Profile & portfolio

Give buyers enough detail to picture you at their event and decide whether to enquire.



Build your profile free

Publish by 31 January 2027 to keep £9.99/month for that profile until you cancel it. New profiles first published from 1 February 2027 cost £19.99/month.

0% booking commission

Build my free profile

Your listing and web address

Bring your introduction, biography, services, packages, guide prices, credentials and travel information together on a public page.

Categories and occasions

Choose a main category, additional categories or supplier type and the events you cover. A magician who hosts weddings can show both skills.

Eight photographs

Add a cover and seven gallery pictures. Reorder them and adjust the crop, zoom and focal point.

Three videos

Add YouTube or Vimeo links. The first playable film appears beneath your name on both your directory and shared profiles. The others appear further down.

Build free and preview privately

Save a draft, pick it up on another device and publish when ready. Later edits stay private until you publish them.

An optional AI head start

Start from your website or a written description, review the suggestions and keep the wording that sounds like you.

Up to three profiles

Manage separate acts or businesses under one standard login. Each published profile has its own membership.

Link in bio & QR

Give someone you meet at a gig, fair or showcase one address for everything you do.



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A page in your colours

Set your logo, background, buttons and booking action. Preview your Linktree-style page on desktop and mobile.

Buttons for any public link

Add as many as you need, with custom labels and icons. Link to Spotify, tickets or a press kit, or to a menu, brochure, tasting calendar or quote form.

One short address to share

Use it in a social bio, Story, email signature or proposal. Share to WhatsApp, Facebook, LinkedIn or through your phone's share menu.

A QR card for meeting in person

Show it full screen, download a PNG or print it for your stand. Scanning it opens your branded profile.

UK & Google discovery

Reach buyers who know what they need and where they need it, even if they have never heard your name.



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Service, place and occasion

Buyers can look for close-up magic for a Bristol wedding or photo booth hire in Kent and follow a link to a relevant member.

Local SEO when you publish

Published services and coverage update your search information, internal links and sitemap. Use the suggested search description or supply your own.

Across all four UK nations

Cover towns, villages, cities, counties, boroughs, districts and islands. Your profile distinguishes your base, named service areas and nationwide travel.

Visibility from the first listing

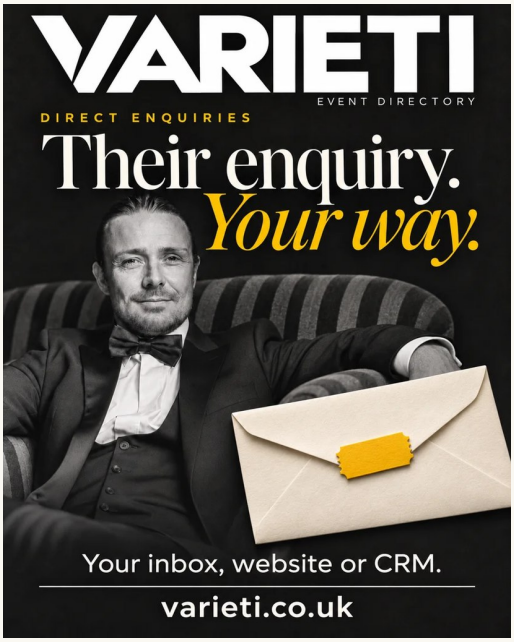
One qualifying member can be discovered through their profile and category. Three genuine matches can qualify for a local comparison page. Google decides what it indexes and ranks.

Fair directory exposure

Listings shuffle and top spots are never sold. Rotating homepage spotlights, event guides and lucky-dice discovery give buyers more routes to members.

Direct enquiries

Let clients contact you the way you already run your business, and agree your own fees and terms.



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Choose your booking route

Set the availability button wording. Route it to My Studio, a booking page, a compatible embedded CRM form or your agent's approved booking destination.

Make contact easy

Add phone, email, WhatsApp, website and social buttons. Set an email subject or prefill a WhatsApp message.

An inbox for each profile

Get email notifications and reply by email from My Studio. See sent replies and delivery status. The buyer's reply comes to your verified email address.

Keep track of conversations

Filter new or handled enquiries, mark them handled, archive, restore or delete them. You negotiate directly with the client.

Client reviews

Put feedback from previous clients beside the work a new buyer is considering.



Ask for a review directly

Send your Write me a review link. Clients can publish their name, comments and a one-to-five-star rating without creating an account.

Connect up to four sources

Find a Google business by name or Maps share link, or add an authorised review page. Google supplies up to five selected reviews. Supported pages can supply individual reviews and other sources can appear as links.

Reviews on the profile

Up to three appear beneath your photos, before additional videos. Buyers can expand longer reviews or open your dedicated reviews page.

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Journal & Ask the Pros

Give your latest wedding, performance or event a page you can share with the next client.



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Tell the story behind the work

Publish text, photography or video under your profile. Feature a real wedding, a case study, a new package or behind-the-scenes work.

Choose how it looks when shared

Save drafts, preview, edit and publish. Upload a social share image for a video story so it carries your chosen artwork.

Answer planners in Ask the Pros

Published performers and suppliers can answer matching planning questions in My Studio. A substantive published answer appears with your profile photo, location and a link to your listing. Up to three eligible members can contribute to a question.

Turn readers into enquiries

Stories link to your profile and your enabled booking route. Track article views and contact activity.

Work & referrals

Hear about dates that fit your business and pass work to another member when you're booked.



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Buyer Events

View private matching briefs with date, location and indicative budget. Express interest to send your profile. New requests accept up to five member introductions per selected category.

Gig Share and Event Share

Performers use Gig Share and suppliers use Event Share. Post a date you can't cover, browse opportunities, filter by category and put your profile forward.

Alerts and private handovers

Alert eligible members once, review interested profiles and pass client details privately to your choice. Control your opportunity email preferences.

Referral rewards

Track your personal referral link in My Studio. Every three referred members who complete their first qualifying full-price month earn you a free month on an eligible monthly profile. You can earn it again.

Quotes & invoices

Take a client from an agreed price to a deposit and final balance with paperwork in your own brand.



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Business setup and a shared logo

Save your business and UK bank transfer details, optional VAT information, deposit percentage and payment terms. Logo changes sync both ways with your share page for newly issued documents.

Up to six saved services

Select and combine services from a dropdown and adjust prices for an individual quote.

A quote for this booking

Add client name and email, gig or event details, date, location, a personal message, quote expiry and payment due dates.

Deposit and balance worked out

Mark a £600 quote accepted with a 25% deposit and VARIETI prepares the £150 deposit invoice and £450 balance invoice.

Preview, download or send

Check each branded PDF, email it through VARIETI or download it to send yourself. Check delivery or record that you sent it elsewhere.

A seven-day balance reminder

If the balance invoice still needs sending, VARIETI reminds you seven days before the event. You decide when to send it to the client.

My Studio, insights & social publishing

See how people find and contact you, then keep your profiles and membership up to date from your phone.



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The Social Slide

After your first successful membership payment, write a post in My Studio, add photos or a video, choose your channels and preview it. Publish to Facebook Pages, Instagram professional accounts, personal LinkedIn profiles and Threads profiles. Check the result for each channel in Post history.

Activity from publication

See listing impressions, profile visits, website and social clicks, phone, email, WhatsApp and booking-button clicks, and CRM form opens. Submitted VARIETI enquiries are counted separately.

Detailed insights after 90 days

See trends and recorded traffic sources. Distinguish buyers who came straight from Google from those who reached your profile through a VARIETI local page.

Mobile-friendly My Studio

Switch profiles, edit introductions, photos, films, contact details and links, and read the team's Studio updates.

Manage your membership

Manage payment details, membership invoices, renewal, sign-in details and email preferences, or contact support.