

PLRGold Master Rights Pack 3

Private Label Rights Product Instruction Manual For:

Membership Juggernaut

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

Table of Contents

1.0	Introduction	
1.1	How to Use this Manual	3
1.2	Unzipping Your Files	4
2.0	Editing & Branding the Product	
2.1	Editing the Covers	5
2.2	Editing the Landing Page	5
2.3	Editing the Sales Letter	5
2.4	Editing the Thank You Page	6
2.5	Editing the Resell Rights Sales Letter	7
2.6	Editing the Resell Rights Thank You Page	7
2.7	Using Your Follow Up Emails	8
3.0	Setting Up	
3.1	Domain Name & Web Hosting	9
3.2	Securing an Auto Responder	9
3.3	Setting Up Your Payment Processor	10
3.4	Uploading Your Files Online	10
4.0	Marketing Your Business	
4.1	Free & Low Cost Marketing Strategies	11
4.2	In Closing	11
4.3	Recommended Resources	12

INTRODUCTION

How to Use this Manual

Dear Customer,

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

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

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

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

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

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

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

Unzipping Your Files

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

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

/Covers	(directory)
/Follow Up Emails	(directory)
/Sales Letter	(directory)
/Source Files (Do Not Upload)	(directory)
PLRGold3 License - Membership Juggernaut.pdf	
PLRGold3 Manual - Membership Juggernaut.pdf	

EDITING & BRANDING THE PRODUCT

Editing the Covers

The covers can be found in the /Covers directory. If you want to edit the covers i.e. change title, add in your name, etc. open the PSD files in **Adobe Photoshop** and save them as .JPEG or .GIF format. If you don't have Adobe Photoshop program installed in your computer, you can purchase the latest version of the professional paint program from <http://www.adobe.com/> or visit the nearest computer store.

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

Editing the Landing Page

1. **Open your HTML Editor** or Notepad.
2. **Open the index.htm file** found in your /Sales Letter folder.
3. There is a pink tag called **[Insert Your Opt In Form Here]**. This is where you **replace the pink text** with your auto responder opt-in form tag. (See also 3.2 *Securing an Auto Responder.*)
4. Be sure that the auto responder tags **route to the index2.htm file**. This will allow your prospects who opt into your auto responder to be able to see your sales letter in the next page and then receive your automatic follow up emails in case they didn't from you for the first time.

Tip: The landing page is ideal in weeding out the less interested visitors, focus on collecting only quality prospective leads, and closes the sale better. If you fail to sell your primary product, they have opted into your mailing list where you can still follow up with other offers. Either way, you win!

Another Tip: You can edit the Landing Page anyhow you like i.e. put in your name, your copyright notice, website URL, etc.

Editing the Sales Letter

1. **Open your HTML Editor** or Notepad.

PLRGold Master Rights Pack 3
Private Label Rights Product Instruction Manual

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

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

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

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

Editing the Thank You Page

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

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

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

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

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

Editing the Resell Rights Sales Letter

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

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

Optional: You can edit the sales letter and price of the product anyhow you like. The only thing I ask of you is that you don't devalue the quality of the product by selling it for mere pennies. It's not good for the product and it's NOT good for you, too, because the profit purpose has been defeated! After all, you're reselling Private Label Rights where you can be exacting top dollars!

Editing the Resell Rights Thank You Page

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

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

4. **Open the Thank You page** in your HTML Editor or Notepad.

5. Replace the pink tag **[Insert Your Email Address]** with your email address.
6. Replace **[Insert Your Name Here]** tag with your name.

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

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

Using Your Follow Up Emails

There are 4 follow up emails found in the /Follow Up Emails folder. You can open them in Word program and edit anyhow you like. Remember that these letters are used to automatically follow up with your prospects via auto responder in case they don't buy from you for the first time. Obviously, their purpose is to try to close in the sale for you on autopilot!

However, you need to open each letter and replace the following pink tags:

[Insert Your Name Here] – put your name

[URL] – insert your sales letter URL (e.g. <http://www.domain.com/index2.htm>)

(See also 3.2 Securing an Auto Responder)

SETTING UP

Domain Name & Web Hosting

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

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

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

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

Securing an Auto Responder

You need an auto responder to follow up with your prospects if they don't buy from you the first time.

Recommended auto responders:

<http://www.aweber.com/>
<http://getresponse.com/>
<http://www.emailaces.com/>

When you secure your auto responder, be sure to load all the email follow up letters into your auto responder account in chronological order.

The following is the suggested automated interval between the messages:

Email1	-	sent immediately
Email2	-	send 1 day later
Email3	-	send 3 days later
Email4	-	send 3 days later

After that, get the opt-in form code and paste it into the Landing Page so you can collect leads and get targeted visitors to read your sales letter.

Important! Be sure to route the opt-in form so that your prospect can go to the sales letter (index2.htm) after filling out his/her name and email address and hit “submit”.

Setting Up Your Payment Processor

You need a payment processor to accept online payments.

Top Recommendations

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!

PayPal – the most used and recognized merchant in the Internet marketplace.

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

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

Uploading Your Files Online

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

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

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

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

MARKETING YOUR BUSINESS

Free & Low Cost Marketing Strategies

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

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

Note: You must be online to download this report!

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

In Closing

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

All the best!

Warm Regards,

edmund loh

Mail : edmund@privatelabelrightsgold.com

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

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

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

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

Recommended Payment Processors

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

[PayPal](#) – the most used and recognized merchant in the Internet marketplace.

Recommended Web Hosting

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

Unannounced Bonuses!

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

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