

# QUICKSTART GUIDE

## Contents:

- **'images' folder –**
  - Titled: for those who'd simply like to sell it using the same product name but without my name, Aurelius Tjin, on it.
  - Blanks: Freely add your own title using any graphic software. A little adjustments to the positioning is all that's needed to touch it up.
  - PSD: Photoshop editable files.
- **'Document' folder –**
  - titled-only.pdf: use this one in combination of the 'Titled' graphics. This "plain" version has no direct reference to any of my sites.
  - titled-only.doc: the editable version.
  - Original.doc the original report in editable form
- **'site' folder –**
  - Edit the salesletter with your name and order link and rename the thank you page to one that's a little harder to guess like 034u0329432940.htm.
  - Images folder: place your customized graphics in this folder.

## How To Customize The Salesletter

Modify anything you'd like on the page to fit your needs.

Replace text in pink, and make sure to read through it carefully. If you don't have a shopping cart or payment system, you can simply add a Paypal button. Step-by-step instructions below.

## How To Customize the Word File

You'll need Microsoft Word to open the .doc file. If you don't have Word, you may alternatively download <http://www.openoffice.org> for free.

Make sure to edit the author name, put your own offers, change the title (optional), and you're free to add your own content to add more meat to it.

## How To Convert a Word Document To PDF File

If you're using Open Office, then you don't need any third-party PDF software. Open Office has its own PDF converter.

Alternatively, you can use PDF995 [www.pdf995.com](http://www.pdf995.com). These free PDF programs aren't always reliable. The links in your document may not be clickable after PDF conversions.

I use Adobe Acrobat Professional, which is quite dear in terms of price. An alternative would be to use [PDF Creator](#)

## How To Customize The Graphics

Use Photoshop to edit the .PSD files. You can get a 30 day trial version of Photoshop here: <http://www.adobe.com/downloads/>

I've supplied you with a bonus action script to turn your 2D report to a 3D eCover report. But do note, this is only for Photoshop users. It does not work with Elements or any other graphic software.

If you don't have Photoshop, you may use the blank graphics (supplied) to add your own titles.

### **Uploading Your Files To Your Server**

I use FileZilla (<http://filezilla-project.org>) to upload files to the host. It's free.

## **How To Add a Payment Link/Order Button On Your Salespage**

Here's a tutorial on how to add a Paypal button for your product(s):

**Step 1:** Login to your Paypal account or signup for one at [www.paypal.com](http://www.paypal.com). Once in, click on the 'Merchant Services' Tab. Click on 'Buy Now Buttons' once in.

The screenshot shows the PayPal Merchant Services page. At the top, there is a navigation bar with the PayPal logo and links for 'Log Out', 'Help', and 'Security Centre'. Below this is a secondary navigation bar with tabs for 'My Account', 'Send Money', 'Request Money', 'Merchant Services', 'Auction Tools', and 'Products & Services'. The 'Merchant Services' tab is highlighted. On the left side, there is a 'Merchant Tools' sidebar with links for 'Website Payments Standard', 'Email Payments', 'Payflow Gateway', 'Additional Payment Option', and 'International Sales'. The main content area features a large banner with the text 'Privacy. Prevention. Protection.' and a sub-headline 'Merchant Tools'. Below the banner, there is a section titled 'Website Payments' with a description and a 'Key Features' list. The 'Key Features' list includes 'PayPal Shopping Cart', 'Buy Now Buttons', 'Other Leading Carts', 'Subscriptions & Recurring Payments', 'Donations', and 'Gift Vouchers'. A red arrow points from the 'Merchant Services' tab to the 'Merchant Tools' section, and another red arrow points from the 'Buy Now Buttons' link in the 'Key Features' list to the right.

PayPal

Log Out | Help | Security Centre

My Account | Send Money | Request Money | **Merchant Services** | Auction Tools | Products & Services

**Merchant Tools**

- Website Payments Standard
- Email Payments
- Payflow Gateway
- Additional Payment Option
- International Sales

Resources

- What is PayPal?
- Pricing
- Online Logo Centre
- Security for Merchants

**Merchant Tools**

PayPal is your all-in-one payment solution. PayPal allows you to accept bank cards and PayPal account balances.

**Privacy. Prevention. Protection.**

Our three industry-leading safeguards ensure your money and information stays safe when you pay with PayPal.

**Accept all major forms of payment.** Get features comparable to merchant accounts and gateways at a lower cost. Accept credit cards, bank transfers, debit cards, and more.

VISA | MASTERCARD | BANK

4 powerful solutions to meet your business needs.

**Website Payments**

Customers shop on your website and pay on PayPal. This is an easy, quick way to start accepting credit cards online. A simple integration into your shopping cart allows your customers to pay securely and easily.

[Learn more](#) | [Technical overview](#) | [Compare](#)

**Key Features**

- PayPal Shopping Cart
- Buy Now Buttons**
- Other Leading Carts
- Subscriptions & Recurring Payments
- Donations
- Gift Vouchers

[View all features](#)

**Payflow Gateway**

The industry-leading payment gateway

**Step 2:** Fill in the details. Put in the product name, price and select an appropriate button for your product.

**PayPal**

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

### Buy Now buttons

See Demo

Sell individual items on your website by creating a customised payment button. [More Resources](#)  
Techniques, examples, and more.

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#### Create Buy Now button

Item details

Item name/service:

Item ID/number: (optional)

Price:

Currency:

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country:

Weight: (Optional)  Kgs

---

#### Choose button style

<input checked="" type="radio"/>  107x26	<input type="radio"/>  107x26
<input type="radio"/>  122x47	<input type="radio"/>  122x47
<input type="radio"/>  86x21	<input type="radio"/>  86x21

Need more choices?  
[Other button sizes](#) | [Use your own button image](#)

Click here if you'd like more buttons

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#### Button encryption

Yes **Make sure this is checked on 'Yes'**  
Your item price and other details are [encrypted](#) and cannot be altered.  
**Note:** Selecting encryption means you cannot use option fields or create email links.

No  
Non-encrypted buttons allow you to directly modify your HTML code, create [option fields](#), and generate email links.

**Step 3:** Once you've completed these steps, scroll down and make sure to click on 'Add More Options'.

Currency:  ?

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country:  ?

Weight: (Optional)  Kgs ?

---

**Choose button style**

<input checked="" type="radio"/>  107x26	<input type="radio"/>  107x26
<input type="radio"/>  122x47	<input type="radio"/>  122x47
<input type="radio"/>  86x21	<input type="radio"/>  86x21

**Need more choices?**  
[Other button sizes](#) | [Use your own button image](#)

---

**Button encryption**

Yes Your item price and other details are [encrypted](#) and cannot be altered.  
**Note:** Selecting encryption means you cannot use option fields or create email links.

No Non-encrypted buttons allow you to directly modify your HTML code, create [option fields](#), and generate email links.

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**Postage Method Options**  
Configure your shipping method options for this button.

Use my shipping calculations set up in my Profile ?

Use a flat rate amount  USD ?

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[Mobile](#) | [Mass Pay](#) | [Referrals](#) | [About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Security Centre](#) | [Contact Us](#) | [User Agreement](#) | [Developers](#) | [Product Disclosure Statement](#)

**Step 4:** Put in your download page link in the 'Successful Payment URL' field. Make sure to test the download link first. Click on the 'Create Button Now' once you've done that.

### Buy Now buttons - Page 2

#### Add option fields to your page (optional)

Option Fields are not compatible with encrypted buttons. To use option fields, please return to the previous page by clicking the 'Edit' button below and changing the security settings so that your buttons are not encrypted.

Learn more about [how to use option fields](#) on your website.

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#### Customise your payment pages (optional)

Choose a custom payment page style to match your website, and give customers a seamless payment experience. [Learn more](#)

Primary Page Style: 1plus1

Custom Payment Page Style:

**Put the URL to your download page here**

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#### Customise your donor's experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. www.yourshop.com)

Successful Payment URL:

Payment Data Transfer:  Off

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. www.yourshop.com/cancel)

Cancel Payment URL:

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#### Quantity and shipping preferences

Would you like to give buyers the option to purchase more than one of this particular item or service?  
**Note:** Please be aware that this will allow customers to choose any quantity they want.

Yes  No

Would you like your buyers to provide you with their postal address?

Make postage optional.  Yes, require postage.  No postage needed.

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#### Customer notes and special instructions

Do you want customers to have the option to include a note with their payment?

Yes  No

Note Title:  (30 character limit)

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#### Choose an email address to receive payment (optional)

I would like to receive payments at the following email address:

Email Address:

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[Mobile](#) | [Mass Pay](#) | [Referrals](#) | [About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Security Centre](#) | [Contact Us](#) | [User Agreement](#) | [Developers](#) | [Product Disclosure Statement](#)

**Step 5:** Copy the code Paypal has generated for you. This is the order button which will be inserted to your salespage.

**PayPal**

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

### Add a Buy Now button to your website

**Copy your custom HTML code**

Click the **Select All** button to highlight the code within the box and then copy it.

**Note:** An email link will not be generated if you are using button encryption. To turn encryption off, return to the previous page and click the **No** button under **Button encryption**.

**Encrypted HTML code for Websites:**  
(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="s-xclick">
<input type="image"
src="https://www.paypal.com/en AU/i/btn/btn_buynow_1G.gif" border="0"
name="submit" alt="PayPal - The easier way to pay online."
img alt="PayPal logo" data-bbox="318 328 348 358" style="vertical-align: middle;"/>
<input type="hidden" name="hosted_button_id" value="XXXXXXXXXX">
</form>

```

Select All

**Paste the HTML code into your email**

Use an HTML editor to open the code you just copied into a text file and paste the code next to the item you want to sell.

Some HTML editors may add, delete, or change characters in your code. Make sure that the button code pasted into your webpage is identical to the code above.

**To Create Another Button**

You can create additional payment buttons by clicking **Create Another Button** and repeating the same steps.

Create Another Button Done

Mobile | Mass Pay | Referrals | About Us | Accounts | Fees | Privacy | Security Centre | Contact Us | User Agreement | Feedback | Product Disclosure Statement

This is a demo salespage. At this point, you should know where you want your order button to go. Make sure you have your HTML editor opened.

Example:

## "My Website"

Dear Friend,

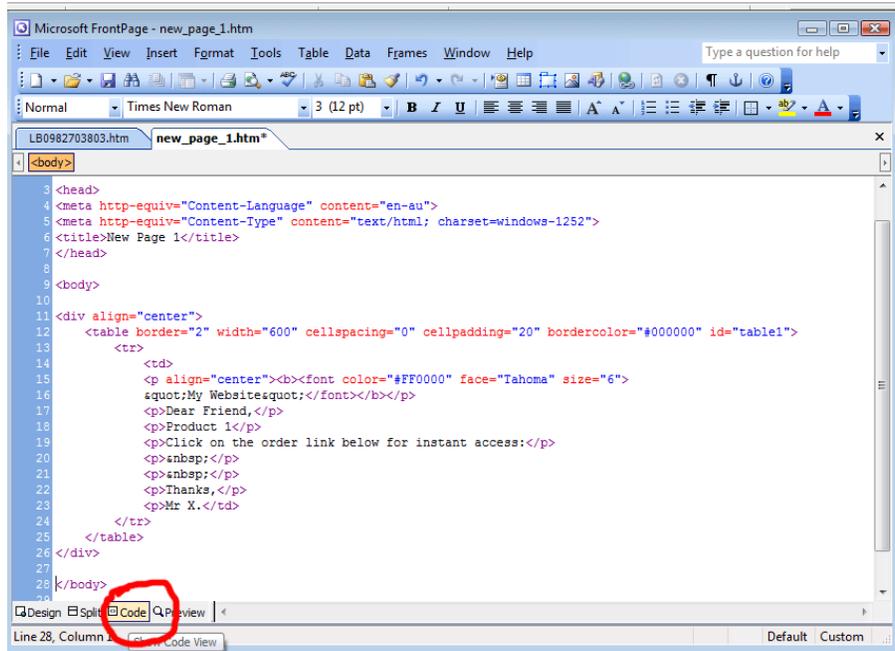
Product 1

Click on the order link below for instant access:

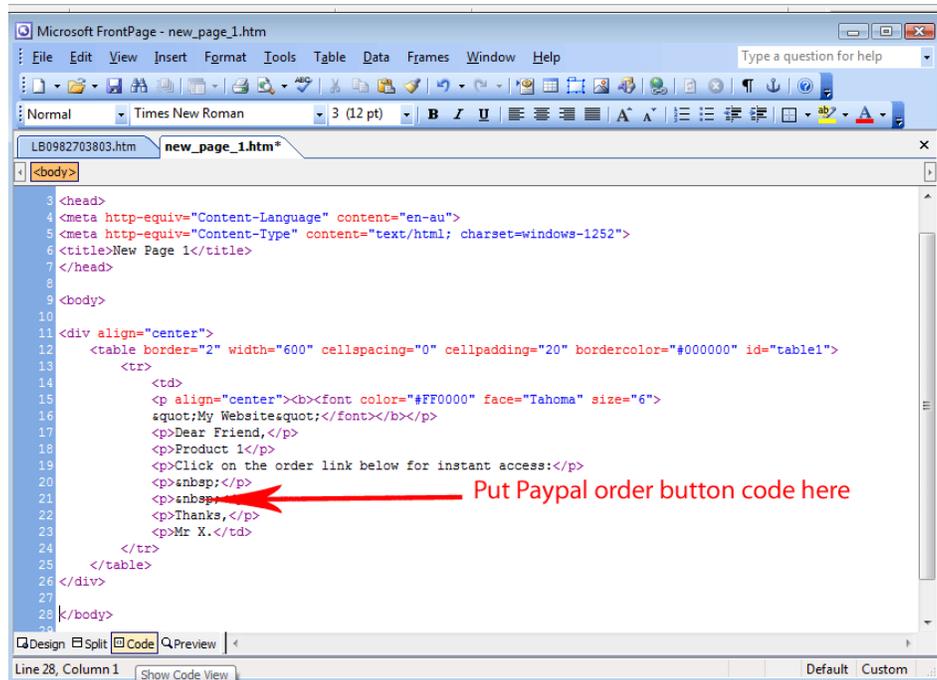
Thanks,

Mr X.

**Step 6:** In Your HTML webpage editor, click on the 'Code' tab or view. All HTML editors should have this feature.



**Step 7:** 'Paste' your Paypal order button code. Example:



It should look like this after:

```
Microsoft FrontPage - new_page_1.htm
File Edit View Insert Format Tools Table Data Frames Window Help
Type a question for help
new_page_1.htm
5 <meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
6 <title>New Page 1</title>
7 </head>
8
9 <body>
10
11 <div align="center">
12 <table border="2" width="600" cellspacing="0" cellpadding="20" bordercolor="#000000" id="table1">
13 <tr>
14 <td>
15 <p align="center"><b><font color="#FF0000" face="Tahoma" size="6">
16 <quot;My Website"</font></b></p>
17 <p>Dear Friend,</p>
18 <p>Product 1</p>
19 <p>Click on the order link below for instant access:</p>
20 <p>&nbsp;</p>
21 <p><form action="https://www.paypal.com/cgi-bin/webscr" method="post">
22 <input type="hidden" name="cmd" value="_s-xclick">
23 <input type="image" src="https://www.paypal.com/en_AU/i/btn/btn_buynow_LG.gif" border="0" name="submit" alt="PayPal
24 
25 <input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----MIIHfwYJKoZIhvcNAQcEoIIHcDCCB2wCAQExggEwMIIBLAIB
26 </form></p>
27 <p>Thanks,</p>
28 <p>Mr X.</p>
29 </td>
30 </tr>
31 </table>
32 </div>
```

**Step 8:** Save the file. Your Paypal order button should now appear when you open your webpage:

