group - example for checking within Facebook:

<https://www.facebook.com/groups/261856625034266/>

Facebook Group - example for checking within Facebook:

<https://www.facebook.com/groups/517313901765255/>

Facebook Group - Brazilians NY and NJ - example for checking within Facebook:

<https://www.facebook.com/groups/BrasileirosNYeNJ/>

Rule Before Using Any URL

Never post merely because a group appears in this tutorial. Before each post, confirm that the group is still active, corresponds to the correct region, and allows that type of content. If the rules do not allow it, look for another suitable group.

Recommended Flow

LOCATE THE LEAD -> identify city/state -> search Facebook groups in English, Portuguese, and Spanish -> evaluate location, activity, members, and rules -> choose suitable groups -> create the post -> wait for a voluntary expression of interest -> only then speak directly with the Service Provider.

When a Service Provider Demonstrates Interest

After a Service Provider responds to the post or voluntarily contacts the Lead Seller, the individual approach should continue in a brief and respectful manner. The initial objective is not to ask for a phone number or WhatsApp. The Lead Seller should confirm the interest and ask whether the professional would like to receive the complete opportunity information by email.

The Service Provider chooses whether to provide an email address. If the provider does not want to provide one, the Lead Seller must not insist or look for an email on websites, profiles, directories, or other sources in order to bypass that choice.

Short Facebook Reply Template

"Thank you for your interest. I can send you the complete PDF of the opportunity by email, with the available details, the applicable Negotiated Lead rules/warranty, and my promotional code so you can review it carefully. If you would like to receive it, please tell me which email address you prefer to use."

After the Email Address Is Voluntarily Provided

STEP 1 - Confirm that the address was provided by the Service Provider for the purpose of receiving the information.

STEP 2 - Download the corresponding opportunity PDF from the CraftCommunity Available Jobs area.

STEP 3 - Save the PDF on the computer or device using a name that identifies the opportunity without including improper private data.

STEP 4 - Prepare a short, professional email that is faithful to the lead information.

STEP 5 - Attach the opportunity PDF. The PDF brings together the information made available for forwarding and the rules/warranty incorporated into the document according to the CraftCommunity flow.

STEP 6 - Include the Lead Seller's personal promotional code in the body of the email and instruct the Service Provider to use it in the applicable purchase flow if the provider decides to acquire the opportunity.

STEP 7 - Include in the footer a simple way to stop future emails from the Lead Seller.

STEP 8 - After sending, do not pressure the Service Provider by phone, WhatsApp, or repetitive messages. Wait for the professional's decision.

How to Download and Save the Opportunity PDF

Access the CraftCommunity Available Jobs page.

Locate exactly the opportunity that the Service Provider expressed interest in reviewing.

Use the DOWNLOAD PDF button available on the card or in the opportunity view.

When the browser opens or downloads the file, use the Download/Save option to keep a copy on the device.

Before attaching it, confirm that the PDF corresponds to the correct opportunity.

Do not edit the PDF to change price, scope, warranty, or opportunity information.

Attach that same PDF to the email sent to the Service Provider.

Email Relationship

Providing an email address for one opportunity must not be treated as permanent authorization. If the Lead Seller wishes to send future compatible opportunities, communication should remain moderate and each message should offer a simple way to stop future messages.

Recommended Footer

"If you do not want to receive future opportunities by email from this Lead Seller, reply to this message with the word CANCEL. After the request, new opportunity emails must stop."

If the Service Provider replies CANCEL, the Lead Seller must record that preference and must not send new opportunities to that address. Cancellation of future emails does not interfere with an opportunity or purchase that the professional has already independently decided to evaluate.

What to Avoid

- Do not collect emails or phone numbers from websites in order to offer leads individually.
- Do not send unsolicited SMS, WhatsApp messages, emails, or private messages.
- Do not individually approach group members who have not demonstrated interest.
- Do not post in groups whose rules prohibit this type of content.
- Do not repeat the same post excessively.
- Do not disclose the client's private information.
- Do not state that the professional already has the job or that hiring is guaranteed.
- Do not present yourself as the client's representative.
- Do not change lead information to artificially increase interest.

- Do not insist after the professional states that there is no interest.

Objective of This Stage

Upon completing this stage, the Lead Seller should know how to promote an opportunity in Facebook groups related to the lead's location and allow interested Service Providers themselves to initiate contact.

CraftCommunity Operational Rule

For this tutorial, Service Provider prospecting is limited to Facebook groups. The objective is to standardize Lead Seller activity, reduce unsolicited individual contacts, and maintain greater control over how opportunities are promoted.

Each group's rules must be respected. When a post is not permitted, the Lead Seller should look for another suitable group instead of attempting to bypass moderation.

Stage 6 - Presenting the Opportunity

After identifying a compatible Service Provider, the Lead Seller should present the opportunity clearly, professionally, and faithfully to the information made available by CraftCommunity.

The purpose of the approach is not to convince the professional that the job is guaranteed. The purpose is to show that a connection opportunity is available, present the permitted information for evaluation, and direct the professional to CraftCommunity if interested.

The presentation should be short enough to be easy to read, but it should contain the information necessary for the Service Provider to understand the type of work, location, basic scope, and available conditions before deciding whether to evaluate the opportunity.

Information That May Be Included in the Presentation

Type of service and job category.

City and state where the project will be performed.

Project size or dimensions, when available.

Faithful summary of the scope and Project Details presented by CraftCommunity.

Estimated Labor Hours, when this information is available to the Lead Seller.

Estimated Project Value, when available for presentation.

Connection Fee or information needed for the Service Provider to evaluate acquisition of the connection.

The Lead Seller's personal promotional code and the applicable buyer benefit, according to the current CraftCommunity flow.

Information That Must Not Be Disclosed

- Private client data that is still protected by the CraftCommunity process.
- Phone number, address, or other private information that has not been authorized for presentation.
- Information obtained outside the CraftCommunity flow for the purpose of bypassing client protection.
- Any information invented, altered, or added to make the opportunity more attractive.

How to Continue After the Professional Demonstrates Interest

The first individual conversation takes place only after the Service Provider demonstrates interest in the group post. At that point, the Lead Seller should be concise and ask whether the professional would like to receive the complete presentation by email.

Email is the channel recommended in this tutorial for sending the opportunity documentation. Phone and WhatsApp are not necessary for the Lead Seller to present the Negotiated Lead.

Email Template - Complete Opportunity Presentation

Subject: Service Opportunity - [SERVICE] - [CITY, STATE]

Hello [SERVICE PROVIDER NAME],

Thank you for your interest in the opportunity I shared.

I am sending the PDF for the [SERVICE] opportunity in [CITY, STATE]. The attached document contains the available project information and the applicable Negotiated Lead rules/warranty so you can review the opportunity before deciding whether you want to proceed.

Opportunity: [SERVICE]

Location: [CITY, STATE]

Project summary: [SHORT, ACCURATE SUMMARY]

Promotional code: [YOUR CODE]

If you decide that this opportunity fits your business, you can access CraftCommunity, review the available job and use my promotional code [YOUR CODE] in the applicable purchase process.

A Negotiated Lead is an opportunity to connect with a potential client and is not a guaranteed contract. Please review the attached PDF and the CraftCommunity information before making your decision.

Best regards,

[YOUR NAME]

CraftCommunity Lead Seller

Email preference: If you do not want to receive future opportunities from this Lead Seller, simply reply to this email with the word CANCEL. Future opportunity emails to this address must then stop.

What to Attach and Check Before Sending

Attach the PDF downloaded directly from the corresponding opportunity in Available Jobs. Check the service, city/state, and other information before sending. Do not alter the PDF, do not add private information, and do not send a PDF from another opportunity.

The promotional code should also appear in the body of the email so that the Service Provider already has the code available if, after reviewing the PDF and the website, the provider decides to proceed with the purchase.

After Sending

The Lead Seller may wait for the Service Provider's response without requiring a phone number. If the professional wants to proceed, the professional must be directed to CraftCommunity's official flow. If the professional replies CANCEL, new opportunity emails from that Lead Seller to that address must stop.

Practical Example

Selected lead: Flooring - Laminate.

Location: Miami, FL.

Project: approximately 850 SF, including removal of the existing flooring and installation of laminate flooring.

Approach: after the professional demonstrates interest in the group post, ask whether the professional would like to receive the details by email. If the professional voluntarily provides an email address, send the corresponding opportunity PDF, the summarized presentation, and the Lead Seller's promotional code.

The Lead Seller must not provide the client's private phone number or address before release as provided for by the platform process.

What the Lead Seller Must Not Promise

- Do not say that the Service Provider has already won the job.
- Do not guarantee that the client will hire the professional.
- Do not guarantee revenue, profit, or recurring work.
- Do not state that CraftCommunity controls the client's final decision.

- Do not promise conditions different from the information actually presented in the opportunity.

If the Professional Shows Interest

The Lead Seller must direct the professional to the official CraftCommunity flow, provide the promotional code, and allow the Service Provider to analyze the opportunity and decide whether to acquire the connection.

The purchase of the connection follows the CraftCommunity process. The client's private information remains protected until the applicable purchase, verification, and release conditions are completed.

Objective of This Stage

Upon completing this stage, the Lead Seller should know how to present an opportunity professionally, use only permitted information, avoid improper promises, and correctly direct the Service Provider to the official CraftCommunity flow.

Technical Validation Before Publication

The final text about where to enter the promotional code and how the buyer accesses the opportunity must be compared with the currently installed version of the purchase flow. The templates above are approach texts and do not replace validation of the actual buttons and screens on the website.

Stage 7 - Using the Promotional Code

The promotional code is the identifier used to link a Lead Seller referral to the purchase process carried out by the Service Provider. Each Lead Seller must use the exclusive code linked to the Lead Seller's own account.

After the Service Provider demonstrates interest in the opportunity, the Lead Seller must provide the promotional code and instruct the buyer to use it in the field made available by CraftCommunity during the applicable flow.

The code does not replace the purchase of the connection, does not release the client's private data, and does not represent automatic approval of the opportunity. It serves to identify the referral and apply the benefit available to the buyer according to the system's current rules.

Benefit for the Buyer

Under the configuration defined for Lead Seller, the promotional code grants the buyer a 5% discount on the applicable purchase amount. The buyer must enter the code correctly so that the system can recognize the benefit.

How to Use the Code

STEP 1 - The Lead Seller accesses the account and locates the exclusive promotional code.

STEP 2 - The Lead Seller copies the code exactly as it appears in the dashboard.

STEP 3 - After the Service Provider demonstrates interest, the Lead Seller provides the code to the buyer.

STEP 4 - The Service Provider accesses the official CraftCommunity flow and selects the opportunity the provider wishes to acquire.

STEP 5 - In the area provided for the promotional code, the buyer enters the code received from the Lead Seller.

STEP 6 - The system validates the code and, when eligible, applies the corresponding benefit.

STEP 7 - The buyer reviews the information before completing the process.

STEP 8 - When the eligible purchase is correctly recorded, it may be attributed to the corresponding Lead Seller account.

Example

Lead Seller code: [YOUR CODE]

Service Provider: professional referred by the Lead Seller.

Action: the professional selects an opportunity on CraftCommunity and enters [YOUR CODE] in the applicable field.

Expected result: if the code is valid and the purchase is eligible, the buyer's benefit is applied and the referral is linked to the Lead Seller in the system.

Important Precautions

- Copy and send the code exactly as it appears in the dashboard.
- Do not alter letters, numbers, or the structure of the code.
- Do not use another Lead Seller's code.
- Do not use your own code for self-referral or your own purchase.

- Do not promise the buyer that the code guarantees hiring by the client.
- Do not present the code as a way to directly release the client's private data.
- Ask the buyer to confirm that the code was accepted in the flow before completing the transaction.

If the Code Does Not Work

The Lead Seller must first check whether the code was entered correctly and whether it matches the code displayed in the account. If the problem continues, the buyer must not attempt to bypass the system. The situation should be handled through the applicable CraftCommunity support channel.

How the Sale Reaches the Lead Seller Dashboard

The promotional code functions as part of the link between the referral and the Lead Seller account. When the system recognizes an eligible purchase associated with the code, the corresponding records may appear in the Lead Seller dashboard for tracking.

The internal commission calculation is performed by the system. The public tutorial should instruct the user to track the amounts displayed under Earned, Pending, and Paid, without exposing the internal administrative formula.

Objective of This Stage

Upon completing this stage, the Lead Seller should know how to locate, copy, and provide the promotional code, correctly explain its purpose to the buyer, and understand that the code identifies the referral without replacing CraftCommunity's official purchase, verification, and connection process.

Technical Validation Before Publication

The 5% discount and the association of the code with the Lead Seller follow the configuration defined for the system. The exact location of the promotional-code field, button text, validation messages, and the moment when the discount appears must be checked against the installed version of the purchase flow before final publication of this tutorial.

Stage 8 - Purchasing the Negotiated Lead

When the Service Provider decides to acquire an opportunity, the transaction moves from the presentation process carried out by the Lead Seller to CraftCommunity's official purchase and connection flow.

The Lead Seller does not manually release the client's private information and does not control approval of the connection. From that point forward, purchase processing, data protection, and verification of the client's availability are handled by the CraftCommunity system and support.

The Negotiated Lead represents an opportunity to connect with a potential client. Purchasing the connection does not represent a guaranteed service contract and does not guarantee that the client will hire the Service Provider.

What Happens When the Service Provider Purchases

STEP 1 - The Service Provider selects Purchase This Job.

STEP 2 - The corresponding Connection Fee is deducted from the credits available in the Service Provider's account.

STEP 3 - The purchase enters the verification process.

STEP 4 - The client's private information remains protected while verification is in progress.

STEP 5 - CraftCommunity verifies whether the client is still available for the service.

STEP 6 - The availability verification process may take up to 2 hours.

STEP 7 - If the client remains available, the connection is approved and the information is sent to the Service Provider's Inbox.

STEP 8 - After approval, the Service Provider is responsible for contacting the client professionally and within a reasonable period of time.

If the Client Is No Longer Available

If CraftCommunity determines during verification that the client is no longer available, 100% of the credits deducted for that connection are immediately returned to the Service Provider. The professional also receives a notification stating that the client is no longer available.

Protection of Private Information

During purchase and verification, the client's private information remains protected. It must not be provided by the Lead Seller or obtained through means intended to bypass the CraftCommunity process.

The information is released only after approval of the connection, in accordance with the CraftCommunity process.

After Approval

The Service Provider receives the information necessary to contact the client.

The Service Provider must make contact professionally and confirm directly with the client the final scope, price, schedule, materials, and conditions of the work.

The commercial relationship is then conducted directly between the Service Provider and the client.

CraftCommunity does not guarantee payment for the service by the client, does not define the final terms agreed upon between the parties, and does not guarantee execution or the outcome of the work.

What Is the Lead Seller's Role at This Stage?

After the buyer enters the official Negotiated Lead acquisition flow, the Lead Seller must not interfere with availability verification, attempt to release private information, or negotiate on behalf of the client.

The Lead Seller should track the Lead Seller's own referral through the Lead Seller dashboard. Handling of the connection and administrative communication related to the purchase belong to the CraftCommunity and Service Provider flow.

Important: Opportunity Does Not Mean a Guaranteed Contract

The Connection Fee compensates for the connection service and the process related to the lead. It does not represent the purchase of a guaranteed contract, does not guarantee the client's indefinite availability, and does not guarantee that the commercial relationship will continue after the initial connection.

Summary Example

The Lead Seller presents an opportunity to a flooring contractor.

The professional accesses CraftCommunity and decides to acquire the connection.

The Service Provider selects Purchase This Job.

The credits corresponding to the Connection Fee are deducted.

The private data remains protected while CraftCommunity verifies the client's availability.

If approved, the professional receives the information in the Inbox and may contact the client.

If the client is no longer available during verification, the connection credits are returned according to CraftCommunity's rules.

Objective of This Stage

Upon completing this stage, the Lead Seller should understand what happens after the Service Provider decides to purchase the opportunity, why private data remains protected during verification, and where the Lead Seller's role ends in the connection process.

Operational Basis of This Stage

This stage follows the process defined in CraftCommunity's Negotiated Lead rules: Purchase This Job, deduction of the Connection Fee in credits, protection of private information during verification, availability verification of up to 2 hours, approval and delivery of the information to the Inbox, or full return of the credits when the client is no longer available during verification.

Stage 9 - Tracking the Sale

After an eligible purchase is associated with the Lead Seller's promotional code, tracking is performed through the LEAD SELLER dashboard in the account.

The dashboard was structured to allow the Lead Seller to track referrals without manually calculating amounts. The financial records and statuses displayed by the system should be used as the reference for tracking each sale.

The main indicators defined for the dashboard are Purchases, Gross Sales, Earned, Pending, and Paid.

Purchases

Purchases represents purchases attributed to the Lead Seller account. This indicator allows the user to track how many eligible transactions were linked to the user's promotional code.

Gross Sales

Gross Sales represents the gross volume of sales recorded and attributed to the Lead Seller. This field serves as a reference for the commercial volume generated by referrals linked to the account.

Earned

Earned shows the amount of earnings recorded for the Lead Seller according to CraftCommunity's internal calculations. The user does not need to calculate the commission manually; the user should track the amount displayed by the system.

Pending

Pending identifies amounts recorded for the Lead Seller that are still pending in the payment flow. An amount in Pending must not be interpreted as a payment already completed.

Paid

Paid identifies amounts that have already been recorded as paid to the Lead Seller. After administrative completion of the payment, the corresponding record should remain available in the history for reference.

Sales and Payment History

The Lead Seller should use the history to track records associated with the account.

The history makes it possible to distinguish amounts that are still pending from amounts already paid.

When applicable, the payment record may include information such as date, amount, and transaction TXID.

Paid records should be preserved as history and not treated as disposable items after payment.

How to Track a Sale

STEP 1 - Access your Service Provider Account.

STEP 2 - Open the LEAD SELLER area.

STEP 3 - Check whether Purchases changed after an eligible purchase.

STEP 4 - Check Gross Sales to track the recorded volume.

STEP 5 - Check Earned to verify the earnings recorded by the system.

STEP 6 - Check Pending to identify amounts still awaiting completion of payment.

STEP 7 - After payment, check Paid and the corresponding history.

STEP 8 - When a TXID is available, use it as a reference for the recorded transaction.

Example of Reading the Dashboard

Purchases: indicates that one or more purchases were attributed to the account.

Gross Sales: shows the gross volume related to recorded sales.

Earned: shows the earnings calculated and recorded for the Lead Seller.

Pending: shows amounts still pending payment.

Paid: shows amounts that have already been paid.

History: allows review of previous records and, when available, payment data.

Important

The Lead Seller must not manually alter amounts in an attempt to reproduce the platform's internal calculation.

The internal administrative percentage used to calculate the commission does not need to be displayed in the public tutorial.

The amount displayed by the system is the Lead Seller's operational reference.

Pending does not mean Paid. Payment should only be considered completed when it is recorded as paid in the corresponding flow.

If an expected sale does not appear, the Lead Seller should check whether the buyer correctly used the promotional code and, if necessary, use the applicable support channel.

Objective of This Stage

Upon completing this stage, the Lead Seller should know how to interpret Purchases, Gross Sales, Earned, Pending, and Paid, track sales history, and correctly distinguish a recorded earning from a payment that has actually been completed.

Technical Validation Before Publication

The indicator names follow the structure defined for the Lead Seller dashboard. Before final publication, the location of the fields, displayed text, history format, and presentation of the TXID must be compared with the version currently installed in the Service Provider Account.

Stage 10 - Registering the Bitcoin Wallet

To receive a payment recorded by CraftCommunity in the Lead Seller flow, the user must keep a valid Bitcoin Wallet registered in the account.

The wallet functions as the destination address provided by the Lead Seller. Therefore, the address must be carefully checked before it is saved or updated.

CraftCommunity uses the address registered in the dashboard for the administrative payment process. The Lead Seller is responsible for providing a wallet to which the Lead Seller has access and for confirming that the address is correct.

Where to Register the Wallet

Access your Service Provider Account and locate the LEAD SELLER area. Within that area, use the BTC Wallet field to register or update the Bitcoin address associated with your account.

How to Register

STEP 1 - Open a Bitcoin Wallet under your control.

STEP 2 - Locate the option to receive Bitcoin and copy the receiving address.

STEP 3 - Return to the LEAD SELLER area of CraftCommunity.

STEP 4 - Paste the address into the BTC Wallet field.

STEP 5 - Compare the beginning and end of the pasted address with the address displayed in your wallet.

STEP 6 - Save or update the information using the control available on the page.

STEP 7 - After saving, check that the address continues to be displayed correctly in your account.

Precautions Before Saving

- Copy the address directly from your own wallet to reduce typing errors.
- Do not manually alter characters in the address.
- Check especially the first and last characters after pasting.
- Do not register a wallet to which you do not have access.
- Do not share your wallet's seed phrase, recovery phrase, private key, or password with CraftCommunity, buyers, or other users.
- CraftCommunity needs the public receiving address for payment; the wallet's private credentials must remain only with the owner.

Public Wallet Address Is Not a Private Key

The BTC Wallet address registered for receiving payment is payment-destination information. It is not the wallet's seed phrase or private key. Seed phrase, recovery phrase, and private key are security information and must not be entered in the BTC Wallet field.

Updating the Wallet

The BTC Wallet address may be updated in the account when necessary. Before changing a wallet that is already registered, the Lead Seller should verify that the new address is not being confused with private credentials and should carefully check the destination address.

Before Receiving a Payment

- Confirm that the registered wallet remains under your control.
- Check the address displayed in the dashboard again.
- Check Pending to identify amounts still awaiting payment.
- After a payment is administratively completed, check Paid and the corresponding history.
- When a TXID is recorded, it may be used as a reference for the transaction.

Simple Example

The Lead Seller opens the wallet and selects Receive.

Copies the Bitcoin address displayed by the wallet itself.

Pastes that address into the BTC Wallet field in the LEAD SELLER area.

Checks the address and saves it.

The address becomes associated with the account for use in the administrative payment flow.

Important Limitations

Registering a wallet does not mean that a payment is immediately available and does not turn a Pending amount into Paid. Payment status must be tracked through the dashboard indicators and history.

The TXID recorded in the history serves as a reference for the transaction reported in the administrative process. Actual confirmation of the transaction on the Bitcoin network depends on consulting the network itself or an external blockchain service.

Objective of This Stage

Upon completing this stage, the Lead Seller should know where to register the BTC Wallet, how to copy and verify the receiving address, and which security information must never be shared.

Technical Validation Before Publication

The BTC Wallet field and the ability to update it follow the structure defined for the Lead Seller dashboard. Before final publication, the exact text of the save/update button and the messages displayed after saving must be compared with the version currently installed in the Service Provider Account.

Stage 11 - Receiving Payment

When an eligible sale generates an amount for the Lead Seller, the dashboard allows the payment to be tracked from Pending status until it is recorded as Paid.

Payment to the Lead Seller is a process separate from the purchase made by the Service Provider. The user should track the amounts recorded in the account and keep the BTC Wallet correct before payment.

An amount displayed as Pending should not yet be considered received. Payment should only be treated as completed when the corresponding record is marked Paid in the administrative flow.

Payment Flow

STEP 1 - An eligible sale is recorded and linked to the Lead Seller account.

STEP 2 - The system records the corresponding earning in the dashboard.

STEP 3 - While payment has not yet been completed, the amount remains in Pending.

STEP 4 - The Lead Seller must keep a valid and correct BTC Wallet registered in the account.

STEP 5 - CraftCommunity administratively makes the payment to the registered wallet.

STEP 6 - After administrative completion, the payment is recorded as Paid.

STEP 7 - The history preserves the data corresponding to the payment.

STEP 8 - When available, the TXID is recorded as a reference for the Bitcoin transaction.

Pending

Pending means that an amount exists in the Lead Seller flow, but the payment has not yet been marked as completed. The Lead Seller should wait for completion of the process and keep the receiving information updated.

Paid

Paid means that the payment has been administratively recorded as completed. The amount paid should remain available in the account history for later reference.

TXID

The TXID is the identifier of a Bitcoin transaction. When it is available in the payment history, it may be used as a reference to locate and check the transaction in a blockchain explorer.

Recording the TXID in the dashboard does not replace independent confirmation on the Bitcoin network. The transaction's status on the blockchain depends on the network itself and should be checked externally when necessary.

Before Payment

- Check that the registered BTC Wallet belongs to you and remains accessible.
- Check the first and last characters of the address.
- Do not send a seed phrase, private key, or password to receive payment.
- Do not consider a Pending amount as money already received.
- If you need to change the wallet, update it before payment processing whenever possible.

After Payment

- Check whether the amount moved from Pending to Paid.

- Check the payment history.
- When there is a TXID, use it as the transaction reference.
- Check receipt directly in your wallet or through an appropriate external tool for consulting the Bitcoin network.
- Keep the history for future reference.

Tracking Example

The Lead Seller has an eligible sale recorded.

The dashboard shows the corresponding earning and the amount appears in Pending.

The registered BTC Wallet is checked before payment.

CraftCommunity administratively processes the payment.

The record changes to Paid.

The history keeps the payment information and, when applicable, the TXID.

The Lead Seller may externally check the Bitcoin transaction using the TXID.

What the Lead Seller Should Understand

Earned, Pending, and Paid represent different statuses. Earned records the earning calculated by the system; Pending indicates an amount still pending in the payment flow; Paid indicates a payment recorded as completed.

The Lead Seller does not need to know or reproduce the internal administrative formula used to calculate the commission. For the public tutorial, the operational reference is the amounts displayed by the dashboard itself.

Limitations and Security

CraftCommunity administratively records the payment and may store the corresponding TXID. On-chain confirmation, number of confirmations, possible network delays, and availability of external consultation services are not controlled by the Lead Seller dashboard.

Objective of This Stage

Upon completing this stage, the Lead Seller should understand the Pending -> payment -> Paid path, know how to check the BTC Wallet, locate the history, and use the TXID as a reference to verify a Bitcoin transaction.

Technical Validation Before Publication

Before final publication, the exact names of statuses, buttons, history fields, and the way the TXID is presented must be compared with the installed version of the Lead Seller dashboard. Confirmation of the transaction on the blockchain depends on external validation and cannot be confirmed solely by the website's administrative record.

Stage 12 - Rules and Best Practices

The Lead Seller represents a bridge between opportunities published on CraftCommunity and Service Providers who may be interested in them. To preserve trust in the system, each opportunity must be presented professionally, faithfully to the available information, and within the platform's official flow.

The rules below consolidate the precautions presented in the previous stages and should guide the Lead Seller's daily activity.

1. Present Only True Information

Use only information available in the opportunity or officially provided by CraftCommunity. Do not invent price, size, scope, deadline, availability, client condition, or any other detail to make the lead more attractive.

2. Do Not Promise Hiring

A Negotiated Lead is an opportunity for connection. The Lead Seller must not state that the Service Provider has already won the job, will be hired, or will receive a particular amount. The final hiring decision belongs to the client and the professional.

3. Protect the Client's Private Data

Protected private information must not be disclosed, searched for in order to bypass the system, or passed on before release provided for by the CraftCommunity process. The Lead Seller works with the information authorized for presentation of the opportunity.

4. Look for Compatible Professionals

Before approaching a Service Provider, check whether the professional offers the corresponding service and serves the project region. A well-targeted referral reduces unnecessary approaches and improves the quality of the presentation.

5. Use Only Your Own Promotional Code

The promotional code is individual and linked to the Lead Seller account. Do not use someone else's code, alter its structure, or attempt to create alternative codes.

6. Do Not Self-Refer

The Lead Seller must not use the Lead Seller's own promotional code for a personal purchase for the purpose of generating referral attribution or benefit. The system was defined to prevent self-referral.

7. Direct the Purchase to the Official Flow

When there is interest, the Service Provider must be directed to CraftCommunity's official process. The Lead Seller must not attempt to sell private information outside the platform, receive the Connection Fee directly, or replace the platform's purchase process.

8. Explain the Promotional Code Correctly

The promotional code identifies the referral and, when eligible, applies the benefit configured for the buyer. It does not guarantee hiring, does not automatically release client data, and does not replace verification of the opportunity.

9. Do Not Expose Internal Administrative Calculations

The Lead Seller should track the amounts shown under Earned, Pending, and Paid. The internal administrative formula used by CraftCommunity to calculate the commission does not need to be presented or reproduced in public material.

10. Keep the BTC Wallet Correct

Before receiving payments, check that the registered BTC Wallet belongs to you and is correct. Never share a seed phrase, recovery phrase, private key, or password. To receive payment, the dashboard needs only the public destination address intended for the BTC Wallet field.

11. Distinguish Pending from Paid

Pending means the amount is still in the payment flow. Paid means the payment has been administratively recorded as completed. Do not present a Pending amount as money already received.

12. Preserve the History

Use the account history to track previous payments. When there is a TXID, it may serve as a reference for consulting the Bitcoin transaction. On-chain confirmation depends on the Bitcoin network or an appropriate external service.

13. Avoid Spam and Misleading Approaches

Prospecting should be directed to professionals who have a real relationship with the service and the opportunity's region. Avoid repetitive mass messages, false identity, improper pressure, misleading statements, or any presentation that could confuse the professional about the nature of CraftCommunity or the Negotiated Lead.

14. Respect the Service Provider's Decision

The professional must be able to evaluate the opportunity and decide whether to proceed. If there is no interest, the Lead Seller should end the approach professionally, without excessive insistence.

15. Respect Email Preferences

The email voluntarily provided by the Service Provider should be used in moderation. Each opportunity email should offer a simple instruction to stop future messages. If the professional replies CANCEL, the Lead Seller must record the preference and stop sending new opportunity emails to that address.

Do not look for another email address, phone number, or channel to bypass a cancellation request.

Checklist Before Presenting a Lead

- Is the service clear?
- Have the city and state been checked?
- Does the professional actually work in this type of service?
- Does the professional serve the project region?
- Is the information presented exactly the information available in the opportunity?
- Is no protected private data being disclosed?
- Is the promotional code being used your own code?
- Does the message make it clear that this is a connection opportunity and not a guaranteed contract?

Checklist Before Receiving a Payment

- Does the registered BTC Wallet belong to you?
- Has the address been checked?
- Is the amount still Pending or already Paid?
- Has the history been checked?
- Is there a TXID recorded as a reference for the transaction?

Objective of This Stage

Upon completing this stage, the Lead Seller should know the limits of the role, protect client data, present opportunities accurately, correctly use the promotional code, and track payments without bypassing CraftCommunity's processes.

Technical Validation Before Publication

These best practices consolidate the flow defined in the previous stages. Before final publication, field names, system messages, and operational rules that depend on the installed implementation must be compared with the active version of CraftCommunity.

Stage 13 - Complete Example

In this stage, we will follow a complete example of a Lead Seller's work, from choosing an opportunity through tracking payment.

The names and data below are only a teaching example. The Lead Seller must always use the actual information presented by CraftCommunity when working with an opportunity.

Example Scenario

Opportunity: Flooring - Laminate.

Location: Miami, Florida.

Project area: approximately 850 SF.

Summary scope: removal of the existing flooring and installation of laminate flooring.

Professional sought: flooring contractor or laminate flooring installer serving Miami.

Lead Seller: user with an active account and personal promotional code on CraftCommunity.

Step 1 - Choose the Opportunity

The Lead Seller accesses the available opportunities and finds a Flooring job in Miami. Before beginning prospecting, the Lead Seller reads the available information and checks the service, location, project size, scope, and stated conditions.

No protected private client data is used at this stage.

Step 2 - Define the Ideal Professional

Based on the type of service, the Lead Seller concludes that the search should focus on professionals specializing in flooring and laminate flooring installation who serve Miami or the project region.

Step 3 - Find Service Providers

The Lead Seller searches Facebook for groups related to Miami and, whenever possible, groups related to contractors, home services, or flooring. Before posting, the Lead Seller checks the group's activity, number of members, location, and rules. The Lead Seller then publishes the opportunity and waits for interested professionals to voluntarily express interest.

Step 4 - Select a Compatible Contact

After the post, a flooring contractor demonstrates interest. The Lead Seller replies briefly and asks whether the professional would like to receive the complete opportunity PDF by email. The professional voluntarily chooses whether to provide an email address.

Step 5 - Present the Opportunity

With the email address voluntarily provided, the Lead Seller downloads the opportunity PDF from Available Jobs, checks that the file corresponds to the correct lead, and sends the document by email together with an accurate summary and the promotional code.

Example message:

Subject: Laminate Flooring Opportunity - Miami, FL

Thank you for your interest. I am sending the attached PDF for the laminate flooring opportunity in Miami, FL. The document contains the available project information and the applicable Negotiated Lead rules/warranty.

Promotional code: [YOUR CODE]

If the opportunity fits your business, you can review it on CraftCommunity and use my promotional code in the applicable purchase process.

If you do not want to receive future opportunities from this Lead Seller, reply CANCEL.

Step 6 - Explain the Opportunity Correctly

If the professional demonstrates interest, the Lead Seller explains that the Negotiated Lead is a connection opportunity and not a guaranteed contract. The Lead Seller does not promise hiring, revenue, or results.

Step 7 - Provide the Promotional Code

The Lead Seller copies the promotional code directly from the dashboard and sends it to the Service Provider. The buyer must use that code in the applicable CraftCommunity flow.

When eligible, the code applies the benefit configured for the buyer and allows the referral to be associated with the Lead Seller.

Step 8 - Service Provider Begins the Purchase

The Service Provider accesses the opportunity on CraftCommunity and decides to proceed. In the flow defined for Available Jobs, the provider selects Purchase This Job.

The corresponding Connection Fee is deducted from the account credits and the opportunity enters the verification process. The client's private information remains protected during this stage.

Step 9 - CraftCommunity Verifies Availability

CraftCommunity verifies whether the client remains available. The process defined for Negotiated Leads may take up to 2 hours.

If the client is no longer available during this verification, 100% of the credits deducted for the connection are returned to the Service Provider according to the platform's rules.

Step 10 - Approval and Connection

If the opportunity is approved, the information necessary for the connection is released to the Service Provider through the CraftCommunity flow. From that point, the professional may contact the client and directly address the final details of the work.

The Lead Seller does not negotiate on behalf of the client and does not interfere with release of the private data.

Step 11 - Sale Appears in the Lead Seller Dashboard

When the purchase is eligible and correctly associated with the promotional code, the corresponding records may appear in the LEAD SELLER area.

Purchases: tracks attributed purchases.

Gross Sales: tracks the recorded gross volume.

Earned: shows the earning calculated by the system.

Pending: shows amounts still awaiting completion of payment.

Paid: shows amounts recorded as paid.

Step 12 - Check the BTC Wallet

Before payment, the Lead Seller checks that the BTC Wallet is correctly registered. The public receiving address must be under the Lead Seller's control.

Seed phrase, recovery phrase, private key, and password must never be entered in the BTC Wallet field or shared with third parties.

Step 13 - Track Pending

While payment has not yet been administratively completed, the amount remains in Pending. Pending does not mean that the Bitcoin has already been received.

Step 14 - Payment and Paid

After CraftCommunity administratively processes the payment to the registered wallet, the corresponding record may change to Paid. The history remains available for reference.

Step 15 - Check the TXID

When a TXID is recorded, the Lead Seller may use it as a reference to check the Bitcoin transaction. Actual confirmation on the blockchain depends on the network itself or an external consultation service.

Summary of the Complete Flow

Choose a compatible lead.

Understand the service, location, and scope.

Find suitable Service Providers.

Present the opportunity without disclosing private data.

Explain that there is no guaranteed contract.

Provide the promotional code.

The Service Provider decides whether to purchase.

The purchase follows CraftCommunity's official flow.

Private data remains protected during verification.

The connection is approved or the credits are returned if the client is no longer available during verification.

The eligible sale is tracked in the Lead Seller dashboard.

The Lead Seller keeps the BTC Wallet correct.

The amount passes through Pending status.

After administrative payment, the record changes to Paid.

The history and TXID may be used for tracking.

Expected Result

Upon completing this tutorial, the Lead Seller should be able to carry out the entire process without accessing private information prematurely, without promising hiring to the Service Provider, and without bypassing CraftCommunity's official flow.

Conclusion of the Lead Seller Tutorial

The Lead Seller's role is to identify suitable opportunities, find compatible Service Providers, correctly present Negotiated Leads, use the promotional code, and track sales and payments through the dashboard.

The quality of the process depends on three principles: truthful information, protection of client data, and use of CraftCommunity's official flow.

This document remains editable so that text, screens, button names, and operational rules can be updated as the system evolves.

Final Validation Before Publication

Before publishing this tutorial for users, compare the current Service Provider Account, Available Jobs, purchase flow, promotional code, BTC Wallet, history, and payment-status screens with the descriptions in this document. Interface elements and operational behavior may change and must be validated directly against the version installed on the website.