Rapid Action Profits

Installation & User Guide

(relative to version 3.2.x)

IMPORTANT NOTICE :

The zip file (or any other compressed file format) containing the scripts and/or HTML template pages is not to be uploaded to your web server! Files of this nature are downloadable and doing so invites theft of the software from your site. You become an un-witting party to the theft of copyrighted material.

Instead, un-compress the files onto your own local hard drive and upload the individual files as described in this Installation Guide.

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Rapid Action Profits

User Guide

I. Introduction

Important: *Be sure to read this manual.*

It contains important information about how to set up all aspects of your system using Rapid Action Profits.

If you follow these steps, you should have very few problems, but if you hate to read manuals, and skip this step… you could spend a lot of unnecessary time, spinning your wheels until you get it setup correctly.

Most "scripts" you purchase, are designed to accomplish a very limited set of functions, and there are very few options. You get what you get, and it works the way it works. As a result, you can often just upload the script, go to a web page, and voila!

Rapid Action Profits is different. It is designed to be as flexible as possible, so that you can **implement YOUR business model**.

Uploading the system files is just the beginning…

- Do you have a special upsell offer for your customers?
- Do you want that upsell to be a one-time offer, to increase their sense of urgency?
- Do you want to set up a series of pre-launch pages, to pre-sale your product, build anticipation, and increase conversions on launch day?
- Would you like to split test different headlines, or even completely different sales copy?
- Do you plan to sell multiple products from your site (and cross-sell these to your customers on the back-end)?
- Would you like an affiliate program to increase traffic (and therefore sales) to your products?

That's just the beginning of what you can do!

So **let's get started**, with a quick review of the parts of the system that you will be able to configure to suit your specific needs.

The primary purpose of the Rapid Action Profits system is to allow you to easily implement a flexible sales and delivery system for downloadable, digital products.

The most basic system of this sort would consist of a sales or "pitch" page with an order link, normally to an external payment processor (1ShoppingCart, Paypal, etc.), and a download or "thank you" page where the customer could download your product.

More advanced sales strategies, however, will also include some way to make a back-end offer to the customer, and to capture a customer's contact information so that you have some means to market to them in the future.

Very advanced strategies will have a provision for split-testing different sales pages to see which does a better job of converting a prospect to a sale. This requires tracking the number of visitors to each page and the number of times a particular version of the sales page results in a sale.

Rapid Action Profits is designed to allow you to do all of these, and is flexible enough to allow you to begin with the most basic system, if you want, and to evolve to the more advanced strategies easily.

For instance, you can easily:

- Start with only a front-end offer, and add an upsell later on,
- Market first to your own list (if you have one), and release your product to affiliates only after you have marketed to your personal leads,

- change the price of your front-end offer,
- change the price of your back-end offer,
- offer special discounts that automatically expire at a certain date/time,
- change your back-end offer to another product altogether if you feel that another product is more complementary to the product you are selling on the front-end, or if you think that a more expensive back-end offer will sell just as well and make you more money.

Expanding your Sales Force

In addition, you can exponentially increase sales simply by having others promote your product. Of course you'll have to compensate them in some way, but you only have to pay them when they make a sale.

The Rapid Action Profits system tracks their sales and apportions the sales to you or the affiliate depending on the commission rate you have set.

Beyond setting the commission rates – you don't have to do a thing to manage your affiliate program.

They are **paid immediately** through their Paypal account, so there is no waiting for you to process commission payouts – and of course you don't have that administrative headache.

Because Paypal is used as the payment processor for all sales through a Rapid Action Profits system, you can allow anyone with a Paypal account to be an affiliate.

Paypal was chosen for a number of reasons, but consider these:

1. Paypal account holders are prolific! Almost everyone who sells products online for someone else, as an affiliate, already has a Paypal account (it's a very popular method for payment from many affiliate programs)

2. A Paypal account is very easy to obtain (and free). Even if you find a potential affiliate who does not have a Paypal account, it's easy enough for them to establish an account, and they can withdraw the payments they receive from you, directly into their own checking account, or from the nearest ATM machine.

Paypal allows your RAP system to direct sales to your Paypal account, or to the account of your affiliate, rotating those based on the commission rate that you have set up for your product(s).

That means that, instead of waiting till the 15th of next month, and depending on you to process your affiliates' sales for the prior month (like most affiliate programs), your RAP system can automatically send sales directly to your affiliate's Paypal account, based on the commission rate that you have set up for that product (and do it at the time of purchase so that commission payments are instantaneous).

If you want, Affiliates can get credit for sales referrals simply by sending prospects to your website with their Paypal address appended like this:

http://yourdomain.com/?e=affiliate@paypaladdress

How easy is that?

While the affiliate management system in RAP provides an affiliate center where your affiliates can view their stats and earnings, and retrieve any affiliate tools you may set up for them… that requires that they sign up to your affiliate program so that they can select a "nickname" to use, and a password to gain access to the affiliate center.

So, if you want to be more proactive with your affiliates – provide them with affiliate sales tools, or email them about special promotions (or new products that they can promote), you may want to have them "sign up" for your affiliate program instead of just using their Paypal address as the affiliate ID.

The Rapid Action Profits system provides for this too, and they get to choose their own affiliate ID or "nickname". In the process, their Paypal address gets placed into your Rapid Action profits database so you can do broadcast mailings to them.

JV Partners

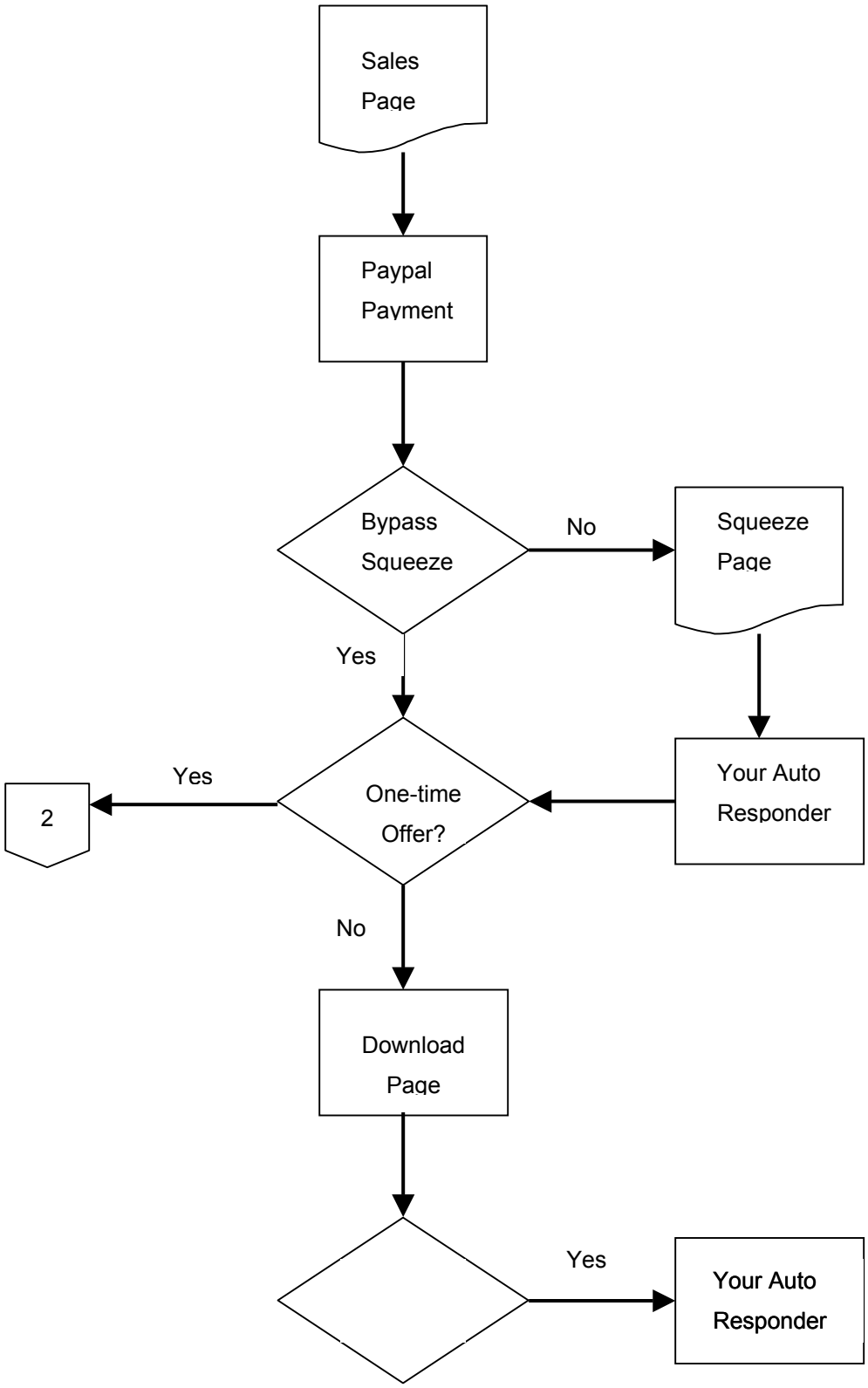
For the strongest possible sales force, you may want to recruit super affiliates or JV Partners to promote your product. A little extra incentive may be required to get these people to come on board with you.

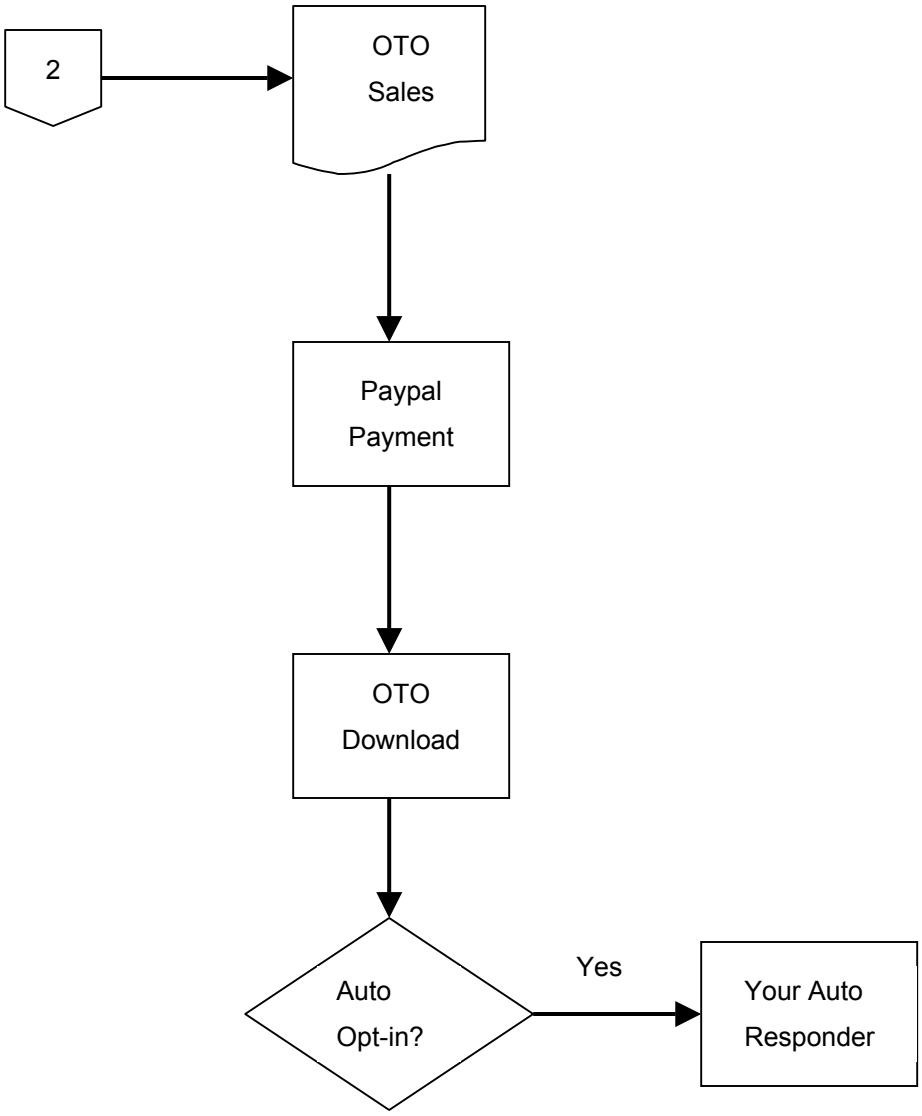
The Rapid Action Profits system allows you to set up different commission rates for this special set of affiliates, and has separate "sign up" pages for them so that you can make a customized offer. Anyone who signs up as a JV Partner will automatically get the override commission rates that you set in your Rapid Action Profits Admin Panel.

General Sales/Delivery Process

On the following two pages is a basic flow diagram of the sales and delivery process of a Rapid Action Profits system.

Some, but not all, of the optional strategies are shown just to illustrate that your system can be tailored to meet your needs. Diamond-shaped decision boxes indicate some of the points in the process where options that you set in your Admin Panel will govern whether a particular strategy is implemented.


Sales Page
Paypal Payment
Bypass Squeeze
No
Squeeze Page
Yes
Your Auto Responder
Yes
2
One-time Offer?
No
Download Page
Yes
Your Auto Responder


2
OTO
Sales
Paypal
Payment
OTO
Download
Auto
Opt-in?
Yes
Your Auto
Responder

II. Installation Overview

Rapid Action Profits (RAP) allows for the control and maintenance of one or more (as many as you want) products on the same domain, through a singe MySQL database and one Administration area.

There are 7 general steps involved in setting up and using the RAP system on your own web host:

1. Create an empty MySQL database (a 5-minute, 3-step process)
2. Upload the Admin Panel scripts to your web site
3. Upload the Product folder (including the templates) to your web site
4. Run the Install script from the Admin Panel
5. Configure your Product settings from the Admin Panel
6. Testing your installation
7. Modify your Template files to customize with your sales copy, graphics, etc.

Each of these steps will be covered in the following sections in great detail.

Be sure to **read and follow** these steps carefully to insure that your Rapid Action Profits system functions correctly. But don't be intimidated by this. It really is a straightforward, step-by-step process.

8

III. Create a MySQL Database

In cPanel, click on the MySQL icon. If you have any MySQL databases already defined for other purposes (Wordpress blog or forum database, for example), they will show at the top of the page.

What you want to look for is the "New Database" field. Here you will supply a name for your Rapid Action Profits database and click on the "Create Database" button.

You will be taken to a page informing you that the database has been created. Click on the link to "Go Back" and you will be returned to the main MySQL Account Maintenance page. Your new database will now show on that page (along with any previously defined databases), but it's not quite ready for use.

> **NOTE** – Your database name will typically be preceded by your cPanel username and an underscore (i.e. myuser_raptest). This is the actual name of your database and it will always be referred to this way.

The next step is to define a valid username and password for accessing your new database. You'll find Username and Password boxes just below the section where you created your new database. To keep it simple, I usually keep the database name and the username the same, but that's up to you.

Once you enter the Username and Password details, click on the "Create User" button. Again, you'll be taken to a page informing you that the Username was created. Again… Click on the "Go Back" button.

Only one step remaining.

Now you have to relate the Username you just created to the database from the previous step. Do that by selecting the Username from a dropdown list and the database from a dropdown list. Make sure that “All” is checked (under Privileges), and click on the “Add User to Database” button.

That’s it. Now you’re ready to install the RAP script itself.

IV. Upload the RAP Admin Panel Script

The Rapid Action Profits script is really two separate scripts. One is for the administration of the products (configuration and maintenance of various settings that may be different from one product to another), sending mailings to customers and affiliates, and getting sales reports for each product.

The other script is specific to an individual product and must be installed once for each product. We'll cover that in a moment.

The Admin Panel script only has to be installed once for any given web site (domain). It will manage ALL of the products that you install on that domain.

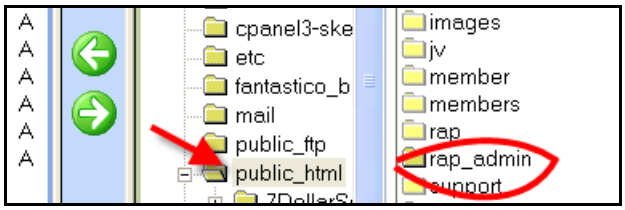
The **first step** is to simply upload the Admin Panel script **immediately under the root folder** of your domain, using your favorite FTP tool.

The Admin Panel script is contained in the following folder:

- rap_admin
  and consists of the following folders/files:
  - addon_settings.php
  - CLSresize.php
  - CLSversion.php
  - config.php (CHMOD to 777)
  - delaffiliate.php
  - delcoupon.php
  - delpartner.php
  - delprod.php
  - delsales.php
  - delslsltr.php
  - index.php

- install.php
- ipn.php
- paypalwebaccept.php
- rss.php
- settings.php
- sqlupdate.php
- two cascading stylesheet files
    - balloontip.css
    - style.css
- three javascript files
    - balloontip.js
    - datetimepicker.js
    - jsfuncs.js
- several image files (.jpg and .gif)
- eight sub-folders
    - addons
    - adminmenu-files
    - css
    - images
    - includes
    - js
    - library
    - xinha

The Admin Panel script is in the folder rap_admin and that folder **must not be renamed** on your host. Therefore you should copy the rap_admin folder and all its contents to your root folder (typically public_html).



Again… the name and location of the rap_admin folder are fixed and **may not be changed**.

Once the rap_admin folder has been uploaded, use your FTP program to change permissions on the config.php file to 777.

The following details about each of the files in the rap_admin folder are probably more information than you really need to know, but may help put things into perspective.

Sometimes just a little more understanding can go a long way in helping you determine where to look for a problem and help keep you from flailing around in the dark.

rap_admin/install.php

This file is only used to initially configure the RAP Admin Panel when you first install the script on a new domain, or when you update the script to a new release version.

It will walk you through a series of configuration steps (discussed in a later chapter), and should be removed from your web host immediately after you have run it.

rap_admin/sqlupdate.php

This script contains the code to define and/or update the MySQL database tables that are needed by the system and is required for use by install.php. It has no other function and may safely be removed from your web host after install.php has been run.

rap_admin/config.php

This file contains the data variables necessary for the rest of the system to access the database. It is created and/or updated by install.php during an installation or version update and must have privileges set to 777 anytime install.php is run.

To protect the integrity of your system (particularly your database), you must change the permissions on this file back to 644 once you have finished running install.php.

This file is read by the other php pages in the script to provide access information for the MySQL database.

rap_admin/index.php

This page is the actual RAP Admin Panel. All admin panel functions are handled through this page.

rap_admin/settings.php

This script is responsible for retrieving system and product configuration data from the database and is “included” into the rap_admin/index.php and the product/index.php pages for that pupose.

rap_admin/addon_settings.php

This script is responsible for communication with the RAP Certified Add Ons and enforces the system standards for integration with those product extensions.

rap_admin/ipn.php

This script runs “asynchronously” to the rest of the system, being called by a request from Paypal whenever a sale or refund transaction is ready to be processed to the database.

This is also where the automatic customer emails are created and sent. All processes run in the background, with no interface to the web browser on your customer’s machine.

rap_admin/rss.php

This script will extract various details about the products you have set up on your RAP system, and automatically create an RSS feed with a “news” item for each product.

This feed can be posted to your blog, to feed aggregators, etc.

In addition, this file can be provided to your affiliates (with their affiliate link appended) on your affiliate tools page, so they can publicize your feed, and receive sales credit for anyone who clicks on a link in the feed and subsequently buys your product.

rap_admin/delaffiliate.php

This script is called by the Admin Panel, when you request that a registered affiliate be deleted from the system.

This is a pop-up page that actually deletes the affiliate record from the database, once you confirm the request.

rap_admin/delcoupon.php

This script is called by the Admin Panel when you request that a discount coupon for a particular product configuration be deleted from the system.

This is a pop-up page that actually deletes the discount coupon record from the database, once you confirm the request.

rap_admin/delpartner.php

This script is called by the Admin Panel when you request that a JV Partner be deletedfrom the system.

This is a pop-up page that actually deletes the partner record from the database, once you confirm the request.

rap_admin/delprod.php

This script is called by the Admin Panel when you request that a product configuration be deleted from the system.

This is a pop-up page that actually deletes all sales, sales letters, fraud transactions, emails, and product configuration from the database for the product selected in the Admin Panel, once you confirm the request.

rap_admin/delsales.php

This script is called by the Admin Panel when you request that a particular sales record be deleted from the system. You should rarely use this function, but it is useful for deleting “test” transactions so that they don’t skew your sales statistics.

This is a pop-up page that actually deletes the sales record from the database, once you confirm the request.

rap_admin/delslsltr.php

This script is called by the Admin Panel when you request that a particular sales letter be deleted from the system. Only sales letter with no sales recorded may be deleted so that you don’t inadvertently skew your sales conversion statistics.

This is a pop-up page that actually deletes the selected sales letter record from the database, once you confirm the request.

V. Upload the Product Folder

This step will be repeated for every Product you want to sell from a single web site.

In your download zip file, this folder is named 'product'. That is simply for the purpose of segregating these files into an identifiable group, as they will be uploaded to your server, once for each product, and with a different folder name for each product.

> **Note** - If your RAP installation will only be used for selling a single product, you may install the product files (and subfolders) directly into your root folder (i.e. public_html) and therefore will only upload the **contents** (files and subfolders) of the 'product' folder - not the folder itself.

If you are not installing into your root folder you will want to change the name of the 'product' folder – probably to a shortened version of your product name.

For instance, if I was selling Rapid Action Profits from my site at **http://ad-clix.com**, but I also wanted to install the script to sell other products from that site, I would probably change the name of the 'product' folder to 'rap' and my sales page would show at **http://ad-clix.com/rap/**.

You will probably want to change that and, in fact, will have to change it for the second and subsequent products set up on the same domain (you can't have two folders with the same name).

So the **second step** is to simply upload the script in the product folder to the desired location on your web site.

After installing the script and your templates, the sales page for your product would then be the default page for that folder.

Helpful Hint – The product/ folder (including the templates) provided in the download file can be uploaded to your web site (immediately under the root folder) "as is", for use as a "test" product. Initially, it's a great way to set up a "dummy" product, just to help you visualize how everything fits together.

Later, it can be used to test different features within RAP, before applying changes to a "live" product.

You can also install a product into your root folder even if you are going to have other products on that domain – but those additional products will have to be installed into separate folders **under** the root folder.

Again, using your favorite FTP tool, drag your 'product' folder to the root folder on your web host. The new product folder will automatically be created immediately under your root folder. You can either rename the product folder on your local drive before the upload, or upload it "as is" and rename it on your web host after the upload.

If you are installing a product to your root folder, don't drag the 'product' folder. Instead, drag all the files and sub-folders that are inside the 'product' folder to the root folder on your web host.

The Product script is in your downloaded zip file as the product/ folder and contains several "skeleton" php files that retrieve their code from code libraries (with the same names) in the rap_admin/includes/ folder. In addition, the Product script contains sub-folders (see the **bolded** names below):

- **product**
  - index.php
  - presales.php (alternate landing page)
  - affiliates.php (optional redirect – discussed later)
  - jv.php (optional redirect – discussed later)

- affiliatetools.php
- reseller.php
- viewer.php (optional – used only for previewing your templates)
- **images/**
- **tmpl/** - This folder contains a set of templates to be used when building your web pages. You may change the name of this folder to anything you like, as you will specify it's true name as you set up each product within the RAP Admin Panel.
- **tmpl2/** – This folder contains a simpler set of templates to be used in lieu of the tmpl/ folder above, if you wish. As you are allowed to specify the folder name for the template location during product set up, either (or both) template folders can be uploaded. The system will only use the folder specified during set up.
- **dlds/** - This folder is just a "placeholder" to be used as the default download location during product set up (you probably want to change the name of this folder if you place your downloads into this folder). Download files DO NOT have to be placed in this folder, as, during product set up you will be able to specify another folder name to be used as the download location.

You can change the name of the 'product' folder BEFORE you upload it to your site, or you can keep the 'product' folder named as it is on your hard drive, and simply rename it on your web host (assuming your FTP program supports this).

Like the admin panel files, I have supplied a general description of the purpose of each of the files in the product folder. Again, this is probably more information

than you really need, but you never know when a little extra understanding may come in handy.

index.php

This is the primary web page in the product folder and is used to show the various template pages and controls the flow of your sales/delivery process.

It is the “brains” behind most of the system. Every time the page is called, it decides, based on where your visitor is in the process and the options you have configured for the product, which template should be shown.

presales.php

This page has only one function and that is to redirect to the index.php page with a call to the presale.html template, passing the affiliate link as a part of the redirect URL.

Since it is never called from within the process itself, you can rename this page anything you want as long as it is different from any other file name in the product folder. If you are promoting a free download, you might rename this file “freebie.php”. If you are trying to get a pre-sales opt-in, you might rename this file “register.php”.

Coordinate the naming of this file with its purpose and the content you put into the presale.html template.

affiliates.php

This page has only one function; to redirect to the index.php page with a call to the affiliate sign up function (affiliates.html).

This page is not a part of the normal sales/delivery process and is never called from that process, so you may rename it to anything you want as long as it is different from any other file in the product folder.

Affiliates who sign up through this process effectively override the “customers only” option. They are exceptions to the rule. So if you are running with this option you will want to either remove this file completely, or rename it so that it is only available to those that you specifically “invite” to the page.

jv.php

This page is only used to redirect to the index.php page with a call to the JV partner sign up function on your partners.html template.

The JV partner sign up function is identical to the affiliate sign up function described above except that:

1. you define a secret code that your partners must enter into the sign up form (making it more restricted), and
2. you may specify override commission percentages for this “class” of affiliate for both your front-end and back-end products (independently).

Like the affiliates.php page, you may rename this page to anything as long as it doesn’t conflict with other page names in the product folder.

affiliatetools.php

This page is only used to redirect to the index.php page with a call to the affiliate tools template (affiliatetools.html) and can be renamed to anything you like (with the same caveats as the other redirect pages above).

Ultimately, this page is used to provide affiliates with various tools to help them promote your product, but the functionality is actually implemented in the index.php page and in the affiliatetools.html template file.

reseller.php

This page is for Affiliates/JV Partners to access the affiliate center.

It provides for login of affiliates and/or JV Partners, and (after login) the display of the affiliate center page. The affiliate center page can be controlled by modifying the template provided for this purpose (affcenter.html).

viewer.php

This page is for your own use as a way to preview your various templates without having to actually go through the sales/delivery process.

The viewer.php page is secured, so that it cannot be run except from the RAP Admin Panel, and then, only if you have logged into the RAP Admin Panel as the administrator. It reads the files from the template folder, and dynamically creates a drop-down list of templates from the files found. Selecting a file will cause that template to be shown in another frame on the page.

It doesn't contain all the same logic as the index.php page, so it can't replicate all of that functionality, but it does allow you to see the results of many options set up for a product (prices, commission rates, hyperlinks, etc.) and can be very helpful in verifying/debugging your setup.

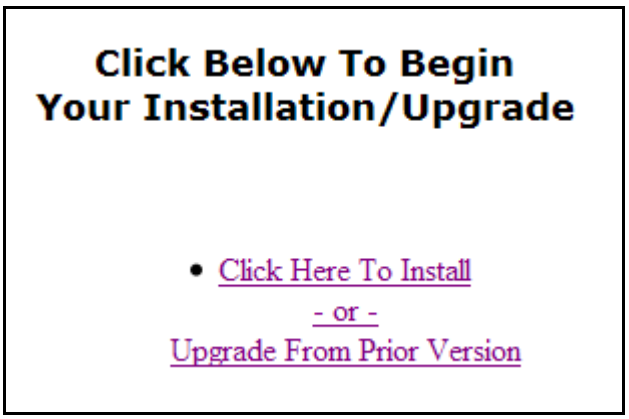
VI. Run the Install Script

Now that you have created a database for the Admin Panel to control everything, and uploaded the two scripts, you are ready for the actual install.

This consists of simply running the install.php script and following the instructions provided.

In your Internet Browser, go to http://YourDomain.com/rap_admin/install.php.

You'll see the following entry page that just confirms that you are in the right place.



Click on the link to continue.

License Registration

The first time you install Rapid Action Profits to your domain, you will be prompted to enter the paypal email address that you used to purchase the product.

Your license does not limit the number of your own sites where you can install the software, but we need to verify that you are the original purchaser and are the site administrator before allowing you to use Rapid Action Profits.

When you install Rapid Action Profits for the first time on a given web site, you will be prompted to click register. You should also see the administrator paypal email address that is going to be used to register the software. Click the Register button to register the software. In a few seconds you should be registered.

The install script will then show a number of web pages to collect information for your installation. The first of these pages is used to create the config.php file (in your rap_admin folder).

Later, when upgrading to a new release, these fields will be pre-filled with the information you entered during your initial install.

Before continuing, you will need to have a MySQL database created. Once you've created your database, fill in the following details and click on the 'Next' button.

If you're upgrading, these details should already be filled in for you.

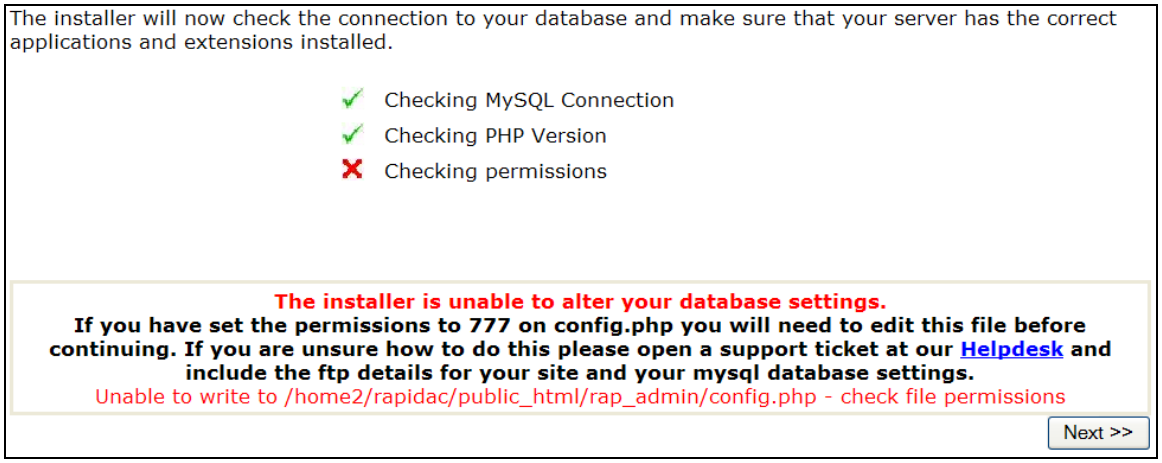
MySQL Hostname:	localhost
MySQL Database Name:	
MySQL Username:	
MySQL Password:	

Next >>

The MySQL Hostname will almost always be 'localhost'.

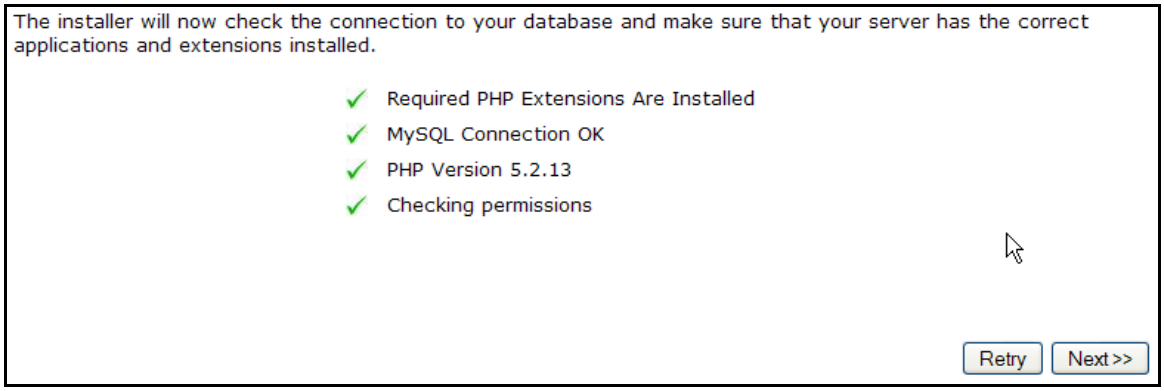
Fill in your Database Name, and the Username and Password that you set up when creating your MySQL database in the first step. Click on the 'Next' button.

If the config.php file is not present, or if you forgot to change permissions on config.php to 777, you will see the following error:



Correct the problem and just refresh your Browser. The script will re-verify your database connection and update the config.php file.

Assuming no errors at this point the page will be shown again, but without the errors:



Click the 'Next' button.

You will be shown a page to enter some configuration details for your installations:

Please enter a username and password for the Admin user. When you click on the 'Next' button the necessary database table(s) will be created/updated and the initial configuration will be complete.

Owner or Business Name :	Rapid Action Profits	
Admin Username :	admin	Choose a Username for logging in to the Admin Area.
Admin Password :	ju11annalynch	Choose a Password for logging in to the Admin Area.
Your Domain :	i-net-sales.com	Enter your domain name (do not include 'www.').
Shared Affiliates?	☑	Check this box if you want to allow affiliates to benefit from cross-promotion of your products
Support Address :	i-net-sales.com/helpdes	Enter your support email address or Contact Page URL.
Fraud Address :	sales@ad-clix.com	Enter an email address for notification of fraudulent purchases.
Paypal Address :	sales@ad-clix.com	Enter your **Primary** Paypal email address.
"Seller" Address for Paypal Sandbox :	sales_1188947787_biz@	Enter your **Paypal Sandbox** "seller" email address.
Administrator Email :	sid@rapidactionprofits.c	Enter an email address for notification of sales, etc.

Retry Next >>

The **Owner or Business Name** is a multi-purpose field used for:

1. the “from name” in email alerts sent to you, announcing changes to sensitive system information.
2. the default “from name” in system emails sent to others, when no product specific “from name” has been set up.

The Admin **Username** and **Password** will be required later for you to log in to your RAP Admin Panel. This is **NOT** the Username and Password for your mySQL Database (you've already supplied that information). It is so that only you will be able to log into your RAP Admin Panel.

In addition, you will enter:

Your Domain: do not include http:// or the 'www.' – just the domain name (i.e. YourDomain.com)

Shared Affiliates? This option controls the setting of affiliate cookies at either the individual product level (i.e. the cookie is set at the "install folder" level), or at the global (root folder) level. Check the box to assign affiliate cookies at the global level. This will cause the cookie to be shared by all products you sell on this web site (domain).

If you uncheck the box, one affiliate can be cookied for one of your products and another affiliate may be cookied for a second product.

Setting the "Shared Affiliates" option also means that your affiliates need only register for your affiliate program one time and use their affiliate nickname to promote any of your products.

Support Address: This can be an email address or the URL of a page containing a support or contact form. It is shown on ALL of the template pages to make sure that your customers have a way to contact you with ordering or other support issues.

Fraud Address: This is an email address where you want the script to inform you of fraudulent purchases. If you use an email address for support (above) this can be the same address if you want.

Paypal Address: This is your **PRIMARY** Paypal address. It identifies your account to Paypal, and is the address that Paypal Instant Payment Notification will use when notifying the RAP script of any sales.

Paypal Sandbox Address: This is optional, but if you have a Paypal Developer Account and have set up Paypal Sandbox accounts, you should enter the email address of your Paypal Sandbox **Seller's Account** here. It's a simple matter of checking/unchecking a box in the Admin Panel to switch between test and live processing modes.

Administrator Email: This is used to send you a notification of sale from the IPN script, and for sending security alerts, when you (or someone else) has changed certain system set up information.

Fill in the above fields and then click the 'Next' button.

These fields will be stored in the database and if you got this far without error you will see the following page:

IMPORTANT:
DELETE rap_admin/install.php
and set permissions on
rap_admin/config.php to 644

If there are no errors, installation is complete and you may now log in to your admin area at:

http://i-net-sales.com/rap_admin/

There is a link to your Admin Panel (you'll memorize this soon enough), but more importantly, there are instructions to REMOVE the install.php file from the rap_admin folder (you won't need this except for a future script upgrade), and to change the permissions on config.php BACK to the normal 644 setting.

Click on the link, and login to your RAP Admin Panel to configure your first product settings (see next chapter).

VII. Customize Your Template Files

There are template files for the primary pages in your sales/delivery process. There are also templates for pages that will help you manage affiliates and JV partners that are outside of the sales/delivery process but help “round out” the functionality and the benefits of using Rapid Action Profits.

Many of the pages provided can be used “as is” and won’t require any modification, but they are provided here so that:

1. You can add images or alternate text, and
2. you can translate them to another language if you work in a non-English speaking marketplace.

The Sales/Delivery Process

The Rapid Action Profits system comes with a series of HTML template files that are shown to your customers at the various steps along the sales and checkout process. In essence, it is an entire mini-site and all of the templates can be customized with your own header image, footer information, color scheme, layout, and graphics.

Some of the pages are optional and will be bypassed in the sales/delivery process - if certain options are set/reset in the configuration.

This chapter will cover ONLY the basic sales/delivery process necessary to sell a single product and only uses a small number of the available templates.

Modify those first and then decide whether you need to add additional pages from subsequent chapters

All of the HTML template files can be found in a folder named “product/tmpl/”, or “product/tmpl2/”. These two folders are almost identical, but the templates in product/tmpl/ have separate template files for your page header and footer (meaning you only have to modify those portions of your templates once).

As we discuss each template, the ones that are optional will be identified, and you can make the decision based on their usage as to whether you need to customize them, or not.

Needless to say, if you are not going to be using a particular page in your sales cycle, there is no need to customize the template file for that page. Just skip over it.

To customize the HTML template files, you will need some sort of HTML editor. I typically use MS FrontPage, but almost any one will do. Even a text-based editor like Notepad or WordPad is sufficient, if you’re really familiar with HTML. If you have an editor that you’re already familiar with, it’s probably best that you continue to use that. No reason to introduce a new learning curve into this process.

NOTE – It’s usually easier to understand anything if you can visualize it.

For that reason, I suggest you open each template file in a WYSIWG web page editor (or just double-click on each one to open it in your default browser). The default verbiage that is supplied on each template will help you conceptualize how that particular template is used.

Each template is discussed in the sequence in which it appears in the sales process so opening the pages as you read the following will help you understand the use of each page, and help you decide if you want it to be a part of your sales strategy. If necessary, you can also refer back to the flow diagram to help you mentally tie all the pieces together.

header.html (optional)

This template exists only in the product/tmpl/ folder, and (if uploaded to your template folder) is **automatically inserted** before each of the other templates to provide common page header information and layout.

This template contains the entire HTML <head> section, the beginning of the <body> section, and an “outer” table that defines the overall width of your page. Other than the footer.html template, all of the HTML code in the other templates will be contained in this “outer” table.

If using the header.html template, you can define a page background color, or a background image, if desired, and a table for your (optional) header image and page heading text.

You should customize this to meet your needs, but **retain the table structure** since it affects the layout of the other templates.

footer.html (optional)

This template (if uploaded to your template folder) is **automatically inserted** after each of the other templates to provide common page footer information.

This template contains your physical address and contact information, as well as a link to your online support address (either a contact form or an email address). It also contains your copyright statement, and links to your Earnings Disclaimer, Terms of Use, and Privacy Policy.

By placing these details here, they will be replicated automatically on every page.

This template has some common features that you need to be aware of and customize accordingly.

1. Supply your own contact info in lieu of the dummy information shown at the bottom of the page.
2. Leave the Support link intact at the bottom of the page. This is inserted by a code snippet and allows you to modify it in the future without having to edit the template file again. The snippet of code for the link to your support area is:

```
<a href="<?=$sys_supportlink?>"><?=$sys_support?></a>
```

Customize this template to your own liking, but retain the closing table tags as they will affect the overall layout of your other templates.

> **Note** –the header.html and footer.html files (described above) contain PHP code snippets that MUST be retained.
>
> If using the templates from the product/tmpl2/ folder, these files do not exist, as the code from these files has already been combined into each of the other templates.

salespage.html

The first page shown to your visitor is the sales letter.

I've included the file salespage.html as a template for your sales letter, and you can use it to create one or more sales letters for use by the script (Rapid Action Profits will rotate multiple sales letters so you can do split-testing of more than one variation of your sales page).

This is template file can be renamed, but if you don't use the split-testing feature, there really is no need to rename it.

The sales letter template provided is actually a mini-course in creating sales letters and you will replace the “tutorial” text with your own sales copy. There are a couple of things you need to pay close attention to while customizing your sales letter templates.

1. The template inserts the maximum number of items for sale. That’s done by a small snippet of PHP code :

   <?=$sys_max_sales?>

   If you’re not setting a limit on the number of items for sale, you should eliminate this code from your sales page.

2. The template also inserts the number of items remaining to be sold. That’s done by another small snippet of PHP code :

   <?=$sys_item_remaining?>

   This allows your sales page to automatically count down the number of items remaining. Of course, if you’re not setting a limit on the number of items for sale, you can also eliminate this code from your sales page.

3. Near the end of the template there are a couple of places where the price of your product is inserted automatically by the script. That’s also done by a very small snippet of PHP code -

   <?=$sys_item_price?>.

   It’s OK to eliminate this code, and manually insert the price if you want, but make sure you delete the whole code snippet if you do this.

4. The order link is a normal hyperlink, and can be applied to a piece of text (i.e. ORDER NOW) or to an image (such as an order button. It looks like this:

   ** … **

But there is much more you can do with this, because the sales page provides for dynamic content in place of the order button.

```
<!-- invoke order button (or comp form if zero dollar sale [freebie]) -->
<?= getCallToAction()?>

<!--
<table width=350px height=200px style='border: 4px dashed black;'>
    <tr><td align=center valign=center>
        <p align=center>
        <big><b>Get Your Copy Now For Only</b></big><br>
        <big><big><b>$<?= $sys_item_price ?></b></big></big>
        </p>
        <p align=center>
         <a href='?action=order'>
         <img src="https://www.paypal.com/en_US/i/btn/x-click-butcc.gif"
border=0></a><br>
         <i><font size=2>Secure Payments<br>Made Through
PayPal</font></i>
         </p>
    </td></tr>
</table>
-->
```

Why dynamic? Discount Coupons can be used to convert a chargeable product into a giveaway, “on the fly”. If you use this feature, the dynamic content is supplied in two additional templates (which we will discuss next), but let’s talk about how to choose one option vs. the other.

The sales page template contains the following code:

I’ve bolded the **<?= getCallToAction()?>** token that causes the system to insert the dynamic “Call to Action” content.

The HTML code below that is the older version of the order link inside a table with a “buy now” image and the order link discussed above. This code is “commented out” by placing the special characters “<!-- “ before the code, and “-->” after the code.

You can remove the **<?= getCallToAction()?>** token, and the commenting characters, and use this (or similar) code to cause your order link to be displayed, rather than allowing the system to display dynamic content.

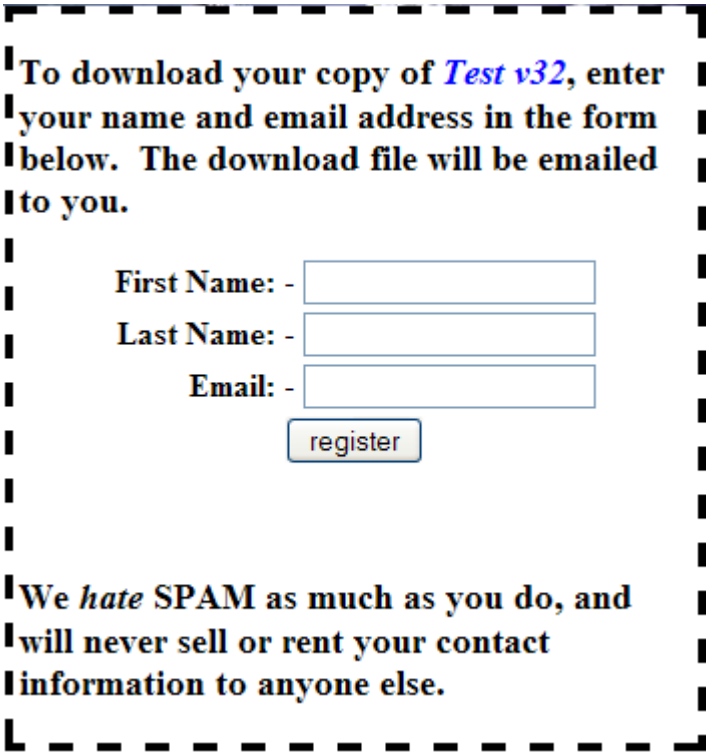
order_button.html (optional)

This template provides the dynamic “Call to Action” content with your order button and the order link (similar to the commented code in the sales page template), for automatic insertion into your sales page when your product is not being given away.

Note - This is simply a WYSIWYG representation of the exact same HTML code that is commented in the sales page template shown above.

comp_form.html (optional)

This template is automatically inserted into the sales page (in lieu of the order_button.html template above), as dynamic content when your product is set up with a zero price, or when a zero-dollar discount is used, and will display a "registration form" to allow the system to record a "comp" sale in the database.



You can use the template "as is", or it can be modified with your own verbiage, but the form must remain as it is to register your new "customers".

goto_paypal.html

This is just a transition page that shows while the payment form is being submitted to Paypal and it will automatically be replaced by the Paypal login page after 5 seconds.

It is exactly the format that I use on the Rapid Action Profits site, and is probably fine without any modification.

However, if you deal primarily in a non-English speaking marketplace, you may want to translate this page to the language used by most of your visitors.

from_paypal.html

This is another transition page, but it differs from the goto_paypal.html template in that it will check your database every 5 seconds to determine if the Paypal IPN transaction has been returned, and displays a countdown timer that is updated at each interval.

When the countdown timer reaches 0 seconds, it will automatically be replaced with the payment_timeout.html page (below).

Again, this is exactly the format that I use on the Rapid Action Profits site, and is probably fine without any modification.

If you deal primarily in a non-English speaking marketplace, you may want to translate this page to the language used by most of your visitors.

payment_timeout.html

This is the page that shows if the connection back from Paypal times out. Since the IPN transaction was not returned from Paypal, we cannot verify that a payment was actually made.

This page includes (by default) a link to your support email or to your helpdesk.

You can modify the verbiage on this page, or if you primarily serve a non-English speaking market, you might want to translate the page to an appropriate language.

squeeze.html (optional)

The squeeze page is built into the cycle AFTER the order so that you collect the contact information of paying customers rather than “tire kickers”. This is important, but also a little controversial because they have already paid for your product and now they want delivery.

If you use the squeeze page, you need to give the customer some compelling reason to fill out the form; make them WANT to give you their information. Otherwise the squeeze page will just irritate them.

That’s why we’ve made it optional, but still provided ways for you to collect your customers’ information in less intrusive ways, so that you can contact them with more offers at a later date.

The squeeze page template has a “place holder” that you should replace with the opt-in form code for your auto-responder. If you don’t already have an auto-responder, I highly recommend Aweber. Besides the fact that they give you an unlimited number of lists for a low monthly price, they have a reputation for the best delivery rate in the industry.

Make sure your auto-responder returns your customer to the download page. This is normally done by providing a “return URL” as a hidden field in the opt-in form so that the desired return page is communicated to the auto-responder as a part of the normal opt-in process.

The “return URL” you need to use in your autoresponder form is in this format: http://YourDomain.com/installfolder/?action=download

Don't use this URL exactly as it is. It's just an example. Instead, modify the example to reflect your domain name and the install folder for your product. If you install RAP into your root folder, just leave out the 'installfolder/' portion of the URL.

For example, I use Aweber and my RAP install is in the root folder at RapidActionProfits.com. If I were using the squeeze page on the Rapid Action Profits site, the opt-in form field for the "return URL" would look like this:

```
<input type="hidden" name="redirect"
value="http://RapidActionProfits.com/?action=download">
```

As an alternative to using the squeeze page, Rapid Action Profits captures your customer's name and email information into its own database. You can broadcast emails to your customers directly from your RAP system, but you cannot currently set up a pre-written series of emails to send your customers over time.

If the broadcast mail function in RAP is sufficient for your purposes, you can elect (during the setup steps below) to bypass the squeeze page. This is an important feature, because a squeeze page can be irritating to a customer.

Again, this step is optional, so you may not need to bother with customizing the squeeze.html file.

Note – most shared hosting services will limit the number of emails that may be sent at one time, so our broadcast mail feature may not meet your needs.

If you use an auto-responder service (like Aweber), the Rapid Action Profits system also has another option that provides automatic opt-in of your customers to your auto-responder service, so you will still be able to by-pass the squeeze page in your order process.

download.html

Once you've captured the customer contact information, it's important to give them the product download as soon as possible. They've already paid for it and you don't want to try their patience.

The download.html file is the template for download of the front-end product. Your customer will see this download page if you don't have a one-time offer, or if they choose not to take you up on your one-time offer.

The template file provided is pretty basic and you can add more in the way of download instructions. Just be sure to leave the download link itself intact. It's a small snippet of PHP code that looks like this:

```
<?=sys_downloadlink(0)?>
```

It is set to the secured download location so that it can't be shared with others and you won't lose money from pirated downloads.

That download link can also be set to expire in a timeframe of your choosing when you set up your products in the Admin Panel. (We'll discuss this in a later step.)

> **Note** – This page may also be used to recruit new customers as affiliates.
>
> See "**Download Pages**" in the following section for a description of how to use the options available for recruiting new affiliates.

disclaimer.html (optional)

This template is intended to provide you with an acceptable EARNINGS DISCLAIMER for your site, and while use of this template is optional, it is highly recommended that you do, especially if you are selling any type of product whose benefit relates to any sort of money-making opportunity.

There is a link to this page included in the footer of each page of the default templates provided with your RAP download.

The template contains slightly modified verbiage that may/may not be suitable for your purposes, but is certainly a good base from which to start. **If you do** use this template, read it carefully, and feel free to use it “as is”, or modify it specifically to meet your own needs.

terms.html (optional)

While also optional, this template is provided so that you can easily implement an acceptable TERMS AND CONDITIONS OF USE statement for your site and/or products.

There is a link to this page included in the footer of each page of the default templates provided with your RAP download.

The template contains snippets of PHP code to automatically insert your company/product name, but there are also blank lines, and your address information is not supplied.

If you use this template, be sure to review it, and supply your unique details where needed. Again, feel free to modify this template to meet your own needs.

privacy.html (optional)

Another optional page that you should include on your web site is a statement of your PRIVACY POLICY to explain to visitors what information you may collect, and your use of that information.

There is a link to this page included in the footer of each page of the default templates provided with your RAP download.

Not much editing of this template is required, but be sure to modify the effective date shown at the bottom of the page, and feel free to modify this template in any other way that suits your purposes.

Add More Strategies (and more sales)

By simply turning on options in your product set up (we'll get to that later). Additional pages will be enabled and the sales process will be changed to show those pages to your visitors at the correct time in the process.

Here we'll look at the templates that you'll want to modify if you decide to utilize these marketing strategies in your sales process.

presale.html

(use http://Yourdomain.com/<installfolder>/presales.php)
This template allows you to define an alternate landing page where you or your affiliates can offer some sort of pre-sales message or generate a lead.

You might want to offer a free PDF or show a pre-sales video and then link to your sales page, or you might just want to get your visitor to opt-in to an early notification list during pre-launch.

Regardless of how you use it, your affiliates will also be able to promote this page with their affiliate link and their affiliate ID will be cookied on the visitor's machine.

For your affiliates to use this page, they will promote a link that looks like: http://YourDomain.com/<installfolder>/presales.php?e=<nickname>. They can also use their Paypal email address to promote this page, and since presales.php is just a redirect page (to this template), you can rename the page to anything you like. Just make sure you communicate the appropriate link to your affiliates.

prelaunch.html

You've seen how the "gurus" have been doing Product Launches with videos. Each pre-launch page also has a lead capture form built in on the page to get your visitor to opt-in to an early notification list during your pre-launch.

Then, you don't have to depend on others to build anticipation for your launch.

Instead, you can notify (via autoresponder) anyone who has joined your early notification list when subsequent pre-launch pages are ready for them to visit, and at the end of the series, send them a notice that you're "Open for Business".

Of course, you have to make it worth their time, so make sure that each page in your pre-launch series delivers great value with a very informative video, a high value download, etc.

giveaway.html (optional alternate for sales page)

Note – this is one of two ways provided in RAP, to offer a free product in exchange for getting the visitor added to a list for future marketing.

This template does not provide the ability to capture opt-in (lead) information to the RAP database and requires the use of a separate auto-responder system.

If you are offering a free product in order to collect contact information from those that download your "freebie", you could just set the product as a "Giveaway" in your admin panel and the order button on your sales page (above) would send your visitor directly to your squeeze page (discussed below) to fill in their contact information prior to receiving the download link.

That has proven to work well, but there is an extra step involved – a second page to get the visitor to enter their contact information.

Instead, you could use the giveaway.html template instead of the salespage template to gather the contact information on the very first page that your visitor sees and then deliver them to the download page immediately after collecting that information.

So, the file giveaway.html has been included as an alternate template for your sales letter for Giveaway products, and you can use it to create one or more sales letters for use by the script (Rapid Action Profits will rotate multiple sales letters so you can do split-testing of more than one variation of the page).

The primary difference in this template and the standard salespage.html template is that instead of an order button, you will have an opt-in form to collect the visitors contact information.

Since the opt-in form will automatically return your visitor to the download page, you should use this template only for Giveaway products.

comp.html (optional alternate for sales page)

> **Note** –This template provides the ability to capture opt-in (lead) information to the RAP database by recording a sale in the amount of $0.00 and is annotated with a generated transaction ID that begins with 'COMP_'.
>
> **DO NOT** check the 'Giveaway' option during product set up.

If you want to offer a complimentary product in order to collect contact information from those that download your "freebie", you could just set the product as a "Giveaway" as described in the giveaway.html above, but there are two problems with that strategy:

1. If a site visitor is familiar with RAP-driven systems, they might realize that they can by-pass your opt-in form and get to your download page directly. There is no purchase record to secure your download.
2. You have to use a separate autoresponder system to store the contact info that you collect on that form.

Instead, you can use the comp.html template to gather the contact information, store a $0.00 sale in the database to secure the download (and therefore be able to mail them directly), and use the auto opt-in feature to capture the opt-in to an auto-responder system, if you also want that option.

The file comp.html has been included as an alternate template for your sales letter for Giveaway products, and you can use it to create one or more sales letters for use by the script (Rapid Action Profits will rotate multiple sales letters so you can do split-testing of more than one variation of your sales page).

The primary difference in this template and the standard salespage.html template is that instead of an order button, you will have an opt-in form to collect the visitors contact information to your RAP database.

Since the opt-in form will automatically return your visitor to the download page, without going through Paypal, you should use this template only for Giveaway products.

This template can be invoked in either of two ways…

1. First, you can rename this template anything you want (as long as it has a .html file type), and enter the file name in the Sales Letter Management for the product. This allows you to vary the copy on the page in order to do split testing of the various versions of the page (just like any other sales letter).

   This method should be used if a distinct product is set up specifically as a giveaway product for your visitors.

2. Secondly, you may set a coupon code with a price of $0.00, on a product that is already set up as a standard priced product.

   If the coupon code is used in a promotion, the normal sales page for that product will be shown, but the order button will invoke a template of the same name as the coupon code (if present in your template folder). If a template is not found by the same name as the coupon code, the comp_form.html page will be used by default.

In either case, the form on the template is used to supply details to create a $0.00 sales transaction, and deliver the visitor to your download page (or to your OTO page, if set up).

soldout.html (optional)

Offering a limited number of your product for sale is one way to create a "fear of loss". Visitors to your sales page won't be as likely to procrastinate if they know that the product you're offering is limited.

If you only have so many of an item to sell and make a limited offer, you will be able to set the maximum sales quantity in the Admin Panel and once you have sold that number of units, this "Sold Out" page will show instead of the normal sales page.

Unless you have set a maximum on the number of units you will sell, this page will never be shown and there will be no need to customize it.

If you do set a maximum number of sales, you will want to customize this template to do more than just inform the customer that you are "sold out". Use the opportunity to make a different offer, or capture their contact info. You could even insert an opt-in form on this page to put them on a list to be notified the next time you have more "inventory" to sell.

zips.html (optional)

This template is provided for use in countries that require the collection of your customers' physical location for tax purposes.

Use this template ONLY if you absolutely have to collect your customers' physical location info, as it causes a brief interruption in the sales cycle and could dramatically reduce your sales conversion.

To the best of my knowledge, this is not required for use in the U.S.A.

IMPORTANT – I am not an accountant! It is your responsibility to use the software provided in accordance with the laws that govern YOU and your business. Consult an attorney or a tax accountant for your own protection.

Unless you set the option during the setup steps below, this page will be bypassed. Otherwise, it will collect the customer's Country, State (or Province), and Postal Code information.

If you do need to use this template, customize it to explain to your customer WHY you need to collect such information.

taf.html (choose between this and download.html)

This template is really just another version of the download.html template above. The only difference in the two templates is that taf.html includes a tell-a-friend script.

It also encourages your customers to "tell a friend" by offering an incentive for them to do so. If they refer a friend (through this page), and that friend purchases your product, they will receive your normal commission paid directly (and immediately) to their Paypal account.

To invoke this page as your download page, all you have to do is set the Tell A Friend option during product setup, and customize this template.

If you set this option, there is no need to customize the download.html template file – as it won't be used. Likewise, If you don't set this option, there is no need to customize this template.

If you do use the Tell A Friend option, be sure to leave the download link itself intact. It's a small snippet of PHP code that looks like this:

```
<?=sys_downloadlink(0)?>
```

Also, be careful not to disturb the web form code on the page (everything between the <form> and </form> tags, as it is necessary for the Tell A Friend function to work.

> **Note** – This page may also be used to recruit new customers as affiliates.
>
> See "Download Pages" in the following section for a description of how to use the options available for recruiting new affiliates.

Add One Time Offers

Once you have gotten your customer's attention and they've made a commitment for your front-end sale, you may want to do some back end marketing RIGHT THEN!

That's what the One-Time Offer (OTO) is designed to do. It's a **special** offer that is shown right after they purchase your front-end offer, but before you make delivery so that you still have their attention. It is shown only this one time (to increase the sense of urgency) and you should make it really special!

oto.html (required only if making a one-time offer)

Before sending your customer to their download page, you may want to try to sell them an immediate back end offer. A one-time offer works well here because you can easily create a "fear of loss" by letting them know that they will never see this offer again.

The oto.html file is the sales page template for your one-time offer.

The OTO sales letter template provided is just a revision of the front-end sales letter template, but it includes a way for your customer to “Just Say NO!” In other words, they have to be able to decline your offer and proceed directly to your download page for the front-end product that they have already purchased.

You need to make it clear that this is a **ONE-TIME** offer, and actually make the offer exclusive. For instance, you could give them a significant discount on a product that you are selling elsewhere for much more. Tell your customer that you are making this offer as a way to thank them for the purchase they have just made, and if you can – show them proof that this offer really is exclusive. Give them a link to the regular sales page for the product where you sell it at the regular price.

This page is only shown if you set the One-Time Offer option for this product during your setup from the Admin Panel.

Just like on the sales page for your front-end offer, there are a couple of things you need to pay close attention to while customizing your One-Time Offer template.

1. Near the end of the template there are a couple of places where the price of your product is inserted automatically by the script. That’s done by a very small snippet of PHP code - **`<?= $sys_oto_price ?>`**.

   It’s OK to eliminate this code, and manually insert the price if you want, but make sure you delete the whole code snippet if you do this.

2. The order link is a typical hyperlink, and looks like this:

   ```
   <a href="?action=order&oto=1">
   ```

   Make sure the order link is kept the same as it is in the template file

provided. If you want more than one order link on your page, simply copy & paste the link wherever you want it.

3. In addition, there are a couple of places in this template where a link directly to the download page is provided in case your customer isn't interested in your one-time offer. They look like this:

   No thanks. Just send me to my download

   You can change the text of this link to suit yourself, but the URL that the link points to must remain intact. Here's what that looks like:

   ```
   <a href="?action=declineoto">
   ```

otodownload.html (required only if making a one-time offer)

The otodownload.html template contains download links for **both** your front-end product AND your one-time offer.

Anyone who purchases your one-time offer has bypassed the download page for your front-end product, but will still receive an email containing that download link (as long as you haven't disabled that option).

After purchasing your one-time offer the customer will receive another email with a download link for that product and will automatically be sent to this download page.

You can add more in the way of download instructions to this template but be sure to leave the download link itself intact. It is set to the secured download

location so that it can't be shared with others, thereby protecting your product from theft.

The download link for the front-end product looks exactly like the download link on the download.html template page:

```
<?=sys_downloadlink(0)?>
```

The download link for the one-time offer is almost the same. It just passes a different value to indicate that the download for the back-end product is to be generated:

```
<?=sys_downloadlink(1)?>
```

Note – This page may also be used to recruit new customers as affiliates.

See "**Download Pages**" in the following section for a description of how to use the options available for recruiting new affiliates.

ototaf.html (choose between this and otodownload.html)

This template is really just another version of the otodownload.html template above. The only difference in the two templates is that ototaf.html includes a tell-a-friend script.

It also encourages your customers to "tell a friend" by offering an incentive for them to do so. If they refer a friend (through this page), and that friend purchases your product, they will receive your normal commission paid directly to their Paypal account.

To invoke this page as the download page for your one-time offer, all you have to do is set the Tell A Friend option during product setup, and customize this template.

If you set this option, there is no need to customize the otodownload.html template file – as it won't be used. Likewise, if you don't set this option, there is no need to customize this template.

If you do use the Tell A Friend option, be sure to leave the download links themselves intact. They are just small snippets of PHP code that look like this:

`<?=sys_downloadlink(0)?>` (for the download of your front-end product)
`<?=sys_downloadlink(1)?>` (for the download of your OTO product)

Also, be careful not to disturb the web form code on the page (everything between the <form> and </form> tags, as it is necessary for the Tell A Friend function to work.

> **Note** – This page may also be used to recruit new customers as affiliates.
>
> See "**Download Pages**" in the following section for a description of how to use the options available for recruiting new affiliates.

Miscellaneous Pages

The following templates are not an integral part of the sales/delivery process, but may be used to provide other, related functions in the system.

You can direct visitors to these functions with an "action" parameter, but there are also redirect pages for each of these so you can use a "cleaner" URL.

These redirect pages may also be renamed to anything you like, to limit the number of un-targeted visitors you get to these pages, or to hide them from casual visitors if you want.

expired.html

Because the download links are also (optionally) provided to your customer in an email, and because the system allows you to define an expiration limit for your download links, there is a chance that a customer will click the link in the email some time after the download link has expired.

If someone clicks on a link to an expired download, they need to be given instructions on how to request an updated download link. In essence, you want to make the customer aware of the situation, but not leave them anxious about not being able to download the file immediately.

This template is designed to do just that, giving your customer instructions on how to contact support and request an updated link.

invalid.html

Technical problems might occasionally cause a customer's download link to not match up with a payment transaction in the database. Again, you want to inform the customer of the situation, but give them some reassurance that your support staff can resolve the situation for them.

Similar to the "Expired Link" template, invalid.html gives your customer instructions on how to contact support and request a valid link.

subscriberoptions.html

By default, the RAP system emails to customers will be sent to the customer's primary Paypal email address. These emails will include a link to this page, at the bottom of the message body.

If a customer clicks on that link, a browser window will be opened with this page, allowing the customer to specify an alternate email address where they want to receive your mailings.

Additionally, the customer can "opt out" of your mailing list on this page.

confirm_optout.html

This is a simple response page, for information purposes only.

Should the customer elect to opt out of your mailing list (from the subscriber options page), this page will be shown to confirm to the customer that they have been removed from your mailing list.

offline.html

This template is shown whenever you mark a product as "disabled" and allows you to take a product "offline" if you are experiencing difficulties of any sort.

Your use of this template will be very rare, but occasionally, RAP will set the "disabled" flag on all products during a version upgrade. This will only be done when an upgrade absolutely requires that the Admin Panel script and your product scripts be upgraded at the same time to avoid causing problems with the functioning of your product scripts.

If this is necessary, the Upgrade Guide will forewarn you that this option will be invoked, so that you can schedule your version upgrade for a time when you can afford all products to be disabled for the duration of the upgrade.

Using Resellers to Market Your Product(s)

affiliates.html

(use http://Yourdomain.com/<installfolder>/affiliates.php)

This template is not a part of the order cycle, but can be useful for inviting others to promote your product – especially if you normally allow only customers to promote your offer.

Customize this template to "sell" people on promoting your product. Tell them about the potential for commissions, both on the front-end product and on your one-time offer.

The affiliates.html template allows others to sign up as qualified affiliates, and allows them to sell your product without first having bought it. It also allows them to choose their own Affiliate ID so that they can promote without disclosing their Paypal address.

You can send someone to this page by giving them the following URL:
http://yourdomain.com/installfolder/affiliates.php

affiliatethanks.html

This template shows a page that is not much different than a typical "Thank You" page. It is returned to someone who signs up through the affiliates.html template above.

The template, as provided, includes their affiliate link (using the Affiliate ID they have chosen). You can add links to other resources or incentives for your partners. You may want to set up an "affiliate tools" page with advertising banners, suggested email text and other resources.

partners.html

(use http://Yourdomain.com/<installfolder>/jv.php)

This template is similar to the affiliates.html template (above) and is not a part of the order cycle. It can be useful for inviting super affiliates or JV Partners to promote your product.

Customize this template to "sell" people on promoting your product. Tell them about the potential for commissions, both on the front-end product and on your one-time offer. Think of it as a JV Proposal, and focus on the benefit to your partners.

The partners.html template allows others to sign up as qualified partners, and allows them to sell your product without first having bought it. It also allows them to choose their own Affiliate ID so that they can promote without disclosing their Paypal address. Anyone signing up through this page is awarded an override commission rate as set up in the Admin Panel for JV Partners.

You can send someone to this page by giving them the following URL:
http://yourdomain.com/installfolder/jv.php
Note – this page requires that you also set up a secret code in the product setup and provide your potential partners with that code so that "unauthorized" visitors can't sign up as partners. This gives you control over who can sign up with "JV" or "partner" status.

partnerthanks.html

This template shows a page similar to the response to the affiliate sign up. It is returned to someone who signs up through the partners.html template above.

The template, as provided, includes a registration form so that you can also provide a free copy of your product to your JV partners. You can remove that, or even add links to other resources or incentives for your partners.

It also includes their affiliate link (using the Affiliate ID they have chosen). You may want to set up an "affiliate tools" page with advertising banners, suggested email text and other resources for their use.

Download Pages

There are 4 templates that may be used for delivery of your product(s). Two are for delivery of your front-end product(s), and the other two are for delivery of your one-time offer (optional).

Download page templates for your front-end product are **download.html or taf.html** (includes the tell-a-friend script on the page). Similar templates (**otodownload.html or ototaf.html**) are available for delivery of your one-time offer (if you choose to use this feature).

These templates are a standard part of the order cycle, and include the ability to invite new customers to promote your product – immediately after the purchase.

It does not replace the affiliate sign up process (above), but provides 2 additional ways for you to recruit **new customers** as affiliates:

1. Embedded in the html code of the download templates, there is a function call that, if left in place, will automatically recruit new customers to register

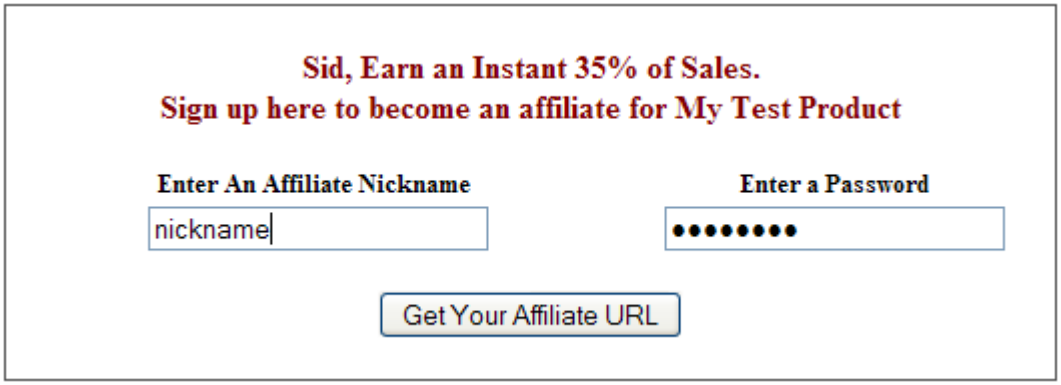
for your affiliate program.

The code for the function call looks like this:
<?= quickaffiliate()?>

2. There is also an alternate block of HTML code that “sells” your new customer on becoming an affiliate, and displays links to the affiliate sign up page (described above).

Besides providing your product download link to the customer, this template can be used to “sell” people on promoting your product using either (or both) of the 2 techniques above. You can also eliminate either, or both, of these options.

If you opt to use the quick affiliate function (option 1, above) on your download page(s), the new customer will be invited to join your affiliate program, simply by selecting a “nickname” and password.



When (if) the customer does join your affiliate program, their affiliate nickname and password will be registered on your database, and the following confirmation will replace the form (above) on the download page.

An Email With Your Affiliate Details
Has Been Sent To sid@rapidactionprofits.com

Earn the full price of My Test Product for 35% of your sales, Sid!
Your Affiliate Link:
http://i-net-sales.com/test31/?e=default

You can also log in to the reseller's area at http://i-net-sales.com/test31/reseller.php
to retrieve promotional materials for any of our products that you registered to sell.
Login Details:
Nickname = default
Password = default

In addition, the affiliate sign up email is sent to the new affiliate.

If the customer is already an affiliate, the system will display a box similar to the following on the download page. This will remind them that they can earn money by promoting the product they just bought, and show them their promotional link, as well as tell them how they can retrieve additional affiliate tools from the reseller area.

NOTE:
You are Registered as A Reseller of Our Products!

An Email With Your Affiliate Details
Has Been Sent To sid@ad-clix.com

Earn the full price of New 3.1 Test for 35% of your sales, Sid!
Your Affilite Link:
http://i-net-sales.com/test31/?e=default

You can also log in to the reseller's area at http://i-net-sales.com/test31/reseller.php
to retrieve promotional materials for any of our products that you registered to sell.
Login Details:
Nickname = default
Password = default

affcenter.html

There is no URL for direct access to this page as it is only available after a reseller logs in at http://Yourdomain.com/<installfolder>/reseller.php.

This page probably requires NO editing unless you want to eliminate one of the features from the page, or you want to provide additional explanatory verbiage on the page for your resellers (.affiliates or JV partners).

At the top of the page, there are menu entries to allow the reseller to Logoff, or to Change their password. Below that, it shows the reseller's "nickname" and their status (Reseller or JV Partner). Then there are PHP script tokens to show:

1. a table of that reseller's sales stats containing a line for each product with Product Name, sales (units and dollars) for which they received payment, sales for which the merchant (you) received payment, refunds, and net sales and refunds

   The Product Name field is hyperlinked to the Affiliate Tools page for that product, and opens in a new window.

2. A second table is provided to remind your resellers of other income opportunities you provide for them. It shows each product you offer that they are signed up to promote. If you have set the "Shared Affiliates" option they will see all products (except any you specifically excluded during setup).

   For each product, the reseller will be shown the Product Name, the product image, the reseller's promotional link (which will take them to the sales page for that product), and another link to the Affiliate Tools page.

   In addition, this section shows the retail price, and the Tier 1 and Tier 2 commission percentages for the product(s).

If you decide to customize this page, the PHP script tokens on the page are as follows:

- <?= refstats($_SESSION['nickname'])?> for the “stats” section, and
- <?= catalog($_SESSION['nickname']) ?> for the Product description section.

affliatetools.html

(use http://Yourdomain.com/<installfolder>/affiliatetools.php)

This template is a place for you to make advertising creatives available to your affiliates and JV partners.

It allows your sales partners to enter either their unique affiliate nickname or their paypal address and the ads will be updated to automatically include their affiliate link.

If they have forgotten their unique nickname (common among affiliates), they can enter their Primary Paypal email address. Using the email address RAP will look up their affiliate/partner registration. If the email is registered, the affiliate links in the ads will be generated using their registered nickname. If not, the affiliate links will be generated using their Paypal email address.

To allow the script to generate your affiliate links, the following tokens are used in the textarea boxes that contain the copy&paste code for your affiliates (see the usage in the provided template):

[ITEMNAME]
[DOMAIN]
[INSTALLFOLDER]
[NICKNAME]

These are replaced with the appropriate values when the code is generated.

The affiliatetools.html file provided in your download contains working examples for the raw affiliate link, an affiliate redirect page, image ads, a peel-away ad, text ads, your rss feed, and a pre-written promotional email. Of course these will need to be heavily customized to include ads for YOUR product, but the framework is there.

You supply your own images and copy. The RAP script will generate the code for your affiliates to just copy&paste.

Note – The current version of PeelAwayAds provides for the creation of peel-away ads that your affiliates can put on their sites simply by copy&pasting a single line of javascript onto their web sites. There is an example of this on the affiliatetools.html template, but to use this feature you must have the **PeelAwayAds** software.

Table of Template Variables

Many of the values defined in your product setup can be automatically inserted into your web pages by including the following snippets of PHP code into your page templates. As you customize your pages using the templates provided, you'll encounter many of these variables already in place in the templates as examples of how to use them.

Insert This:	*Purpose:*
<?=$sys_download_link(0)?>	Places the secure download link for your front-end product.
<?=$sys_download_link(1)?>	Places the secure download link for your OTO product.
<?=$sys_support?>	Anchor text for your support link
<?=$sys_suppportlink?>	URL or mailto: for placement in a hyperlink to

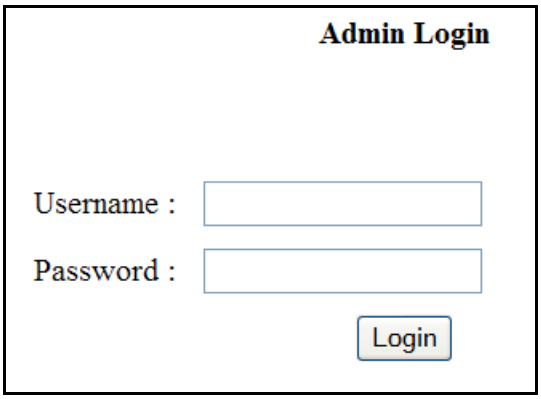
Insert This:	Purpose:
	your support address
<?=$sys_item_name?>	The name of your front-end product
<?=$sys_item_price?>	The selling price of your front-end product
<?=$sys_item_pct?>	The standard commission rate of your front-end product
<?=$sys_item_pct2?>	The 2nd tier commission rate of your front-end product (if you select to run a 2-tier program)
<?=$sys_jv_item_pct?>	The commission rate paid to JV partners for sales of your front-end product
<?=$sys_jv_item_pct2?>	The 2nd tier commission rate paid to JV partners for sales of your front-end product (if you select to run a 2-tier program)
<?=$sys_oto_name?>	The name of your OTO product
<?=$sys_oto_price?>	The selling price of your OTO product
<?=$sys_oto_pct?>	The standard commission rate of your OTO product
<?=$sys_oto_pct2?>	The 2nd tier commission rate for sales of your OTO product (if you select to run a 2-tier program)
<?=$sys_jv_oto_pct?>	The commission rate paid to JV partners for sales of your OTO product
<?=$sys_jv_oto_pct2?>	The 2nd tier commission rate paid to JV partners for sales of your OTO product (if you select to run a 2-tier program)
<?=$sys_jv_code?>	The secret code that you will provide to potential JV partners. They will need this code in order to sign up as a partner.
<?=$sys_expire?>	The number of hours from the time of purchase that a download link will be valid
<?=$sys_max_sales?>	The maximum number of your front-end

Insert This:	*Purpose:*
	product to be sold before the site visitor will be shown the “Sold Out” page in lieu of the sales page
<?=$sys_item_remaining?>	The number of front-end product remaining to be sold before the limit (maximum number) has been sold
<?= getCallToAction()?>	This token determines if a customer has arrived with a zero-dollar discount coupon, and replaces itself with a registration form. If not, a small table with the order link is inserted.
<?= quickaffiliate()?>	This token will cause the insertion of an affiliate sign up form on your ‘download pages. If you use it on the front-end download or taf templates, be sure to also include it on the OTO versions, as well.

VIII. Setup and Configuration

At the top of all RAP Admin Panel pages is a page header that identifies the version of the Rapid Action Profits script you are running. No need to rummage around in the code to try to figure this out.

Before you can do anything in the Admin Panel, you have to log in using the Admin Username and Password that you created during the install procedure.



Once you have logged in, you will see the Admin Panel Home page - the Dashboard. This page includes the latest RAP News, Recommended Resources, etc.

Login also allows access to the Admin Panel menu bar. All you have to do is "mouse over" any of the buttons on the horizontal menu bar to get a drop-down list of the options under that menu.

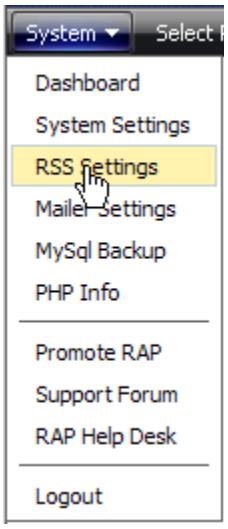
System Menu

Let's look at the first menu button on the left – the "System" menu.

The first option on this menu will take you to the **RAP Dashboard** (Home) page of your Admin Panel. This page is displayed automatically after you login to the Admin Panel, and interfaces directly with the Rapid Action Profits web site to keep you updated on the latest releases, known bugs, interim patch releases, etc.

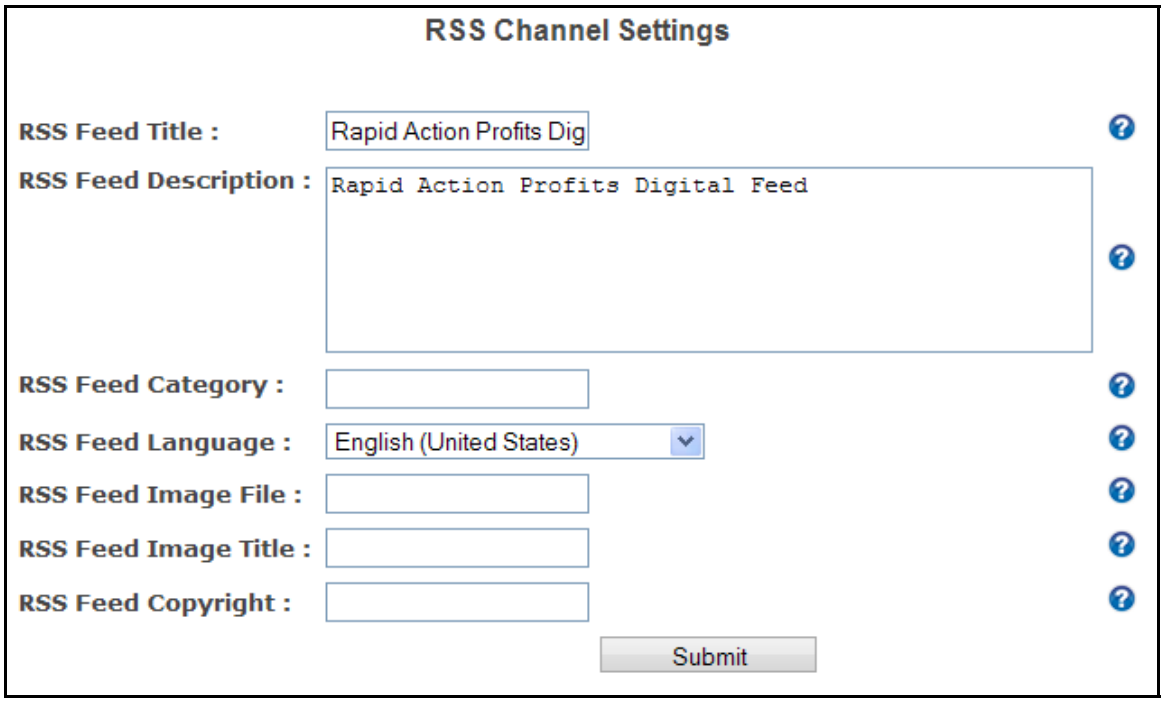
Next is a link to **System Settings** where you can modify most of the parameters that you specified during the Admin Panel install – without having to re-do the actual install process. You can edit the Owner/Business Name, your Admin Panel login, support and Administrator email addresses, your Primary Paypal email address, etc.

At this stage, you're not likely to need this function (in fact, you may never need it), but it's there if you need it.



The next menu item will open the **RSS Settings** page. More specifically, the RSS Channel settings can be set. Most of the settings are optional, and the required fields are automatically created with default values, so that you will have a valid RSS feed without changing anything.

Each field is defined below, indicating which fields are required and which are optional. In addition, I'll show you the default values that are automatically supplied when you first install RAP on a domain, and give you some guidance regarding alternate values you may want to supply.



The first field in the RSS Channel Settings is the **RSS Feed Title**. Because this is a required field, it is initially filled for you with your "Owner/Business Name" from your initial installation, followed by the words "Digital Feed". The title is used by Feed Readers to distinguish your feed from others, so it should be unique and relevant to your site.

The **RSS Feed Description** is also required, and is automatically created with a value of “Current Product Information from”, followed by your domain (supplied during the initial install of your RAP system. While this is “adequate”, you should try to create a more wordy description, containing 2 or 3 sentences. Feel free to use keywords, but remember that this description is for “human consumption”, so be descriptive. Don’t try to game the search engines.

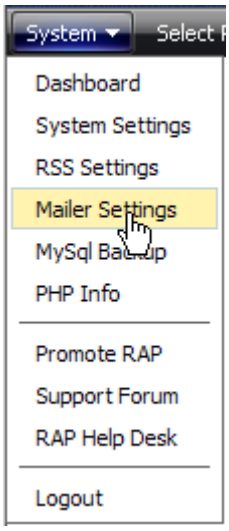
The **RSS Feed Category** is an optional field, and may be left blank, but it is advisable to supply a value for this field, just so that the feed aggregators can group your feed with other, related feeds. There is no pre-determined set of categories, so it is probably best to use a very high level (2 or 3 words max) definition, to give you a better chance of matching categories that an aggregator may already have defined.

RSS Feed Language is not required, but will default to English if a substitute is not provided. All valid values are provided in a drop-down list, and all you need to do is select the language to match your site. While many aggregators will do nothing with this field, it is used by some aggregators to help organize information for anyone that is looking for a feed in their own language.

RSS Feed Icon Image File is the file name where (of all things) your feed icon image can be found. We have supplied an appropriate image in the rap_admin/images/ folder. You can use that by entering “feed-icon-32x32.jpg” in this field. If you prefer another image, simply upload it to your rap_admin/images/ folder, and enter the file name in this field.

RSS Feed Image Title is also optional, and is text provided to show in lieu of the feed image (when a visitor chooses not to show images), or as a “tip” when a visitor mouses over the feed image.

RSS Feed Copyright is also optional, and provides legal protection for the content of your rss feed, identifying ownership of the feed.



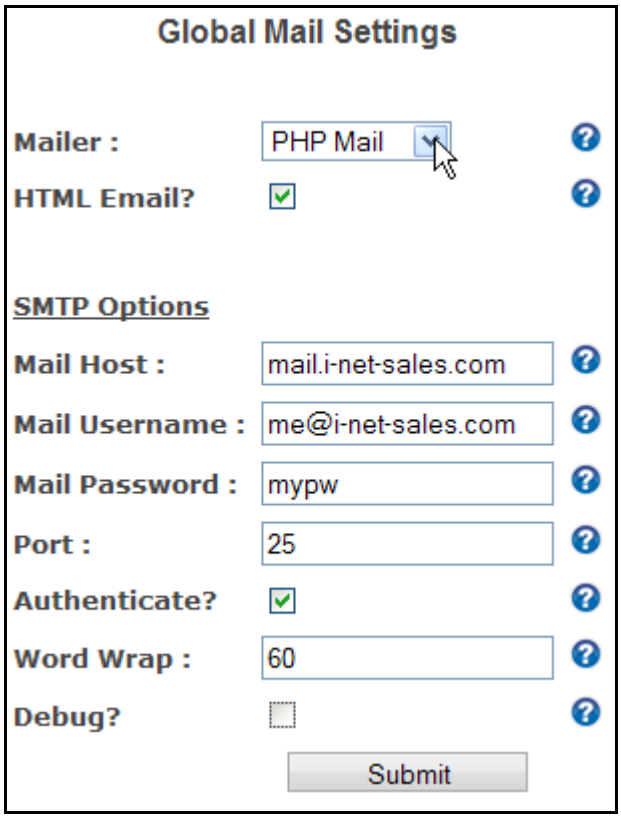
The next option in the System Menu is the **Mailer Settings**, where you can specify the global options for how system emails are to be delivered.

The first option (**Mailer**) lets you specify whether to use the standard PHP Mail function, or to use the optional SMTP Mail feature.

Most lower priced web hosting accounts (shared hosting, in particular) have pretty restrictive limits on the number of emails that can be sent at a time, or within a fixed time period, and those limits may not satisfy your needs. SMTP Mail, on these hosting accounts may have similar limits, but the protocol provides better control so that your RAP system has greater control over delays, and the timing of message delivery, to help overcome the limits imposed.

The second global option defines (with a simple checkbox) whether you want to send **HTML Email** (with color, font size, bolding, and/or image delivery) versus plain text emails. Either format is compatible with both PHP Mail or SMTP Mail.

If you select HTML Email, an online HTML editor is provided for creating/maintaining your system emails, and broadcast emails sent from your RAP system.



The remainder of the options on this page are pertinent ONLY if you opt to use the SMTP Mailer, and can be ignored if you are using PHP Mail.

The **Mail Host** to be used, can typically be determined by looking at your mail options in cPanel, if SMTP mail capability is provided as part of your web hosting account. If not, you might choose to use another Mail Host, but this might require contracting for a separate service (i.e. an SMTP Mail account).

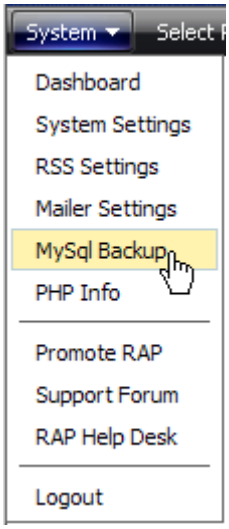
The **Mail Username** and **Mail Password** are required so that your system can be authorized to send mail through the mail account selected.

The **Port** (normally 25) must specify the port number required by the mail host.

The **Authenticate** option must be checked if the mail host requires authentication.

To make your SMTP mail more readable, **Word Wrap** specifies the maximum number of characters to be sent, before a line break is forced.

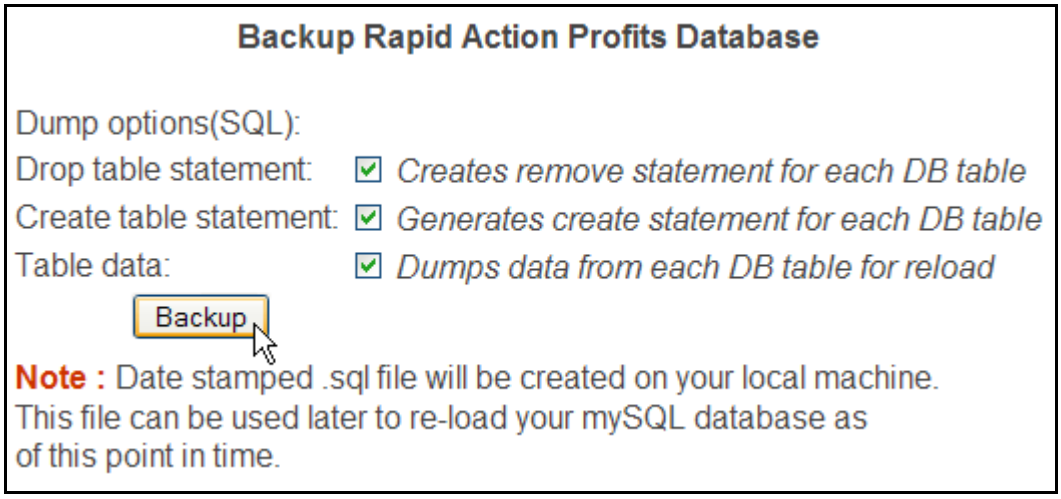
If you are having trouble passing the authentication and subsequent delivery of outgoing SMTP emails, you can temporarily set the **Debug** option so that the SMTP Mailer will echo debug messages to you as each step of the protocol is completed, to inform you of errors encountered.



The next option under the System menu is a link to **MySQL Backup**, where you can initiate a full backup of your RAP database to your local hard drive.

While there are a few options provided to control the MySQL statements that are output to the backup file, the default options (all boxes checked) are appropriate for creating a file that will replicate the state of the database at the time of the backup.

Unless you are proficient in the MySQL language, you should not modify the default options. These will create a backup in a format that will allow you to replace your online database, should it be corrupted.



The next entry in the System menu, is a link to **PHP Info.** Clicking on that link will open a new browser window with a large table of all the PHP settings on your server. You may never have a need for that, but in certain circumstances it can help you or someone with the right experience determine if there is a PHP setting on your host that may be causing a problem with the proper functioning of your script.

The next few entries in the System menu are essentially just "shortcuts"" that take you to various services on the Rapid Action Profits web site, and are opened in a new browser window so that your current session in the Admin Panel isn't disturbed.

The first of these, **Promote RAP**, is a shortcut to the RAP Reseller Program registration page. If you would like to earn 50% of all sales you refer to Rapid Action Profits, you can use this link to register as a reseller.

Just under that is a link to the Rapid Action Profits private **Support Forum**. This can be a source of great help when you experience any problems setting up your site and opens in a new window so that your current admin session is not disturbed. If you haven't already registered, you'll need to do that because most of the forum is private and can't be viewed by just any "Johnny come lately".

Lastly, there is also a shortcut to my **Help Desk**. You can use this to submit Support Tickets and be sure of receiving a reply because support tickets are given a unique ID and their status is tracked to make sure that every one is answered.

Finally, at the very bottom of the System menu, the **Logout** link will log you out of the Admin Panel.

Select Product

Almost all of the functions in the Admin Panel are specific to a single product, and an error will be returned if you don't select one of those products before trying to access the function.

Once you have set up one or more products in the Admin Panel (see next section), the Select Product button will show a list of products and you simply click on one of the product names to select it.

Note – you can also "unselect" the product so that functions that can work across multiple products (i.e. Search Sales) will not be limited.

While a product is selected, the Product Name and Product ID will be shown in the upper right-hand portion of the page header.

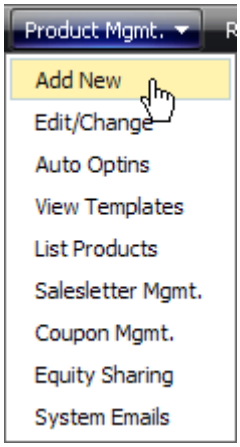
.

Product Management

Moving your mouse over the next button on the menu bar reveals the functions you will use to set up your products in the RAP Admin Panel.

Add New Product

The first thing you need to do after the basic installation is to **Add New Product**.



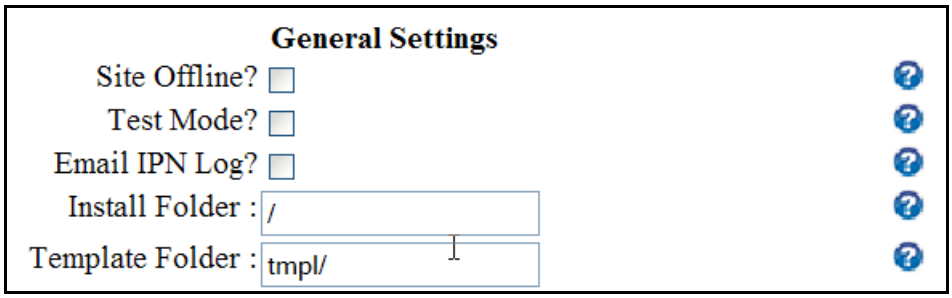
When you click on this option, you'll get back the Product Settings page. It's pretty long, so I'll just show it here in sections going down the page, interspersed with explanations for each section.

There are default settings supplied for each field, but these are to be used as examples. Be sure you understand each option and set it accordingly.

> Note – Almost all of the set up pages have pop-up tool tips to remind you how to use an input box – what are the valid values, etc. The tool tips are indicated by a question mark graphic next to each field that has a tool tip, and they are shown simply by mousing over the question mark graphic..

Now… starting at the top of the Add New Product page…

General Settings



The **Site Offline** check box is probably of little significance when first setting up a new product. In fact, you will probably use this option only in very rare circumstances.

The effect of selecting this option is that that any attempt to go to the sales page for this product will return the “offline” page instead. This effectively disables a product so that it cannot be sold while this option is checked.

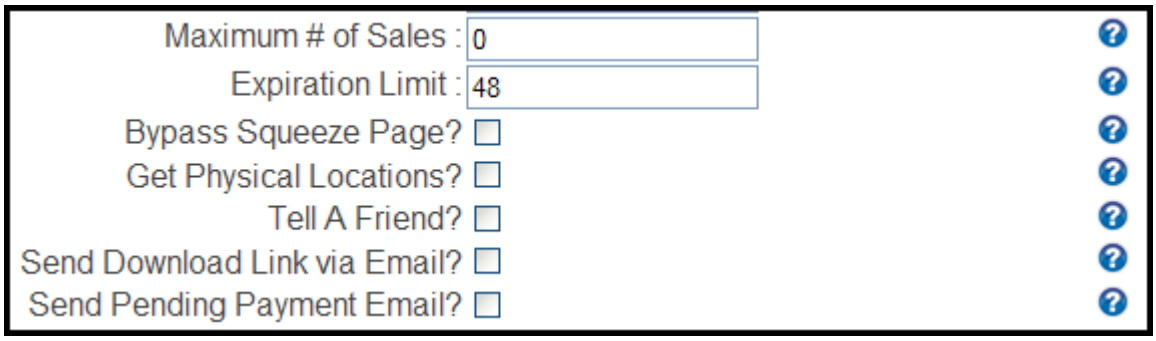
The **Test Mode** check box is pretty easy to understand. If you have set up Paypal Sandbox accounts (at least one for your ‘dummy’ merchant and one for a ‘dummy’ customer) and you supplied a Paypal Sandbox address during the install process, you can check this box and ALL interaction with Paypal will be to your Sandbox account rather than your live Paypal account. Un-check the box after you’ve completed testing, and you’re ready to go live.

The **Email IPN Log** option will parse each Instant Payment Notification (IPN) transaction from Paypal, and email the contents of every data item in those notifications to your Admin Email address (defined during the Admin Panel installation). This information can be extremely helpful while testing your setup and provides information not available elsewhere should there be any problem in processing a customer’s payment transaction. It is highly recommended that you select this option.

The **Install Folder** is the folder where you have installed the script for this product (the ‘product’ folder). If you installed into your root folder, the ‘/’ provided as the default entry is correct. If not, add your folder name to the end of that and add another slash at the end (i.e. /myproductfolder/).

The **Template Folder** was installed one level below (inside) your Install Folder and the script knows this so all that is needed is the folder name followed by a

slash. It was supplied in your download as 'tmpl', and if you didn't change it, the default supplied in this field will work. If you DID change the name of this folder, then be sure to change it here to match.



To create a sense of urgency, you might want to limit the number of sales. But are you going to sit up through the night monitoring the number of sales so that you know when to shut down your site? The better alternative is to set **Maximum # of Sales** to the number of copies you want to sell. When the number of sales reaches that quantity, new visitors will automatically be shown the "Sold Out" template instead of being shown the sales letter when they come to your site. Note – a zero in this field means that there is NO maximum.

The **Expiration Limit** allows the RAP script to keep your download link valid for a limited amount of time. That way, customers don't pass the download link around – effectively giving your product away to their friends. The expiration limit is expressed in a number of hours and represents how long a download link will be valid from the time of the sale.

Rapid Action Profits includes a template for a squeeze page, and by default, this page is shown immediately on return from the payment processing for your front-end offer. But, RAP also has the ability to broadcast mail to customers directly, so if you don't have an autoresponder, you can simply check the **Bypass Squeeze Page** box and you will still be able to mail your customers.

Note - I don't use this next option myself, but some have expressed a desire to collect the physical location of a customer for tax purposes.

So that this doesn't interfere with the sales process for those that don't need/want it, the collection of physical location data is optional. Simply check the **Get Physical Locations** box to enable this page in the sales cycle. The customer's Country, State (or Province), and Postal Code will be collected before being delivered to the Paypal site for payment processing. Un-checking the box will by-pass that page.

If the **Tell A Friend** box is checked, the Tell a Friend template (taf.html) will be shown in lieu of the standard download page (download.html). These files are the same except that one contains the tell-a-friend code and the other doesn't. Both have the code to generate a download link for your customer.

The **Send Download Link via Email** box should be checked (in my opinion). Having the script automatically deliver a download link via email makes sure that they get their purchase, even if they miss the download link on the download page. It may be a little over-kill, but better that they get an extra notification than none at all.

The **Send Pending Payment Email** box should be checked (in my opinion). Having the script automatically deliver an email to the customer that the payment was received, but that delivery is pending the clearance of that payment.

Paypal will automatically send another IPN transaction to your server when payment is complete, and your RAP system will automatically send the customer a download link at that time.

Reseller Settings

These options control significant features of your affiliate program

Reseller Settings

Show in Affiliate Center? ☐
Allow External Affiliate Order Link? ☐
Reseller Registration Required? ☐
Marketplace Override Allowed? ☐

The **Show in Affiliate Center** option allows you to control which of your products are visible to affiliates. For instance, if you have no commission percentages set up on a product, you probably would not want to check this box (making it visible to your affiliates). Or… you may be in the process of setting up a new product, and you want to run your own direct promotions before letting your affiliates begin their promotions.

Allow External Affiliate Order Link does exactly what it says. If this option is checked, your affiliates can create their own sales pages, and then link directly to your order link, rather than sending traffic to your sales page. This can be very beneficial for affiliates who want to use their own copy to close the sale (i.e. a comprehensive product review).

However, this is NOT specific to any one affiliate, so you may not feel comfortable that all of your affiliates would fairly represent your product. An overzealous affiliate might overpromise, and cause your refund rate to increase. It's YOUR product, and you make the rules, so if this option is not checked, the visitor will be sent to your sales page, instead.

In either case, the affiliate's ID is cookied on the visitor's machine.

By checking the **Reseller Registration Required** option, you can disallow promotion by individuals who haven't signed up as an affiliate.

By default, RAP allows anyone with a valid Paypal account to promote your product, and earn commissions. It's easy – and there was a time when I held that out as a major benefit of using RAP.

It makes it easy for someone to promote your product, but… there is a down side. First, anyone who doesn't sign up for your affiliate program, also hasn't agreed to abide by your policies. They haven't agreed not to spam. They haven't agreed to honor your guarantee.

Some merchants won't have a problem with that, but there needed to be a way to give the merchant who is concerned about these issues, a way to establish policy, and have that policy agreed to by his/her affiliates.

The **Reseller Registration Required** option gives that control to the merchant, by forcing anyone who wants to promote their product to go through the sign up process.

Having said all that…
a marketplace with a directory of products from different merchants, and a pool of active affiliates (i.e. RAPBank.com), can be of great value in promoting a merchant's product. However, it can be unwieldy (a gross understatement) for all of those affiliates to go through the sign up process for each product.

Since there are now marketplaces, like RAP Bank, designed to promote RAP-driven products, there needed be a way to accommodate affiliate promotions from those marketplaces without requiring the affiliates to sign up for each merchant's affiliate program.

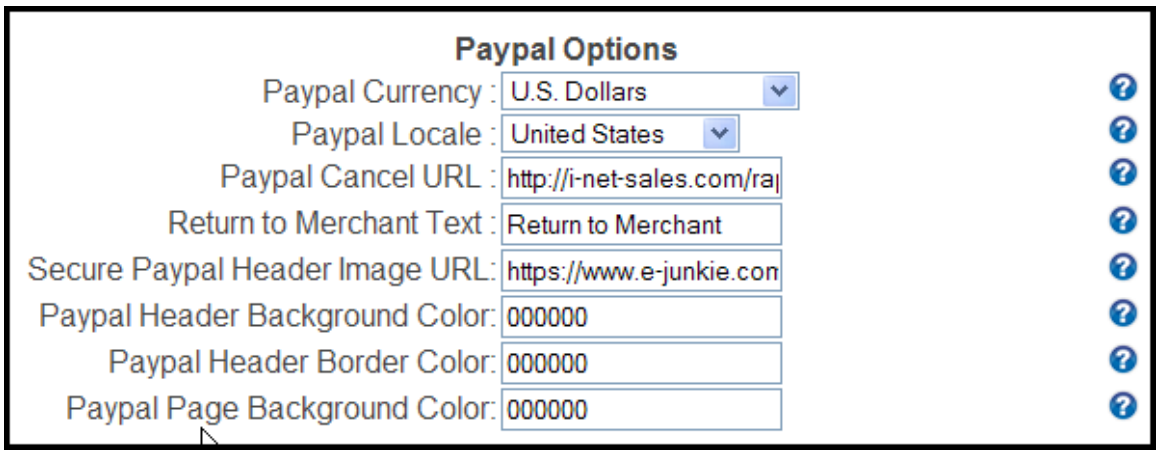
Rather than an "all or nothing" situation, it was decided that there also needed to be a way to provide an exception to the "Reseller Registration Required" option,

that would selectively allow promotion by non-registered affiliates (via their Paypal email address), as an override of the above option.

The **Marketplace Override Allowed** option provides the merchant a way to allow exceptions to the previous option, under very specific conditions. By selecting this option, and installing a RAP Add On module specific to that marketplace, the marketplace is allowed to send a referral to the merchant, on behalf of an affiliate, and without the affiliate being required to sign up for each individual affiliate program.

Paypal Options

This set of options allows you to define any Equity Partners, and various options used during the payment processing.



Paypal allows you to specify one of 16 different currencies in which to hold funds, and you may have balances in any number of these. Only one of these can be declared as your “primary” currency and if you receive a payment in a currency in which you have not authorized Paypal to carry a balance, it will translate the received amount into the currency specified as your “primary”. You may select any **Paypal Currency** that you have set up with Paypal, but normally, you should select your primary currency.

You can also specify the **Paypal Locale**, to control the language in which the payment page will be shown. The drop-down box provides for any locale currently accepted by Paypal.

A customer might abort the order process, even after being sent to Paypal to enter their payment details. In the **Paypal Cancel URL**, you can specify a separate page to return these visitors to. You might elect to just return them to your product sale page (maybe they need to review some benefit on that page to finalize their decision), or you might want to return them to a totally separate offer (i.e. the sales page for the front-end offer on a different product).

The Paypal Payment pages can be customized right from within the RAP Admin Panel, as well.

1. In the **Return to Merchant Text** box, you may specify custom button text to be shown on the "Continue" button on the Paypal Payment page.
2. In the **Secure Paypal Header Image URL**, you may specify an image URL to be shown in lieu of the standard Paypal header. The image file should be on a secure server (i.e. URL beginning with https://). While some services will allow this, many do not, or make it difficult to use.

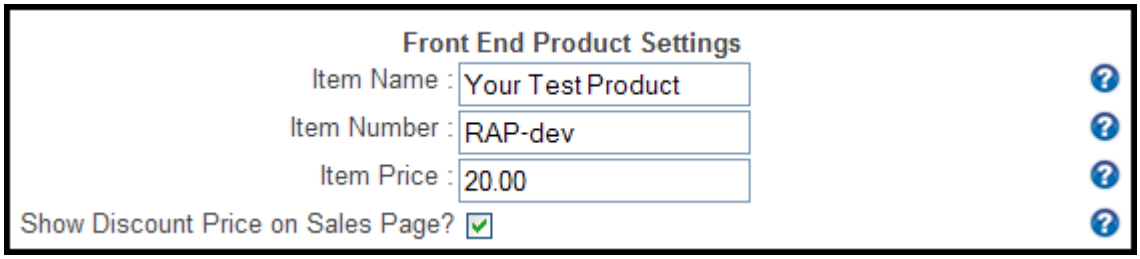
   To overcome this, a default image has been provided, or you can replace the default URL with your own secure image. The default secure header image was created on the e-junkie web site, using their free service at: http://www.sslpic.com

   You simply upload your image file, and provide your email address, so they can send you a link to the secure file containing your own image. It's that simple, and it's free!
3. The next 3 fields allow you to enter the hex color code for the **Paypal Header Background Color**, the **Paypal Header Border Color**, and the **Paypal Page Background Color**. These may give you some frustration,

as Paypal may/may not use the colors you request. If they determine that any of the colors specified will conflict with other colors on the page, they will ignore our color in favor of white.

Front-End Product Settings

Now let's look at the parameters that are specific to your "front-end" offer.

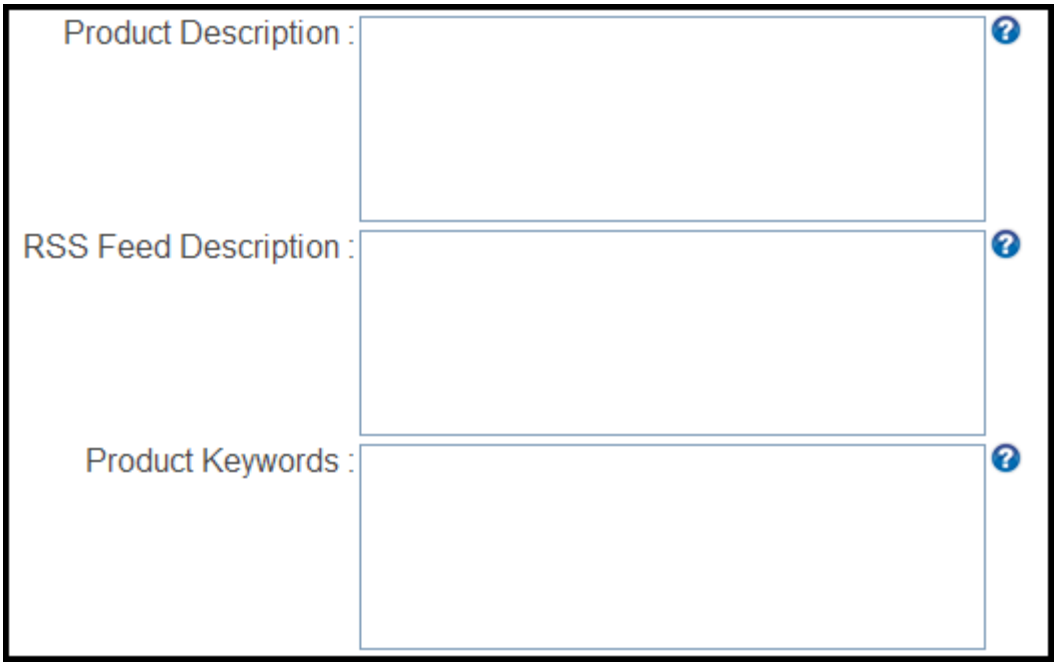


Your **Item Name** is automatically displayed in a number of the templates, and is passed to Paypal so that the customer is reassured that they are, in fact, purchasing the product they intended to buy. It should be your actual product name. It is also used to distinguish your products in the Admin Panel so that when you are reviewing stats, you know which product you're looking at.

The **Item Number** is also passed to Paypal and is shown on every sale in the Admin Panel. This field is very important in the Paypal interface to understand if you are currently processing the sale of your front-end item or your one time offer, so it is very important that this be a unique value. You can also search on sales for a particular Item Number, so it should be unique and at least some part of the "number" should be an alpha abbreviation to indicate what the product is.

The **Item Price** is the amount you are charging for your product. This amount is shown in the sales page template by default, and is always passed to Paypal as the purchase amount.

If a valid discount coupon is used in the link to send traffic to your site, you can elect whether or not to show the discount price on your sales page, by checking/unchecking the box labeled **Show Discount Price on Sales Page**. If the box is unchecked, the visitor will not see the discount price until AFTER they click the order button, and are taken to Paypal.



For purposes of Search Engine optimization, you can enter a **Product Description**, and your **Product Keywords**. These fields are used by RAP to create HTML meta tags in the <head> section of your pages.

Note that you may have multi-word keyword phrases, but each keyword phrase should be separated from the next by a comma.

In addition to the Product Description for the products HTML meta tag, there is also the ability to enter an **RSS Feed Description**, for use when the RSS Feed entry for this product is created. This description is more likely to be shown for human consumption (via the RSS Feed), so it should be more descriptive than the description provided for the meta tag - much like a pre-sales ad.

The **Product Image File** is optional, and is used only used in the affiliate center. If you use this, upload your file into the <product>/images/ folder. All that must be entered in this box is the file name (no folders).

For instance, if you upload an image of your product to /public_html/product/images/myproduct.jpg, all that must be entered into the **Product Image File** text box is myproduct.jpg.

Note - A proportional thumbnail of the image is automatically created by the RAP system for display in the affiliate center, so that all product images will be sized the same.

All that is required to bypass the payment processor (Paypal) in your sales cycle is to check the **Give Away Product** box here. This is great if you're looking to give away something to your existing list and then putting a One Time Offer in front of them. It gives you a reason to mail them (the freebie) and gets them in front of your one time offer page.

A Give Away Product is also a proven way to get opt-ins to your list.

Since a Give Away DOES NOT go through the payment processing, none of the alternate methods of collecting contact info applies. There is no sales transaction so the script cannot collect the contact information from the sales process. Therefore, the Squeeze Page and the use of an autoresponder is essential if you use this option.

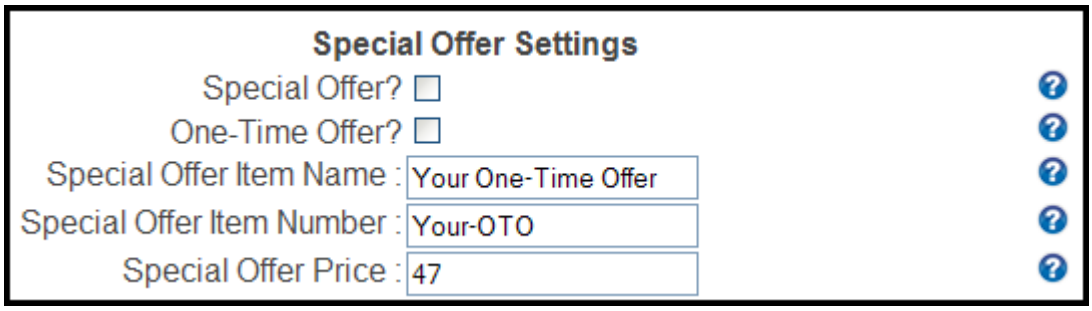
Check the **Customers Only** box if you don't want just anyone to be able to sell your product. If your primary goal is to create an opt-in list from buying customers and you're not concerned who makes the sale, you can un-check this box. If it makes you sick to see all that revenue going to someone else, you can make something from your front-end by requiring your affiliates to also be customers – or set the Item Percent so that you make something off each sale.

The **Download Location** is the location of the download file for your front-end offer, relative to the install folder for this product, and specifies the folder name and the file name of the download file.

An empty download folder named 'dlds' was provided in your downloaded script, but it is highly recommended that you change this to something that is not so easily guessed by others. Just make sure that the folder name you use here matches the actual folder name where your download files are located on your web host.

Special Offer Settings

Now let's look at the parameters that are specific to your Special Offer.



The system works if you have a **Special Offer**, or not, but extra parameters are needed to process your special offer. If this box is checked, the parameters

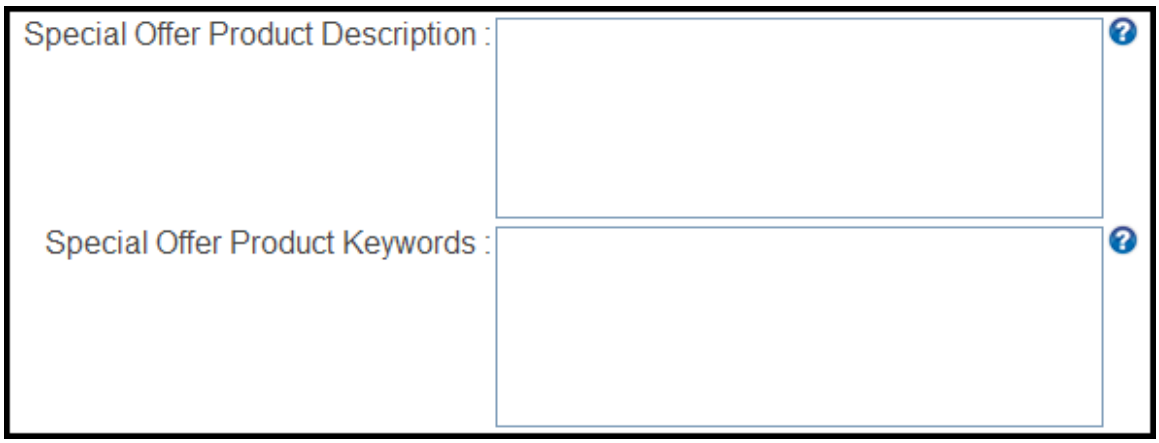
below are needed for processing. Otherwise, they are totally optional and are ignored.

By checking the **One-Time Offer** box, you will keep your Special Offer from showing more than once to your prospective customer. If this box is not checked, the offer will be shown every time you send the prospect back to their download page.

Your **Special Offer Item Name** is automatically displayed in a number of the templates, and is passed to Paypal so that the customer is reassured that they are, in fact, purchasing the product they intended to buy. It should be your actual product name. It is also used to distinguish your products in the Admin Panel so that when you are reviewing stats, you know which product you're looking at.

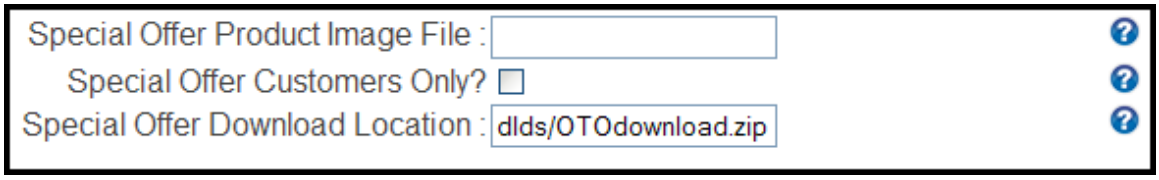
The **Special Offer Item Number** is also passed to Paypal and is shown on every sale in the Admin Panel. This field is very important in the Paypal interface to understand if you are currently processing the sale of your front-end item or your special offer, so it is very important that this be a unique value. You can also search on sales for a particular Item Number, so it should be unique and at least some part of the "number" should be an alpha abbreviation to indicate what the product is.

The **Special Offer Price** is the amount you are charging for your back-end product. This amount is shown in the special offer sales page template (oto.html) by default, and is always passed to Paypal as the purchase amount.



For purposes of Search Engine optimization, you can enter a **Special Offer Product Description**, and your **Special Offer Product Keywords**. These fields are used by RAP to create HTML meta tags in the <head> section of your special offer pages.

Note that you may have multi-word keyword phrases, but each keyword phrase should be separated from the next by a comma.



The **Special Offer Product Image File** is optional, and is not currently used in the system. If you use this, upload your file into the <product>/images/ folder. All that must be entered in this box is the file name (no folders).

For instance, if you upload an image of your product to /public_html/product/images/myOTOproduct.jpg, all that must be entered into the **Special Offer Product Image File** text box is myOTOproduct.jpg.

Check the **Special Offer Customers Only** box if you don't want just anyone to be able to earn commissions from your special offer product.

Note – Your special offer is likely to sell for a higher price than your front-end offer and an affiliate stands to make much more from the special offer if you allow them to share in the sales. This can be a HUGE motivator to get more affiliates and to get them to put more effort into promoting your product(s). Having to buy your one-time offer in order to qualify for commissions can be a big deterrent.

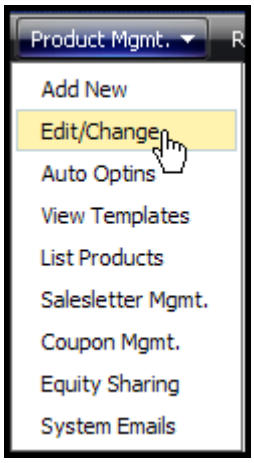
The **Special Offer Download Location** is the location of the download file for your special offer, relative to the install folder for this product, and specifies the folder name and the file name of the download file.

Again, an empty download folder named 'dlds' was provided in your downloaded script, but it is highly recommended that you change this to something that is not so easily guessed by others. There is no reason you shouldn't put your front-end download file and the download file for your one-time offer into the same folder.

Once you've completed the above, click on the **Save Setup** button.

You will be returned to the RAP Admin Panel Main Menu page.

Edit/Change Product



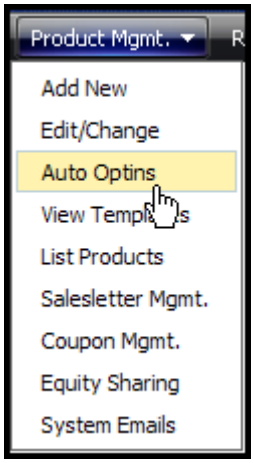
The page for changing a product configuration looks exactly the same as the one you used to Add a New Product, but it will be pre-filled with the existing product configuration of the product you have selected.

You can alter any of the product settings, Save the changes, and the new configuration will be saved back to the database.

Just a few examples of the things you can do:

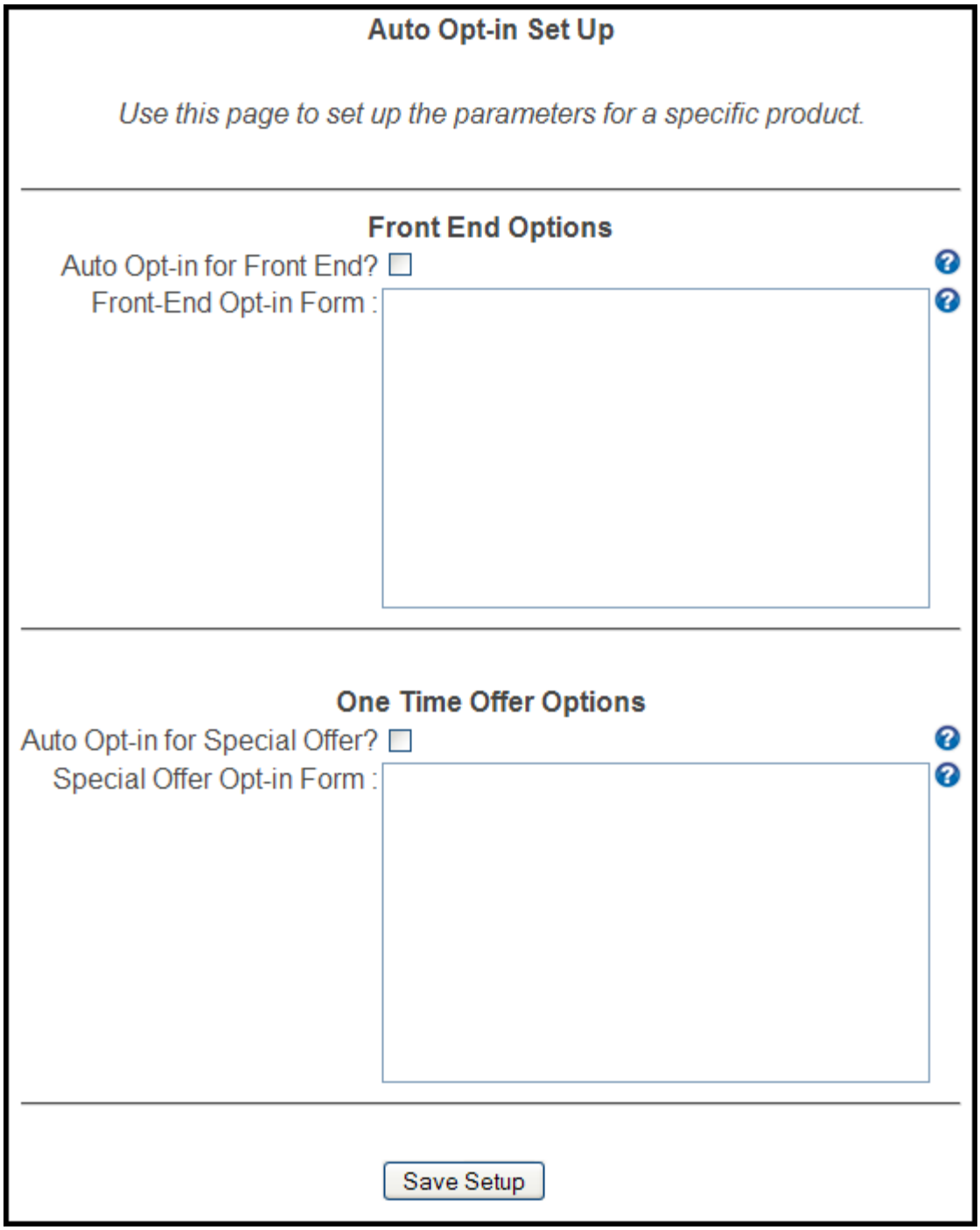
- Toggle "Test Mode" on/off
- Change the price for your front-end offer(s)
- Enable/Disable your one-time offer
- Change the maximum number of items you will sell

Auto Optins



The next group of options give you different choices for collecting contact information for your customers.

If you have an autoresponder account (like **Aweber**, for example) RAP has an **Automatic Opt-in** feature that allows you to bypass the squeeze page and still capture customers to your auto-responder list.



To use this feature, simply check this box labeled **Auto Opt-in for Front End** and then paste a “modified” version of your opt-in form into the text area labeled **Front End Opt-in Form**.

If you want customers who purchase your Special Offer to be captured onto a separate list, check the **Auto Opt-in for Special Offer** box, and paste a "modified" version of that opt-in form into the text area labeled **Special Offer Opt-in Form**.

Here's an example of typical HTML code for an opt-in form. In fact it's an actual form generated by Aweber, for a list that I use for testing.

Since different autoresponder services and scripts will use different input names, it's important that you understand what we are doing so you can apply the same principles to your own opt-in form.

The goal is to **remove ALL visible elements** from the opt-in form, and to **insert tokens** so that RAP can fill certain input fields with the correct values. That's all there is to it, so don't make this harder than it really is.

The first thing to do is to just copy your opt-in form into a simple text editor like notepad. There may be a lot of extraneous code that for validating values, and formatting the form on an HTML page, but we don't need all of that because we are creating an automatic (transparent) opt in form. Therefore, before you do anything else, pare it down to just the code beginning with the <form> tag, and ending with the </form> (end of form) tag. See the example code below.

There are other HTML tags in the form that a browser uses for formatting (i.e. <table> tags). Again, since we are creating a totally hidden form, we don't need those, and if we delete them, they will be out of the way and make it much easier to see what we are doing.

I've highlighted the "visible" elements that we need to delete, just so you can see how easy this really is before we even do anything.

```
<form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="1665132321">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="listname" value="rap-script">
<input type="hidden" name="redirect"
value="http://www.aweber.com/form/thankyou_vo.html">
<input type="hidden" name="meta_redirect_onlist" value="">
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="email">
<input type="hidden" name="meta_forward_vars" value="0">
<table>
<tr><td colspan=2><center></center></td></tr>
<tr><td>Name:</td><td>
<input type="text" name="name" value="" size="20">
</td></tr>
<tr><td>Email:</td><td>
<input type="text" name="email" value="" size="20">
</td></tr>
<tr><td align="center" colspan="2">
<input type="submit" name="submit" value="Submit">
</td></tr>
</table>
</form>
```

Note that I've also highlighted one input field (the Submit button), because it is a visible element, and because we don't need it, because the system is going to automatically submit the form to your autoresponder.

Delete those elements, and you are left with just the beginning and ending form tags, and the input tags (see below).

Next, I've highlighted the last elements that need our attention.

```
<form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="1665132321">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="listname" value="rap-script">
<input type="hidden" name="redirect"
value="http://www.aweber.com/form/thankyou_vo.html">
<input type="hidden" name="meta_redirect_onlist" value="">
```

```
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="email">
<input type="hidden" name="meta_forward_vars" value="0">
<input type="text" name="name" value="" size="20">
<input type="text" name="email" value="" size="20">
</form>
```

The remaining fields with **type="text"** fields are visible, but we couldn't simply delete them, as they are very important to the capture of the data for your autoresponder. Instead, **change their type to "hidden"**. In the example, there are two of these fields – the "name" field and the "from" field. Your opt-in form may have separate fields for first name and last name. The type="text" creates a visible text box. By changing the type to "hidden" they are no longer visible on the web page.

The last step is to insert tokens to provide "values" for all of these fields.

In an Aweber opt-in form, the return URL is defined in a field named "redirect". Aweber has a default return page that they show from their site if you don't supply a value (see the first highlighted value in the above form). **You don't want to use that!** So that RAP can insert the correct return URL for that value, we will inset the token "%redirect%" in that value in place of the URL that was provided.

Aweber also has an optional URL that is returned if the person is already on the list (meta_redirect_onlist). We want the customer to return to our download or OTO page, regardless, so we'll supply the same %redirect% token for that value as well (in the very next line).

Now all that's left is to supply values for the fields that the customer would normally fill in. Your opt-in form (and mine, above) comes with empty values for

those fields (value=""). Again, we will insert tokens to show RAP what values to insert into those fields.

In our example, I use a single name field, so I have inserted the token %fullname% in its value. You might have separate fileds for first name and last name. If so, use the tokens %firstname% and %lastname%, respectively, for the values of those fields.

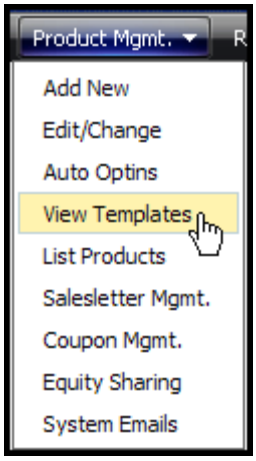
Aweber calls the email field "email", so I insert the token %email% in that value.

Final results are shown below.

```
<form method="post" action="http://www.aweber.com/scripts/addlead.pl">
<input type="hidden" name="meta_web_form_id" value="1665132321">
<input type="hidden" name="meta_split_id" value="">
<input type="hidden" name="listname" value="rap-script">
<input type="hidden" name="redirect" value="%redirect%">
<input type="hidden" name="meta_redirect_onlist" value="%redirect%">
<input type="hidden" name="meta_adtracking" value="">
<input type="hidden" name="meta_message" value="1">
<input type="hidden" name="meta_required" value="from">
<input type="hidden" name="meta_forward_vars" value="0">
<input type="hidden" name="name" value="%fullname%" size="20">
<input type="hidden" name="email" value="%email%" size="20">
</form>
```

Now all that's left is to copy and paste the opt-in form code from your text editor into the appropriate **Opt-in Form** box on this page.

View Templates

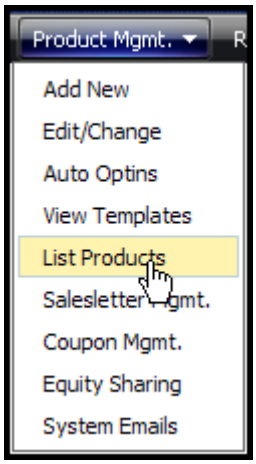


This is useful after you have made changes that may affect your templates (price change, product name, etc.) and is provided just as a quick way to pull up your pages for viewing.

It can be used for a last-minute check just prior to launching your new product, or to check later, if you get reports of something gone afoul.

The page is opened in a new window, with an alphabetized drop-down list of your templates. Select the template you want to view, and it will be shown in a separate frame on the page, as it will look in your prospects' browser.

You can check your order link, price, and most other variables that are automatically supplied by the system.



List Products

You can easily see what products you have set up on your web site simply by hovering over the "Select Product" button in the Admin Panel menu bar, but that only shows you the name of the front end product.

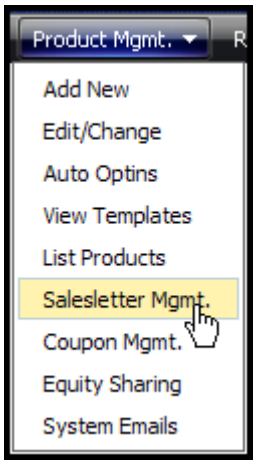
If you select "List Products" under the Product Mgmt." Button, instead, you can see those same products, what folder they are installed to on your web host, and the number of sales for each of the products.

Product List for i-net-sales.com			
Item Name	**Install Folder**	**# Sales**	**Delete?**
Rapid Action Profits	/	411	
Your Product	/newtest/	0	
Your Product 1	/test1/	0	
Your Product 2	/test2/	0	

Additionally, if there have been no sales for a product, you can delete that product's configuration from the database.

Now, once you begin making sales, you can begin to analyze the sales information, verify sales, re-validate download links for your customers, email customers, check the sales of your affiliates/JV partners, etc.

Sales Letter Management

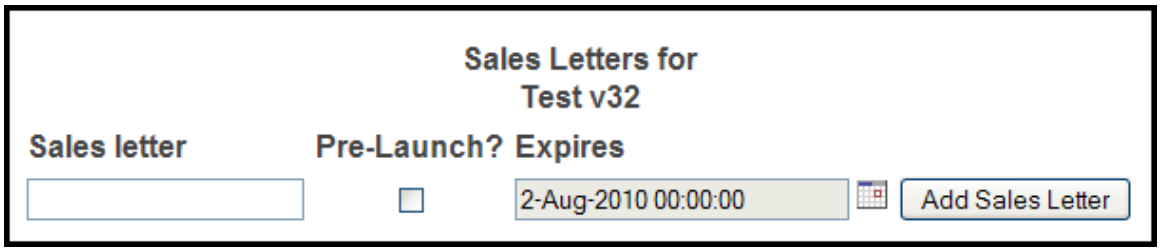


You can have as many different sales letters as you want for any given product (for split-testing, as well as for pre-launch campaigns), but it's important to add your sales pages to the list of sales pages to be used.

Note – when you Add a New Product, a default Sales Letter entry is configured pointing to the default sales page template.

If you are not doing split-testing of sales pages and you use the default salespage.html template file name, you can just skip this step. It will be set up automatically.

Let's do that now. Click on the link to **Sales Letter Mgmt**. This will take you to a new page for this purpose.

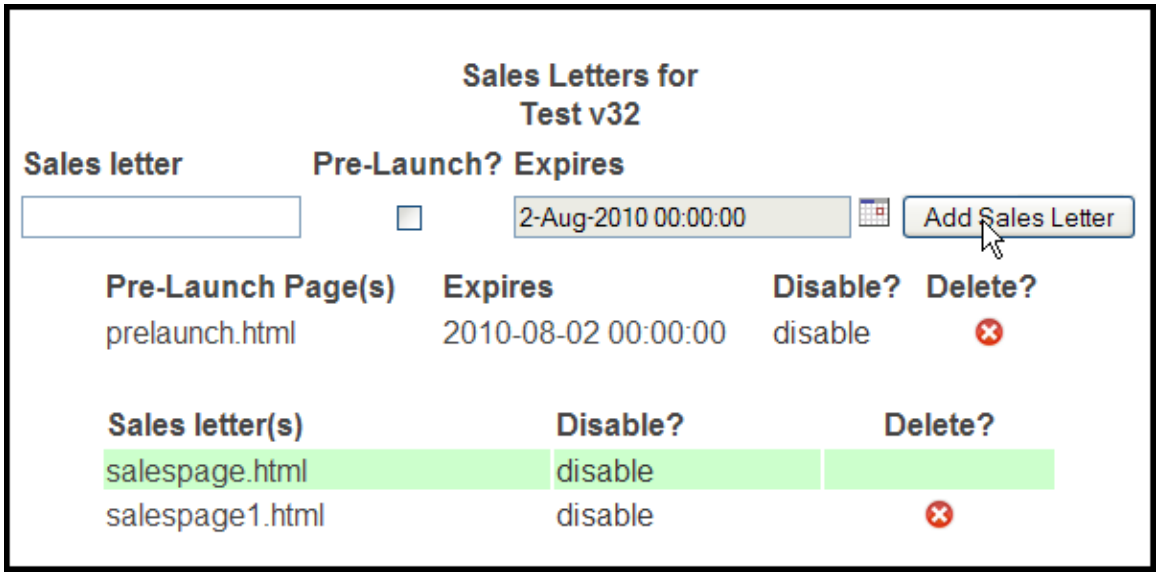


If adding a normal sales page, just enter the name you gave to your Sales Letter template (i.e. salespage1.htm) and click on the Add Sales Letter button.

If it is a pre-launch page, you will also need to check the appropriate box, and select an expiration date/time by clicking on the calendar icon. When visitors are taken to your site, they will be shown the oldest unexpired pre-launch page (if one exists). If the visitor arrives at your site after all pre-launch pages have expired, they will be shown one of your normal sales pages.

As you add each sales letter template, they will be listed just below the form, with pre-launch pages shown first, followed by your normal sales letters.

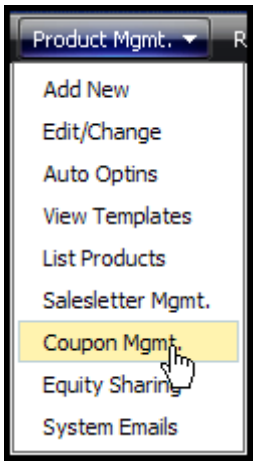
For each sales page, the number of unique visitors, and the number of sales resulting from that sales page is shown. There is also a link allowing you to "disable" a sales page. This will take that page out of the rotation and it will no longer be shown for split testing. However, the number of visitors to that page and the number of sales attributable to that page are still available for comparison/analysis.



When a sales page has been disabled, the “disable” link will be replaced with an “enable” link, allowing you to put that page back into the rotation.

If there have been no sales from a given sales page, a red ‘**X**’ is shown, allowing you to delete that sales letter from the system. This can be useful just before launching your product to remove a test sales page.

Coupon Management



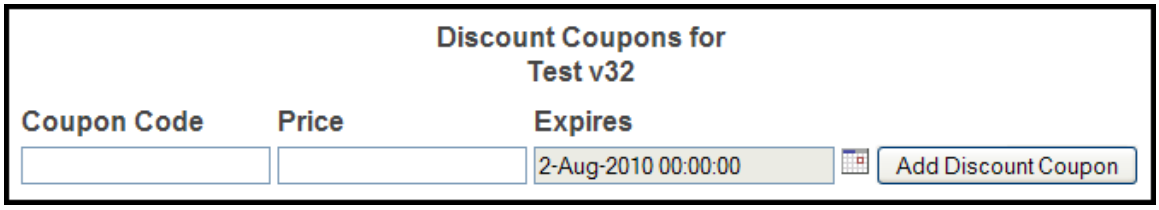
You can have as many different discount coupons as you want for any given product, but they are totally optional. In other words you may also have NO discount coupons for a product.

A discount coupon is a way to temporarily reduce the price of your product for a select group of visitors (those provided with the discount coupon code).

You might offer a special discount just to your previous customers (vs. your newsletter subscribers, or just casual visitors).

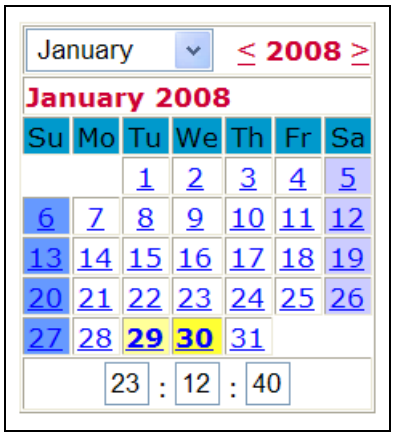
Let's do that now. Click on the link to **Coupon Mgmt**.

This will take you to a new page for this purpose.



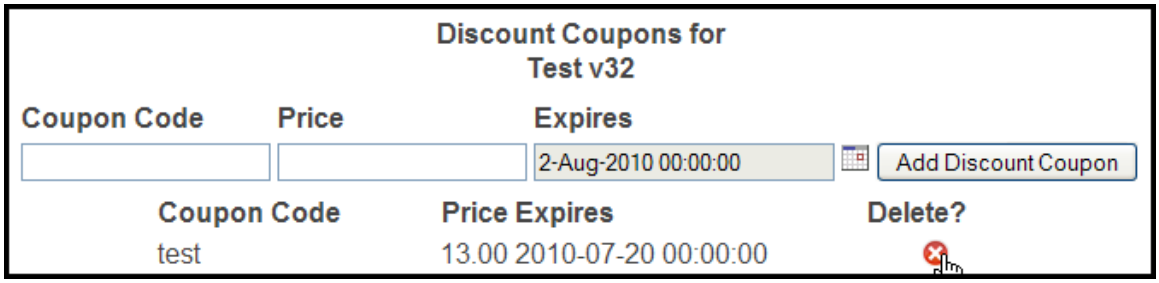
Just enter a name for the new coupon in the Coupon Code field (up to 30 characters), and the discounted price you want to charge for your product when a visitor arrives at your sales page with that coupon code.

Click on the calendar icon next to the Expires box. A calendar will pop up with current date and time selected.



Set the time first, as once you select a date, the pop up will populate the Expires box and the pop up will automatically close.

Click the Add Discount Coupon button.



The details for the newly created Coupon Code will appear below the entry fields along with any previously defined coupons.

Note – This feature requires that visitors be sent to the site with the Coupon Code appended to the link. For instance, you would send traffic to the site with a lilnk like:

http://YourDomain.com/installfolder/?dc=test

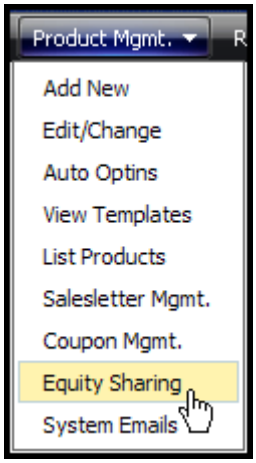
Affiliates can also use the discount code like this:

http://YourDomain.com/installfolder/?e=nickname&dc=test

A red is shown next to each Coupon Code, allowing you to delete that coupon from the system. However, this probably won't be necessary unless you

just make a mistake. The Coupon Code is no longer valid once the date has expired.

Equity Sharing



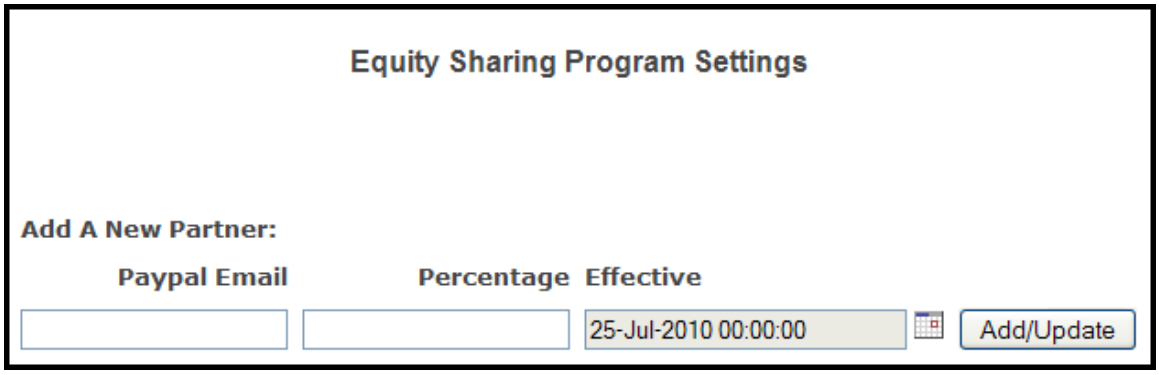
Rapid Action Profits supports an Equity Sharing program, where earnings can be shared between the merchant and one or more **Equity Partners**.

Equity partners are paid a share (up to 99%, total) of the merchant's net earnings (after affiliate commissions). These are optional, and are only needed if you want to share revenues with a "partner" who has some equity interest in the business.

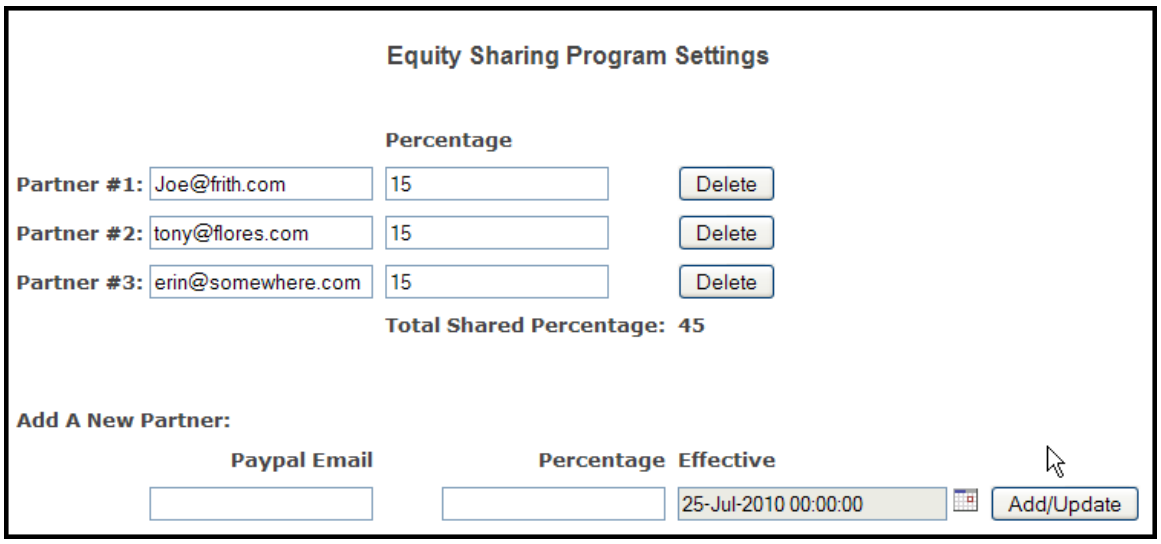
This might be a designer/coder that is offered a share of profits in consideration of product development services contributed, in lieu of a fixed price (cost) to the merchant, or it could be used as a way to share profits (equity) from a project involving a number of contributors, rather than basing compensation on their ability to generate sales.

To share revenues with another, you will need to supply the **Equity Partner Paypal Address**, and the **Equity Partner Percentage** of equity share. For example, an equal partner would receive 50% of net revenues - entered without the % sign (i.e. 50).

In addition, you can specify the effective date/time for the profit sharing to begin. When calculating whether an Equity Partner is to be paid, only earnings that occur after the effective date/time are considered.



You can have as many equity partners as you like, as long as the total amount shared does NOT exceed 99% of after commissions revenue.



As new equity partners are added, they are listed above the entry form, and they can be deleted simply by clicking on the “Delete” button to the right of the line on which they are listed.

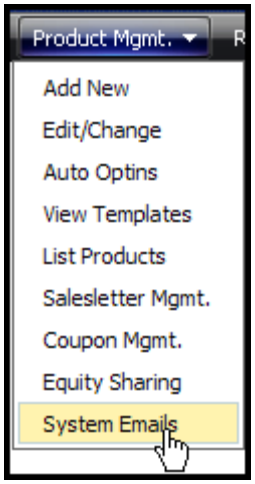
As product sales are completed, the affiliate is considered first, to decide if commissions are to be paid. If not, all Equity Partner earnings are compared against the total payments after commissions (i.e. to the merchant or another equity partner) to determine whether an Equity Partner should receive the current sale, and if so, which one.

System Emails

Rapid Action Profits can send automatic emails in the background with very little set up from you.

- If you set the option to send download links in an email, these emails will be sent automatically when a sale is completed.
- If you use the Tell-a-Friend option, the system will send an email anytime a customer uses the feature to let someone else know about your product, and
- If someone tries to purchase your product from themselves, or override your pricing to give themselves a “deep discount”, an email is sent to inform them that the sale is being reviewed and that they will receive the download link once the review has been completed.

Default text is set for these emails, each time you Add a New Product, but you can customize the subject and text of these emails so that they reflect the tone you want to project.



On your main Admin Panel menu, click on the **System Emails** link.

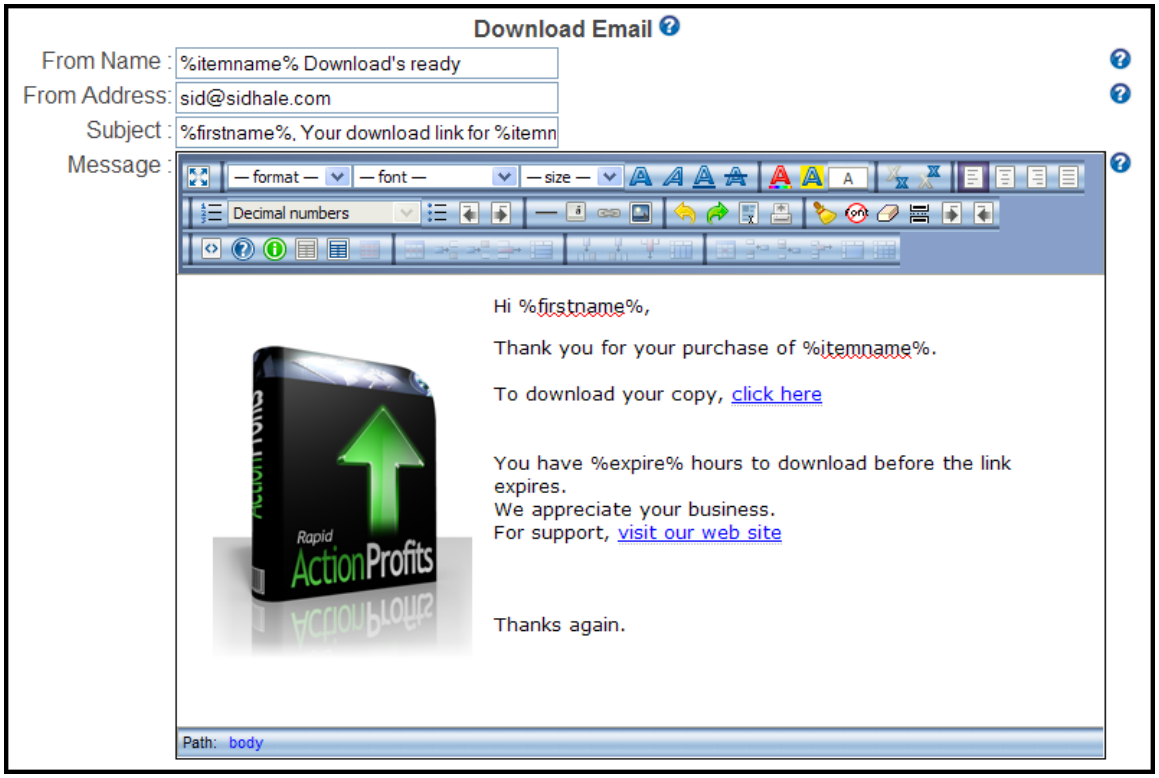
The System Email Maintenance page is shown and (depending on whether you have previously selected the “HTML Mail” option in your System Settings) you will be presented with simple HTML forms, or an online HTML editor for each of the following system emails.

You can set these up one time, and they are sent automatically by your RAP system, when needed.

Download Email

This email is sent automatically (provided you have set the option in your main product setup) to each customer once a sale has been successfully completed.

Using a combination of text and tokens, modify the subject and the email message to your own liking. The tokens will be dynamically replaced by the RAP system with the appropriate values.



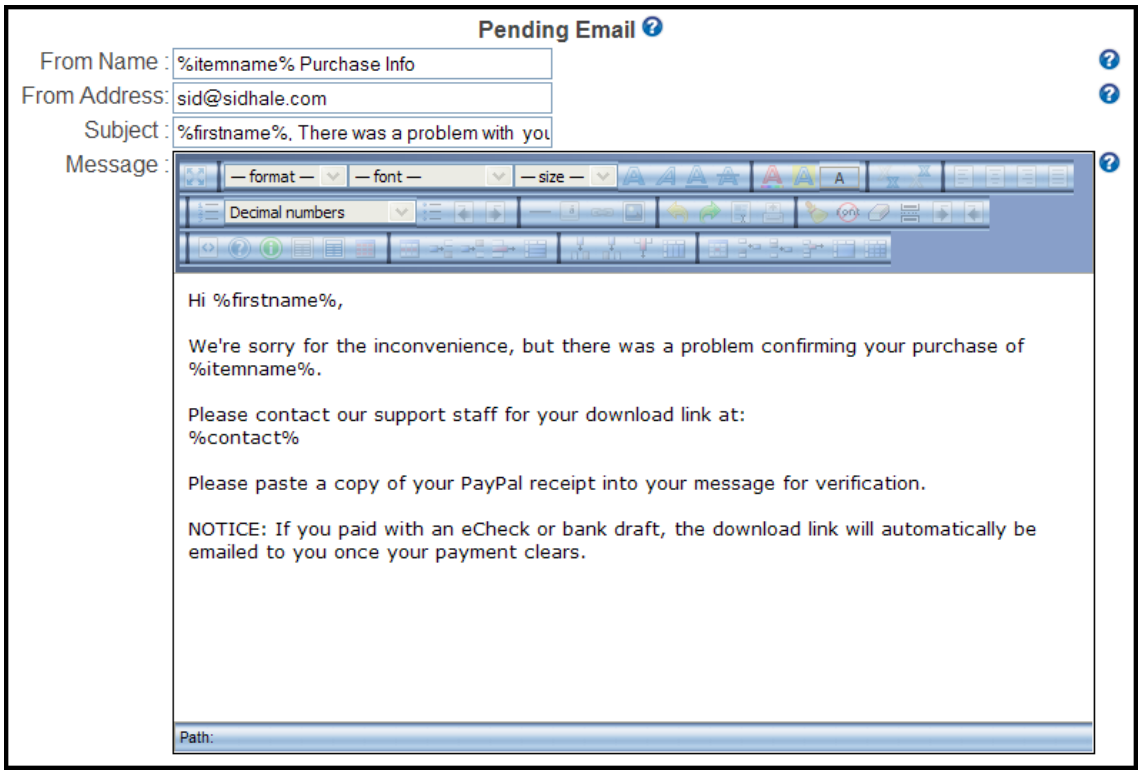
The following tokens may be used in the From Name, the Subject and in the email Message body:

Token	Replaced by:
%firstname%	Customer's first name
%lastname%	Customer's last name
%fullname%	Customer's full name
%itemname%	Your product Name (Paypal Item Name)

Token	Replaced by:
%download%	Customer's download link
%expire%	Number of hours until the download link expires
%contact%	Your contact address (email or support page url)

Pending Email

This email is sent automatically (provided you have set the option in your main product setup) to each customer whose payment is "Pending" clearance (i.e. in the case of a payment via eCheck). Once a payment has been successfully completed, the customer will automatically be sent an email, containing the download link.



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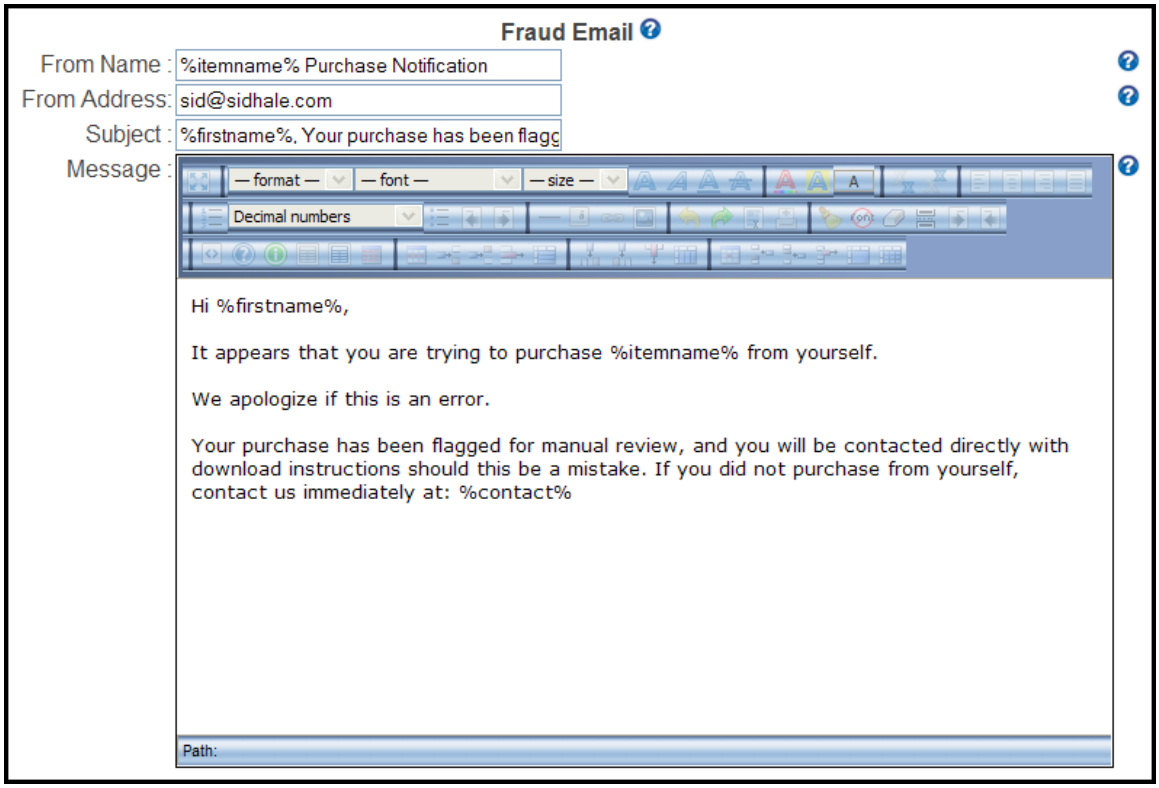
Using a combination of text and tokens, modify the From Name, Subject and the email Message to your own liking. The tokens will be dynamically replaced by the RAP system with the appropriate values.

The following tokens may be used in the From Name, the Subject, and in the email Message body:

Token	Replaced by:
%firstname%	Customer's first name
%lastname%	Customer's last name
%fullname%	Customer's full name
%itemname%	Your product Name (Paypal Item Name)
%contact%	Your contact address (email or support page url)

Fraud Email

This email is sent automatically to a customer if it appears that they have tried to purchase the product from themselves (i.e. the domain name in the affiliate paypal address is the same as the domain name in the customer's email), or if the payment amount is less than your selling price.



Using a combination of text and tokens, modify the From Name, Subject and the email Message to your own liking. The tokens will be dynamically replaced by the RAP system with the appropriate values.

The following tokens may be used in the From Name, the Subject and in the Fraud Email Message:

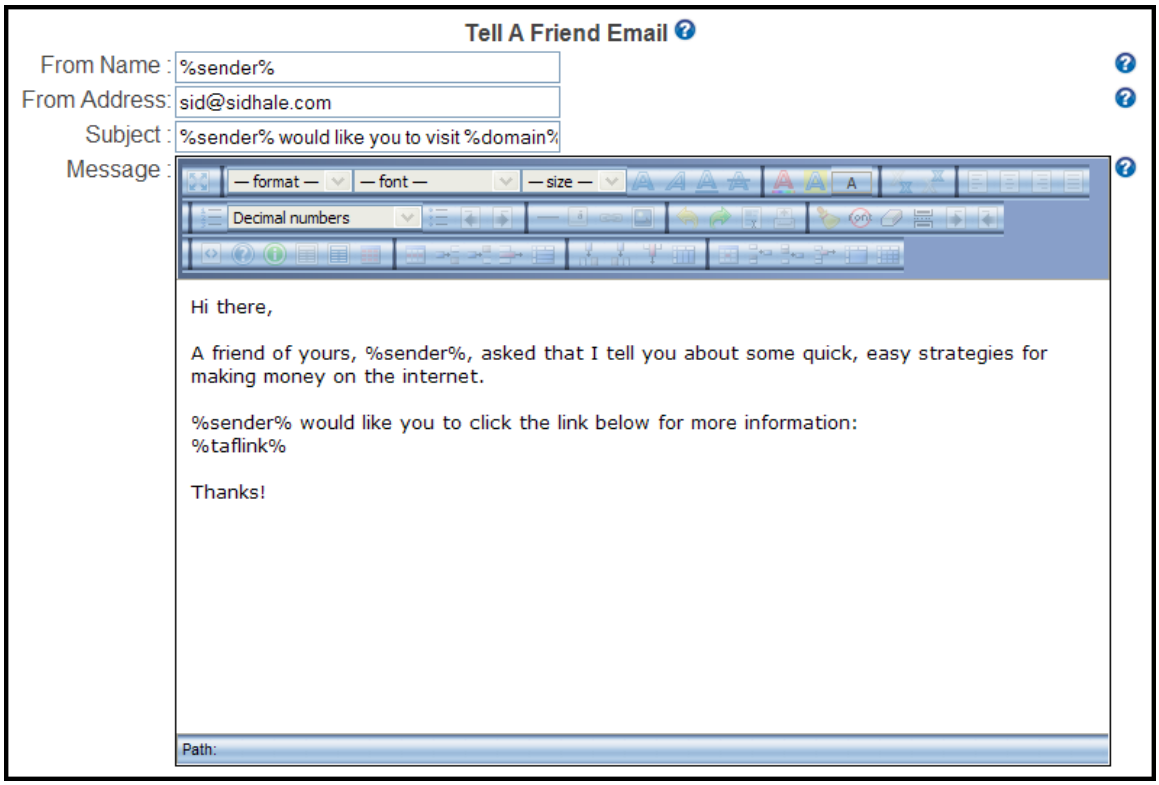
Token	Replaced by:
%firstname%	Customer's first name
%lastname%	Customer's last name
%fullname%	Customer's full name
%itemname%	Your product Name (Paypal Item Name)
%contact%	Your contact address (email or support page url)

Tell-a-Friend Email

If you have selected to use the taf.html template, you need to customize the **Tell A Friend Subject** to maximize the chances of the email being opened by the recipient.

You can also customize the **Tell A Friend Message** to include the best pre-sales message you can compose. This text can be customized but should also contain at least one incidence of the %taflink% token. This token will be replaced with the sender's affiliate link so that they will get credit for the sale.

Using a combination of text and tokens, modify the subject and the email message to your own liking. The tokens will be dynamically replaced by the RAP system with the appropriate values as the emails are sent.



The following tokens may be used in the Tell-a-Friend From Name, the Email Subject, and in the Tell-a-Friend Email Message:

Token	**Replaced by:**
%sender%	Customer's name
%domain%	Your domain name
%taflink%	Affiliate link to allow customer credit for the referral

Once you've completed the above, click on the **Save Setup** button.

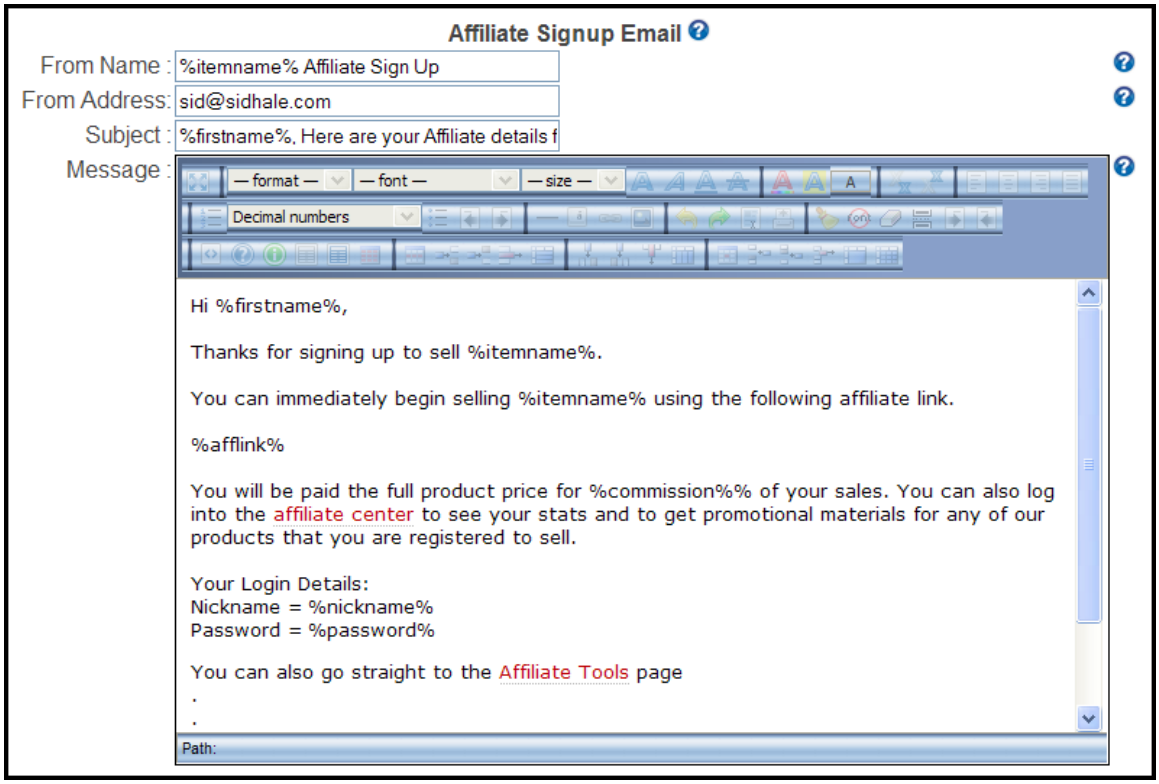
You will be returned to the RAP Admin Panel Main Menu page.

Affiliate Sign Up Email

If you have selected to use the taf.html template, you need to customize the **Affiliate Sign Up Subject** to maximize the chances of the email being opened by the recipient.

You can also customize the **Affiliate Sign Up Message** to include their affiliate link, and to inform them of how to log into the reseller area.

Using a combination of text and tokens, modify the subject and the email message to your own liking. The tokens will be dynamically replaced by the RAP system with the appropriate values as the emails are sent.



The following tokens may be used in the Tell-a-Friend Email Subject and in the Tell-a-Friend Email Message:

Token	**Replaced by:**
%firstname%	Affiliate's first name
%lastname%	Affiliate's last name
%fullname%	Affiliate's full name
%itemname%	The name of the product that the affiliate has signed up to promote

%afflink%	Affiliate link their advertising
%commission%	The commission rate paid on this product
%resellerurl%	A link to the reseller area, where your affiliates can log in to view sales stats, and any promotional tools you have set up for their use.
%nickname%	The 'nickname' the affiliate will use for logging into their reseller area.
%password%	The 'password' the affiliate will use for logging into their reseller area.

Once you've completed the above, click on the **Save Setup** button.

You will be returned to the RAP Admin Panel Main Menu page.

Reseller Management

Unlike most affiliate programs, your reseller program pays the reseller immediately, as a percentage of the number of sales referred rather than totaling all sales dollars in a given period and paying the affiliate a percentage of that amount.

We will refer to your resellers as either Resellers or as JV partners (just a different class of resellers).

The primary difference in standard Resellers vs JV partners is that JV partners usually receive a higher level of incentive for promoting your product. That means that if you are to use both classes of reseller you must have some way to set up and track them separately.

Reseller Setup

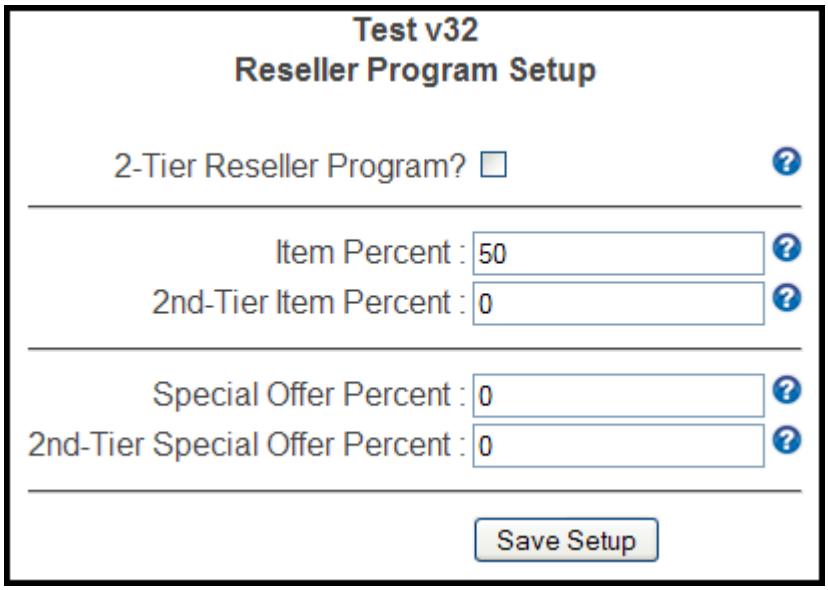
Standard Resellers are discussed first simply because if you only use one class of reseller, you can set up the reseller commission rates and be done with it.

To set up standard Resellers, mouse over the **Reseller Management** menu button and then place your mouse over Reseller in the drop-down menu. A sub-menu will open with the options available for Resellers.

Your reseller program tracks sales referrals by individual reseller and controls the percentage of sales to be paid on the front-end product and on your one-time offer, separately.

Commission Settings.

When you click on **Commission Settings**, the Reseller Program Setup page will open.



Your reseller program can be configured to manage a hierarchy of resellers such that any reseller who refers someone else to your reseller program can be paid a small commission override as a percentage of sales made by the person that they referred. In essence, they are being compensated for recruiting other resellers into your program.

This is commonly referred to as a **2-Tier Program**, and your RAP-based reseller program can be configured to allow this type of incentive by checking the box. If you select this option, it applies to both standard Resellers as well as to your JV Partners.

The **Item Percent** is the percentage of sales that will be paid to your resellers. This is NOT a percentage of the sales price, but rather a percentage of the number of sales that the reseller refers. The first sale made by any given reseller goes to the merchant (you). Then subsequent sales go to the reseller until they reach this percentage. Whether the merchant or the reseller gets the sale is calculated on each sale.

The **2nd Tier Item Percent** is the percentage of sales that will be paid to a reseller who has referred another person to your reseller program – when that 2nd person refers a sale. Again, this is a percentage of the number of sales that reseller refers. Sales are paid to the 2nd Tier reseller (the sponsor) only after the reseller who has directly referred a sale has been paid for enough sales to satisfy their commission rate – but before the merchant (you) receive any credit for sales.

The **Special Offer Percent** is the percentage of sales that will be paid to your resellers for sales of your Special Offer (or OTO) product. This is calculated EXACTLY the same way as commissions on the front-end product, but having the ability to set a different commission rate for the Special Offer sales allows you a degree of flexibility not available with most affiliate programs. Sales are

tracked and commissions paid totally separate from the sales/commissions for the front-end product.

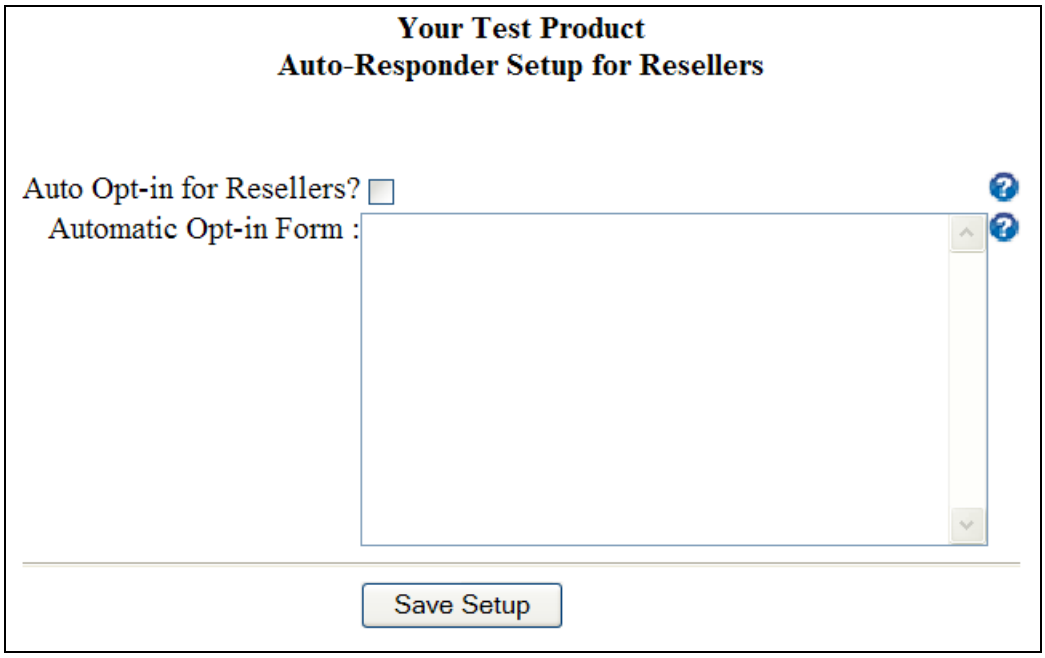
The **2nd Tier Special Offer Percent** is the percentage of sales that will be paid to a reseller who has referred someone else to your reseller program – when that 2nd reseller makes a sale of your Special Offer. Sales are paid to the 2nd Tier reseller (the sponsor) only after the reseller who has directly referred a Special Offer sale has been paid for enough sales to satisfy their commission rate – but before the merchant (you) receive any credit for sales.

Autoresponder Settings.

You can also configure your reseller program to automatically opt-in affiliates to your autoresponder list.

This allows you to set up an autoresponder series for your affiliates (with a separate autoresponder service), in addition to the built-in broadcast mail features in Rapid Action Profits.

To use this feature, simply check the box labeled **Auto Opt-in for Affiliates** and then paste a "modified" version of your opt-in form into the text area labeled **Automatic Opt-in Form**.



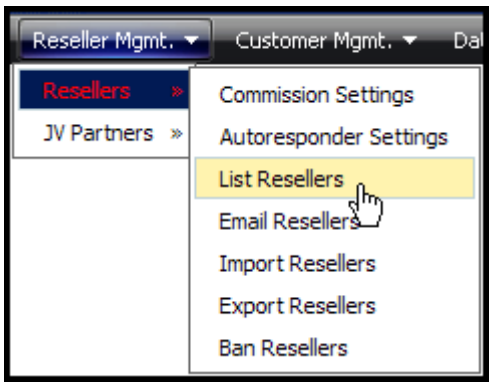
For instructions on modifying your opt-in form, see the previous section on Collecting Contact Info or check out the Examples of Auto Opt-in Set up for

.different autoresponders on the Customer Support Forum (you'll have to register to access the private customer area).

The following tokens can be used to modify your affiliate opt-in form:

Token	**Replaced by:**
%firstname%	Affiliate's first name
%lastname%	Affiliate's last name
%fullname%	Affiliate's full name
%email%	Affiliate's email address
%redirect%	Return URL (the affiliate thanks page)

List Resellers



Resellers can sign up to your reseller program and sell your product with no direct interaction with you, but will perform much better if you can "coach" them, or have a way to let them know about price increases, special sales, etc.

The Reseller List is presented in sequence by last name, first name, and shows the reseller's ID (nickname), email address, the number of sales referred by the reseller, and the number of sales that have been paid to each reseller.

Reseller Listing for Rapid Action Profits

Reseller	nickname	Paypal Email	Contact Email	Raw Clicks	Unique Clicks	Referrals	Sales	Delete?
Tony Flores	vstake	tony@flores.com	tony@flores.com	0	0	9	3	
Ken Reno	downloads9	flipit@gmail.com	sid@ad-clix.com	0	0			
Total Affiliates	2							

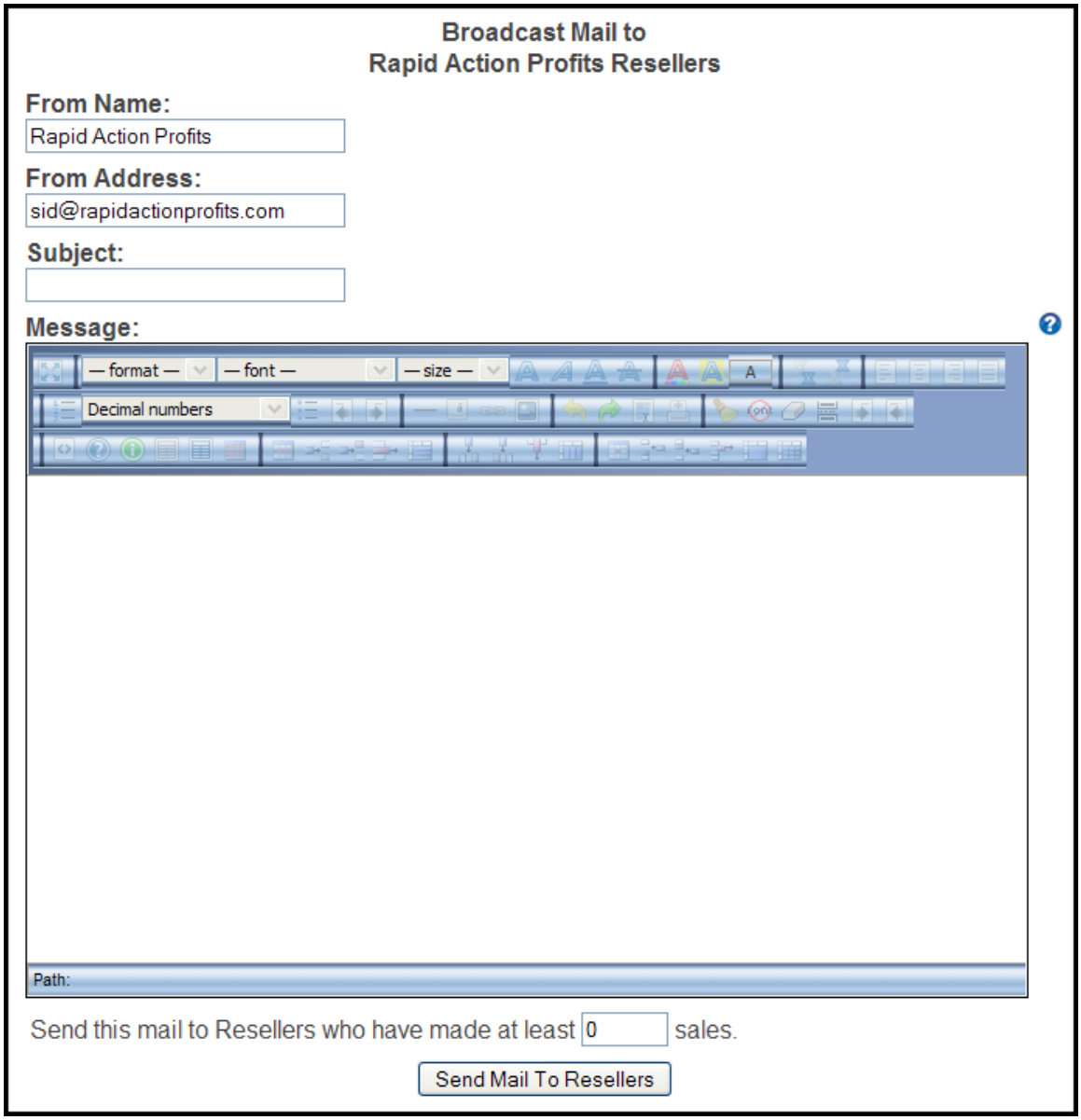
You can email an individual affiliate directly simply by clicking on the email link provided. If a reseller has had no referrals, you can delete them (convenient for removing fake resellers that you have set up for testing), by clicking on the at the end of the reseller's listing.

Email Resellers

If you have recruited Resellers to assist with promoting your product, you will want to contact all of them from time to time, if only to remind them in some subtle way that they agreed to promote your product.

You can send them updates, or notifications of a special discount, or a price increase. When you click on **Email Resellers** you will be given a web form to fill out as follows:

Simply fill in a Subject and the Message you want to send. You can also specify that the mail only be sent to Resellers who have achieved a certain level of sales. Then click the "Send Mail to Resellers" button. A total count of emails sent will be shown, along with the email addresses of each reseller to whom a message was sent.



The following tokens may be used to personalize the Email Subject and in the Email Message:

Token	Replaced by:
%firstname%	The Reseller's first name
%lastname%	The Reseller's last name
%fullname%	The Reseller's full name
%email%	The Reseller's email address
%afflink%	The Reseller's referral link

Token	Replaced by:
%itemname%	Your product Name (Paypal Item Name)
%otoname%	Your OTO product Name (Paypal Item Name)

The broadcast mails all have an unsubscribe link at the end of the email, allowing the reseller to opt-out of future mailings.

Import Resellers

This allows you to extract affiliates from an existing affiliate program into a flat file on your local hard drive, and upload them directly into your RAP database.

Their affiliate ID from the original program becomes their nickname in RAP, and they can immediately begin selling your instant commission products!

First, you must create a .txt or .csv (comma-separated values) file of the existing affiliates.

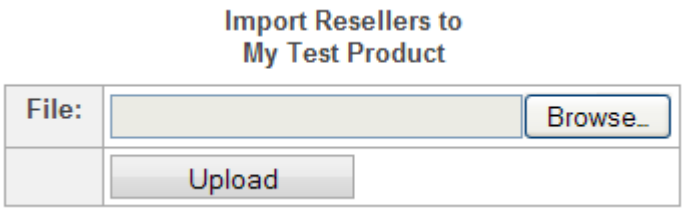
If you're lucky, your existing affiliate program will have a way to extract the affiliate details directly to a .txt or .csv file on your hard drive. If not, you may be able to copy them from a web page listing the affiliates, and then paste them into a text file.

In either case, you will probably have to format the file such that it can be imported.

Your goal is a file in the following format:
firstname,lastname,email,affiliate id,password
… where the fields are separated by a comma.

It is unlikely that the affiliate's password can be extracted. If it can, it may be in some unusable, encrypted form. In either case, just leave that field off and let the RAP system generate a unique ID for the password.

Be sure to select the Product that you want to import affiliates to. When you select the "Import Resellers" function from the menu, you will be presented with a form to tell the system which file is to be imported from your hard drive.



Simply select your edited file, using the "Browse" button, and then click on the "Upload" button.

The selected file will be uploaded to your RAP system, one record at a time, with the affiliate ID becoming the "nickname", and the password generated if it isn't supplied.

Export Resellers

The Export Resellers link will create an MS Excel compatible file to be downloaded to your local machine.

The first row of the file has headings for each of the columns. The remainder of the file consists of one record per Reseller with every field that is captured to the database when a Reseller signs up to your affiliate program.

You can use MS Excel or Open Office to manipulate this file.

Ban Resellers

Your resellers represent you and your product in the marketplace. Most will perform a valuable service, spread your name, help brand your business, and add to your bottom line.

Every once in a while, you may have someone sign up as a reseller who is less than ethical in their business practices. They may routinely use email spamming techniques, or they may unfairly represent your product with false claims, or maybe they haven't honored your refund policy on a sale that was made through them.

Unfortunately, you rarely find out about these until you receive a negative comment from a customer.

When you do, you need to research the incident quickly and you may have to dissolve your business relationship with that reseller. If it comes to this, click on "Ban Resellers".

You will be given a simple web form to enter that reseller's email address and click on the "Add to Banned List" button. That reseller will no longer receive

sales to their Paypal account. The email addresses of all banned resellers will show in a list below the form.

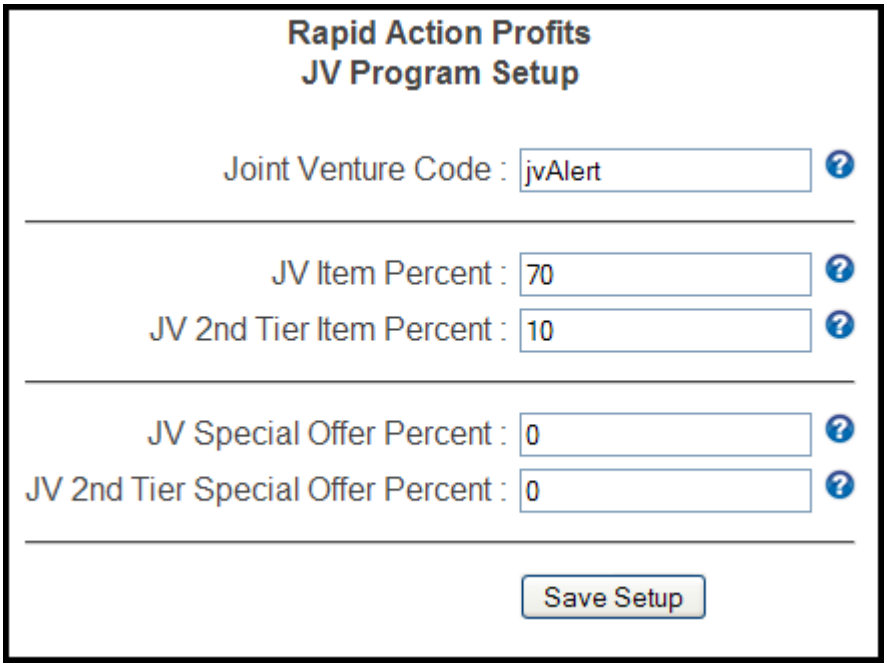
JV Partner Set Up

JV Partners are simply another class of reseller, and typically only differ from affiliates by the level of incentives offered to them. You can set a higher level of commissions, offer them a free review copy of your product, or both.

To set up your JV Partner program, mouse over the **Reseller Management** menu button and then place your mouse over JV Partners in the drop-down menu. A sub-menu will open with the options available for JV Partners.

Commission Settings.

When you click on **Commission Settings**, the JV Partner Program Setup page will open.



The **Joint Venture Code** allows you to restrict who can register for your JV Partner program. Only those you provide with this code will be able to register.

The **Joint Venture Code** is a secret code (i.e. 'WSO' or 'jvpartner') that you can send to people along with the URL for your JV signup page (i.e. http://yourdomain/yourinstallfolder/jv.php). With this code, they will be able to sign up to your reseller program and promote your product without having to buy it first. When they fill out the form (along with the secret code you've sent them) their Paypal email address will be added to a list of affiliates/partners that are allowed to sell your product without buying it.

Note - The same set of commission rates exist as for standard affiliates and are used as overrides to those standard rates. If a given rate is not supplied, the standard rate is used automatically.

The **JV Item Percent** is an override commission rate that you can offer to your JV partners for your front-end product. It's not required, but if it is entered,

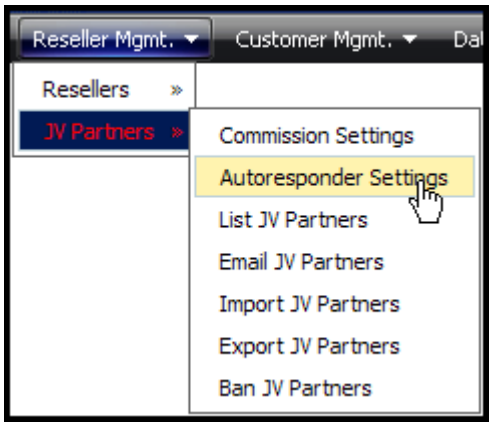
anyone signing up to your reseller program as a JV partner will receive this percentage of sales vs. the normal affiliate percentage on sales of your front-end product.

The **JV 2nd Tier Item Percent** is the percentage of sales that will be paid to an JV partner who has referred another affiliate to your reseller program – when that 2nd affiliate makes a sale. Again, this is a percentage of the number of sales that affiliate refers. Sales are paid to the 2nd Tier reseller (the referrer) only after the affiliate who has directly referred a sale has been paid for enough sales to satisfy their commission rate – but before the merchant (you) receive any credit for sales.

The **JV Special Offer Percent** is an override commission rate that you can offer to your JV partners for your back-end product (the special offer). It's not required, but if it is entered, anyone signing up to your affiliate program as a JV partner will receive this percentage of sales vs. the normal affiliate percentage on sales of your special offer.

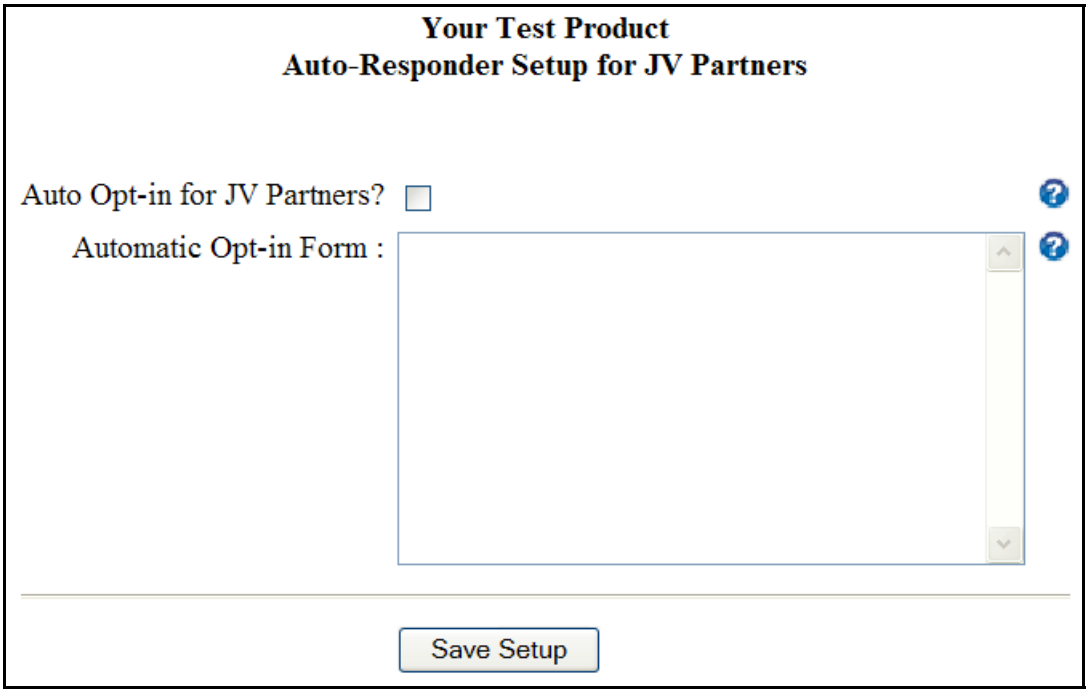
The **JV 2nd Tier Special Offer Percent** is the percentage of sales that will be paid to a JV Partner who has referred another affiliate to your reseller program – when that 2nd affiliate makes a sale of your Special Offer. Sales are paid to the 2nd Tier reseller (the referrer) only after the affiliate who has directly referred a back-end sale has been paid for enough sales to satisfy their commission rate – but before the merchant (you) receive any credit for sales.

Autoresponder Settings.



You can also configure your reseller program to automatically opt-in JV partners to your autoresponder list. This will allow you to set up an autoresponder series for your JV Partners in addition to the built-in broadcast mail features in Rapid Action Profits.

I would recommend that you maintain separate autoresponder lists for your customers, your starndard Resellers, and for your JV Partners. That way you can target these specific lists for whatever message you need/want to send in the future.

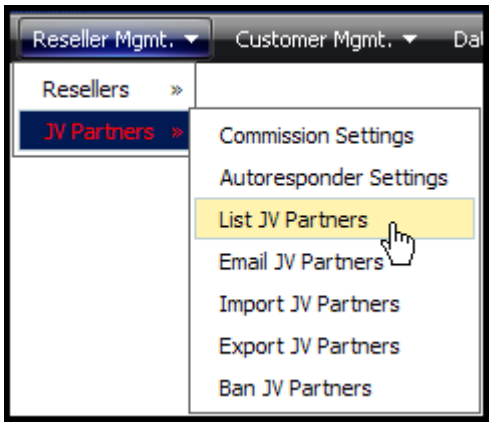


To use this feature, simply check the box labeled **Auto Opt-in for JV Partners** and then paste a “modified” version of your opt-in form into the text area labeled **Automatic Opt-in Form**.

For instructions on modifying your opt-in form, see the previous section on Collecting Contact Info or check out the Examples of Auto Opt-in Set up for .different autoresponders on the Customer Support Forum (you'll have to register to access the private customer area).

The following tokens can be used to modify your JV Partner opt-in form:

Token	**Replaced by:**
%firstname%	JV Partner's first name
%lastname%	JV Partner's last name
%fullname%	JV Partner's full name
%email%	JV Partner's email address
%redirect%	Return URL (the partner thanks page)



List JV Partners

JV partners can sign up to your affiliate program, but are identified separately so that you can have special arrangements with them. This could be as simple as just giving them a higher commission rate, or you might give them a preview copy of your product.

In any case, you will want to be able to identify which affiliates are JV partners, have their contact information on file, and mail them separately from the other affiliates or your customers.

JV Partner Listing for Rapid Action Profits

Partner	nickname	Paypal Email	Contact Email	Raw Clicks	Unique Clicks	Referrals	Sales	Delete?
Joe Frith	frith	paypal@frith.com	paypal@frith.com	14	1	12	6	
Rosa Williams	rwill	paypal@7dollartemplates.com	sid@ad-clix.com	0	0	8	5	
Debra Winger	winger	paypal@debrawinger.com	sid@ad-clix.com	0	0			
Total JV Partners	3							

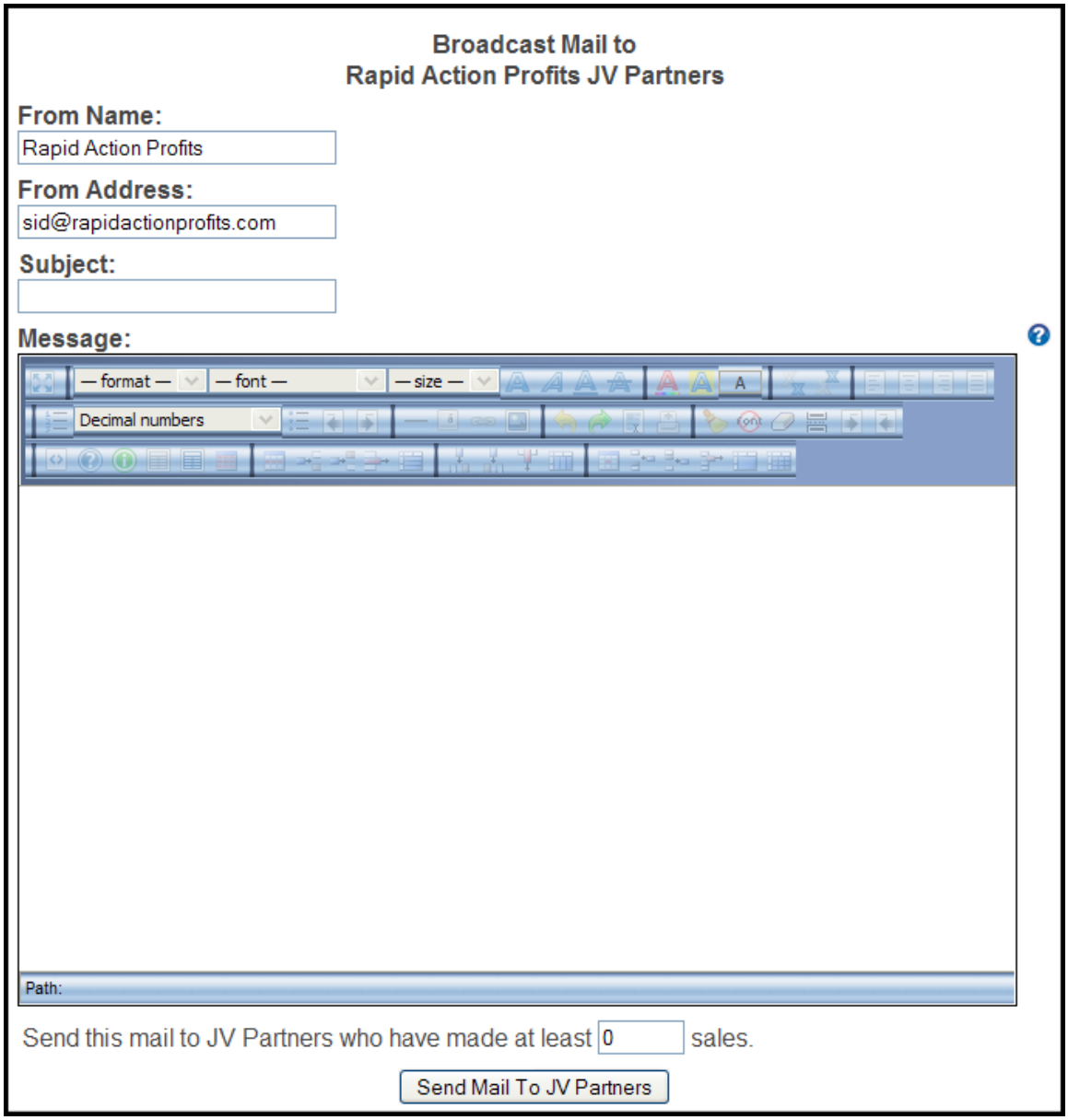
The Partner List report is presented in sequence by last name, first name, and shows the partner's affiliate ID (nickname), email address, and the number of sales the partner has made.

You can email an individual JV Partner directly simply by clicking on the email link provided. If a partner has had no referrals, you can delete them (convenient for removing "dummy" JV Partners that you have set up for testing), by clicking on the at the end of the partner's listing.

Email JV Partners

If you have recruited JV Partners to assist with promoting your product, you will want to contact all of them from time to time, if only to remind them in some subtle way that they agreed to promote your product.

You can send them updates, or notifications of a special discount, or a price increase. When you click on "Email Partners" you will be given a web form to fill out as follows:



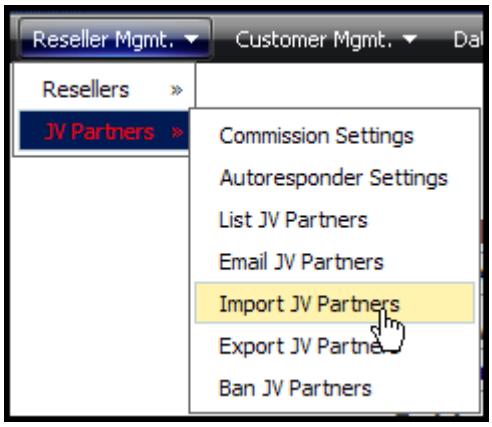
Simply fill in a Subject and the Message you want to send. You can also specify that the mail only be sent to Partners who have achieved a certain level of sales. Then click the “Send Mail to Partners” button. A total count of emails sent will be shown, along with the email addresses of each partner to whom a message was sent.

The following tokens may be used to personalize the Email Subject and in the Email Message:

Token	Replaced by:
%firstname%	The JV Partner's first name
%lastname%	The JV Partner's last name
%fullname%	The JV Partner's full name
%email%	The JV Partner's email address
%afflink%	The JV Partner's referral link
%itemname%	Your product Name (Paypal Item Name)
%otoname%	Your OTO product Name (Paypal Item Name)

The broadcast mails all have an unsubscribe link at the end of the email, allowing the partner to opt-out of future mailings.

Import JV Partners



This allows you to extract your JV Partners from an existing affiliate program into a flat file on your local hard drive, and upload them directly into your RAP database.

Their affiliate ID from the original program becomes their nickname in RAP, and they can immediately begin selling your instant commission products!

First, you must create a .txt or .csv (comma-separated values) file of the existing affiliates.

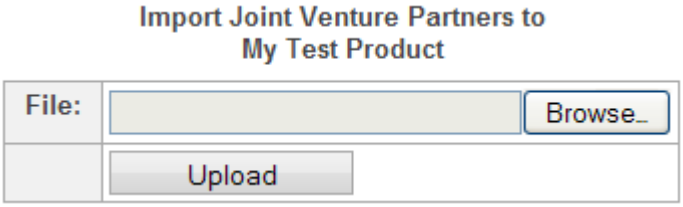
If you're lucky, your existing affiliate program will have a way to extract the affiliate details directly to a .txt or .csv file on your hard drive. If not, you may be able to copy them from a web page listing the affiliates, and then paste them into a text file.

In either case, you will probably have to format the file such that it can be imported.

Your goal is a file in the following format:
firstname,lastname,email,affiliate id,password
… where the fields are separated by a comma.

It is unlikely that the affiliate's password can be extracted. If it can, it may be in some unusable, encrypted form. In either case, just leave that field off and let the RAP system generate a unique ID for the password.

Be sure to select the Product that you want to import affiliates to. When you select the "Import JV Partners" function from the menu, you will be presented with a form to tell the system which file is to be imported from your hard drive.



Simply select your edited file, using the "Browse" button, and then click on the "Upload" button.

The selected file will be uploaded to your RAP system, one record at a time, with the affiliate ID becoming the "nickname", and the password generated if it isn't supplied.

Export JV Partners

The Export JV Partners link will create an MS Excel compatible file to be downloaded to your local machine.

The first row of the file has headings for each of the columns. The remainder of the file consists of one record per Reseller with every field that is captured to the database when a JV Partner signs up to your affiliate program.

You can use MS Excel or Open Office to manipulate this file.

Ban JV Partners

Your JV partners represent you and your product in the marketplace. Most will perform a valuable service, spread you name, help brand your business, and add to your bottom line.

It will be very rare, but every once in a while, you may have someone sign up as a partner who is less than ethical in their business practices. They may routinely use email spamming techniques, or they may unfairly represent your product with false claims, or maybe they haven't honored your refund policy on a sale that was made through them.

Unfortunately, you rarely find out about these until you receive a negative comment from a customer.

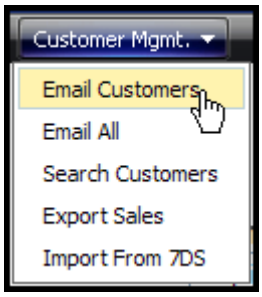
When you do, you need to research the incident quickly and you may have to dissolve your business relationship with that partner. If it comes to this, click on "Ban Partners".

You will be given a simple web form to enter that partner's email address and click on the "Add to Banned List" button. That partner will no longer receive sales to their Paypal account. The email addresses of all banned partners will show in a list below the form.

Customer Management

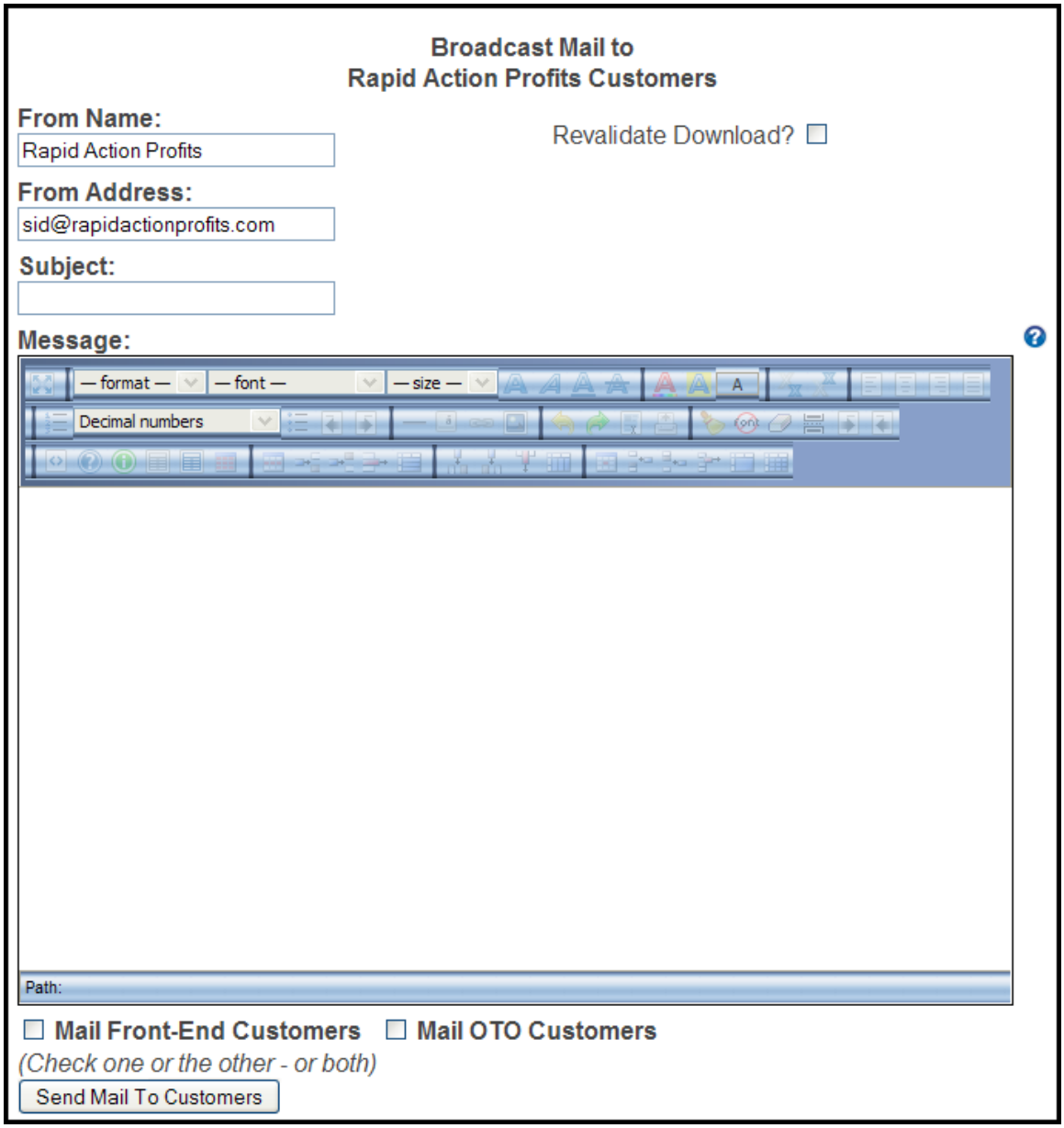
Unlike Products and Resellers, Customers are not "set up" on the system. They are created automatically as sales are made. Nevertheless, there are built in functions that let you work with your customer database as it grows.

Email Customers



Whether you collect customer contact information to an auto-responder, or not, Rapid Action Profits collects this information into the database and has the ability to broadcast mail from your server to the customers.

When you broadcast mail, only customers of the product you have selected are mailed.



Simply fill in a From Name, Subject, and the Message you want to send. If using the %download% token to resend customers' download links, be sure to check the "Revalidate Download" option.

Check the box(es) to indicate whether you want to mail your front-end customers, OTO customers, or both. Then click the "Send Mail to Customers" button.

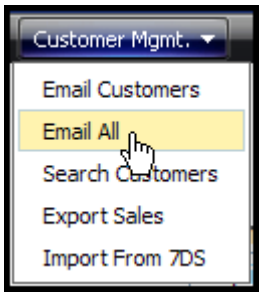
The following tokens may be used to personalize the Email Subject and the Email Message:

Token	Replaced by:
%firstname%	The Customer's first name
%lastname%	The Customer's last name
%fullname%	The Customer's full name
%email%	The Customer's email address
%itemname%	Your product Name (Paypal Item Name)
%otoname%	Your OTO product Name (Paypal Item Name)
%download%	The Customer's download link

A total count of emails sent will be shown, along with the email addresses of each customer to whom a message was sent.

The broadcast mails all have an unsubscribe link at the end of the email, allowing the customer to opt-out of future mailings.

Email All

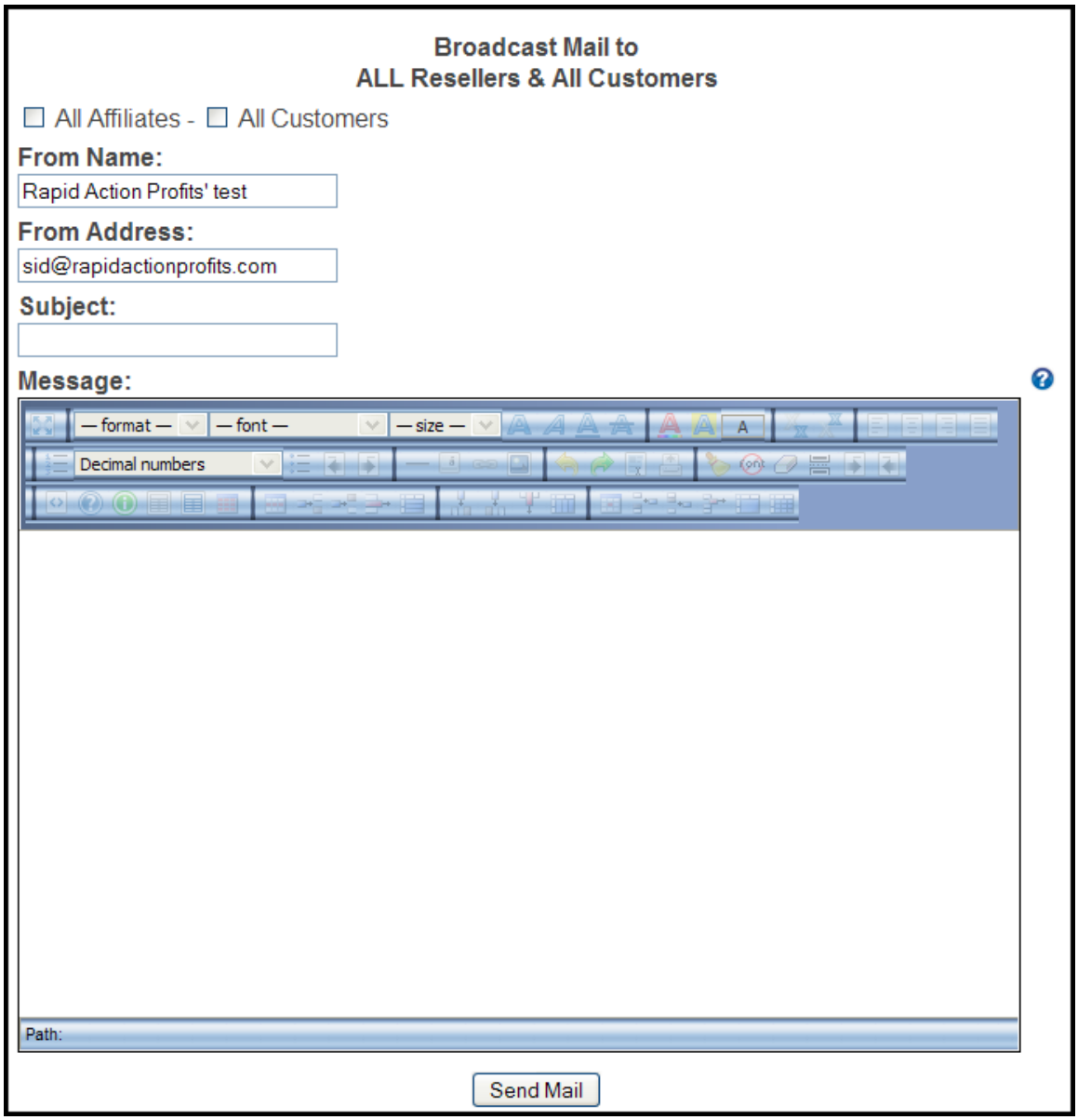


This is the "Grand Master" of broadcast mailers in the system. It allows you to broadcast an email to ALL CUSTOMERS, ALL RESELLERS, or BOTH.

Of course, you need to make sure that the topic of your broadcast is appropriate for all of these, but it can save you a lot of work and you won't have to send the same email multiple times.

It's great for general announcements or a general newsletter where you just want to keep everyone informed about the direction your business is taking, how it is progressing, your plans, etc.

Just select the group you want to mail to, fill in a From Name, Subject, and the Message you want to send. Then click the “Send Mail” button. A total count of emails sent will be shown, along with the email addresses of each person mailed.



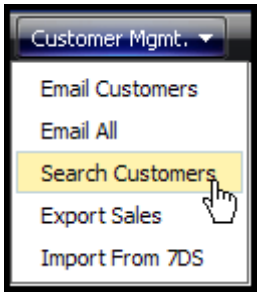
The following tokens may be used to personalize the Email Subject and in the Email Message:

Token	Replaced by:
%firstname%	The Reseller’s first name

Token	Replaced by:
%lastname%	The Reseller's last name
%fullname%	The Reseller's full name
%email%	The Reseller's email address
%afflink%	The Reseller's referral link
%itemname%	Your product Name (Paypal Item Name)
%otoname%	Your OTO product Name (Paypal Item Name)

The broadcast mails all have an unsubscribe link at the end of the email, allowing the recipient to opt-out of future mailings.

Search Customers



This is a feature that you'll use over and over again. A customer will occasionally lose their download link, or the email with the download link will sit in their spam folder until it has passed the expiration date. When they contact you for help, they almost never supply enough information, so you either have to go back and ask them for it, or use this handy tool to find their purchase from the little information you have at hand.

You can search by Customer Email, Customer First Name, Customer Last Name, Business, Paypal Transaction ID, Item Number, or Affiliate Email.

You also don't have to know the exact value you're looking for because you can search for records that equal the search value you supply, or find records that contain the value you're looking for.

Matching Records:
Click on the 'Expires' date of a sale to re-validate the customer's download link for another 48 hours.

Transaction ID	Item Number	Payee	Customer Email	Customer Name/Business	Payment	Bought	Expires
3TA977970M147753L	RAPdev-OTO	sales_1188947787_biz@ad-clix.com	sidhale@verizon.net	Sid Customer My Online Business	27.00	2007-09-13 09:11:39	2007-09-15 09:11:39
9D561028RK0908024	RAP-0001	richmond31au@yahoo.com.au	stuart@startmyebiz.com	Stuart Stirling Stuart Stirling Online	47.00	2007-09-24 04:42:49	2007-11-17 20:48:16
2F9263820L792063M	RAP-0001	flipthissoftware@gmail.com	payment@signmeupmarketing.com	Jason Anderson Jason Anderson Online	47.00	2007-09-26 08:58:23	2007-09-29 08:58:23
00H12950NH6715217	RAP-0001	sales@ad-CLiX.com	mjh@onlinewealthsolutions.com	Michael Harris Online Wealth Solutions	47.00	2007-09-26 13:06:17	2007-09-29 13:06:17
43Y01009JN947733T	RAP-0001	flipthissoftware@gmail.com	pay@beromantic.com	Ronald Howard Thomson Ronson Online Ltd	47.00	2007-09-26 17:32:52	2007-09-29 17:32:52
0KY52084GH842025R	RAP-0001	flipthissoftware@gmail.com	paypal@promote-a-biz.com	Debra Kail OnlineBizNet	47.00	2007-09-26 21:51:50	2007-09-29 21:51:50

6 matching record(s) found.

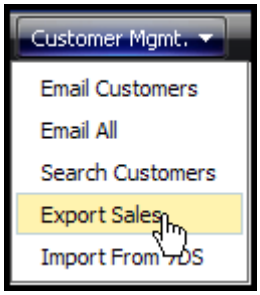
The search will return all sales transactions that satisfy your search criteria.

For each record returned, you'll get the Paypal Transaction ID, the Item Number, the Payee email address, the customer's email address, the customer name, the customer's business name, the amount of the payment, the date and time of the sale and the date and time that the download link is scheduled to expire.

The PayPal Transaction ID on each sale is a hyperlink to the download page and will open that page in a new window. You can copy&paste the link from the browser address bar in that window to send it to a customer who may have lost the link they were provided at time of purchase.

The Expiration Date is also a hyperlink. Clicking on this link will re-validate the download link for that sale for another x hours from the time you click the link (x being the number of hours you have set up for the expiration limit on the product). This gives you a way to selectively extend a download for a customer who may have had some problem and needs to re-download your product.

Export Sales

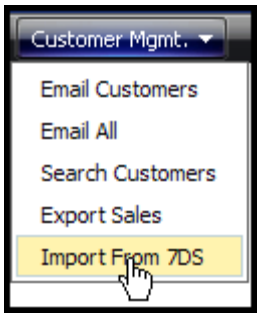


The Export Sales link will create an MS Excel compatible file to be downloaded to your local machine.

The first row of the file has headings for each of the columns. The remainder of the file consists of one record per sales transaction with every field that is captured to the database when a sales transaction is recorded.

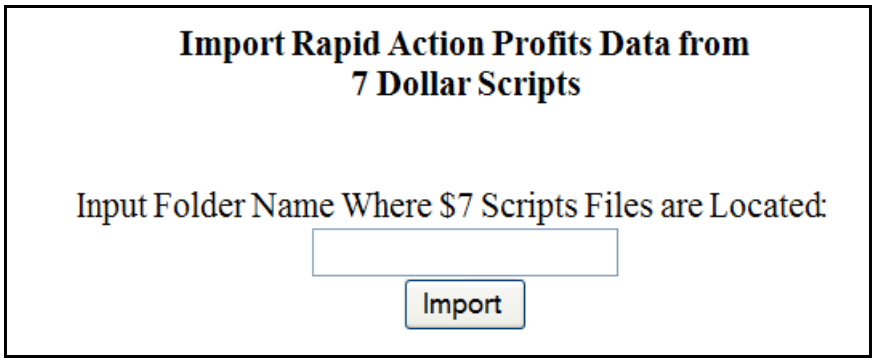
You can use MS Excel or Open Office to manipulate this file, total various columns, filter the data based on certain values… even create graphs. What you do with the information is only limited by your knowledge of the spreadsheet program and what it can do.

Import Data From 7DS



Since Rapid Action Profits provides so much more functionality than the 7 Dollar Script, many customers have switched to our software from the older, less capable script.

So that those customers don't have to operate both scripts, and can consolidate their sales records into a single database, we provide a simple mechanism for importing the sales transactions (ipn.txt), fraud transactions (fraud.txt), unsubscribed affiliates (unsubs.txt), and tell-a-friend counts (tellafriend.txt) that were created using the 7 Dollar Script.



First, do a normal install of Rapid Action Profits, add the product and sales letter, etc. Rapid Action Profits can just pick up where the 7 Dollar Script left off and begin processing new sales transactions in its place.

However, Rapid Action Profits won't have any record of the old transactions that were previously captured by the 7 Dollar Script.

Assuming you want to be able to continue reporting sales made while you were running on the 7 Dollar Script (and servicing those customers), use the "Import Data from 7DS" function.

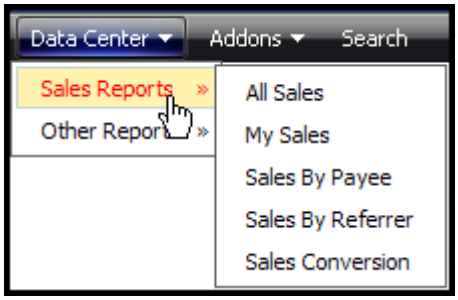
Input the folder location of your 7 Dollar Script template folder and click the "**Import**" button. Rapid Action Profits will import all your old sales data, fraud data, etc. into the RAP database.

IX. Data Center Reporting

Rapid Action Profits provides a number of different sales and statistical reports to help you track sales and to understand where your traffic and sales are coming from.

Let's look at each of these features one at a time so that you'll understand how you can use them to your advantage.

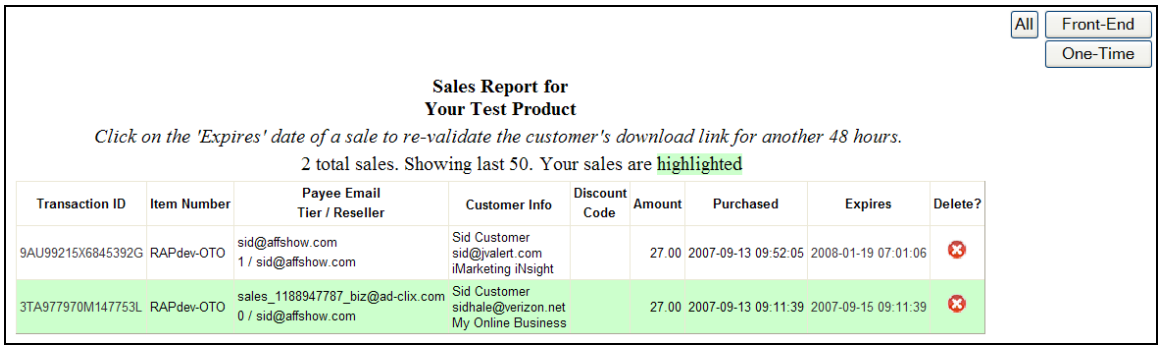
Sales Reports



Let's start by looking at the two detailed sales reports. Each report shows essentially the same information. You can choose between All Sales, or only those sales for which you were paid.

Detailed Sales Reports

All of the detailed sales reports show the product you are reviewing in the heading of the report.



Transaction ID	Item Number	Payee Email Tier / Reseller	Customer Info	Discount Code	Amount	Purchased	Expires	Delete?
9AU99215X6845392G	RAPdev-OTO	sid@affshow.com 1 / sid@affshow.com	Sid Customer sid@jvalert.com iMarketing iNsight		27.00	2007-09-13 09:52:05	2008-01-19 07:01:06	
3TA977970M147753L	RAPdev-OTO	sales_1188947787_biz@ad-clix.com 0 / sid@affshow.com	Sid Customer sidhale@verizon.net My Online Business		27.00	2007-09-13 09:11:39	2007-09-15 09:11:39	

Each of these detailed sales reports also has the ability to show only the front-end sales, only the OTO sales, or both. Once you have pulled up any of the reports, simply click on the appropriate button in the upper right to filter the results.

For each sale, you will see the PayPal Transaction ID, the Item number, the email address of the Paypal address of the Payee,which tier was paid (0=merchant, 1=the affiliate, 2=the affiliate's referrer), the affiliate's email address, the customer's name and email address, the amount of the purchase, the purchased date and time, and the date and time that the download link is scheduled to expire (based on the number of hours you defined in the product setup).

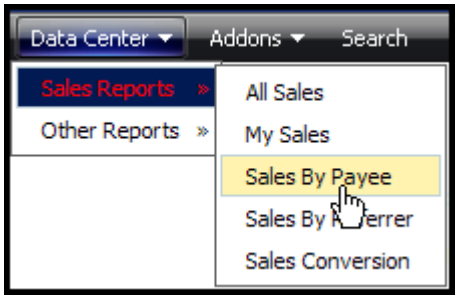
There is also a column containing a that, when clicked, will delete that sale. This is not an option you will use on a regular basis, but comes in handy to eliminate statistics from "test" sales made prior to launching your site.

The PayPal Transaction ID on each sale is a hyperlink to the download page and will open that page in a new window. You can copy&paste the link from the browser address bar in that window to send it to a customer who may have lost the link they were provided at time of purchase.

The Expiration Date is also a hyperlink. Clicking on this link will re-validate the download link for that sale for another x hours from the time you click the link (x being the number of hours you have set up for the expiration limit on the product). This gives you a way to selectively extend a download for a customer who may have had some problem and needs to re-download your product.

Note – When a sale is Refunded (either by you or an affiliate), the Paypal Transaction ID and the Expiration Date still show, but they are no longer hyperlinks. This is to prevent you from inadvertently re-validating a link for a Refunded sale.

Sales By Payee



One of my favorite reports is the Sales by Payee. With this report you can look at your own direct sales, as well as that of your resellers. You can see the total number of sales each reseller has made, the gross sales dollars they have been paid, the number of refunds they have incurred and the net amount earned after refunds.

Each payee (yourself and your affiliates) who has made at least one sale will show on this report.

Sales Report By Payee for Common Sense SEO

342 total sales records. Showing all 342.
Your sales are highlighted.

Payee	Sales	Amount	Refunds	Net Amt
sales@ad-CLiX.com	185	10355	3	10194
flipthissoftware@gmail.com	43	2301	1	2254
paypal@richardwing.com	14	818	1	751
Gregmulac@aol.com	17	839		
kmcarthur@portalcube.com	13	731		
petertwist@powercomm.co.uk	1	67		
checkthisout777@gmail.com	1	67		
marketshare@yahoo.com	1	47		
Earnings Totals				
	342	19134	5	18859

Highest earners will show first on the report, and at the bottom, each column is totaled so you can see the total number of sales made, their gross value, the total number of refunds made, and the net value of all sales (less refunds).

Sales By Referrer

This is now my absolute FAVORITE report in the system. This is very similar to Sales by Payee (in concept) but contains much, much more information and is broken out by referrer rather than by payee. It is a much better indicator of how your resellers are performing and it's easy to see that each reseller is performing correctly with regard to the commission rate you have set up for them to receive.

Sales Report By Referrer for
Rapid Action Profits

411 total sales records. Showing all 411.
Your sales are highlighted.

Referrer Email	Name	Tier 1 Sales	Tier 1 Amount	Tier 2 Sales	Tier 2 Amount	Merchant Sales	Merchant Amount	Total Referrals	Total Amount	Refunds	Net Amount
flipthissoftware@gmail.com	Ken Reno	43	2301	0	0	40	2120	83	4421	3	4260
		4	68	0	0	72	3874	76	3942	17	3453
gregmulac@aol.com	Greg Mulac	17	839	0	0	17	839	34	1678	3	1517
kmcarthur@portalcube.com	Ken McArthur	14	798	0	0	12	664	26	1462	2	1348
richard@richardwing.com	Richard Wing	15	885	0	0	1	47	16	932	1	865
jason@jasonandersononline		0	0	0	0	1	47	1	47		
yerboanow@yahoo.com		0	0	0	0	1	47	1	47		
Earnings Totals											
		181	10187	0	0	230	12695	411	22882	31	21680

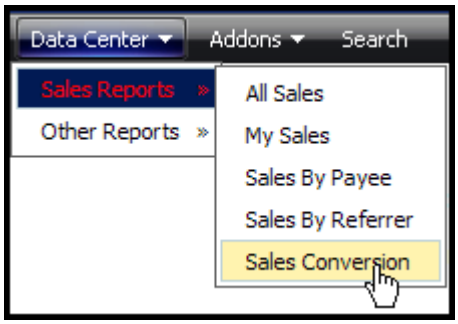
Each referrer (yourself and your affiliates) who has referred at least one sale will show on this report with:

- the number of sales they have been paid for and the amount,
- tne number of 2nd tier sales (and the amount paid) from their referrals,
- the number of sales (and the amount) made for which you were paid from their referrals,
- the total number and gross dollar value of all sales from their referrals,

- the number of refunds on sales from their referrals (regardless of who made the refund), and
- the net dollar value of their referrals (after refunds).

Highest earners will show first on the report, and at the bottom, each count and amount column is totaled so you can see a financial snapshot of gross sales, affiliate earnings, refunds, and your net earnings from all sales made.

Sales Conversion Report



With the split-testing features in Rapid Action Profits, it's important to be able to track sales conversions to compare the effectiveness of one version of your sales letter against another.

In fact, sales conversion data is good information to have even if you only have one version of your sales letter.

Conversion Report for Your Test Product

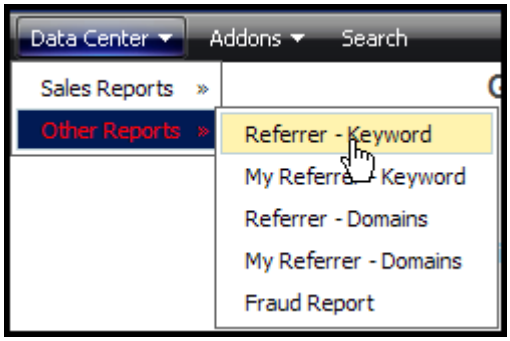
Sales Letter	Sales	Visits	conversion rate
frontsqueeze.html	0	9	0%
salespage.html	0	52	0%

For each sales letter that you have set up for your product, the name of the sales letter file is shown, and the number of sales are compared to the number of visits. A conversion rate is calculated and it becomes an easy matter to compare the effectiveness of one sales letter to another.

Other Reports

You can discover a ton of information from these reports. They don't show you full-blown traffic stats, but they do show you where the traffic comes from that resulted in a sale!

Referrer/Keyword Reports



The other two reports are a little more difficult to read, simply because they contain so much more information.

The Referrer Keyword reports show the full URL that sent you traffic, including any querystring information in the URL, the domain name, any keywords that were in the querystring, and the number of sales that resulted from each of those sources of traffic.

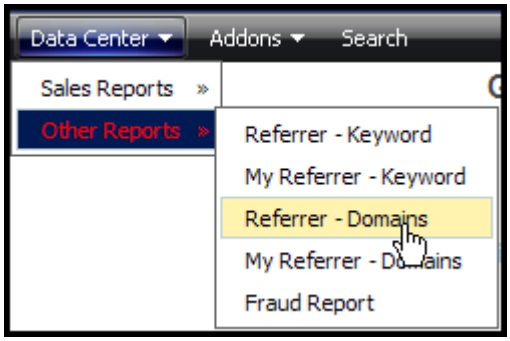
Referrer/Keywords Report for
Rapid Action Profits

411 total sales. Showing all 411.

Referrer	Domain	Keywords	Sales
			288
http://therealsecrets.com/RapidActionProfits/	therealsecrets.com		4
http://favlinks.info/?TCxYkabnIJAALpgxYHXG4oTH	favlinks.info		4
http://www.thesizzlefactory.com/recommends/plg_frames.php?aff=http://powerlinkgenerator.com&salesurl	thesizzlefactory.com		4
http://www.imnewswatch.com/archives/2007/09/httprapidaction.html	imnewswatch.com		2
http://www.info-entrepreneur.com/ka/	info-entrepreneur.com		2
http://sidhale.com/	sidhale.com		2
http://rapidactionprofits.com/support/	rapidactionprofits.com		2
http://craigmcpherson.info/rap/cashback.html	craigmcpherson.info		2
http://rapidactionprofits.com/index.php?action=squeeze&retry=11	rapidactionprofits.com		2

The Referrer URL is a click-able link, as is the domain name. By clicking on the Referrer URL, you can see the EXACT page that sent you the converting traffic. If the traffic source was a search engine, you not only get to see the search phrase that was used to find your listing in the search engine – you'll be able to see what other sites are competing with you for that search phrase, how you rank for that phrase, etc.

Referrer/Domain Reports



The two Referrer Domain reports give you an easy-to-read snapshot of the domains that sent you traffic that subsequently resulted in a sale (and how many sales from each source).

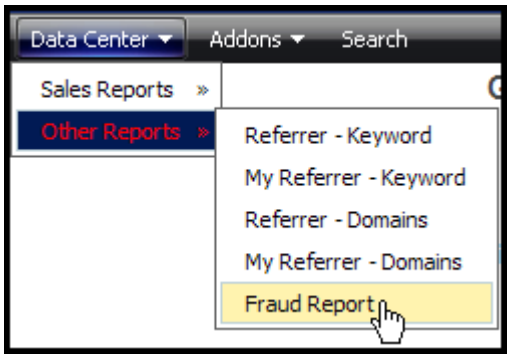
Referrer Domain Report for Rapid Action Profits

342 total sales. Showing all 342.

Domain	Sales
	242
bestdamnezine.com	9
craigmcpherson.info	5
therealsecrets.com	5
favlinks.info	4

The domain names in these two reports are click-able links so it's easy to go to the sites and see what types of sites are sending you traffic that converts.

Fraud Report



If you offer 100% commissions on sales of your front-end product, you may occasionally find that someone with more than one PayPal account tries to purchase the product from themselves in order to get your product free.

Rapid Action Profits does everything possible to try to thwart this activity and if we find that a fraudulent sales transaction comes through, the sales transaction

is logged as a fraudulent sale and the customer doesn't receive your downloadable product. If, and when, they contact you for the download, you have a record of the transaction and can determine if it should be accepted as a valid sale.

The Fraud Report will show you the log of these fraudulent transactions.

Fraud Report for
Rapid Action Profits

10 total fraudulent transactions. Fraudulent buyers do not receive the download.

You can report fraudulent buyers to PayPal at 888-215-5506.

Transaction ID	Item Number	Payee Email	Customer Email	Customer Name	Payment	Date	
9TK6428425762473N	RAP-0001	sales_1188947787_biz@ad-clix.com	sid@ad-clix.com	Sid Customer	12.00	2008-01-25 18:32:42	approve
5F951938J7544193S	RAP-0001	sales@websiteautomated.com	richard@familysky.com	Choo Bok HAN	0.01	2007-10-13 02:11:42	approve
56A63865WR080473R	RAP-0001	sales@ad-CLiX.com	sales@marketersdaily.com	Jeanette Gross	47.00	2007-10-04 15:39:33	approve

All of the same information is recorded in the fraudulent transaction log as is normally recorded for a regular sale, so the report shows you the PayPal Transaction ID, the Item Number, the payee's email address, the customer's email address, the customer's name, the payment amount, and the date of the purchase. There is also a link to approve the transaction.

Clicking the "approve" link will send the download link to the customer and copy the fraudulent transaction from the log to the regular sales transaction table.

X. Test Your Installation and Settings

This may sound like a “no-brainer”, but make sure you TEST **every** aspect of your set up.

Paypal Interface

Of significant importance is the interface to your payment processor – Paypal. The most fail-safe way to insure that this interface is working is to get a Paypal Developer account and use the Sandbox accounts to test. This uses dummy merchant and customer accounts with dummy credit card accounts so no money actually changes hands. You can test as much as you want without having to do impose on someone else to help with your testing.

If you don’t want to bother with setting up Paypal Sandbox accounts, temporarily set your item price to $.01. That way other RAP users can be recruited to help with your testing and they won’t feel like they’re taking any risk. If you anticipate that you are going to use this method of testing, it’s a good idea to “pay it forward”. Volunteer when someone else needs this sort of help, and they’ll feel obligated when you have to ask for the same favor.

The Order Cycle

Make sure that the order cycle flows as seamlessly as possible, and that sales are recorded in the database (look them up in the Admin Panel).

If you use split-testing of sales pages, go to your sales page multiple times (clear your cookies before each test) to satisfy yourself that the different pages are showing. You can also check the Admin Panel to make sure that the visits are being recorded in the database.

If you have a one-time offer, test the process one time by accepting the offer and then again by rejecting the offer.

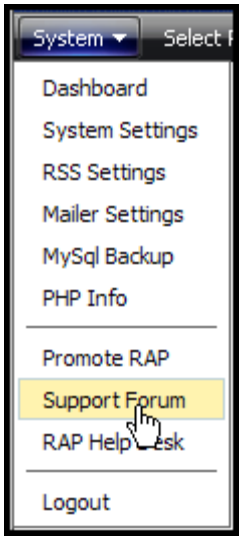
If you use the Tell A Friend option, test the form to make sure that you haven't messed up the form while customizing the template. When testing the Tell A Friend page, send an email to yourself (as one of the "friends") to see what the email looks like. Modify it in the product set up if need be, and test it again. Click on the link in the email to make sure it works and delivers the recipient to your sales page.

I could go on, ad nausea – but I think you get the point. Make sure that the script is working predictably so that you get as few support requests as possible once you go live.

XI. Where to Go for Support

The quickest way to get support is on the private forum set up for our customers at:

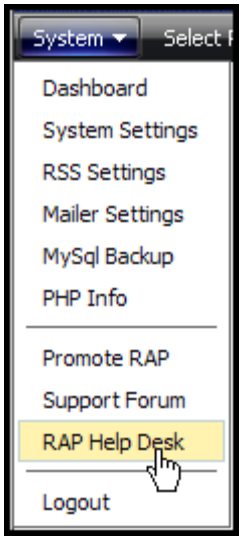
http://RapidActionProfits.com/forum



We've made it easy to find. There's a link directly from the System menu of your Rapid Action Profits Admin Panel.

The first time you visit, you'll have to register. Then when you login for the first time, you can choose to automatically be logged in on subsequent visits.

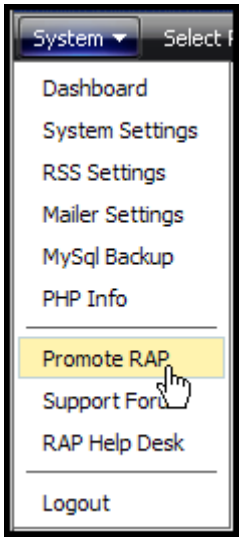
I visit the forum often throughout the day, as do many members of my beta testing team and many helpful customers who work with the software every day on their own sites. Take advantage of the experience and helpful attitudes available here.



You can also send your Questions, Comments, and Suggestions directly to the Rapid Action Profits Help Desk at: http://RapidActionProfits.com/helpdesk

XII. Earn Commissions by Recommending Rapid Action Profits

The Rapid Action Profits Affiliate Program provides 50% commissions – meaning that by referring Rapid Action Profits to others you can receive 100% of the current selling price on every other sale that results from your referrals.



Commissions are paid immediately and directly to your Paypal account.

By registering as an affiliate for Rapid Action Profits, you can pick your own affiliate ID so that you don't have to expose your Paypal email address in your advertising copy, and don't run the risk of opening that email address up to scrapers that will then spam you mercilessly.

Register at: http://RapidActionProfits.com/affiliates.php.

After registration, you will be able to log into the reseller area at http://RapidActionProfits.com/reseller.php, where we provide stats to show how many times you sent someone to the product sales page, your earnings, and a link to the affiliate tools area where we provide image ads, peel-away ads, pre-written emails and text ads - all with your affiliate link already inserted.