

PLRGold Master Rights Pack 4

Private Label Rights Product Instruction Manual For:

How to Write Killer Promo Emails

Note: the manual you are reading now must be passed on, without alteration, to your customers if you are reselling the Private Label Rights to this product. You may ignore this instruction if you are only selling the product without its Private Label Rights.

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INTRODUCTION

How to Use this Manual

Dear Customer,

Thank you for your purchase! You have just made a wise decision in investing in this awesome package. Amazing indeed, because it's not everyday you see turnkey businesses come with even a "how to set up & market" manual!

In this manual, you'll be prompt to discover how you can make use of this wonderful package to its maximum profit potential!

As this product comes complete with **Private Label Rights & Master Rights**, you are free to edit the product whatsoever, sell and keep all the profits without having to share with anyone else.

Important! This package comes with a license, too, so you are advised to read it carefully FIRST and abide by the terms and conditions herein.

In a nutshell, here's a list of what's being covered in this power-packed marketer's guide:

- **How to Edit & Brand the Product** – I will show you all the branding and editing essentials so you can make the product unique to you. This is a MUST READ before setting up your business. (*Power tips included!*)
- **Setting Up** – recommended for you to read if you're not familiar with how to set up your business. Even if this is your first time starting an Internet Business of any kind, you will find this chapter very, very useful as the contents are jargon-free and written in simple English.
- **Marketing** – recommended for you to read if you think you need all the help and advise you can get with marketing your product. Profits are made in this step so that's how important it is!

You are free to skip and skim through the pages of this manual but if you're relatively new to Internet Marketing, I encourage you read chronologically. If you have a printer, I recommend you print this manual out for reading convenience – it's your crash course guide to marketing!

Unzipping Your Files

This should be the first thing you need to do. Open the ZIP file and extract everything out using your WinZip program. If you don't have it installed in your computer, you can download it [here](#).

Extract them out and you should have all of the following folders in a nutshell:

| | |
|-------------------------------|-------------|
| /Covers | (directory) |
| /Sales Letter | (directory) |
| /Source Files (Do Not Upload) | (directory) |

EDITING & BRANDING THE PRODUCT

Branding the E-Book

What You MUST Do

1. Open the source Word document found in the /Source Files (Do Not Upload) directory in Word program.
2. There are pink texts that read **[Insert Your Name Here]** in at least 2-3 places in the book. Replace these texts with your name, and color them **black**. You can choose another color or use your own signature image if you want to. (**Tip:** to quickly change all these tags to your name as the author, press CTRL-H in Word program, insert “[Insert Your Name Here]” in the “Find What” space, and then insert your name e.g. John Doe in the “Replace With” space, then press “Replace All”.)

That’s it! The necessary branding has been done! When you’re done, convert the Word document into PDF format using your PDF Converter program. If you don’t have one, I recommend [OpenOffice](#).

Branding Tips

1. **You can change the cover on the first page to another cover of your choice.** You can re-title the cover in Adobe Photoshop and later use as your front cover in Word document.
2. **You can brand every page with your website URL in the header or footer.** To do this, go to View -> Header & Footer. Then, you can insert your name or website URL.
3. **You can put in your links/affiliate links and recommend to your readers throughout the book.** The last pages of the book (Recommended Resources) are ideal for you to put in related programs as good follow-ups for your customers, enabling back-end income stream for you.

Editing the Covers

The covers can be found in the /Covers directory. If you want to edit the covers i.e. change title, add in your name, etc. open the PSD files in **Adobe Photoshop** and save

them as .JPEG or .GIF format. If you don't have Adobe Photoshop program installed in your computer, you can purchase the latest version of the professional paint program from <http://www.adobe.com/> or visit the nearest computer store.

If you merely want to change the color schemes, there are over 4 different color schemes to choose from i.e. **Red**, **Green**, **Blue**, and **Professional**.

Editing the Sales Letter

1. **Open your HTML Editor** or Notepad.
2. **Open the index2.htm file** found in your /Sales Letter folder.
3. There is a pink tag called **[Insert Your Name Here]**. There are at least 2-3 tags like this in the same file and this is where you **replace the pink text** with your name. Be sure to color the text **black** or any other colors you choose.
4. There are empty testimonial slots in the sales letter, written in **pink text**. You can replace them with testimonials you collect from your customers and reviewers. Alternatively, you can remove the testimonial slots.
5. There are at least 2-4 "<http://orderlink/>" tags throughout the sales letter. Replace this tag with your order link so you can start accepting payments online from customers who want to purchase the product from you. (See also 3.3 *Setting Up Your Payment Processor*.)

Optional: If you are **NOT** reselling the Private Label Rights, remove the link "Resell Rights" at the top right hand of the sales letter. Otherwise, you may leave it as it is.

Another Option: You can edit the sales letter and price of the product anyhow you like. The only thing I ask of you is that you don't devalue the quality of the product by selling it for mere pennies. It's not good for the product and it's NOT good for you, too, because the profit purpose has been defeated!

Tip: You can easily change the color schemes of the sales letter. For example, if you want to use the color schemes found in the /Sales Letter/images2 folder, simply rename the folder to "images". Before that, rename your original "images" folder to another name e.g. "images1". The changes will take effect immediately when you open your index2.htm file. Alternatively, you can edit the web graphic source files (PSD) found in the /Sales Letter/Source Images (Do Not Upload) folder.

Editing the Thank You Page

The Thank You page is none other than the **thankyou.htm** file found in the /Sales Letter folder.

Firstly, I encourage you **rename the file** to another name e.g. thankyou777.htm. This is because the file name is easily guessed and rather generic as other resellers also have this same package.

1. **Open the Thank You page** in your HTML Editor or Notepad.
2. Replace the pink tag **[Insert Your Email Address]** with your email address.
3. Replace **[Insert Your Name Here]** tag with your name.

This is the page your customers will come to after they make payment via your payment processor.

Tip: You can include ads in this page for back-end selling, or another opt-in form to collect quality customer leads for future follow-ups.

Editing the Resell Rights Sales Letter

(This is optional. However, if you are reselling the Private Label Rights to this product then please follow the instructions carefully.)

1. **Open your HTML Editor** or Notepad.
2. **Open the resellrights.htm file** found in your /Sales Letter folder.
3. There is a pink tag called **[Insert Your Name Here]**. There are at least 2-3 tags like this in the same file and this is where you **replace the pink text** with your name. Be sure to color the text **black** or any other colors you choose.
4. There are at least 2-4 "[http://orderlink/](#)" tags throughout the sales letter. Replace this tag with your order link so you can start accepting payments online from customers who want to purchase the product from you. *(See also 3.3 Setting Up Your Payment Processor.)*

Optional: You can edit the sales letter and price of the product anyhow you like. The only thing I ask of you is that you don't devalue the quality of the product by selling it for mere pennies. It's not good for the product and it's NOT good for you, too, because the

profit purpose has been defeated! After all, you're reselling Private Label Rights where you can be exacting top dollars!

Editing the Resell Rights Thank You Page

Warning! Not to be confused – the Thank You page for reselling Private Label Rights is the **resellrights-thankyou.htm** file found in the /Sales Letter folder.

Firstly, I encourage you **rename the file** to another name e.g. thankyou-rr-777.htm. This is because the file name is easily guessed and rather generic as other resellers also have this same package.

4. **Open the Thank You page** in your HTML Editor or Notepad.
5. Replace the pink tag **[Insert Your Email Address]** with your email address.
6. Replace **[Insert Your Name Here]** tag with your name.

This is the page your customers will come to after they make payment via your payment processor. This is where they will download the Private Label version of this product.

Tip: You can include ads in this page for back-end selling, or another opt-in form to collect quality customer leads for future follow-ups.

SETTING UP

Domain Name & Web Hosting

If you haven't secured a domain name yet, get one now – it's essential!

<http://www.godaddy.com/>
<http://www.namecheap.com/>

Next, you need web hosting to host all your files.

Recommended all-in-one Solution: you can get all of your Internet Business necessities such as domain name, unlimited web hosting, file upload manager, pop-up generator, PDF Converter, unlimited auto responders, and more at [SOLOBIS](#) for a low monthly fee. This way, you can save money, time and effort from sourcing all the tools you need ala carte. You are not required to have any experience in programming and designing either to utilize the tools within this suite.

Setting Up Your Payment Processor

You need a payment processor to accept online payments.

Top Recommendations

[2CheckOut.com](#) – start accepting credit card payments from customers from several parts of the world!

Important! When you create your product item within the payment processor, be sure to link to the appropriate Thank You page URL. You won't want your customers to see 404 error pages after making an eager purchase!

Also, be sure to update your sales letter with the order links as well.

Uploading Your Files Online

You can use the file manager (if your web host offers this program) or FTP program to upload your files to your web host server. I recommend [WS FTP Pro](#) for this purpose.

Upload ALL the files in the /Sales Letter folder except the following files & folders:

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- All the files found in “Source Images (Do Not Upload)” folder.

That’s it. Do a last minute spot check at your web site to see if everything is in working order and you’re ready to go!

MARKETING YOUR BUSINESS

Free & Low Cost Marketing Strategies

As discussing basic marketing strategies is fit for the subject of another book, I would like to recommend you to a valuable resource that help you greatly where marketing your new instant business is concerned.

I have written a written named “**3 Steps to Profiting from Your Resell Rights Business**”. All the marketing strategies you can use can be found in the report, specifically **Step 3**. You can download the report for free [here](#). (**\$47.00 Value**)

Note: You must be online to download this report!

Although this report is written specially for resellers, you’ll come to find that the concepts are rather similar with the case of your business.

Reselling the Private Label Rights

You can resell the Private Label Rights to this product. For full listing of terms and conditions, please read the product PLR & Master Rights license that come together with this manual before using.

In Closing

There you go! You now know all of what it takes to be in business in the shortest time possible! With that said, all the best in your endeavors and have fun profiting!

All the best!

Warm Regards,

edmund loh

Website: <http://www.privatelabelrightsgold.com>

Be The First To Grab The Private Label Rights To A Stunning Collection Of Red Hot New Products For Mere Pennies On The Dollar And Generate Insane Profits Selling These Products As Your Own!

If you are tired of receiving the same, old worthless products from other marketers and membership sites, then here's how you can get hold of a collection of original, **high quality** products you can **call your own**, sell and **pocket 100% of the profits!**

=> [Go here to sign up for the Advance Notification List now!](#)

Recommended Payment Processors

[2CheckOut.com](#) – start accepting credit card payments from customers from several parts of the world!

Recommended Web Hosting

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Unannounced Bonuses!

[Join the Pajamas Revolution!](#) – How to quickly and inexpensively acquire your own product and be in business in the next 3 days and really, really market for maximum profits! **(\$47.00 value)**

[Lifetime Access to ResellRightsMastery.com](#) – Gain lifetime access to a collection of TOP quality Resell Rights products, Private Label products, templates, auto responders, Advanced Reseller Strategies, and much more, as a Gold member! **(\$197.00 value)**