

QUICKSTART GUIDE

By [Aurelius Tjin](#)

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. 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. Use a free graphics software, like [GIMP](#), to edit your graphics if you don't have Photoshop.

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. Once in, click on the 'Merchant Services' Tab. Click on 'Buy Now Buttons' once in.



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.

Create Buy Now button

Item details

Item name/service:

Item ID/number: (optional)

Price:

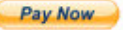
Currency: ?

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

☒  107x26	☐  107x26
☐  122x47	☐  122x47
☐  86x21	☐  86x21

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

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: US Dollars ?

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: Australia ?

Weight: (Optional) Kgs ?

Choose button style

☒ Buy Now 107x26

☐ Pay Now 107x26

☐ Buy Now 122x47 

☐ Pay Now 122x47 

☐ Buy Now 86x21

☐ Pay Now 86x21

Need more choices?

[Other button sizes](#) | [Use your own button image](#)

Button encryption

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Your item price and other details are [encrypted](#) and cannot be altered.

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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 ?

Create Button Now

Add More Options

[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.

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: Select one...

Preview

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: Edit ?

Payment Data Transfer: Off Edit

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

Cancel Payment URL: ?

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.

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)

Choose an email address to receive payment (optional)

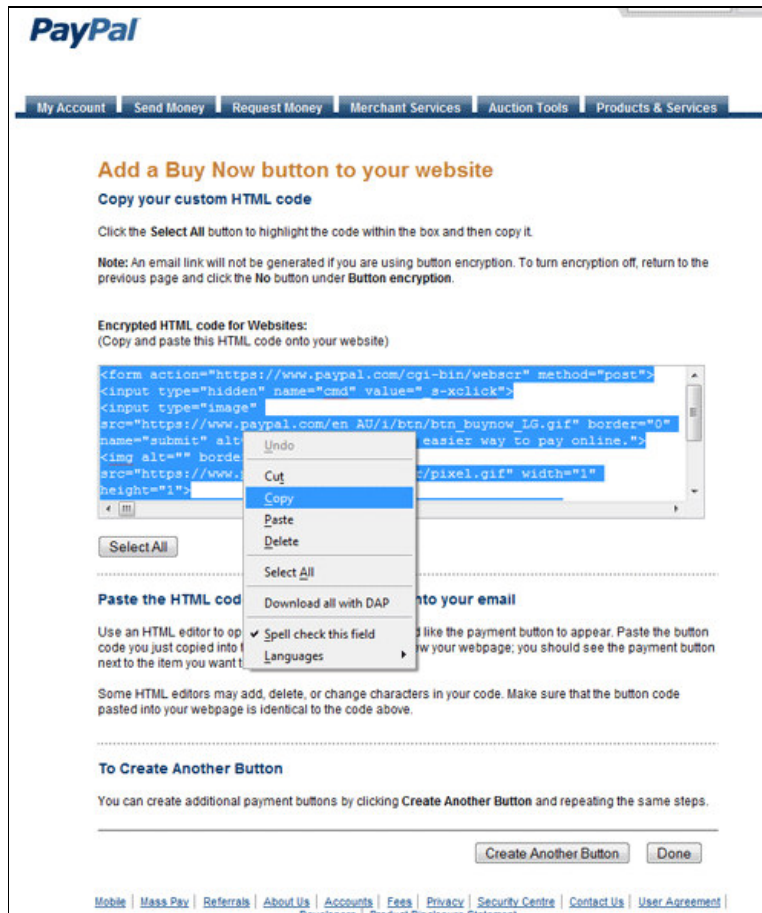
I would like to receive payments at the following email address:

Email Address: ?

Create Button Now Edit

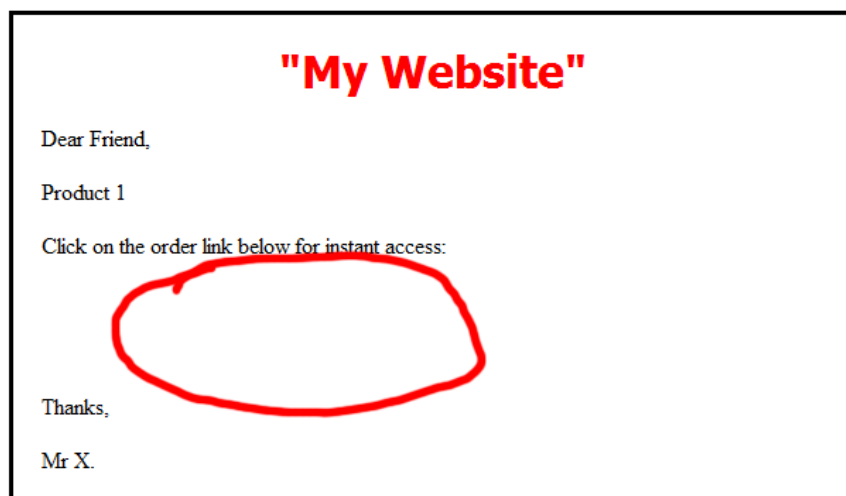
[Mobile](#) | [Mass Pay](#) | [Referrals](#) | [About Us](#) | [Accounts](#) | [Fees](#) | [Privacy](#) | [Security Centre](#) | [Contact Us](#) | [User Agreement](#) | [Developers](#) | [Product Disclosure Statement](#)

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

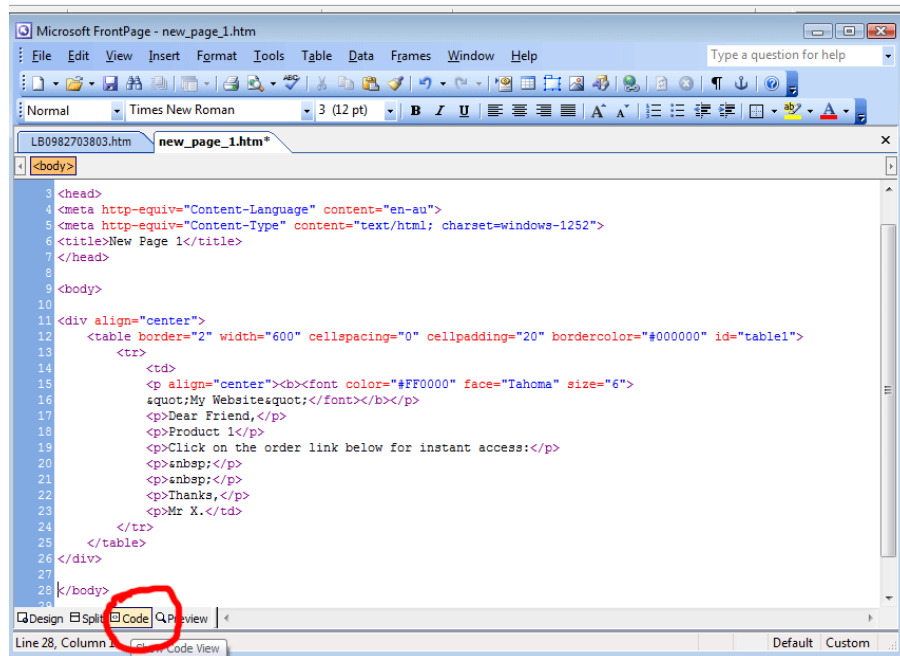


This is a demo salespage. At this point, you should know where you want your order button to go. Make sure you have your HTML editor opened.

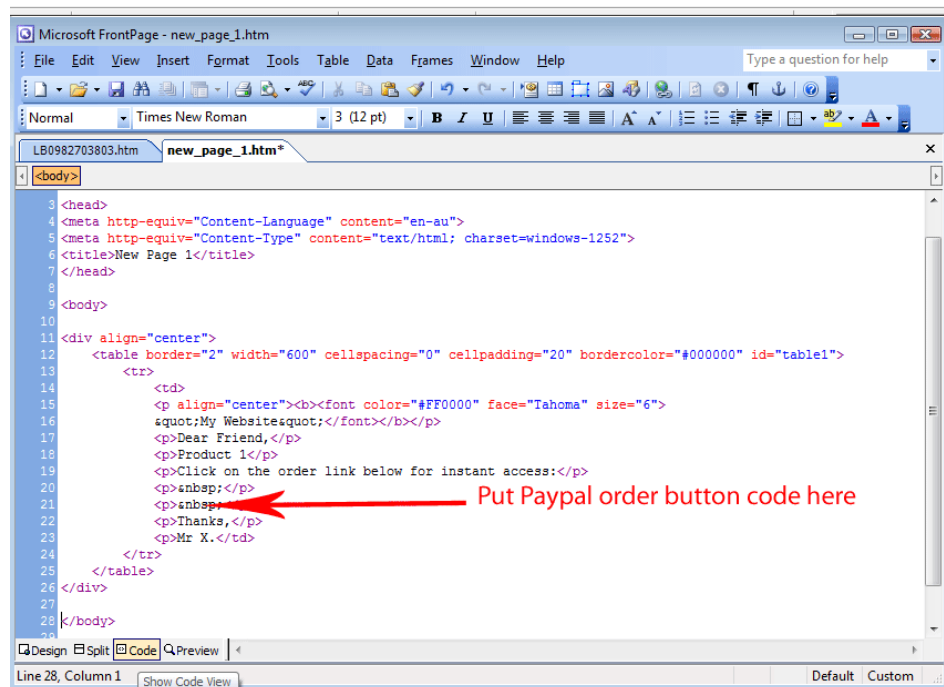
Example:



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 Websites"</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><input type="hidden" name="cmd" value="_s-xclick">
21 <input type="image" src="https://www.paypal.com/en_AU/i/btn/btn_buynow_LG.gif" border="0" name="submit" alt="PayPal
22 
23 <input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----MIIHfwYJKoZIhvcNAQcEoIIHcDCCB2wCAQExggEwMIIIBLAIH
24 </form></p>
25 <p>Thanks,</p>
26 <p>Mr X.</p>
27 </td>
28 </tr>
29 </table>
30 </div>
31
32
Design Split Code Preview
Default Custom

```

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

