

HOW TO BRAND AND SET UP YOUR PLR PRODUCT

IN THIS BOOK YOU WILL LEARN...

- How To Edit The E-Book Contents
- How To Format Your E-Book
- How To Change The Front Cover
- How To Edit Sales Page In HTML
- How To Add Buy Button Codes From Paypal
- How To Use FileZilla To Upload Files To Your Web Host.



1. How To Edit The E-Book Contents

This is particularly useful if you are a beginner in Internet Marketing. Instead of investing ten or thousands of dollars for unique content, you can leverage on existing PLR content.

For very much less, you get your own rebranded and personalized content.

And the best part is - you can use it at any level. Even if your business grows to expert level, you can still use this method.

These are the simple steps you can take to rebrand a PLR, and make it your own offer to kick-start your Internet Marketing journey.

i. Change The Title.

Rephrase or change the title. For instance, if the product's title is "Creating Massive Commissions In 30 Days", you should rephrase it and not leave it as it is. If you choose to leave it, your product will just be like any other product.

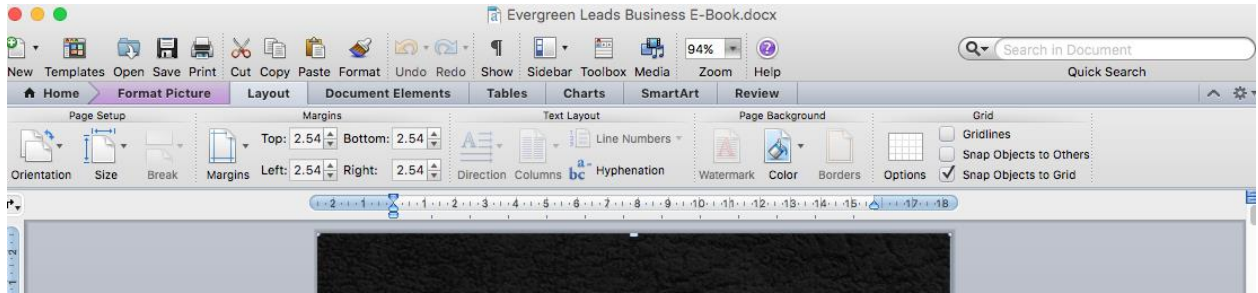
ii. Change The Cover.

This is one of the most important elements in your PLR. An attractive cover will captivate your client's attention. Personalize it according to your own style and content, where this will surely help you in building your brand! Remember to put your name on the cover, as this will project a more authoritative image of yourself and your brand.

2. How To Format Your E-Book

Now let me give you a step by step guide on how to format your E-Book.

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Step 1: Your Page Margin

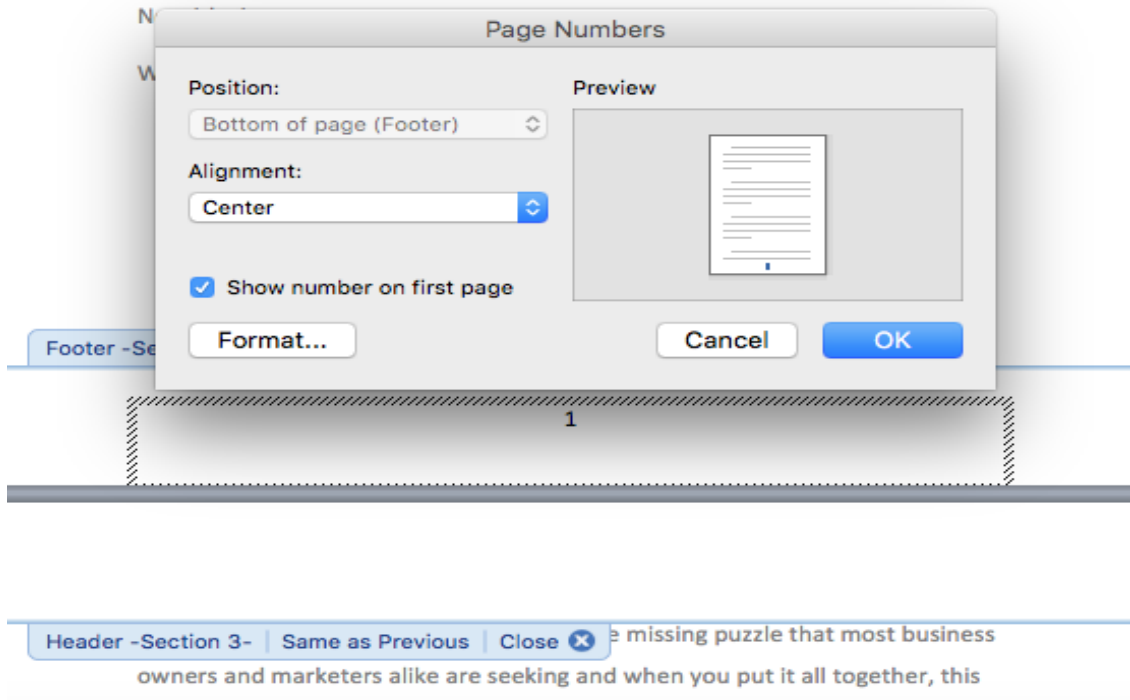
Ensure you set your margin to **Normal** (2.54cm – top, bottom, left, right).



Step 2: Text Alignment

Set your text alignment to **Left**.

If you're new to doing business online, read with an open mind and leave behind your struggles and frustration. And if you're a seasoned marketer, good!



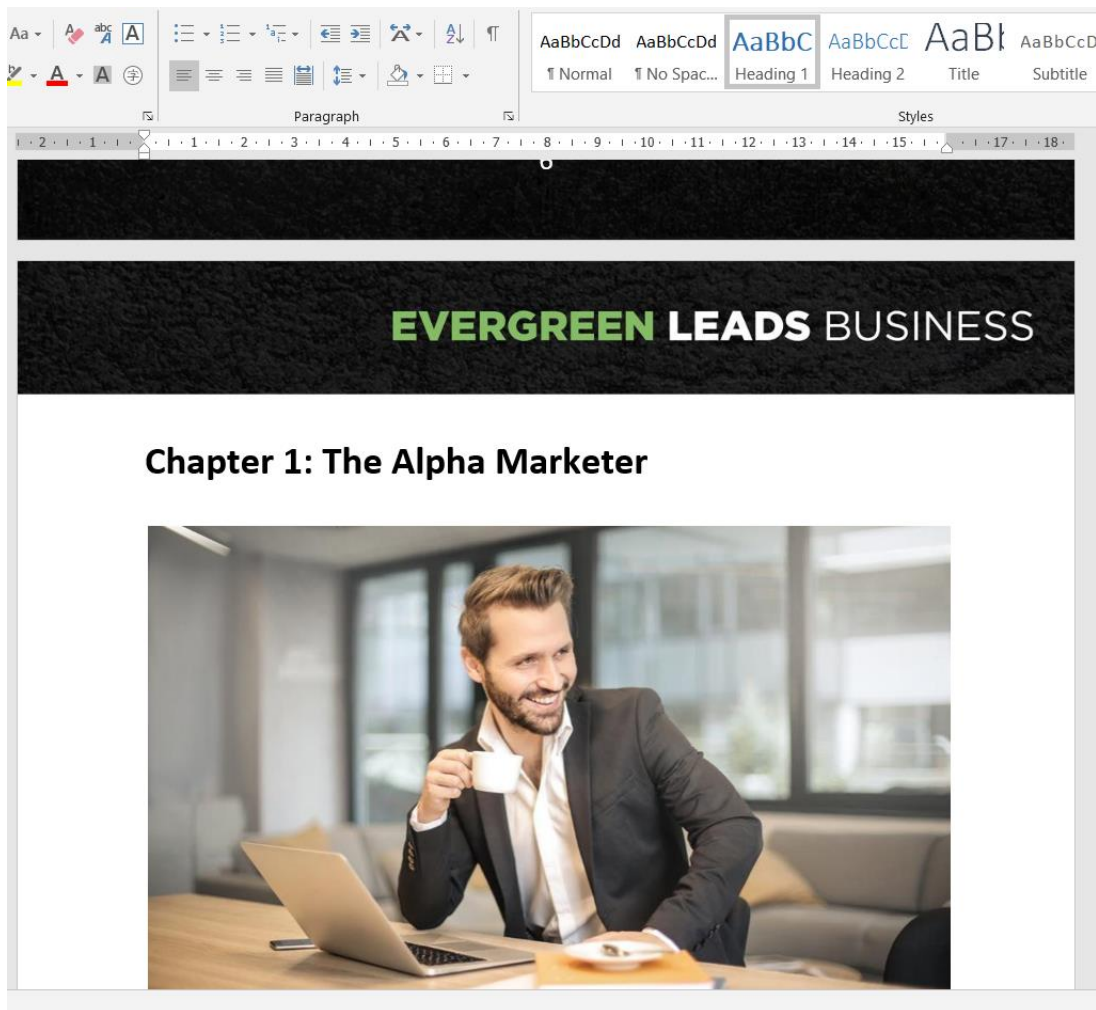
Step 5: Page Numbering

For page numbering, position the numbering to the **bottom of page (footer)**.

Ensure that the alignment is set to the **center**. The font should be set to **Calibri**, **size 14**.

Step 6: Table Of Contents:

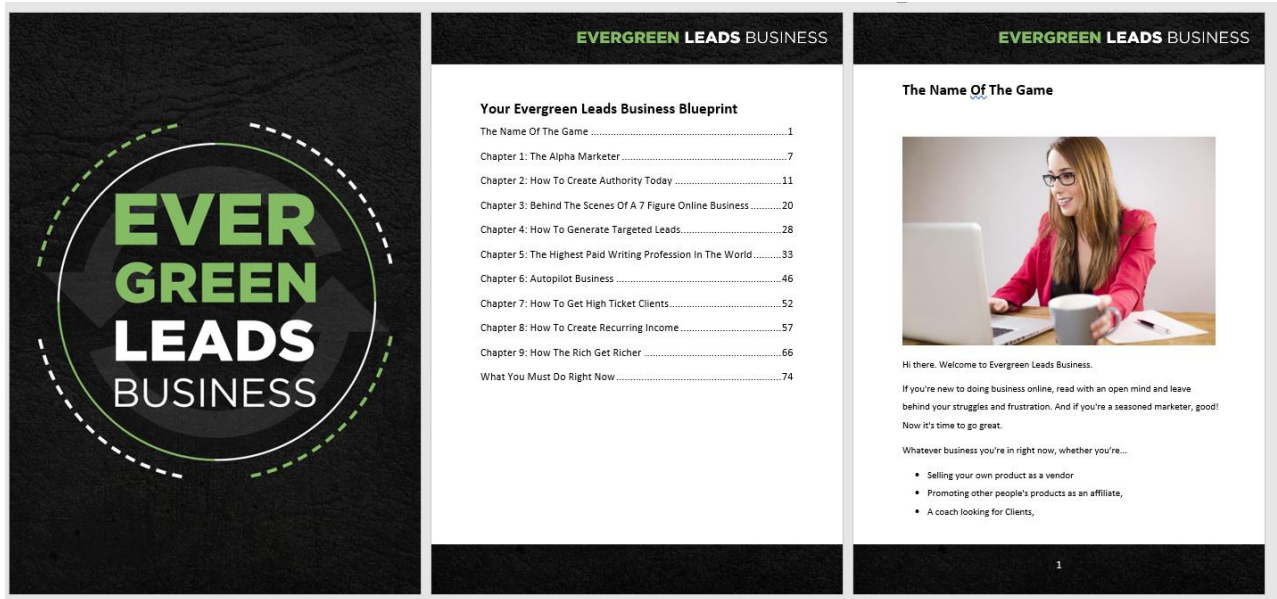
Each module must have their separate Header/Title.



For Header/Title formatting:

Under 'Styles', select 'Heading 1' for the main title and 'Heading 2' for sub titles (if any) in each module.

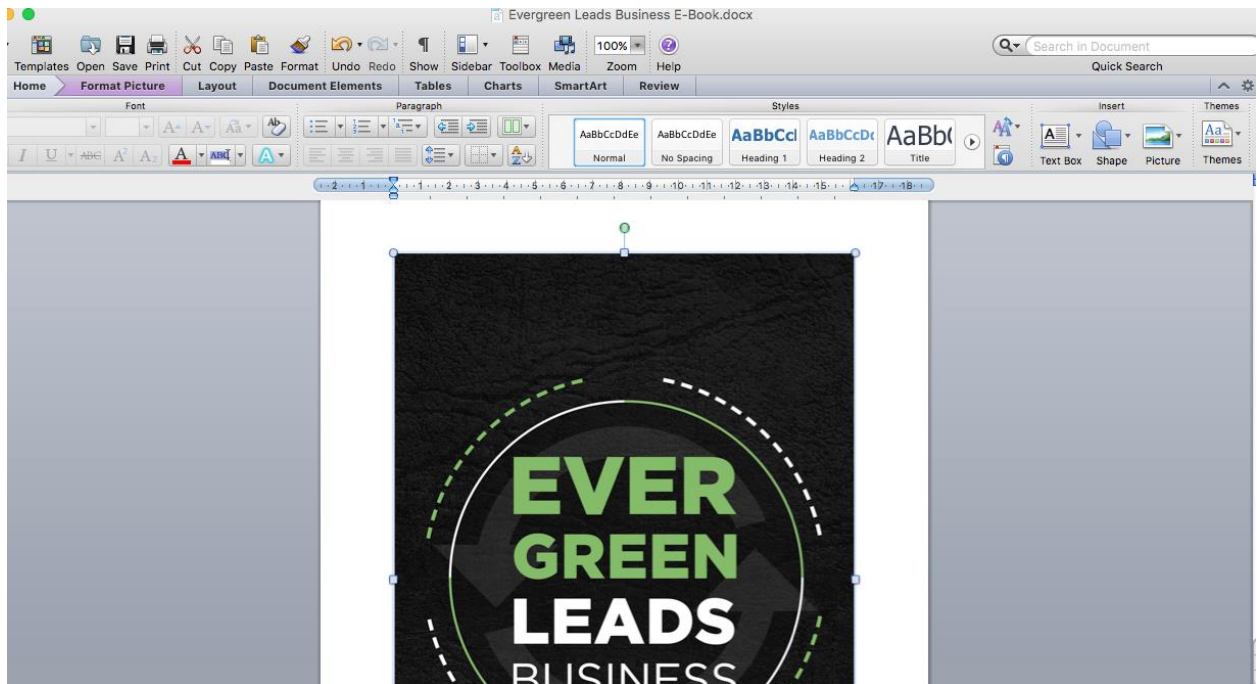
Header font: Calibri, size 22.



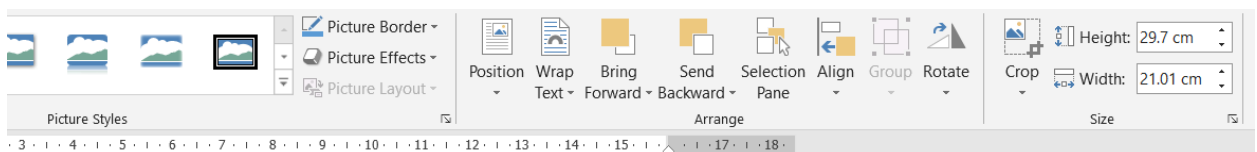
Construct the table of contents based on the Headers/Titles. Ensure that the page numbering only starts AFTER the table of contents (section break for the page numbering).

Please leave a blank page before the table of contents as the e-book cover will be inserted there.

3. How To Change The Front Cover



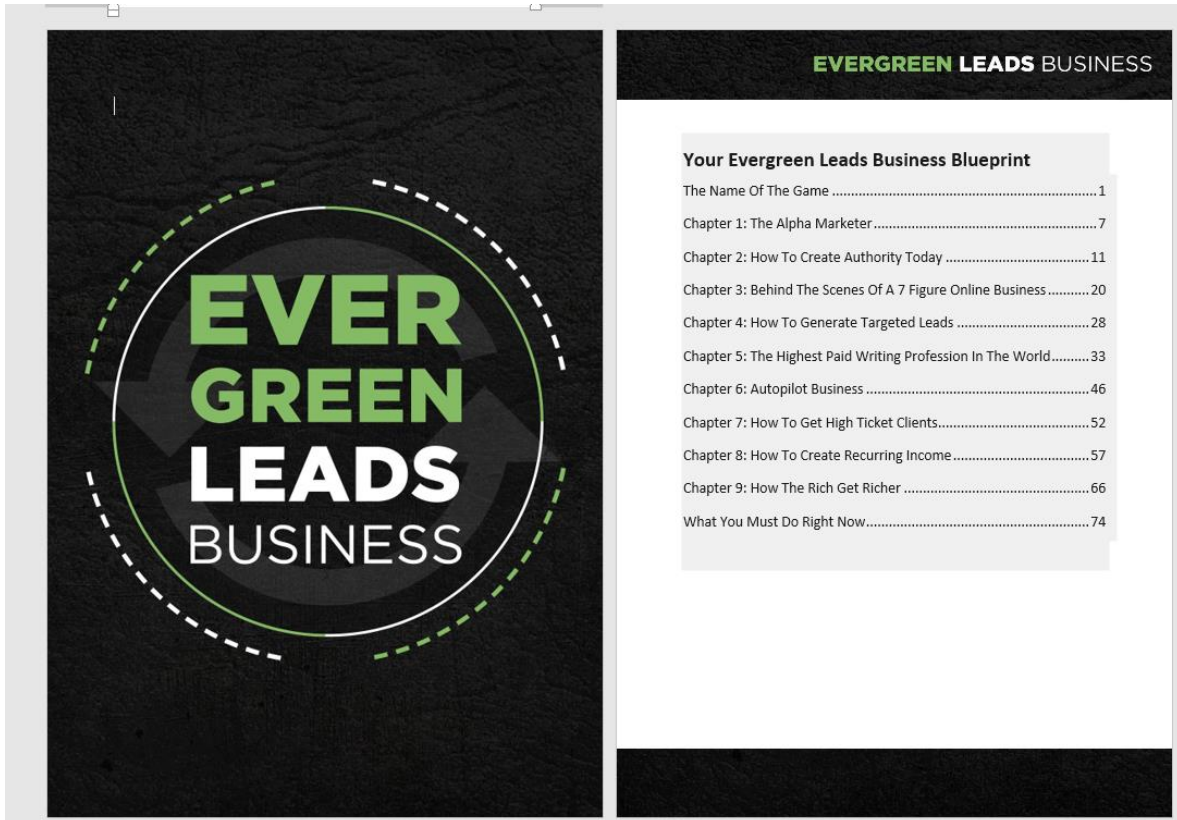
Step 1: Insert your PNG cover



Step 2: Adjust the size to A4 size (29.7cm x 21cm).

Step 3: Align the image to margin.

Step 4: Wrap your text: In Front of Text.



Step 5: Adjust the image so it fits the page until there are no white lines visible.

4. How To Edit Sales Pages In HTML

In this chapter, we will show you how to edit your Sales Page, as well as your Thank You page.

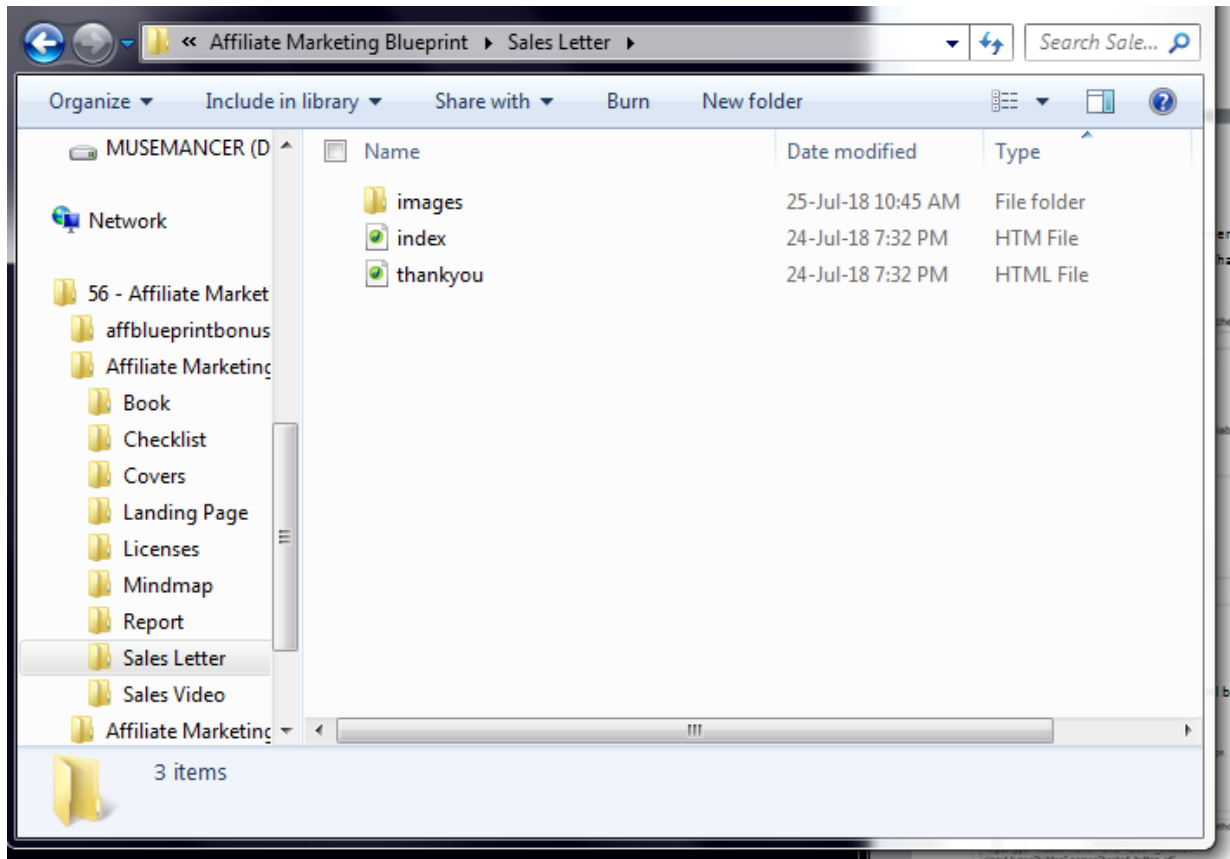
First and foremost, to edit a HTML document, you will need a HTML Editor like Dreamweaver.

Open up your Private Label Rights (PLR) product. You can use this method with any other PLR products out there because they are all pretty similar.

In this case, we will be using Affiliate Marketing Blueprint as an example.

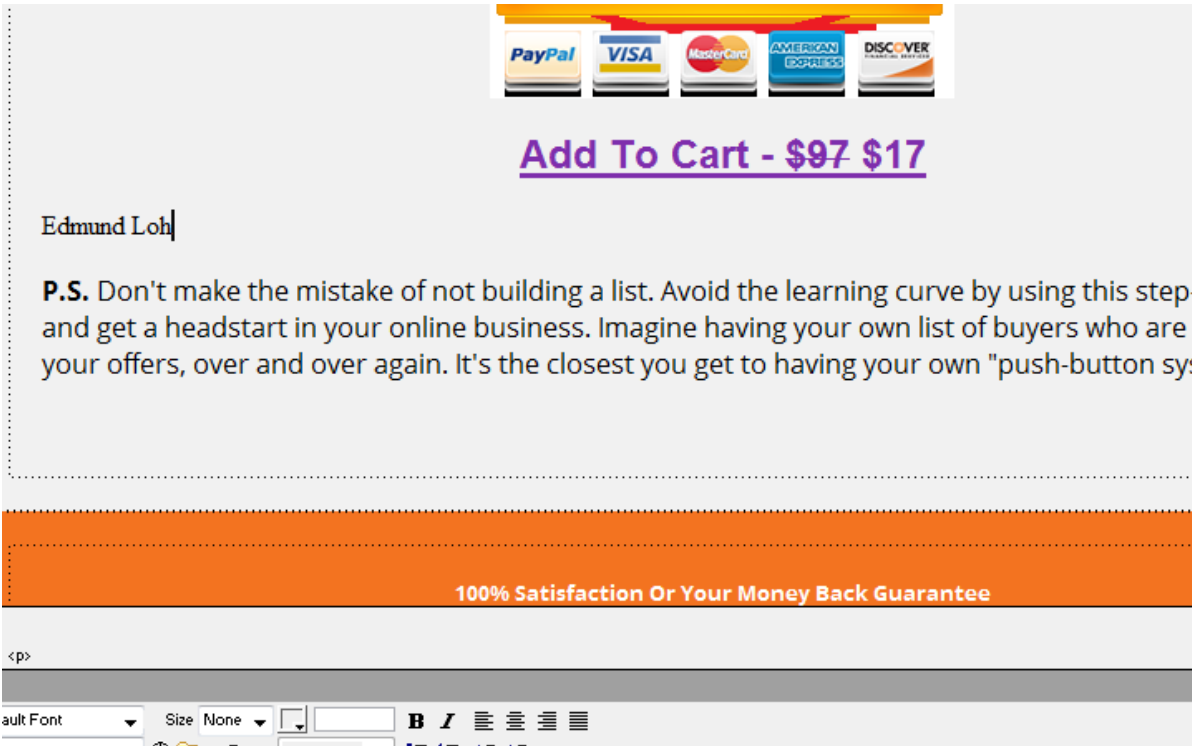
Open the file and look for a folder called **“Sales Letter”**.

Here, you will see two files inside labeled “**index**”, and “**thankyou**”. “**index**” is the Sales Letter, whereas “**thankyou**” is pretty self-explanatory - its where your customers will end up after downloading your product.

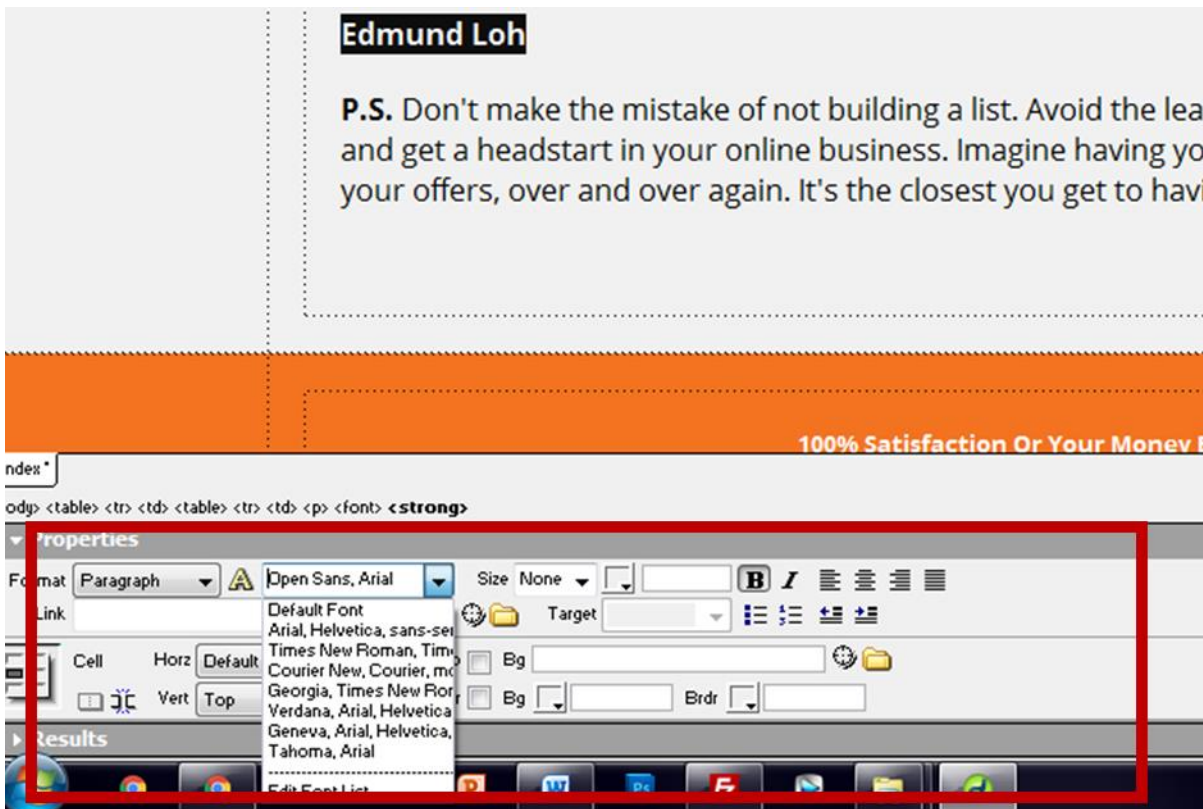


So, right now, we will show you how to personalize your sales page by signing your name at the bottom of the sales page.

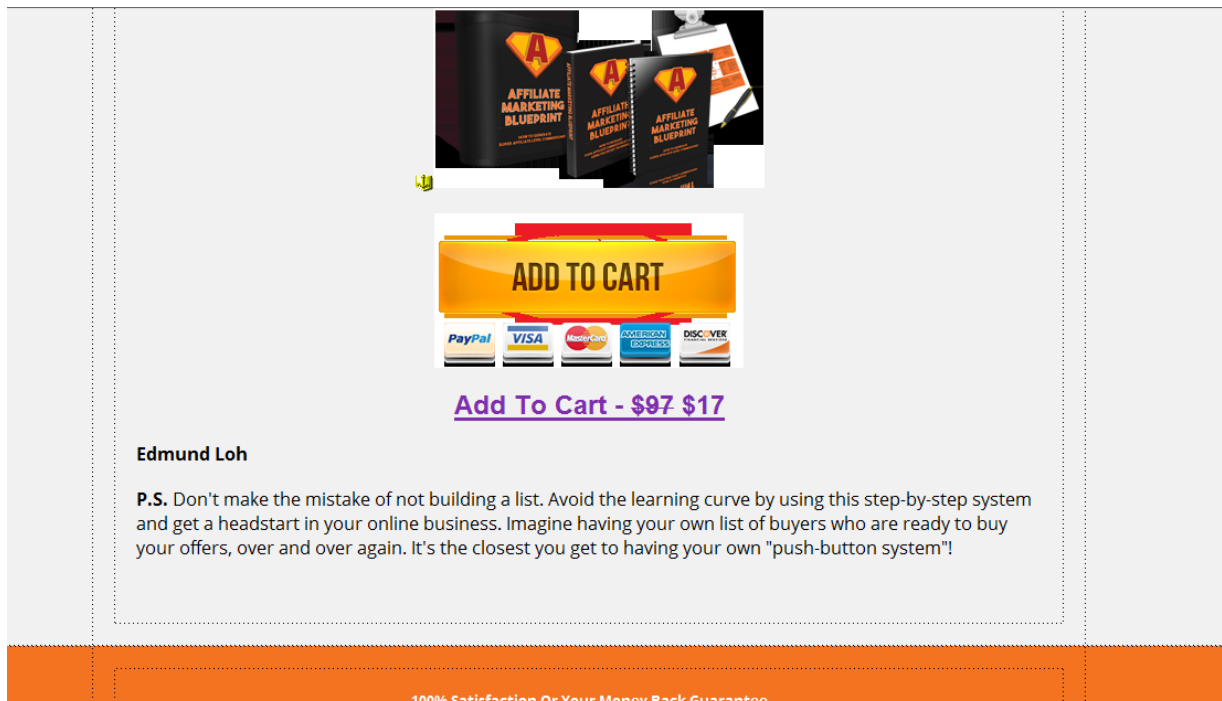
To do that, first start up your HTML Editor program, in this case Dreamweaver. Select the ‘**Open**’ button and select your file. Now that your Sales Page has loaded, click on the area you would like to add your name to and type in your name (or whatever else you want to add).



Now time to make some adjustments to your font and style. You can also make adjustments to the text color, size, and style



And there you have it - your very own personalized sales page!



Edmund Loh

P.S. Don't make the mistake of not building a list. Avoid the learning curve by using this step-by-step system and get a headstart in your online business. Imagine having your own list of buyers who are ready to buy your offers, over and over again. It's the closest you get to having your own "push-button system"!

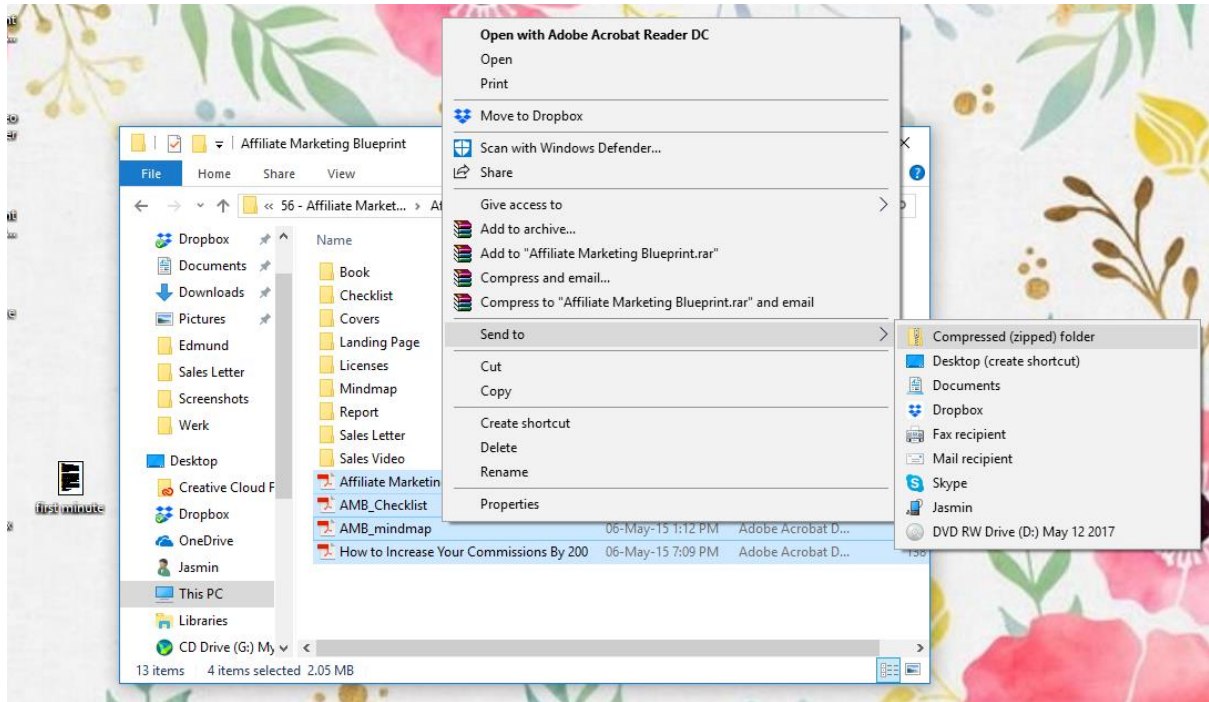
100% Satisfaction Or Your Money Back Guarantee

Now, let's get to editing your PLR **"Thank You"** page. I recommend that you rename the file as **"thankyou"** is a generic name; you would want to avoid people guessing this website address too easily. So, normally I come up with random names composing of alphabets, dashes and numbers.

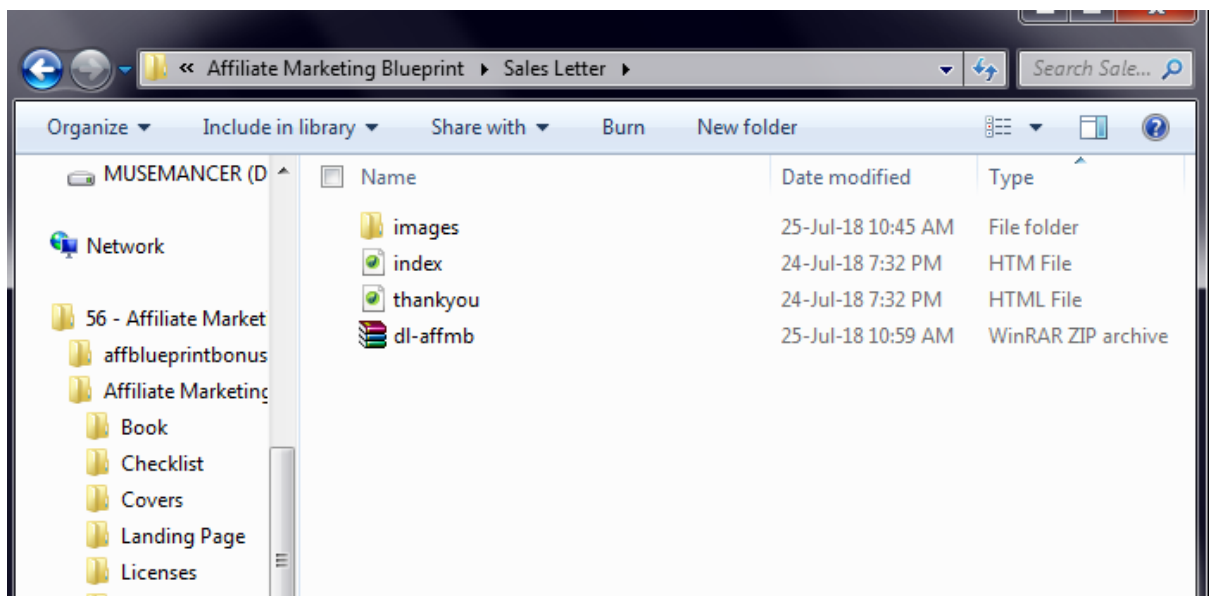
Likewise, you would also want to edit the thank you page. However, most of the time, there is nothing much you'll need to change here, except the download link, where you will include your download offer.

Let's first go back to the product file. Let's say we want to include a PDF book and few more PDF files here. Select all files and send them to a zip file.

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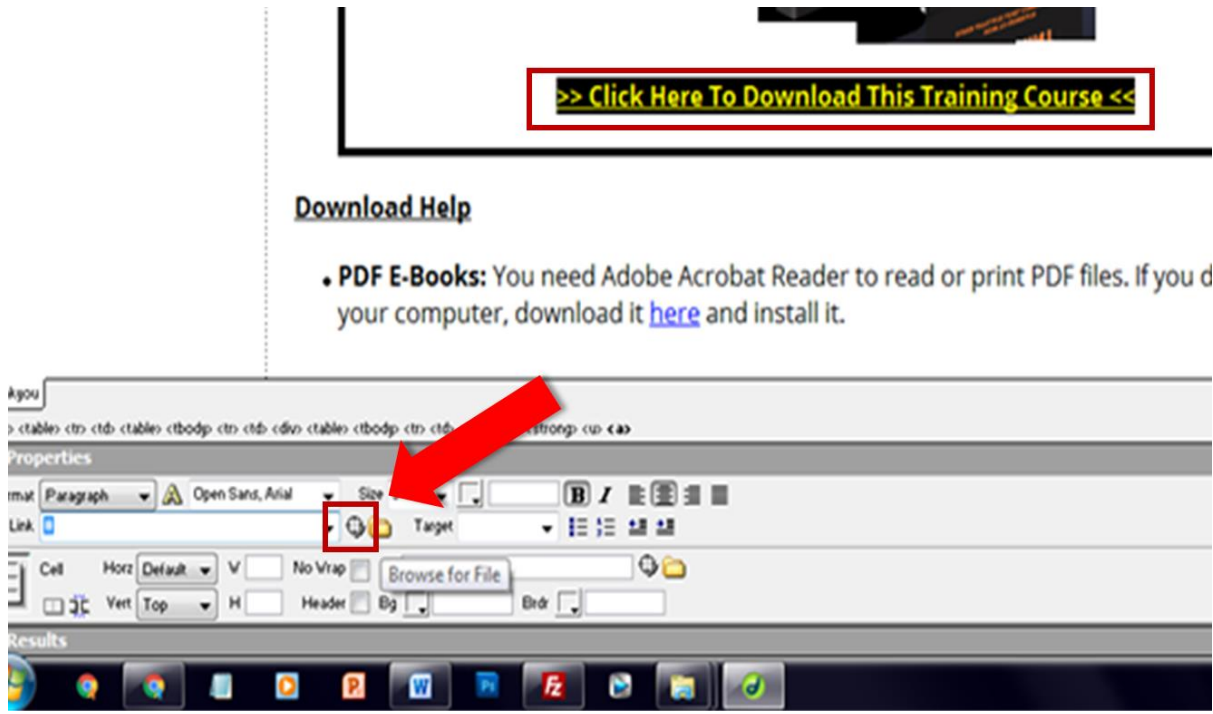


Move this zip file to the same folder where the sales letter is, and rename the file. It's up to you to name it however you want.

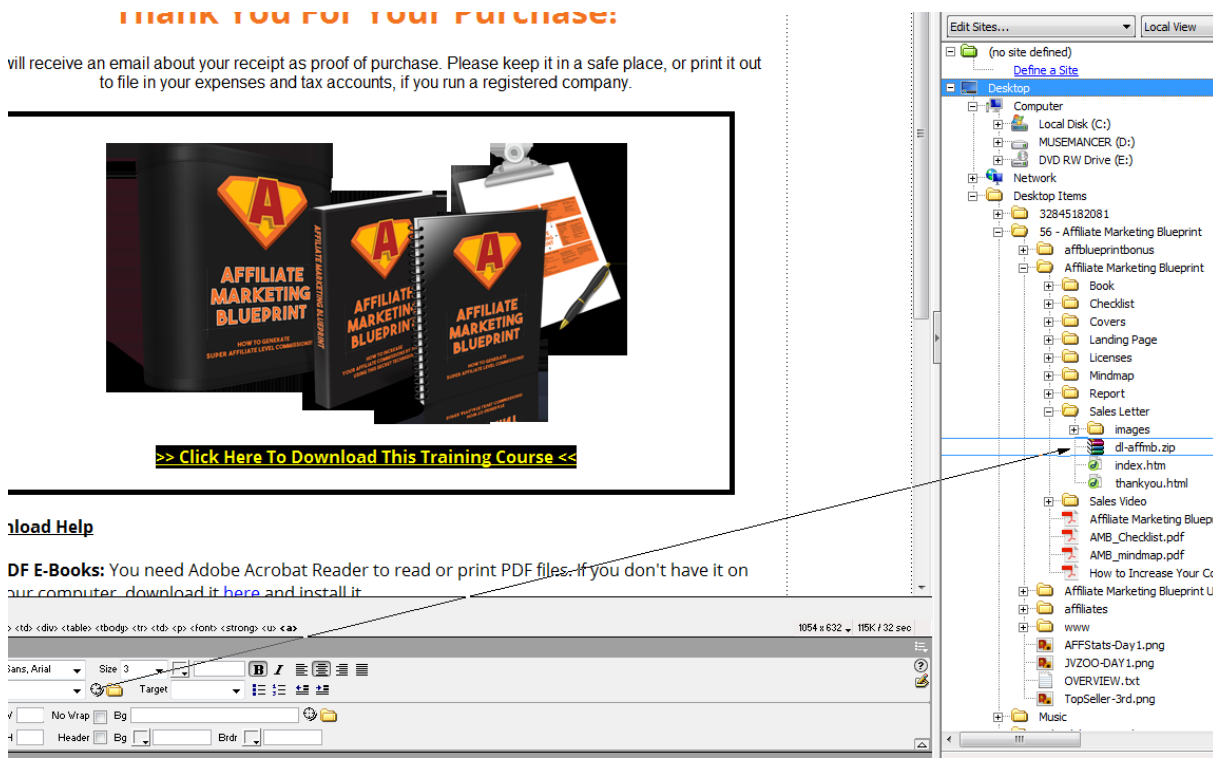


Now let's go back to the Thank You Page on Dreamweaver. Highlight the text you intend to use as your download link, and then click on the icon next to the "Link" box.

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Drag arrow to location of the zip file you created earlier, and proceed to save the page.

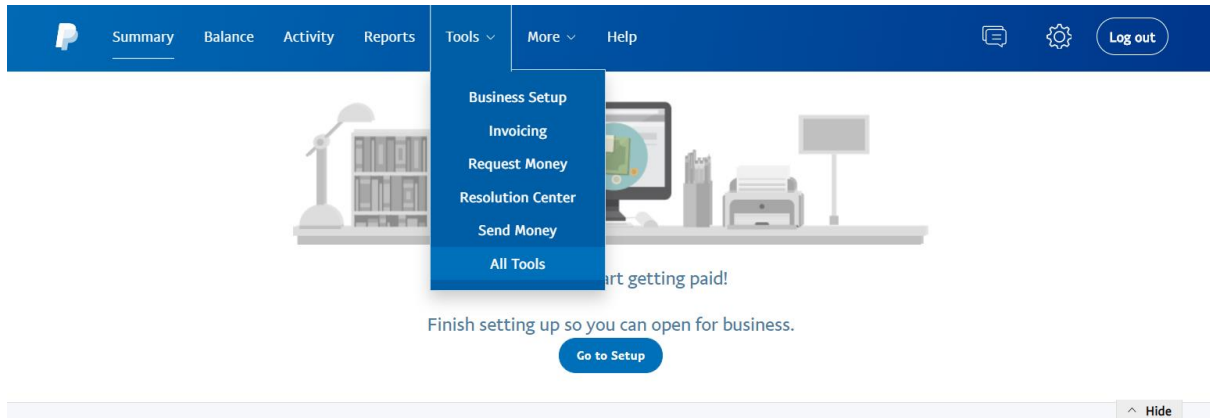


And there you have it - an edited sales page and thank you page!

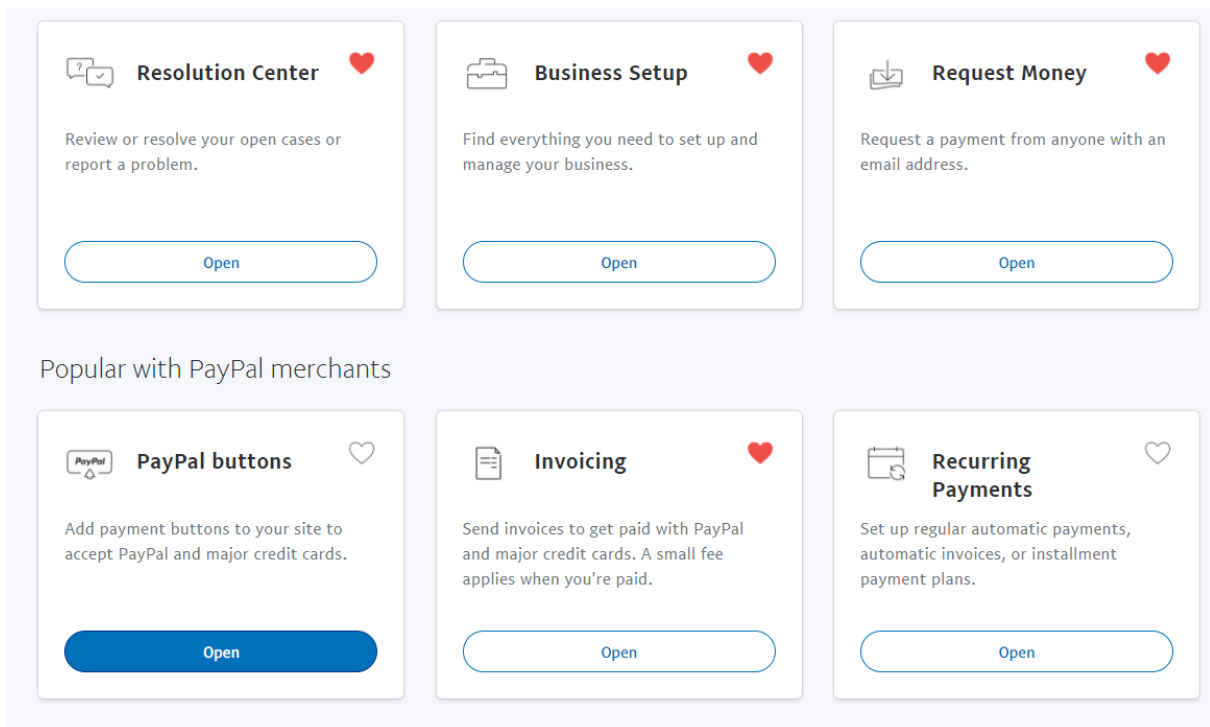
5. How To Add Buy Button Codes From Paypal

In this chapter I will show you how to add a **“Buy”** button to your Sales Page.

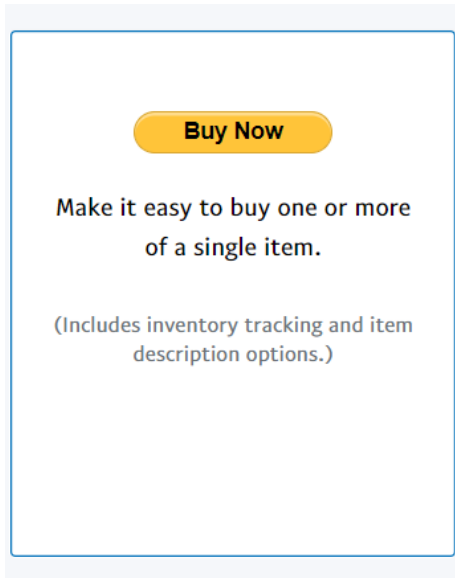
First, log in into your PayPal Business Account. Click on the **“Tools”** menu on the top, and then select **“All Tools”**.



On the screen, click on **“PayPal Buttons”**.



You will see different types of PayPal buttons to select from. Choose the **“Buy Now”** button.



Fill in your information into the corresponding fields.

▼ Step 1: Choose a button type and enter your payment details

Choose a button type Which button should I choose?

Buy Now

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Item ID (optional) [What's this?](#)

Price Currency [Need multiple prices?](#)

Customize button

- Add drop-down menu with price/option [Example](#)
- Add drop-down menu [Example](#)
- Add text field [Example](#)

[Customize text or appearance](#) (optional)

Your customer's view

Shipping

Use specific amount: USD [Help](#)

Tax

Use tax rate %

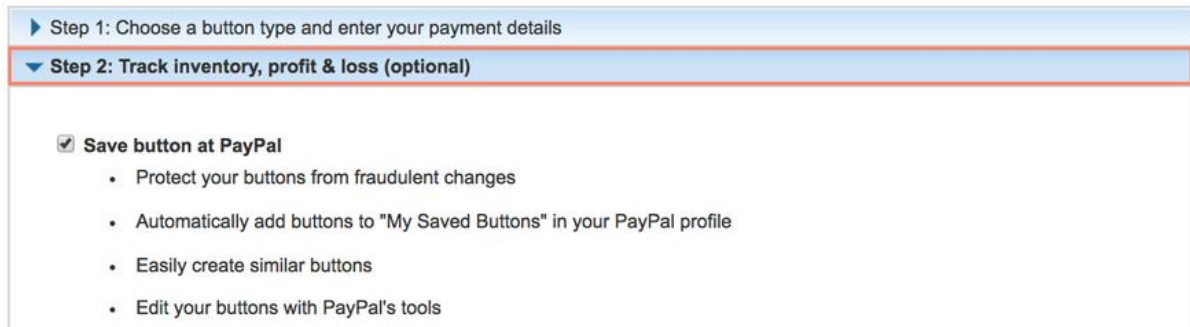
Merchant account IDs [Learn more](#)

- Use my secure merchant account ID
- Use my primary email address

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

Next, click on **“Step 2: Track Inventory, profit & loss (optional)”**, and make sure the box for **“Save Button at PayPal”** is checked.



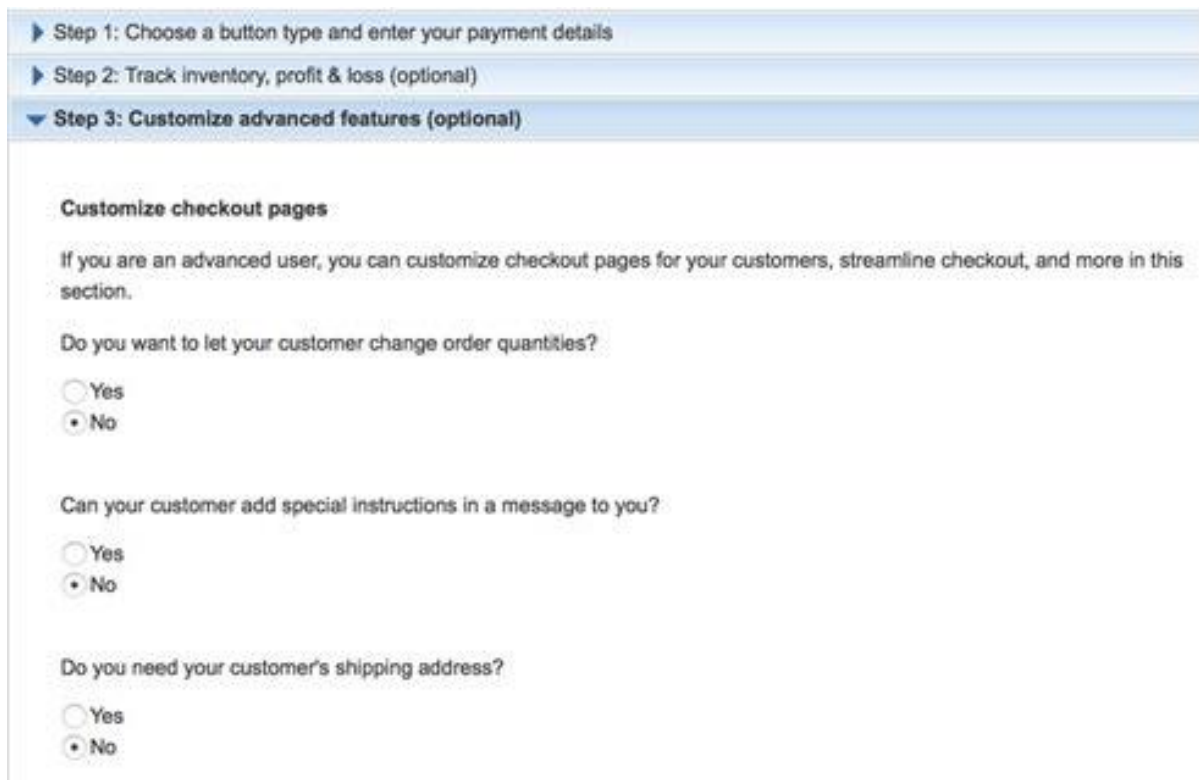
▶ Step 1: Choose a button type and enter your payment details

▼ Step 2: Track inventory, profit & loss (optional)

Save button at PayPal

- Protect your buttons from fraudulent changes
- Automatically add buttons to "My Saved Buttons" in your PayPal profile
- Easily create similar buttons
- Edit your buttons with PayPal's tools

Now, this next step is important. Click on **“Step 3: Customize Advanced Features (optional)”**. For the first three questions, make sure that you select the **“No”** option.



▶ Step 1: Choose a button type and enter your payment details

▶ Step 2: Track inventory, profit & loss (optional)

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

Yes

No

Can your customer add special instructions in a message to you?

Yes

No

Do you need your customer's shipping address?

Yes

No

Be sure to check the box for **“Take customers to this URL when they finish checkout”**. Here you should fill in the url that will lead to your Thank You page that you edited earlier.

Take customers to this URL when they finish checkout

Example: `https://www.mystore.com/success`

Advanced variables [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

Add advanced variables

Example
`address_override=1`
`notify_url=https://www.mywebsite.com/PayPal_IPN`

Save Changes

Once you click on **“Save Changes”**, you will be led to a page where you will see the codes for your button. Copy the code shown below.

b. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website | Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="RDP9X4HE2NJJ4">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to nav online!">
```

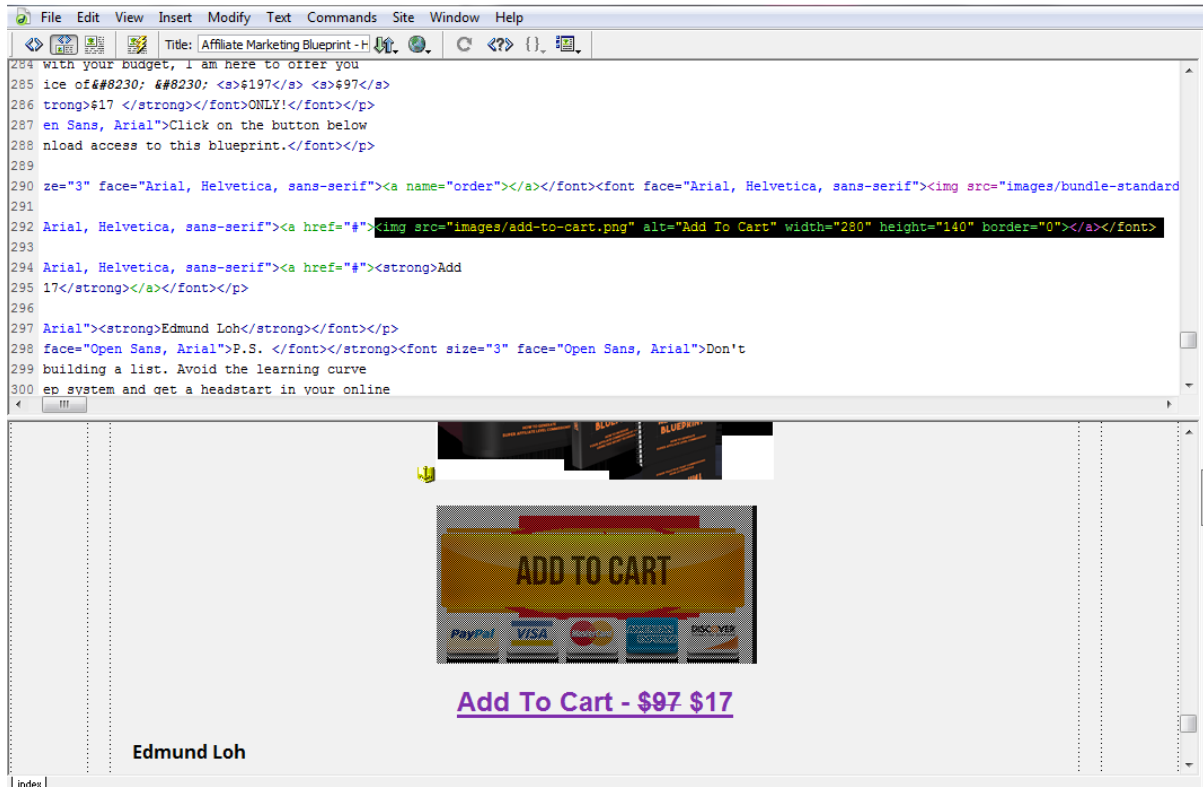
Select Code | [Go back to edit this button](#)

Buyer's View

Buy Now

VISA | MasterCard | American Express | Discover

Now, go back to your HTML Editor (which in this case is Dreamweaver) and open your Sales Page. Now you will want to start replacing the default buy buttons on the Sales Page. Highlight the default buy button, and look for the corresponding highlighted source code. Delete the irrelevant parts, and paste in the **“Buy Now”** button codes that you copied earlier at that same location.



And with that, you'll have your very own **“Buy Now”** button. Be sure to test it out to see if it works.

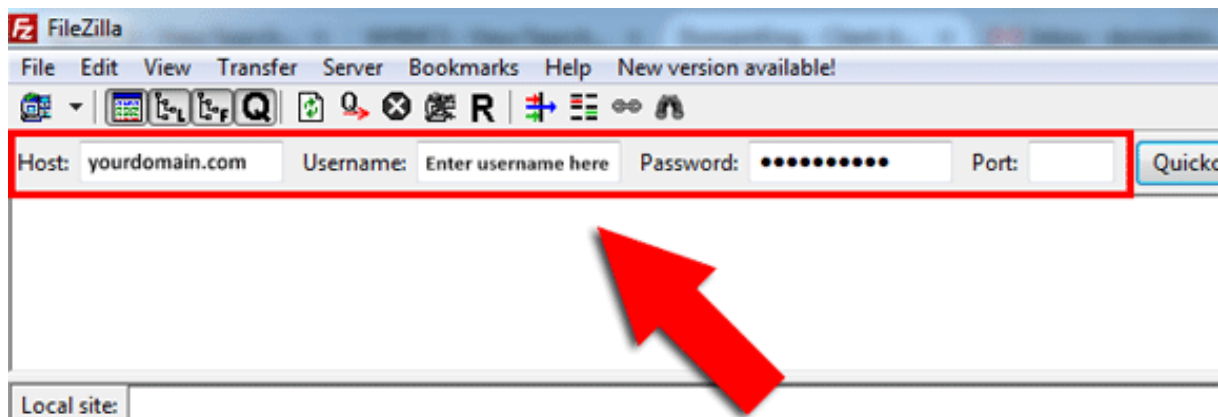
6. How To Use FileZilla To Upload Files To Your Web Host

Next, we will show you how to upload everything to your Web Hosting account.

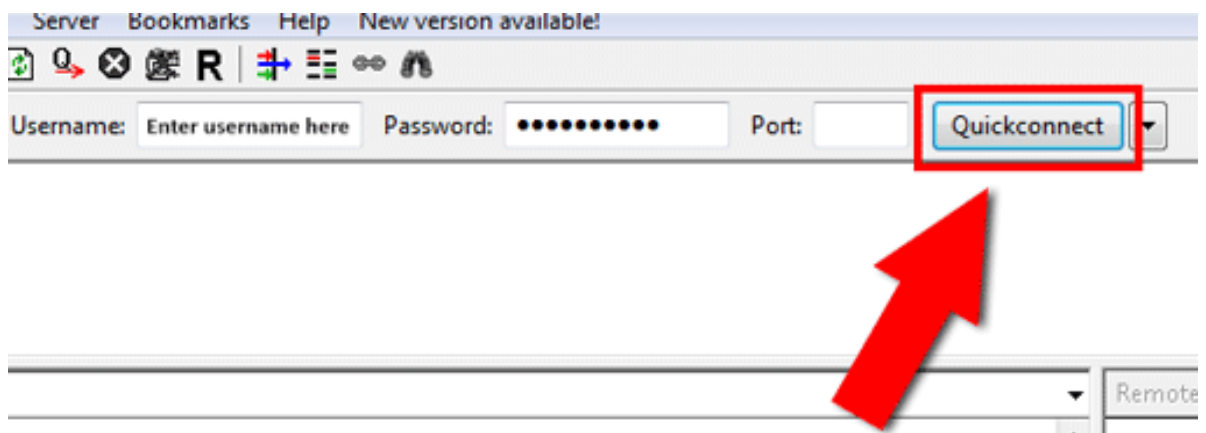
Of course, it goes without saying that you should by now already have your Domain Name and Web Hosting by now in order to do this. You should have your username, password and host address to your own hosting account, which is usually provided by your web host when you sign up with them.

Now, if you don't already have your own FTP program, you can use **Filezilla** - it's free to download.

So first and foremost, be sure to put in your host address, username, password and port - which would usually be 21 in most cases.



Click on "**Quick Connect**" to connect Filezilla with your hosting account.



Once you've created your directory, you can start uploading files into it. Remember the previous Sales Letter pages we edited in the previous chapters? Just select those files from its source, and drag them into this very file.

Be sure to check out the site and see how it looks right now. And there we have it - your very own Sales Page!

And that's all there is to it! This is a no brainer method on how you can leverage on ready to go PLR content and reap the rewards all to yourself. Talk to you soon!

Edmund Loh