

Shortie

Sales / Giveaway

Instructions



John Chadwick

© john-chadwick.com, all rights reserved.

Terms of the license MUST be observed.

Published by john-chadwick.com

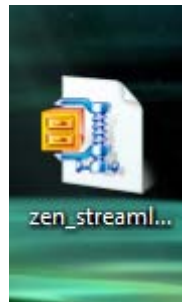
CONTENTS

CONTENTS	2
READING INSTRUCTIONS.....	3
SELLING / GIVEAWAY INSTRUCTIONS	4
LICENSE.....	6
SUMMARY.....	7
RESOURCES SECTION.....	8

READING INSTRUCTIONS

Well done for getting this far!

If you downloaded the zip file to your desktop you will begin with something like this;






Extract the zip file to your desktop using your extraction software (WinZIP available for FREE [here](#)).

You should then have something like;



Open that folder and you will be presented with the following;




 sales page	25/02/2010 11:39 ...	File folder	
 Shortie_sales_giveaway_instructions	25/02/2010 11:49 ...	Adobe Acrobat D...	277
 zen_streamlined_account_process_johnchadwick_shorties0002_100221_MRR	22/02/2010 11:29 ...	Adobe Acrobat D...	275

To open your report (the one with the long title) you will need adobe acrobat or a similar PDF reader. Adobe acrobat can be downloaded from [here](#) for free.

SELLING / GIVEAWAY INSTRUCTIONS

The following assumes you know a little about FTP, your web server and that you have the requisite software for FTP and editing HTML. If not, Filezilla can be downloaded for FREE [here](#) and the FREE Page Breeze editor can be downloaded from [here](#).

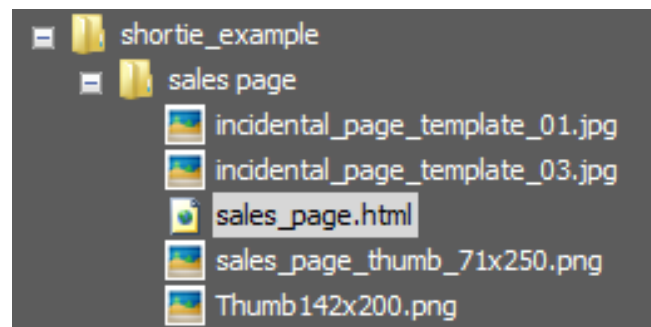
Okay, open the folder on your desktop again and you will see the following;

 sales page	25/02/2010 11:39 ...	File folder	
 Shortie_sales_giveaway_instructions	25/02/2010 11:49 ...	Adobe Acrobat D...	277
 zen_streamlined_account_process_johnchadwick_shorties0002_100221_MRR	22/02/2010 11:29 ...	Adobe Acrobat D...	275

Using your FTP software or your server control panel, create a folder on your server and name it corresponding to the shortie report number (E.g. shortie0001).

Upload the “sales page” folder to the folder you have just created on your server.

In your HTML editor, locate the “sales page” folder and open it thus;



Double click on the “sales_page.html” file and you will be able to edit this file. Please remember to personalise this file and to edit over the pink bits. You can add a PayPal button or subscription box at the end of the page dependent on your marketing strategy.



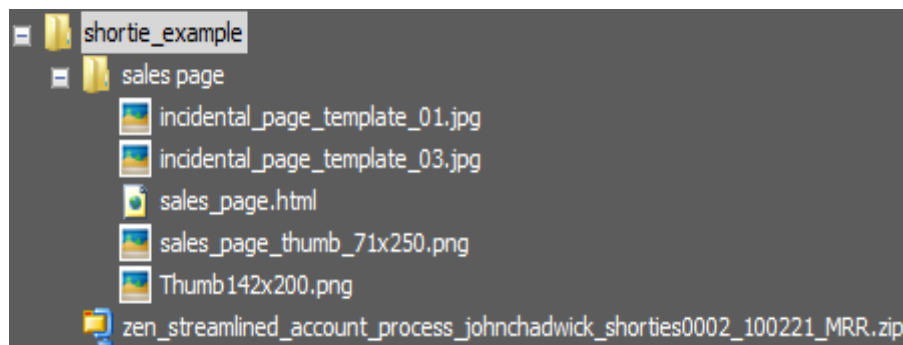
!! You may need to update the image sources dependent on your server and html editor configuration !!

You can now move your sales page to your server route if you so desire. This, again, would depend on your marketing strategy and whether you want search engines to find it easier or whether you will direct traffic to the page from another source, articles for example.



!! You may need to update the image sources dependent on your server and html editor configuration !!

Now you can upload the original zip file to the same folder (shortie.....) on your server;



If you are simply selling the product then at this point you will need to create a download page, ideally customised to your site. If you need help doing this then please get in touch with me [here](#). I can create and code a download page (including images) for a reasonable cost.

If your marketing strategy is to give the report away as an ethical bribe to build your list then you will need to create a “thank you” page and a “download page” depending on which auto responder service you use. Again I can be contacted [here](#), if you require assistance with this.

If you plan to give away this report to your already established customer base then you will need to send them an email with the link to your own server and the zip file. Please do not abuse my trust by linking to my server and files.

Please check the license on the next page whether you are selling the report on or giving it away.



LICENSE

If these instructions are passed on to customers then the following rights are automatically conferred for the instructions only. All shorties will have a separate license embedded in the report.

- YES Give it away for free
- YES Use offline
- YES Add to membership (paid or unpaid)

You May not

- NO Alter the report and associated files in any way
- NO Claim copyright to the report



SUMMARY

I hope that the above instructions are clear and easy to follow. If you have any problems what-so-ever, please do not hesitate to submit a trouble shooting ticket through my [help desk](#), or alternatively you can contact me [here](#). Either way, advice is freely given!

I remain, at your service



John Chadwick
john-chadwick.com

RESOURCES SECTION

The following are recommended products that I have either used or come highly recommended from other respected marketers.

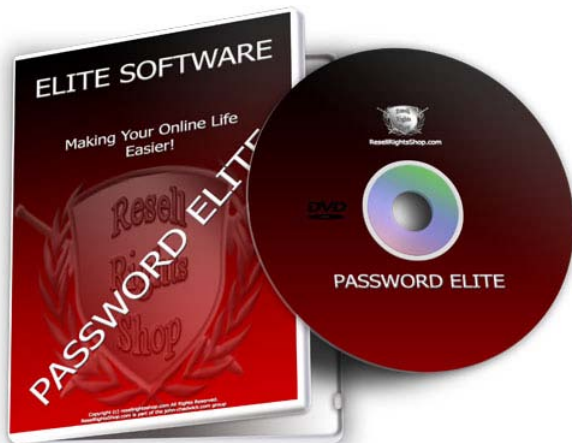


CLOAK ELITE

Available FREE at the [ResellRightsShop](http://ResellRightsShop.com).

The “thinking marketer’s way to cloak affiliate links!”

For more information, please click [here](#)



PASSWORD ELITE

Available FREE at the [ResellRightsShop](http://ResellRightsShop.com).

The “Simple and secure solution to remembering hundreds of passwords and login details”

For more information, please click [here](#)



TWITTER ELITE

Available FREE at the [ResellRightsShop](http://ResellRightsShop.com).

The “Automated tweet from your desktop solution!”

For more information, please click [here](#)



I cannot recommend this membership highly enough. The quality and quantity of products is superb and the Master Resell Rights Team are constantly over delivering. Of course you will only have my word for this unless you go and check it out [here](#).



One of my favourite Marketers – John Thornhill – has put together an amazingly easy to use, turnkey “website in a box” solution. Be you an eBay seller, casual seller or clickbank promoter this superb software makes the whole selling process feel like a walk in the park. You can check it out [here](#).



Still one of the most heavily promoted solutions out there and with good reason. Ewen has put together an excellent package. Check it out [here](#).