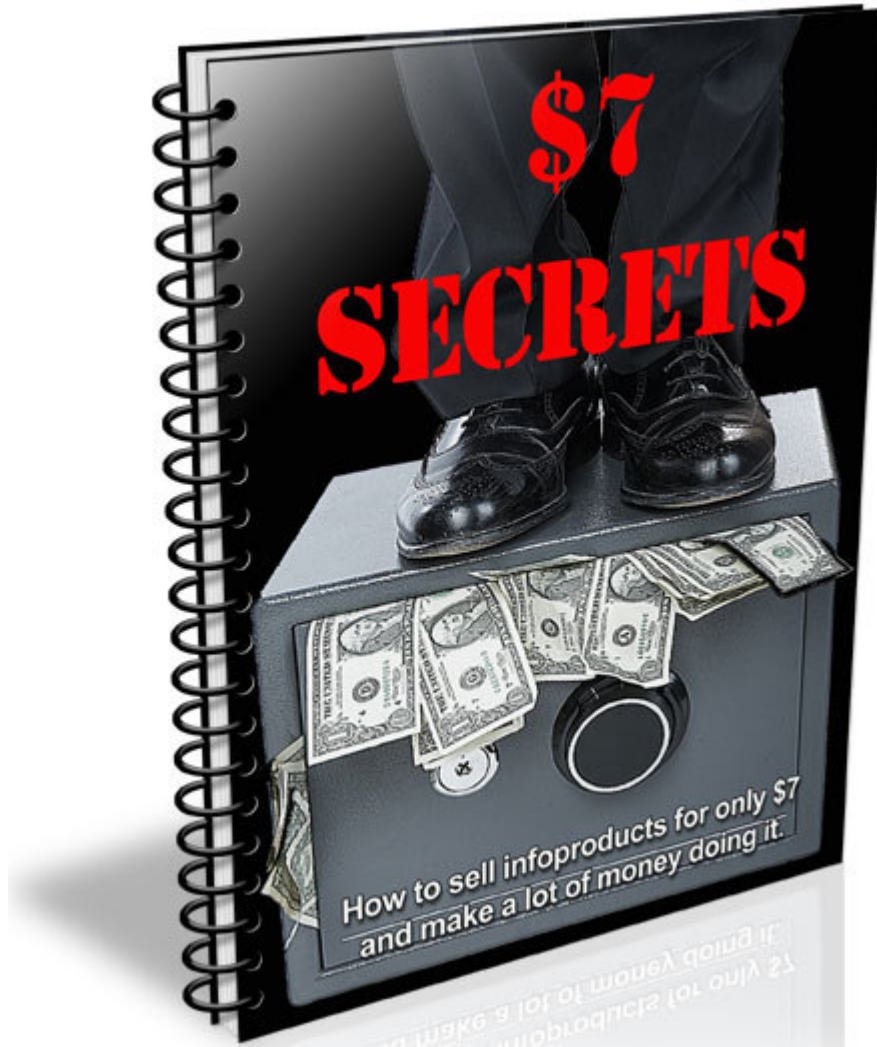


Scripts Installation Manual



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Overview

There are 4 steps involved in setting up and using the \$7 Secrets scripts on your own web host. They are:

1. Modifying the settings file.
2. Modifying the template files.
3. Uploading the scripts.
4. Using the Administrator back-end system.

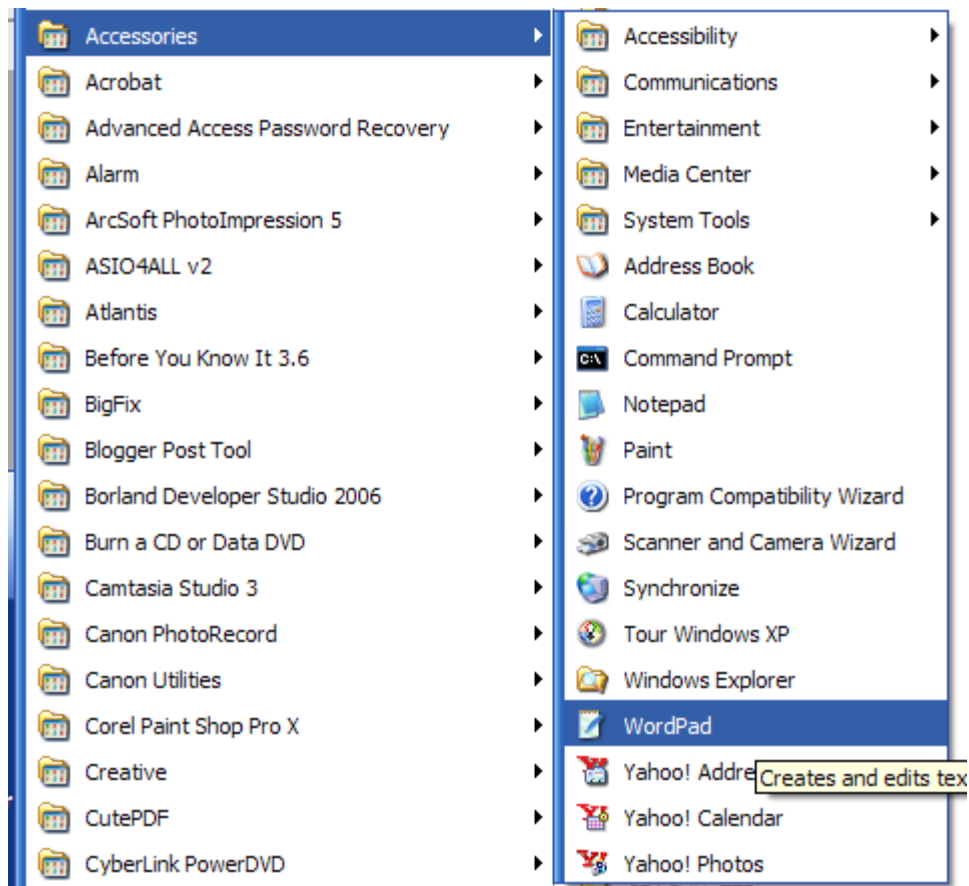
This document will cover each one of those steps. Be sure to read it carefully, as there are many little things along the way that you need to be aware of, and if done incorrectly will prevent the scripts from performing properly.

Also, at the end of this document is a “Final Notes and Points” section that you should read.

1. Modifying the Settings File

The first thing you want to do after unzipping the files into a folder on your computer is to modify the settings.php file. This can be done with any text editor. If you don't have a text editor, use Wordpad. From Windows XP, go to:

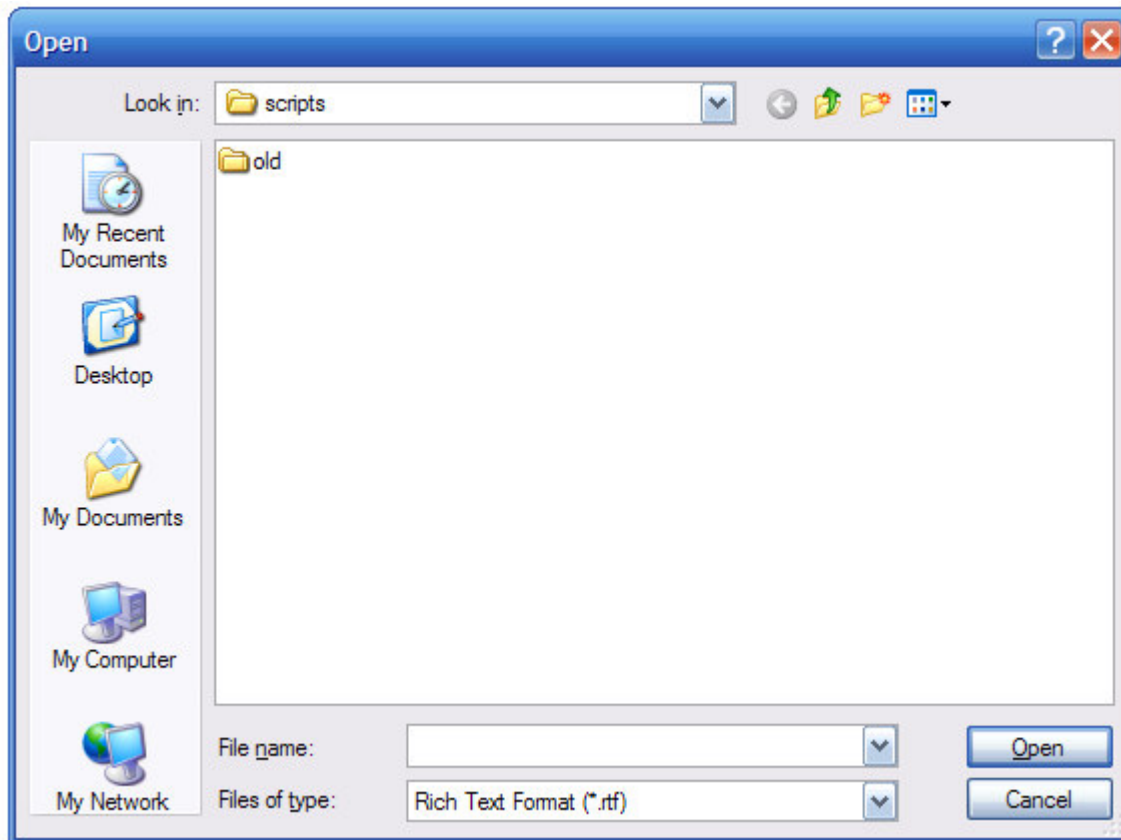
Start -> All Programs -> Accessories -> Wordpad



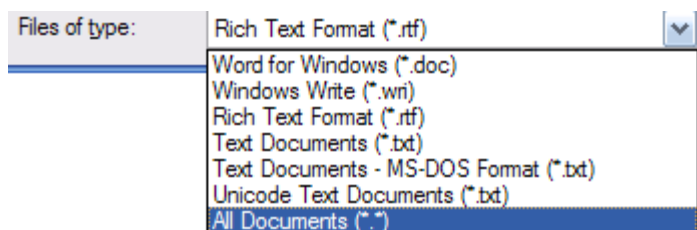
This document assumes you're using Wordpad. If you're not, that's fine, just modify the instructions for your own text editor.

After running Wordpad, open the settings.php file by going to:

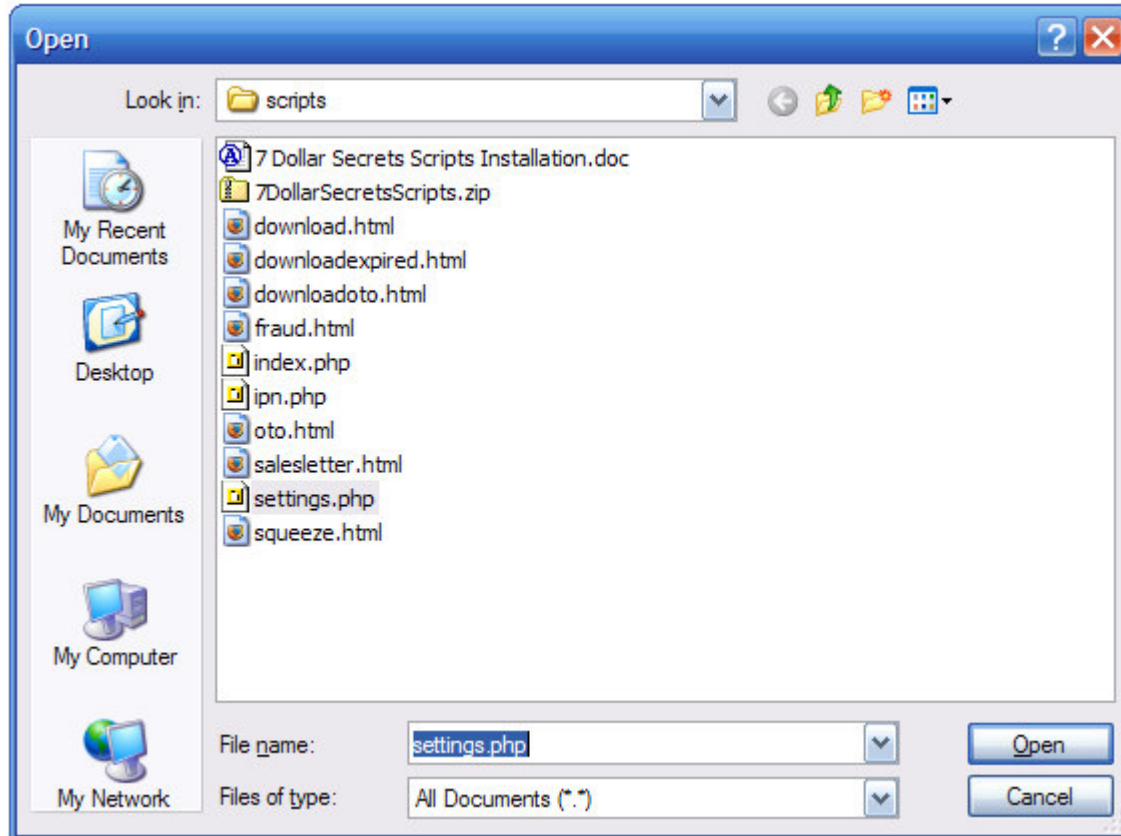
File -> Open



You will need to browse to the location where you saved and unzipped the scripts. Once you are in that folder, you need to select “All Documents” from the “Files of type” drop-down menu in order to see the PHP scripts:



Select the settings.php file and click the “open” button:



The settings file contains a number of variables, most of which will need to be modified by you. Let's walk through them one at a time.

```
# The admin username you want to use for the admin area.  
$sys_admin_username = "admin";
```

```
# The admin password you want to use for the admin area.  
$sys_admin_password = "password";
```

This is the username and password you will use to login to the back-end area of the scripts, which will show you your sales and let you export them to CSV (Excel) format. Modify the values in between the quotes. *You must change these for security reasons.*

```
# The domain name of your site--WITHOUT THE WWW.  
$sys_domain = "YourDomain.com";
```

Put your domain name in this variable. Do NOT put the www. For example, instead of www.YourDomain.com, it would just be [YourDomain.com](#).

```
# Your support contact email address (if a web site, use URL).
$sys_support_address = "yourEmail@address.com";
```

Put the email address that you answer support requests from here. It does not have to be the same as your PayPal email address. If you use a support ticket system on a web site, put the FULL website URL instead (i.e. <http://www.mysupportsite.com/>).

This is used when emailing the download link to the customer. If an email address is in this variable, it will be set as the “reply-to” address in the email, otherwise “noreply@YourDomain.com” will be used and the support link will be included in the email.

```
# Script folder--change this if you're installing in a subfolder.
# i.e. if installing into yourdomain.com/scripts/, set to /scripts/
# YOU MUST HAVE THE ENDING SLASH: /
$sys_script_folder = "/";
```

This is the location of the scripts in your domain. If you are installing the scripts in the root folder, leave this value set to “/”. If you are installing the scripts into a subfolder, put the subfolder, surrounded by slashes.

For example, if you’re installing into mydomain.com/myreport/, set this value to “/myreport/”.

```
# Folder where HTML templates are kept. MAKE THIS HARD TO GUESS.
# YOU MUST PUT A SLASH / AFTER THE FOLDER NAME (but NOT before).
# ===This folder must have global write permissions: CHMOD 777===
$sys_template_folder = "templates997711/";
```

This is the location of the templates in your domain. This needs to be a value that nobody will be able to guess. This needs to be unguessable since the payment records will be written into this folder. So make this value impossible to guess.

This folder **MUST** have full write permissions. You need to CHMOD the folder to 777. Instructions on how to do that are found in section 3 of this instruction manual.

```
# Your PayPal email address.
$sys_default_email = "MyPayPal@EmailAddress.com";
```

Set this value to your PayPal email address. Sales made that did not involve an affiliate will be sent through this PayPal address.

```
# The name of your product/ebook.
$sys_item_name = "My Product";

# The item number of your product/ebook (for PayPal).
$sys_item_number = "MY-PRODUCT";

# The cost of your product/ebook.
$sys_item_cost = "7.00";
```

These three variables contain the information describing your product. Set the name to whatever name you gave your product (i.e. "\$7 Secrets"), and set the item number to a unique item number that you will recognize in your email.

For example, I gave "\$7 Secrets" the item number "7-SECRETS". That way when I see a PayPal receipt in my inbox I know what it was for.

Set the cost to whatever you want to charge for the product.

```
# Are you using a one-time-offer? true if yes, false if no.
$sys_oto = true;
```

If you are using a one-time-offer, leave this variable set to true. If you do not want to use a one-time-offer, but sell only your initial product, set this value to "false" (without the quotes). Be sure that the semi-colon (;) stays at the end of the line.

```
# The name of your OTO product.
$sys_oto_name = "My One Time Offer)";

# The item number of your OTO product.
$sys_oto_number = "ONE-TIME-OFFER";

# The cost of your OTO product.
$sys_oto_cost = "47.00";
```

Like with your initial product, these variables describe your one-time-offer product.

```
# The % of OTO that should be sent to affiliate (DO NOT PUT % SIGN).
$sys_oto_percent = 50;
```

When using a one-time-offer, this variable defines the percentage of sales that will be sent directly to the affiliate's PayPal address. For example: if you set it to 50, and you make 20 sales of your OTO product, 10 of those sales will be paid directly to the affiliate's PayPal address, whereas the other 10 will go to your PayPal address. If you want all OTO sales to go to you, set this to 0. *Do not put the % sign at the end.*

```
# The location to send users who cancel the transaction.
$sys_item_cancel_url = "http://www.yourdomain.com/";
```

If someone clicks the “cancel and return to merchant” link from within PayPal, this is the URL they will be sent to.

```
# Expire download page after how many hours?
$sys_expire_hours = 48;
```

This is the number of hours the customer’s download link will remain active before it expires. After the link expires the customer will be presented with the expired download template (see the next section). You have a way to extend the life of a link after it expires from within the Admin back-end system, which is discussed in section 4 of this manual.

```
# Block these PayPal email addresses from being used (seperate with commas).
$sys_blocked = "";
```

If someone uses SPAM or other unethical/illegal methods to promote your site, you can stop them from receiving commissions and show all visitors arriving through their affiliate link a special message. Enter the email addresses separated by commas into this value. For example:

```
$sys_blocked = "badguy@somedomain.com, spammer@somehost.net";
```

See the next section for modifying the template shown to people who arrive through a banned affiliate’s link.

```
# The message subject sent when somebody uses the tell-a-friend form.
$sys_tell_subject = "[SENDER] would like you to visit $sys_domain.";
```

This is the subject line of the email that will be sent anytime somebody uses the “tell a friend” script feature to let others know about your product. [SENDER] is replaced by the name the person gave in the tell-a-friend form.

```
# The message body sent when somebody uses the tell-a-friend form.  
$sys_tell_body = "  
Hi there,
```

```
A friend (or associate) of yours, [SENDER], wanted you to know about  
YOUR SITE/PRODUCT DESCRIPTION.
```

```
[SENDER] would like you to click the link below for more information:
```

```
http://yourdomain.com/?e=[PAYPAL]
```

```
Thanks!  
YOUR NAME  
";
```

This is the body of the email that will be sent anytime somebody use the tell-a-friend form on the download page. [SENDER] will be replaced with the name the person put in the form, and [PAYPAL] will be replaced with the PayPal email address they gave.

Be sure to customize the body of the message so that it really makes people want to click and visit the site.

Notes

Those are all of the variables in the system. Make sure that all of the lines have a semi-colon at the end, and always do a test-run of the system before making it live. I suggest you make a purchase of both your regular product and your one-time-offer through a friend or associate's affiliate link, and then have them refund your purchases.

2. Modifying the Template Files

The \$7 Secrets system comes with a series of template HTML files that are shown to your visitors/customers at the various steps along the sales and checkout process. You will need to modify each one of these files.

`salesletter.html`

This is the sales letter shown to visitors. The sample included with your scripts is mostly Latin gibberish that will need to be changed to your actual sales pitch. The parts of the sample that are in English are the parts that I suggest you keep as they are, since they have been proven to increase conversion rates. You can, of course, change the entire look and feel of it if you wish.

There are two really important things you don't want to mess up on the sales letter: 1) put your own contact information in it (the sample contains bogus information), and 2) make sure the order link is kept the same as it is in the sample.

`squeeze.html`

This is the "squeeze page" shown to a customer after they purchase your product. It should contain the opt-in code for your auto-responder. If you don't already have an auto-responder, I suggest [ProSender.com](http://www.prosender.com), as it works very well and has a lot of great features for a good price.

Make sure that your auto-responder immediately redirects people to this link:

`http://www.YourDomain.com/index.php?action=download`

Be sure to include the subfolder before index.php if you're not installing in the root folder. If you do not wish to collect names and emails, you can simply place a link on this page to:

`index.php?action=download`

You can set the text of the link to something like "Click this link to continue." At that point the customer will be taken either to the one-time-offer or to the download page (depending on whether or not you've configured an OTO).

oto.html

This page contains the sales letter for the one-time-offer. The links at the bottom *must* match the links in the included sample OTO file.

download.html

This page contains the download instructions for the regular product purchase (NOT the one time offer purchase).

downloadoto.html

This page contains the download instructions for the regular product purchase AND the download instructions for the one-time-offer purchase. Although the customer will receive two separate emails with download links, one for each purchase, they will automatically be forwarded to this page after purchasing the OTO, and so you need to have all download instructions on this one page to avoid confusion and support requests.

downloadexpired.html

When a download link expires, this page will be shown to the customer. It should contain instructions for contacting you for a new link.

invalid.html

If a customer tries to use a link with an invalid download ID, this message will be shown to them.

fraud.html

This page will be shown to visitors who come through the affiliate link of a person in the banned affiliate list (`$sys_blocked` in the settings.php file). Modify it carefully.

Notes about the Templates

If you decide to use the sample templates, every single one of them must be modified with your contact information. Failure to do this will result in much confusion and anger from your visitors and customers, since they may not be able to contact you for questions or support.

I suggest using an editor like Dreamweaver or FrontPage to modify the templates, although Wordpad will work just fine if you don't mind editing the templates by hand.

Please Do Not Ask Me for HTML Support

I cannot teach you HTML. Please keep this in mind, and do not write in with support requests about how to write HTML. A *great* HTML tutorial can be found here:

<http://www.w3schools.com/html/>

I can answer *specific* questions related to the templates themselves, but not about HTML in general.

I hate to sound hard-nosed about this, but I can't tell you how many "How do you change the font?" or "I know nothing about HTML, what do I do?" type of requests I get. For a \$7 product, I simply can't afford to take hours to teach you how to write HTML.

Thanks for your consideration in this regard.

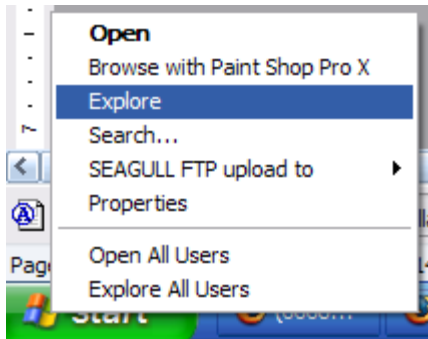
3. Uploading the Scripts

Once you have modified the settings.php file and all of the template HTML files, you will next need to upload all of these files to your web site.

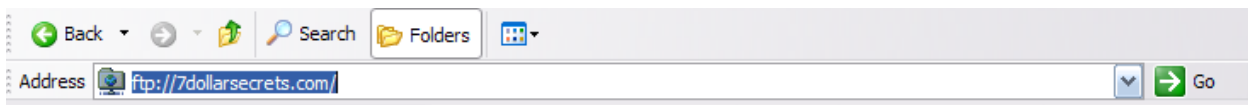
First, upload all of the PHP files into your web site. Next, create the folder you named in the `$sys_template_folder` variable of settings.php. *Make sure the folder you create has the EXACT name contained in that variable.*

Next, give global write permissions on the template folder. Here's how to do that from Windows Explorer:

Right-click on the Start button and go to Explore.

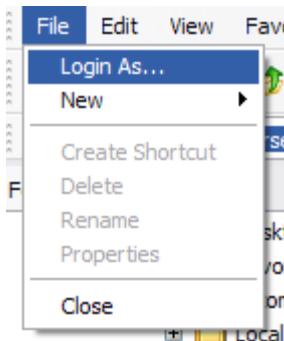


In the address bar, enter the FTP address of your site and click GO:

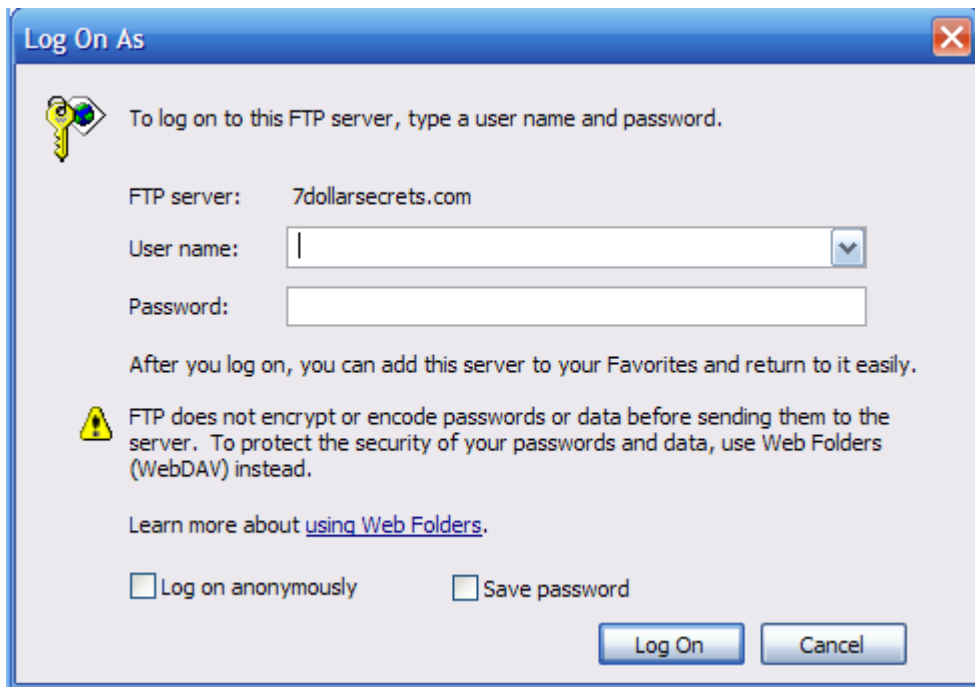


You will probably get an error saying that Windows cannot access the folder, etc. Once you see that error, go to:

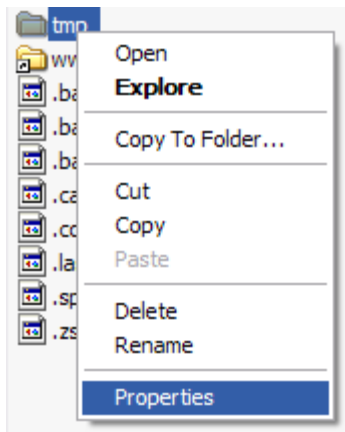
File -> Login As



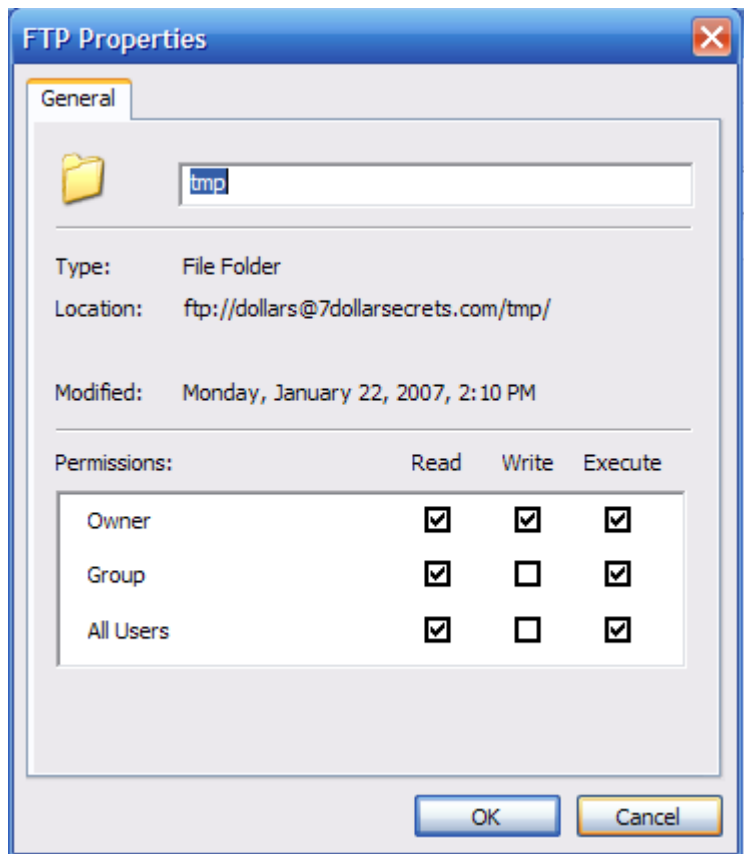
Login with your username and password:



To change the permission of your templates folder, right-click on the folder and go to Properties (in my examples I'm changing the permissions of the tmp folder, but you will want to change the permissions of your templates folder):



You will be presented with a screen like this:



To set the permissions to 777, check all of the boxes, then click OK.

Upload the HTML files into this new folder, but be sure the PHP scripts are uploaded in the folder underneath the templates folder.

For example, if you created the templates folder in the public_html directory, you should upload the HTML files into the templates folder, but upload the PHP files into the public_html folder.

You will want to do a test run of the scripts to make sure everything was modified and uploaded correctly.

I Can't Teach You How to FTP

Like with the templates, I can't teach you the ins and outs of using an FTP program. It is assumed that you already know how to upload files to your web site using an FTP program.

I gave examples of how to change permissions, but the method for doing that varies from FTP program to FTP program, so you will need to consult the documentation or support for your particular FTP program if yours works differently than what is shown here.

Again, I'm sorry if this sounds hard-nosed, but for a \$7 product I simply can't take hours to teach you everything you need to know about FTP. Please do not submit support tickets about FTP. Here's a beginner's FTP tutorial if you need one:

<http://www.pageresource.com/putweb/ftpmain.htm>

4. The Administrator Back-End System

I've included a very basic back-end system for viewing your sales and making minor changes. To get to the admin system, send your browser to:

`http://YourDomain.com/index.php?action=admin`

You will be presented with the admin login screen:

Admin Login

username

password

Login using the username/password you setup in the settings.php file. When you do, you will see this menu:

Admin Panel

1. [Show All Sales](#)
2. [Show Last 50 Sales](#)
3. [Show Last 100 Sales](#)
4. [Show My Sales](#)
5. [Export Purchases to CSV](#)
6. [Logout](#)

I'm not going to provide screen shots of these reports, since they contain sensitive customer data, but I will describe each one. One point to note is that all sales made directly to your PayPal account will be highlighted in yellow for quick reference.

Show All Sales

To see all of your sales, click the "Show All Sales" link. *This can take a long time to load if you've made a lot of sales.*

Show Last 50/100 Sales

As the link implies, these links will show the most recent 50 or 100 sales.

Show My Sales

This report will only show sales which were made directly to your PayPal account, and not your affiliates' accounts.

Export Purchases to CSV

Clicking this link will initiate a download of a file named export.csv, which will contain all of the purchase records.

Extending Download Link Expiration Times

To extend a download link's expiration time, simply click on the hyperlinked "Expires" value for the link in question in any of the reports:

Expires
2007-02-10 10:38:03
2007-02-10 10:38:03

When you do that, it will add the number of hours specified in the `$sys_expire_hours` value of the settings.php file to the expiration time for that specific link.

Sending Customers Download Links

If a customer loses their download link, or doesn't get the email due to SPAM filters, etc., you can copy the download link from the PayPal Receipt ID column of any of the reports:

PayPal Receipt ID
92G63301FK535694X

Just right-click on the link and select "Copy Shortcut" (Internet Explorer) or "Copy Link Location" (FireFox). Then paste the results into your support ticket/email.

5. Final Notes and Points

Instant Payment Notification

The \$7 Secrets scripts system uses PayPal's "Instant Payment Notification" (IPN) system to record sales and email customers their download links. That functionality is in the ipn.php file that came with the scripts.

If an affiliate already has a different IPN address configured in their PayPal account, their sales *may not* be recorded, and the customer *may not* receive an email confirmation with their download link.

The customer will still be automatically redirected to the squeeze page, download page, OTO, etc., and will still be able to download the report and product immediately after purchasing. You will still receive the PayPal emails for the sales (if the sale went directly to you and not an affiliate).

So far, with my many hundreds of sales per day, this has not been much of an issue. Occasionally somebody will forget to click "Return to Merchant" and will fail to get a download link, in which case they will put in a support ticket and I'll give them one of the other customer's download links (which doesn't contain any personal information about the customer at all, so it's safe).

What should you use as your one time offer?

Of course, the answer to this question is entirely up to you. I suggest that you consider offering Master Resell Rights for your report if you're in the Internet Marketing niche. I have found that this converts very well, and refund requests are almost nil if your report is good.

I offer the resell rights for \$7 Secrets for \$47, and give a ⁵⁰/₅₀ split to my affiliates on payments. That's been working really well for me.

In other markets you will most likely get better conversions with some other product for the OTO, as few people outside of the marketing industry will know what to do with the Master Resell Rights.

Where To Go For Support

As always, you can send your questions, comments and suggestions to me at:

<http://www.AskJonLeger.com/>