

Written & Published by: John Thornhill

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Day 4 – Find Your Products & Build Your Site

Okay, maybe it's appeared to be a long time coming, but today you are finally going to source the products that you are going to sell from your newly established 'Resale Rights' business.

Then, you are going to create a relatively simple four page min-site in order to sell your products, as well as collecting those all important names and email addresses from visitors to your site.

Almost everything I do today is covered on video so if you get stuck just watch what I do and copy.

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Sourcing Your Products

First of all get the idea of 'If I can get it free no one will buy it' right out of your head. The amount of times people say this makes me cringe. I have been selling resale rights eBooks successfully since 2004 and 99.9% can be acquired free with a little work.

What you have to remember is that most people don't know these eBooks can be sourced free or simply don't have the time or inclination to look.

Plus most eBook purchases are 'spur of the moment' so most of your customers won't be looking for an eBook. They will be looking for a solution to a problem (such as losing weight) and when they find the solution in the form of an eBook they won't mind paying.

In a worst case scenario you may have to pay a dollar or two per eBook on eBay. So now we have cleared that up let's move on.

Right, so the next job is to find a bunch of ‘Resale Rights’ products that you can sell to your customers, remembering that in the example I am showing you we are looking for a bunch of products that are related to weight loss, diets and so on.

Here’s a few of the best places to look for ‘Resale Rights’ products.

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

If there is an eBook with resale rights it will be on eBay. Simply search for you chosen niche using as many keywords and search terms as possible including the word ‘eBook’ in your search. You will probably be able to pick up all the eBooks you need for a few dollars. Or simply browse the [Everything Else > Information Products](#) category.

Do you think the eBooks below would be useful for my WeightlossDietLive website?

	Interview with a Weight Loss Expert ebook. Lose weight	 Buy It Now	\$1.97 Digital delivery	6h 38m
	WEIGHT LOSS DIET Exercise Calorie(s) Fitness Ebook New	 Buy It Now	\$1.11 Digital delivery	10h 22m
	Interview with a WEIGHT LOSS EXPERT. Lose weight, eBook	 Buy It Now	\$1.97 Digital delivery	19h 52m
	WEIGHT LOSS & DIET TIPS EBOOK w/ MASTER RESELL RIGHTS!!	 Buy It Now	\$0.99 Digital delivery	20h 04m
	Diet Exercise WEIGHT LOSS IS SIMPLE Lose Weight ebook	 Buy It Now	\$19.95 \$19.95 Digital delivery	23h 44m
	The Rapid Weight Loss Guide! Tips, Plans, Guides, ebook		\$0.87 Digital delivery	1d 03h 12m
	Count the CALORIES eBook, a BETTER way to weight loss!	 Buy It Now	\$1.27 Digital delivery	1d 05h 27m

<http://www.warriorforum.com/forum/>

Check out the ‘links to free eBooks’ section. Although you will find most of the eBooks here are Internet Marketing related there are 1000s to choose from. A tip here is to try and find eBooks that can be ‘branded’ or ‘customized’. (More on this later)

Also check out the 'Warrior Special Offers' section as you can pick up exclusive material here. This section is particularly good for sourcing PLR material.

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

My very own newsletter. Check out the bottom of each newsletter via the archive section. I have 1000s of eBooks available for download, all 100% free.

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

This website deserves a mention. Here you can download free eBooks on just about every subject out there.

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

This is another website that I own. Here you will find what is probably one of the largest collections of eBooks on the Internet. *Check out the bonus section of your download page as I'm giving this away free.*

Then there is everybody's favorite source for finding free eBooks. Google, if you can't find any free eBooks in your chosen niche here you probably won't find them anywhere.

Just look how many results this search term brought up.

The screenshot shows a Google search for "weight loss ebooks resale". The search bar is at the top left, with the Google logo to its left. Below the search bar are navigation links for "Web", "Images", "News", "Maps", "Products", "Groups", "Scholar", and "more". The search results are displayed in a list format. The first result is titled "ebook - ebooks - free ebook - Internet Marketing-E-Books With Re ..." and includes a snippet about buying an e-book called "Weight Loss 101". The second result is titled "Weight loss tips Ebook resale rights diet stop obesity ..." and includes a snippet about buying weight loss tips. The third result is titled "Obesity Weight Loss eBook - Proper Dieting, Weight Management ..." and includes a snippet about a natural recipe for weight loss. The fourth result is titled "Weight Loss eBooks" and includes a snippet about a superb eBook with information from various sources. The fifth result is titled "LIFE GUIDES STORE + FULL EBOOK RESELL RIGHTS" and includes a snippet about a best eBook store. On the right side of the search results, there is a "Sponsored Links" section with several advertisements for weight loss products and services, including "Weight loss" from elyzea.co.uk, "Free weight loss" from TescoDiets.com, "Top 5 Weight Loss Pills" from ConsumerPriceWatch.net, "Weight Loss Pills Exposed" from PricesExposed.net, and "Weight loss Secret" from SimplyTheBestWeightLoss.co.uk.

I'm sure I could find something from the 247.000 results 😊

And, don't forget to have a look around to see if there are any good 'giveaway' sites that you can pick up a few goodies from too.

Whilst a lot of the materials offered on these sites are definitely not fresh or new, nevertheless, have a look.

In particular, there has been a very recent development in the market of people launching these giveaway sites for unique products only. Other sites are moving towards the owners manually approving the products before they are included.

This seems to be a sign of a general acceptance that these giveaways have to offer quality in order to have any meaning, and, if this is the case, then that is going to be very good news for you and your business! What you are seeking here are as many 'Resale Rights' products you can find that are related to your chosen niche.

Download all of the products that you want for now until you've got maybe 10-15 (or more if you can find them) Resale Rights products that you are going to sell right now.

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Building Your Sales Site

Now you're going to create four simple webpages to do the sales job for you, so, let's get you started straight away.....

Your home page (index.html)

Now, quite logically, you may be thinking that this is where you put the products that you have just located up for sale, right?

In fact, nothing could be further from the truth.

Your home page, the index page of your website is not going to sell anything at all!

In fact, what it is going to do is give stuff away for nothing!

So, how do you build a business by giving stuff away, you may ask?

Well, the secret is that the real money in your business and long term profits, will not come from making just one sale to person 'A', then moving on to another sale to person 'B', then 'C', and so on.

This way, there is never any continuity, or flow, in your business, and you spend almost all of your time permanently on the look-out for new customers.

That is hard, hard work and, more importantly, is a method of trying to build and run a business that is almost certain to end in failure.

What you need to do is build continuity into your business.

You need to be able to make an offer to a prospect, and then to follow that offer up again and again, and again.

In other words, you need to build a mailing list.

Now, I cannot stress enough how critical a mailing list is to the long term success of your new business. It is nothing short of being the difference between you making a lot of money, and failing miserably.

In fact, you must eventually build two mailing lists. The first list is for prospects, and the second (and far more valuable list) is for customers.

But before anyone can become a customer they must become a prospect first.

The purpose of your home page is therefore to build your prospect mailing list by giving something away in return for the prospect giving you his or her name and email address.

Remember the short report that I asked you to write/acquire yesterday?

Well that is what you are going to give away, and that is the way you will get people to give you their email address.

Now, building pages that capture people's name and email addresses is something of a 'black art' in itself, and the style of page that works best today will in all probability not be so effective tomorrow.

Until very recently, a plain simple, long style 'squeeze page' (and, if you've ever seen that phrase and wondered what it meant, well, now you know!) was the thing to use.

Using such a style of page, however, means that your prospect actually has to go to the trouble of scrolling down the page to find your sign up box, and statistics indicate that less and less people are willing to do that.

It obviously makes sense to make it as easy as possible for the visitor to your page to sign up to your list, so shorter squeeze pages now seem to be increasingly popular.

By keeping everything 'above the fold' (in view on the first screen) such short pages have a much more immediate and obvious

impact on your page viewer, who can see at a very quick glance what it is that he is supposed to do.

Shorter squeeze pages seem to work. So, that is what I would strongly recommend that you use.

However, the critical elements of a good squeeze page are pretty much constant. You **MUST** have:

- An attention grabbing headline
- A sub-headline backing up the headline
- A pre-sell for the free report
- A bullet point list of the main things they will gain from the report
- Perhaps something to stress the urgency of getting the report now
- The all important opt-in form
- A promise they will instantly receive their report and that they will not receive spam

But that's pretty much it.

The fact is that people are becoming lazier, and less and less inclined to spend time reading long pages, or even bothering to scroll down. Plus, it is scientifically proven that people respond best to pictures and words together, rather than just words on their own.

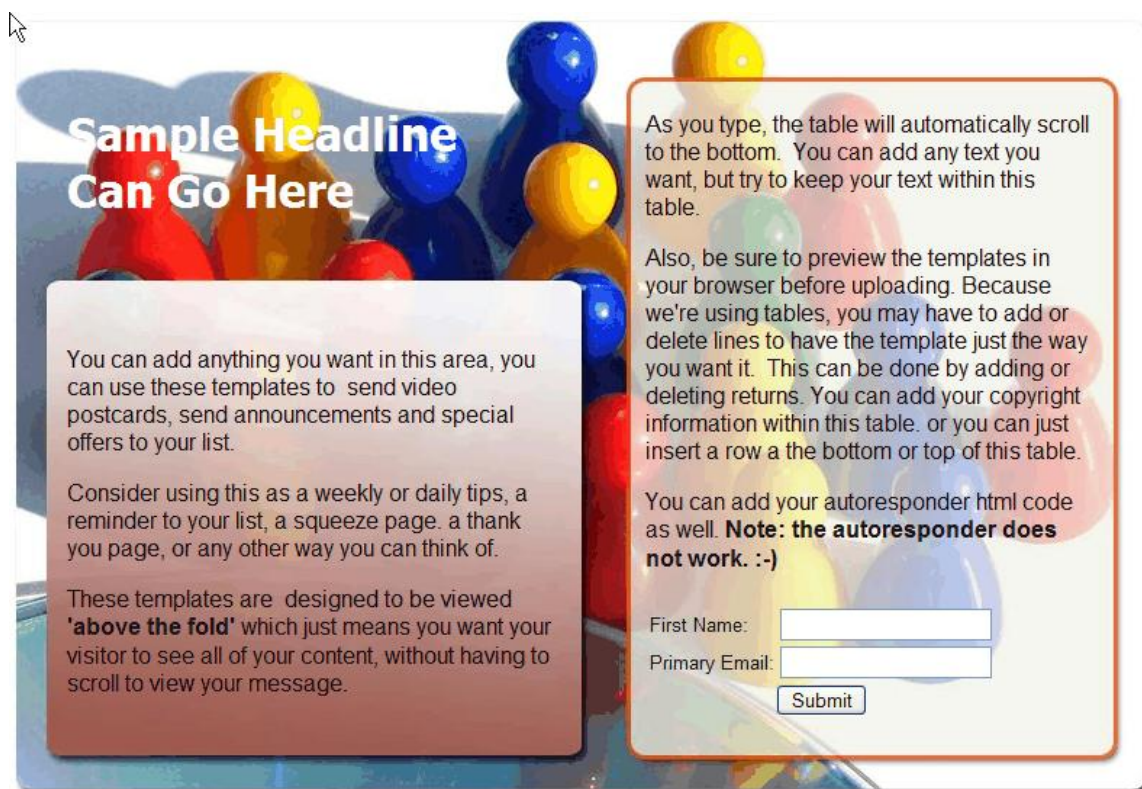
So, in order to save you the maximum amount of time here, I have included a fantastic free resource for you that will make creating your squeeze pages an absolute breeze.

Now, once your business is more mature, and cash is pouring in through your door night and day, then you should take time to develop your own style and design of websites for all of your 'Resale Rights Blueprint' businesses, but for now, speed is of the essence, so use these templates to get started.

Simply download the squeeze page templates supplied and choose one you like.

It contains a tremendous selection of pre-made squeeze page templates that you can use to make your page in a fraction of the time that it might normally take.

Plus, the templates are extremely visually appealing, and the opt-in box appears right there, as soon as your visitor opens his or her browser. There is literally no effort to be made on your visitor's part, apart from filling in the required information! Here's an example of one of the templates in the package:



And here's how it might look once you've made the necessary modifications:

Unleash The Power Of Your MIND....

Use 'Mind Mapping' to become the **'Money Magnet'** you've always **KNOWN** you deserve to be!

Get Your **FREE** 27-page 'Mind Mapping' Report, and learn how it will help you to:

- Dramatically accelerate your learning capacity
- Develop effective brainstorming techniques
- Help your mind become a powerful idea generator
- Quickly gain insight into the big picture of any project
- Increase your ability to memorize and remember
- Boost your creativity
- Optimize and simplify any project you may have
- ...and much more!

'Mind Mapping' is one of the most effective tools that you can ever use in the development of your money making efforts. It's a key element of becoming a **'Money Magnet!'**

Discover exactly how, and why, in this killer 27 page report that that blows one of the most secretive tools that **ALL** of the Guru's use, **WIDE OPEN:**

Email *

First Name*

* You have my personal guarantee that your details will never be shared with anybody - it's a cast-iron promise.

Looks good, right?

Effective and simple, but still very eye-catching.

Now, you will need to input the necessary changes to change the 'out-of-the-box' template into a squeeze page that represents your business and to do this you will need what is known as a html editor.

Now I am a Microsoft FrontPage guy myself but in this example I am going to show you a program called NVU. If you have a preferred html program feel free to use that. However, if this is completely new to you download NVU from:

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

Then open the 'Easy Squeeze Page Templates' folder and find the 'manual' (the manual is found in package 2, for package 1 watch the video) that tells you exactly how to work with NVU to modify the templates to how you want them to appear. This process is actually pretty simple.

So, that's the home 'squeeze' page almost complete.

You now need to make sure that the sign-up or opt-in form on your page is set up so that visitors can actually sign up for their free report.

To do this, go back to your Aweber autoresponder account to create your first prospect mailing list, and then create an 'opt-in' form by following Aweber's detailed instructions.

Come back to your squeeze page (still open in NVU) and paste in the code where you want the form to appear.

Click to save the page as 'index' and close it.

Save it to somewhere simple to find, like your desktop.

Then, double click the desktop icon to open the page in your browser.

How does it look?

You might find that it appears a little different in the browser window to the way it appeared before when you were working on it in NVU.

If so, you may need to go back and make a few minor adjustments to the way the page appears.

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Okay, the next page that you need to create is going to be what is known as your 'One Time Offer' page.

This is where the real business begins, because this is where you are going to try to sell your 'Resale Rights' product package to the prospect.

This is basically a single page that you need the autoresponder to take the prospect to, after they have confirmed their email.

Incidentally, almost all autoresponders will ask anyone who attempts to sign up to 'double opt-in', that is, confirm that they really wanted to do so.

Thus, when the prospect initially tries to opt-in, the first mail they get from the autoresponder will NOT give them the link to your OTO page. It will simply ask them 'are you sure'?

This process is automatic with Aweber, and most other leading autoresponder companies.

'Double opt-in' is pretty much universally accepted nowadays, so accept it and don't worry yourself about it.

Anyone who does not confirm their mail was probably never going to buy from you in any event, and, in my experience, it is always those prospect that take the greatest time to confirm their mails who inevitably become the most difficult to deal with!

So, once your prospect confirms that they really do want your free report, then the autoresponder will send them directly to your OTO (One Time Offer) page.

*And once again I'm going to go on another 'rant' here. Before you think nobody buys OTO's as everybody seems to be doing it I would estimate they have earned me around \$75,000 this year. Do not think just because you have seen a ton of OTO's that everyone else has. And even if OTO's are everywhere they are everywhere for a reason. **Because they work!***

This page will offer them your complete 'Resale Rights' product package at a massive discount, but ONLY if they buy it from your page right here right now.

That is why it's called a 'One Time Offer' page – they get only the one chance to buy the package at this price.

You may, incidentally, offer them the same products later, but never again at this price. In fact I will show you how to do this later.

So, let's say that the total value of the collection of 'Resale Rights' products that you selected earlier is over \$200 (it should be at least this, if at all possible).

Your OTO page could offer them this whole package for a 'never to be repeated' price of \$47!

The format of this page should follow something like this:

- Headline describing the fantastic products on sale, and how the package relates to the free report you are giving away.
- Sub-headline extending this message.
- Details of each product available, one beneath the other, including usual price and all the most important sales points of that product.
- A summary (often a table) of everything that they are getting. This table should show the price of each product, a 'retail' price total at the bottom, and then....
- Your Price
- Your PayPal payment button (see below)
- Two links at the bottom of the OTO page, the first of which is a 'Yes, I want to buy button' that takes them straight to PayPal, and a 'No, thanks' button that takes them immediately to the free report that you originally promised.

Sounds complicated?

It's really not, but, being aware of the time element, there's a couple of things that you can do to short-cut things.

First, I've enclosed another portfolio of visually stunning OTO templates that you can adapt and use for your own OTO pages.

Use and modify them (using NVU or your favorite HTML editor) as necessary.

Here's a very quick lesson showing you how you can do this.

Open up the OTO templates folder that you downloaded, and start by opening the 'Ready Sales Page' folder.

Right click the 'Index' file. Scroll down the options shown to 'Open With' and then click 'NVU'.

The file should now open, and look like the screenshot below, if not, just click on the 'Normal' tag at the bottom left of the screen.

Now, this may look complicated, but it is not.

But, note that there appear to be lots of 'boxes' all over the screen?

That is because this template is not created using .html, but is written in a different coding language called .css.

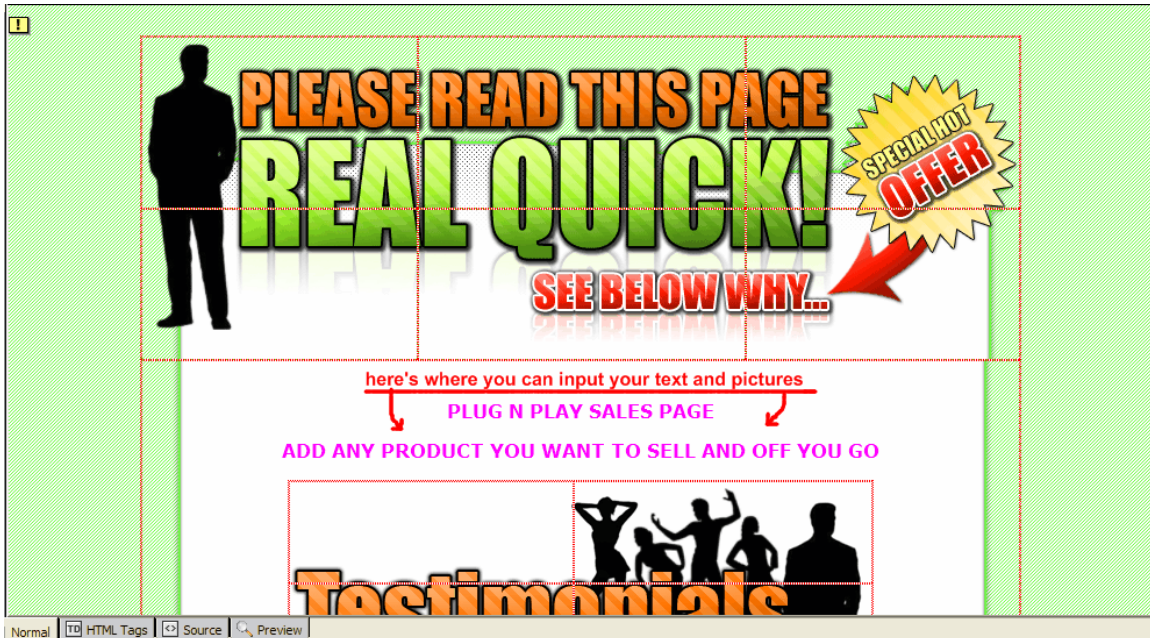
Don't worry. Just think of the page as if it is a jigsaw puzzle.

The picture that you see at the top of the page is not really one picture at all. It is made up of several smaller picture segments, all fitted together like a jigsaw.

So, all you have to do is make sure that you put whatever information you want to add to the page in the correct place, so that the jigsaw pieces do not get moved around which might cause the completed picture to fragment into pieces!

See that bit in 'pink' text that is highlighted?

That is the bit of the page where your information, the details of your OTO offer will go.



Now, there's two ways of inputting this information.

Firstly, you can do it by altering the code that controls the page. Go to the bottom left of the NVU screen, and click 'Source'. Now you'll see webpage coding that looks like this.

```

34.     <td> </td>
36. </tr>
37. <tr>
38.     <td> </td>
40.     <td> </td>
42.     <td> </td>
44. </tr>
45. <tr>
46.     <td colspan="3"
47. style="padding-left: 45px; padding-right: 45px;"
48. background="images/index_07.gif"&nbsp;&nbsp;&nbsp;>
49.     <p align="center"> <font color="#ff00ff"><b>PLUG
50. N PLAY SALES PAGE</b></font></p>
51.     <p align="center"><font color="#ff00ff"><b>ADD
52. ANY PRODUCT YOU WANT TO SELL AND OFF YOU GO</b></font></p>
53.     <table id="Table_01" align="center" border="0"
54. cellpadding="0" cellspacing="0" width="498">
55.         <tbody>
56.             <tr>
57.                 <td></td>
60.                 <td>. See the immediate difference?).

So, changing the code is one way of modifying this template, and, once you have had a chance to play around with it, you'll soon see how easy this can be.

However, the second (far easier and quicker) way is to simply copy and paste stuff from other resale rights products sales pages.

For example, here's a snippet of a sales page for another product that I have stored on my hard drive.

## "How Much Does It Cost?"

Firstly, let's see how much it would cost you if you **DON'T** invest in this manual.

Your web sales letter's conversion rate would be rock-bottom, as it always was. Your lead capture page COULD have captured more leads for you... COULD have, that is. And when you watch your competitors enjoying unbelievable conversion rates (and sales and success), you would be green with envy.

All because you didn't invest a paltry sum of **\$37.00** when you had the chance to see this letter.

**So what would it be?**

But that's not all...

I decide that I want to use this text as the *basis* for a section of my page. I simply 'copy' the text, go to my 'Normal' NVU screen, right click to highlight all of the 'pink' text, and then click 'paste', to paste the copy over the pink text.

Here's how it looks now:



Okay, so that's how it all works.

Now let's look at actually using one of the templates to create your OTO page.

Using the 'Ready Template 2' folder, open the 'index' page, and look for where you are going to start inserting the sales text and the details of the products you are planning to sell.



So, first, all you do is use the 'Normal' NVU screen, and type in some text emphasizing that this is once only deal, and that they are getting a huge bargain.

Make sure that you also mention that the link for the free report is at the bottom of the page or has been delivered to their Inbox, but that they should read the page before they go there in any case.

It may sound a bit ridiculous to tell anyone to do anything so obvious, but often the most effective method of making sure that people actually act is to tell them to do so!

Then, you need to list your 'Resale Rights' products, making sure that you mention the price that each book would cost if they were to be bought individually.

Make them attractive, ideally 'boxed' off as you can see in the example below (if you're not sure how to create these boxes, don't waste time learning – just copy and paste from wherever you can!)

You can then include Testimonials from other customers, stating what a fantastic bargain your OTO is (if you have any, of course) and then comes the payment link.

Finally, you have two links, the 'Yes' (which goes to your payment page) and 'No Thank You' that goes to the report or reminds them to check their email for the link to it.

Here's a very simple view of how the top half of the page might look. Note that all I've added is simple sales text, in bold:

# ONE TIME OFFER

YOU'RE ONLY GOING TO SEE THIS PAGE ONCE  
EVER, SO READ EVERY WORD VERY CAREFULLY!

SPECIAL HOT  
OFFER

Friend,

Trust me when I tell you that you only ever going to see this  
UNBELIEVABLE knock-down price deal **the one time**.

Decide now, because you will NEVER get another chance!

Just take a look at the weight-loss and diet resources that I have  
collected together for you on this page.

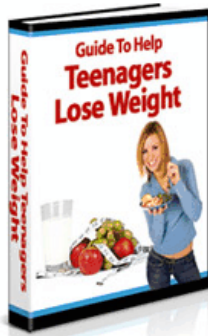
The total price if you were to buy them separately would be a  
staggering **\$747.00**.

But, because you are a valued customer and because I want to help  
you in every way that I can to make sure that your business takes  
off like a rocket, I am going to let you have EVERYTHING that you  
see on this page for only.....well, considerably less than 700

And, here's how the product listings appear below that:

Take a look at what you can pick up right here, right NOW!

Then, and ONLY then, scroll to the bottom of the page to get the download link for the FREE report that I promised you!



For a teenager, there is probably nothing that could be more miserable than being over-weight.

Well, worry no more!

Here is the perfect answer, one of the best weight loss ebooks of recent years, the excellent 'Teenagers Weight Loss'.

Nobody who is genuinely interested in weight loss and diet can afford to be without this one!

[Normal Price - \\$47](#)

[See Sales Page](#)



Losing weight is all about taking care of yourself and your appearance, right?

The bottom line is that you always want to look good and at your best, don't you?

Shouldn't your skin get some attention too?

Healthy, glowing skin is one of the most attractive things that any person can ever possess, but it hasn't been so easy before..

Well, now it is!

This book will tell AND show you EVERYTHING you could ever need to know to make your skin radiant and the envy of everyone you ever meet.....

That's your OTO page ready to go as well. Two down, only one more to go!

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Incidentally, these OTO templates come with Resale Rights, so you can sell them yourself, although you cannot modify them in any way before doing so.

Second, remember that I was suggesting earlier that there are sometimes 'free giveaway' promotions?

If you successfully found such a promotion in the 'Resale Rights' business, then you may already have seen that almost all of the gifts that are given away are only accessible after you have viewed their OTO page.

If not, then simply sign up for any free giveaway promotion that you can find, opt-in to a few mailing lists (best to use a free, 'junk' email address for this) and take time to study the OTO pages that these folks use.

OTO pages are pretty much standard in the industry now, so don't waste time trying to re-invent the wheel. Study the pages that make you feel that you should buy the product and (seeing as the sales pitch worked on you) copy what they are doing.

You cannot copy it word for word, of course, (that's plagiarism, which is illegal) but you can take all of the best ideas and use them yourself.

Again, this can be a very effective short cut to a very successful OTO page for you.

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## Creating Your PayPal Button

You need to create your PayPal button.

Simply log-in to your PayPal account and click on the tab at the top of the page marked 'Merchant tools'. This brings you here:

**Merchant Tools**

PayPal is your all-in-one payment solution. PayPal allows you to accept credit cards and PayPal account balances.

**3 Solutions.**  
One just right for your business

PayPal's business solutions are the safe, easy, affordable way to receive payments on your website and via email.

**Accept all major forms of payment.** Get features comparable to merchant accounts and gateways - at a lower cost. Accept credit cards, bank transfers, debit cards, and more.

**3 powerful solutions to meet your business needs.**

**PayPal Website Payments Standard**

**Customers shop on your website and pay on PayPal.**

This is an easy, quick way to start accepting credit cards online. A simple integration into your shopping cart allows your customers to pay securely and easily.

[Learn more](#) | [Technical overview](#) | [Compare](#)

**Key Features**

- [PayPal Shopping Cart](#)
- [Other Leading Carts](#)
- [Buy Now Buttons](#)
- [Subscriptions & Recurring Payments](#)
- [Donations](#)
- [Gift Certificates](#)

[View all features](#)

**PayPal Email Payments**

Look for the 'Buy Now Buttons' icon, wherever it appears. Click through.

On the next page, give your product package a title and insert it, as indicated.

## Buy Now buttons

[See Demo](#)

Sell individual items on your website by creating a customised payment button.

[More Resources](#)  
Techniques, examples  
and more.

### Create Buy Now button

#### Item details

**Item name/service:**

**Item ID/number:**   
(optional)

**Price:**

**Currency:**

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

**Buyer's default country:**

**Weight:** (Optional)

#### Choose a button to copy to your website (optional)

 [Choose a different button](#)

Customise your button by entering the URL of any image on your website.

Yes, use my custom image

**Button Image URL:**

Mark the price, as shown, and then choose the PayPal button that you want to use on your site (the default one that PayPal offer you is pretty uninspiring, in my opinion) You can get a little bit smart by using your own image, and in the PayPal button video I show you how to do this.

## Single-Item Buttons

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Choose a button to put on your website (optional)



If you are using your own button choose the button you wish to use then click 'Continue' to return to the page that you just came from. The 2 large buttons above seem to work best.

Scroll down to the bottom of the page and click on 'Add More Options'.

Do NOT click on 'Create Button Now' as this will leave half the PayPal button creation job unfinished!

This brings you to the Second page of the Buy Button set-up.

Complete this page as shown below by adding your download link and cancel payment link. Your download link will link to your download page which will be [www.yourdomain.com/whatever](http://www.yourdomain.com/whatever)

With 'whatever' being the name of the download folder you will create later so make a note of this.

In my example I use [www.weightlossdietlive.com/download](http://www.weightlossdietlive.com/download)

For the cancel payment link simply make this your homepage.

## Buy Now buttons - Page 2

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### Add option fields to your page (optional)

Option Fields are not compatible with encrypted buttons. To use option fields, please return to the previous page by clicking the 'Edit' button below and changing the security settings so that your buttons are not encrypted.

Learn more about [how to use option fields](#) on your website.

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### Customise your payment pages (optional)

Choose a custom payment page style to match your website, and give customers a seamless payment experience. [Learn more](#)

Primary Page Style : PayPal

Custom Payment Page Style:

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### Customise your donor's experience (optional)

Successful Payment URL - This is where your customers will go after they complete their payment. (e.g. [www.yourshop.com](#))

Successful Payment URL:

Payment Data Transfer:  Off

Cancel Payment URL - This is where your customers will go if they cancel their payment. (e.g. [www.yourshop.com/cancel](#))

Cancel Payment URL:

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Now scroll down to the bottom and only NOW click on 'Create Button Now'

This brings you to the screen where the PayPal Button code is created.

Simply copy it from the PayPal pages and past it into your website.

That's it, that's your PayPal 'Buy Now' button created.

## Add a Buy Now button to your website

### Copy your custom HTML code

Click the **Select All** button to highlight the code within the box and then copy it.

**Note:** An email link will not be generated if you are using button encryption. To turn encryption off, return to the previous page and click the **No** button under **Button encryption**.

### Encrypted HTML code for Websites:

(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/x-click-but23.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and
secure!">

**Thank You For Joining
WeightLossDietLive.com**

I hope that you enjoy my free report. Use it to start making
your Weight Loss Dreams a reality now.

Download it **HERE!**

[Slim Bombs £39.95 for 160](#)
Average 14 to 42lbs weight loss Fast
results. Our best seller.

[Lose 18lbs in 4 days](#)
Yes you have read it correctly I will show
you how step-by-step

Ads by Google

NOTE: You will need [Adobe Reader](#) to view this file.

Note the AdSense ads at the bottom of the page.

I guarantee these ads will grab a few clicks here and there, which is effectively money for nothing for you! If you don't have an AdSense account I will show you how to get one later.

I've also included a download page template that you can use to re-create this simple download page, in order once again that you waste the minimum amount of time possible on getting your website set up!

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Your One Time Offer Download page.

You now need to set up your download page, this is so anyone who buys your One Time Offer can download their eBooks, mine is at: <http://www.weightlossdietlive.com/download>

The process is very similar to creating the free report download page and once again I have covered this in video showing you how to do this using the template provided.

Using An FTP Client

So, you now have your four webpages on your hard drive, ready to get out there to be seen by the big wide world.

How do you get the pages from your hard drive and onto the web?

You use what is known as an FTP ('File Transfer Protocol') Client program to make the transfers from your own machine to that of Kiosk, so that your files are then on their servers, ready to be served up to your visitors.

There are many free FTP programs available, most of which work in pretty much the same way. Most even manage to look the same, so whatever FTP client you are using, this will almost certainly work for you.

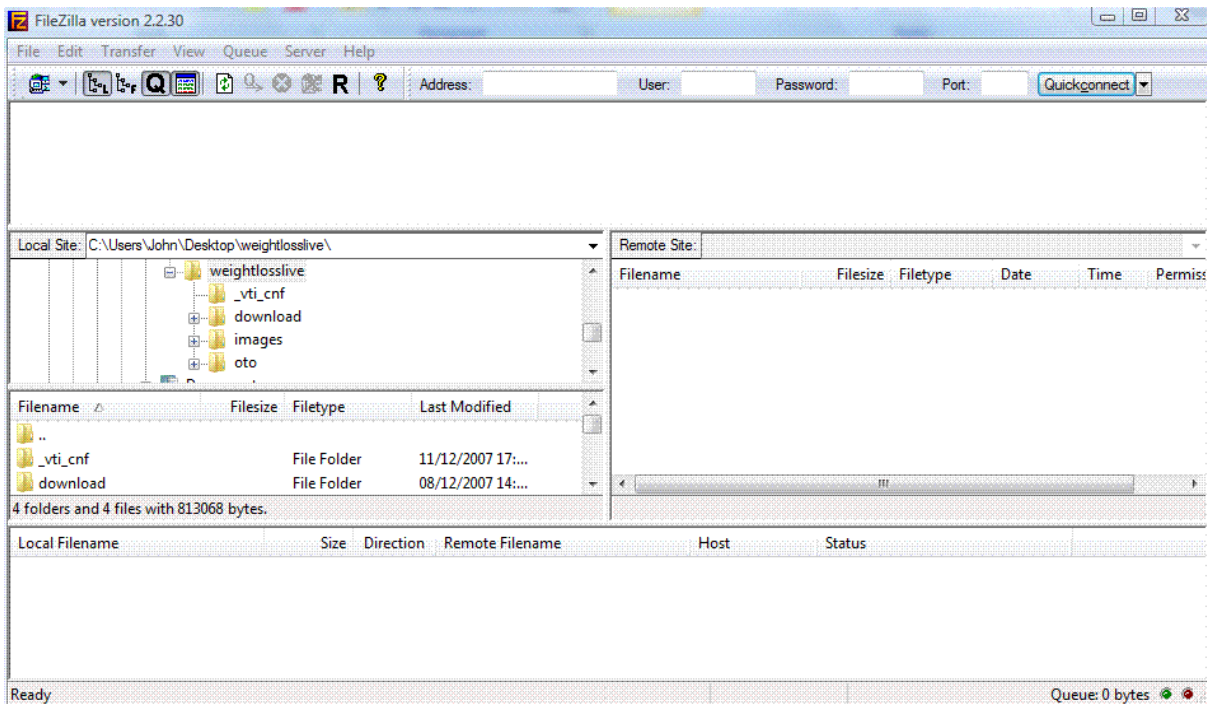
The free FTP Client program that I use is the free version of FileZilla that is here:

http://www.download.com/3000-2160_4-10771265.html

Download, unzip it and install.

Open the program for the very first time, and you will see an 'overlay' panel that looks like this.

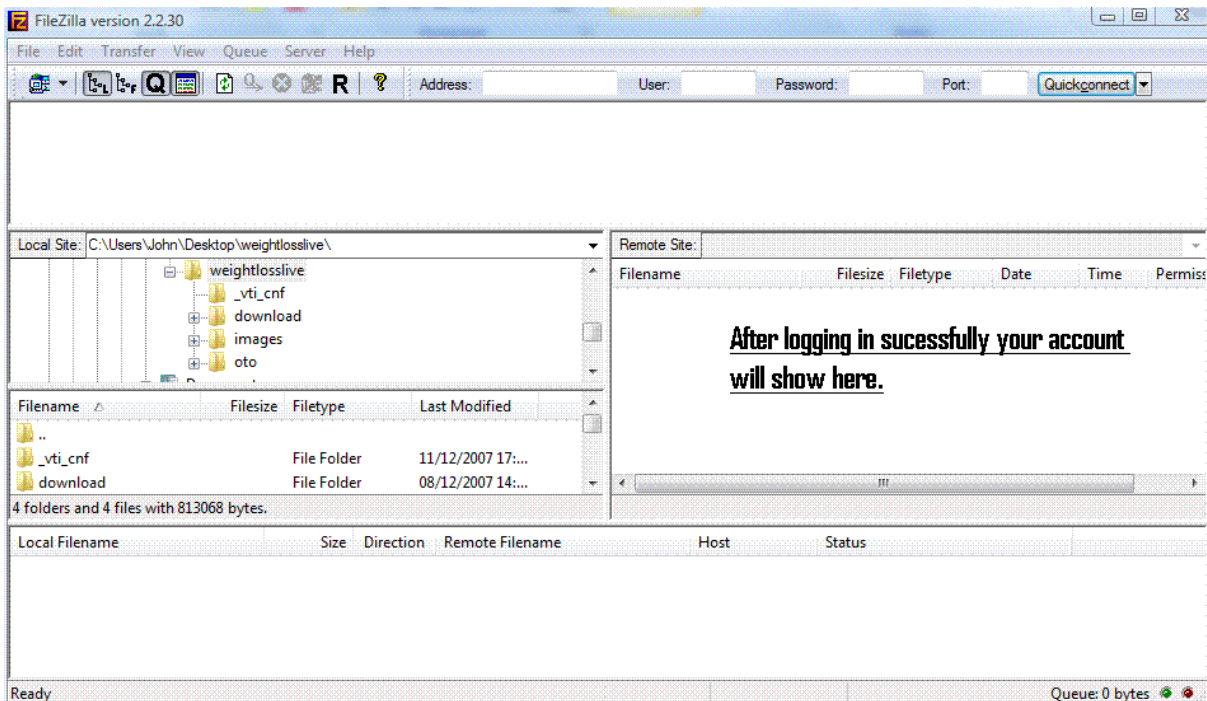
Find the mail that you received from kiosk and retrieve the information to input into the boxes at the top of the picture below:



Incidentally, the username and password will be the same as you used to access your cpanel earlier.

In fact, it is possible to upload your files directly to the cpanel, and never use an FTP Client program at all, but in the interests of both speed and simplicity, use the FTP Client for the time being.

Okay, assuming that the new account setup goes smoothly, you will arrive at the basic page for your FTP Client that looks like this:



The split screen that you see is common to all FTP Clients.

One side is what is known as your 'local browser' that is, your PC, and the other side is the 'remote browser' that is, the computer or server at Kiosk.

In this case, your local machine is on the left and Kiosk machine is on the right.

One of the folders that you will see in the list of folders that has just opened up under your domain will be 'www'

This is where you will load your webpage files. So double click this folder to open it.

Now locate your webpage files on your PC (on the left hand side). Then, simply select all the files and 'right click' and select 'upload'. This should start the upload.

At the bottom of the screen, you should see the progress of the files whilst they are transferring, and the whole thing should take less than half a minute per file, even on a slower connection.

Once it's done, go to your browser and test whether the four files work by typing in (following my example):

Weightlossdietlive.com
Weightlossdietlive.cm/OTO
Weightlossdielive.com/thankyou
Weightlossdielive.com/download

Obviously using whatever names you gave your OTO and download/thankyou page files.

If all four work, that's it, job done.

If not, just try to reload the same files again – that will usually do the trick.

Otherwise, check the files names are correct, then check that you used a 'period' (.) rather than a comma (,) in your file names and so on.

But, basically, that is the job done.

Your site is now visible for everyman and his dog to see!

Well done!

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Start A Blog

If you want to know what a blog is, take a look at this:

<http://en.wikipedia.org/wiki/Blog>

Start creating your blog by logging into your cpanel.

Then look for the fantastico link at the bottom of the page and click that.

Then look for the wordpress link near the top left corner of the page and simply follow the whole process through. Once you've finished, it's time to login to your blog admin area.

I have covered the whole process of starting a blog in video, be sure to check it out.

This blog site will now serve two purposes.

First, you can use it as a site that your prospects and customers can check back to regularly, to keep up with all of the latest news that you decide to release about your chosen niche.

It's a great way of allowing people to get to know you, and that can be a very important factor in ensuring that your prospects and customers stay loyal to you and your business.

And secondly, remember on day 2 you signed up for Google AdSense? Well now is the time to put that to use.

As we are going to want to use Google AdSense advertising on the third and fourth of the webpages that we create (the download pages) but, before we can do that, we need to get Google to approve our account.

In order for them to do this, they have to see that you are attempting to create webpages that contain genuinely valuable content.

In other words, they will not give you account approval based on your download page. So, you simply point them to your blog page instead.

There is no easier way of getting Google's AdSense approval than using a good blog page!

So, try to make a few posts to the blog site (if you are stuck for time feel free to use a few of your articles that you have already written here) and then get it submitted for approval from your AdSense account member's area.

It will usually take 24-48 hours for approval to be granted but using a blog page in this way will almost certainly guarantee that you will get the approval, and it only needs to happen the one time.

After that, you are an AdSense publisher, and can use the code (that you download from the AdSense site) on any web pages you want.

That's the end of day 4 and I'm sure you will agree you have accomplished a mammoth task today? I hope you are feeling proud as your resale rights business is really starting to take shape now. Tomorrow you will begin promoting your website.