



# PAPER TEMPLATE

"Add sales letters, optin pages & more into WordPress in a few seconds!"

Created by Lance Tamashiro & Robert Plank from Double Agent Marketing

Website: [www.PaperTemplate.com](http://www.PaperTemplate.com)

Help Desk: [www.PaperTemplate.com/support](http://www.PaperTemplate.com/support)

## How to Use & Install Paper Template

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## Setup

We created Paper Template based on the idea that the best way to get your website visitors to take any kind of action (such as buying, watching a video, or joining an email optin list) is to present it on a SIMPLE plain and clean web page with nothing else for your visitor to do.

A blog is great to show links and content, but when you want people to click and take action, it isn't going to cut it.

We also don't want you to need to be a techy nerd and know things like HTML, CSS, or uploading to create these web pages. You can just use a (new or existing) point-and-click WordPress blog to create the pages you want.

I'm talking about optin pages (to ask for an email address), sales pages (to take orders), video replay pages (to play videos), and even product download pages, upsell pages, and more. Let's get started with this easy to use WordPress plugin called "Paper Template."

### Step 1: Install Self-Hosted WordPress

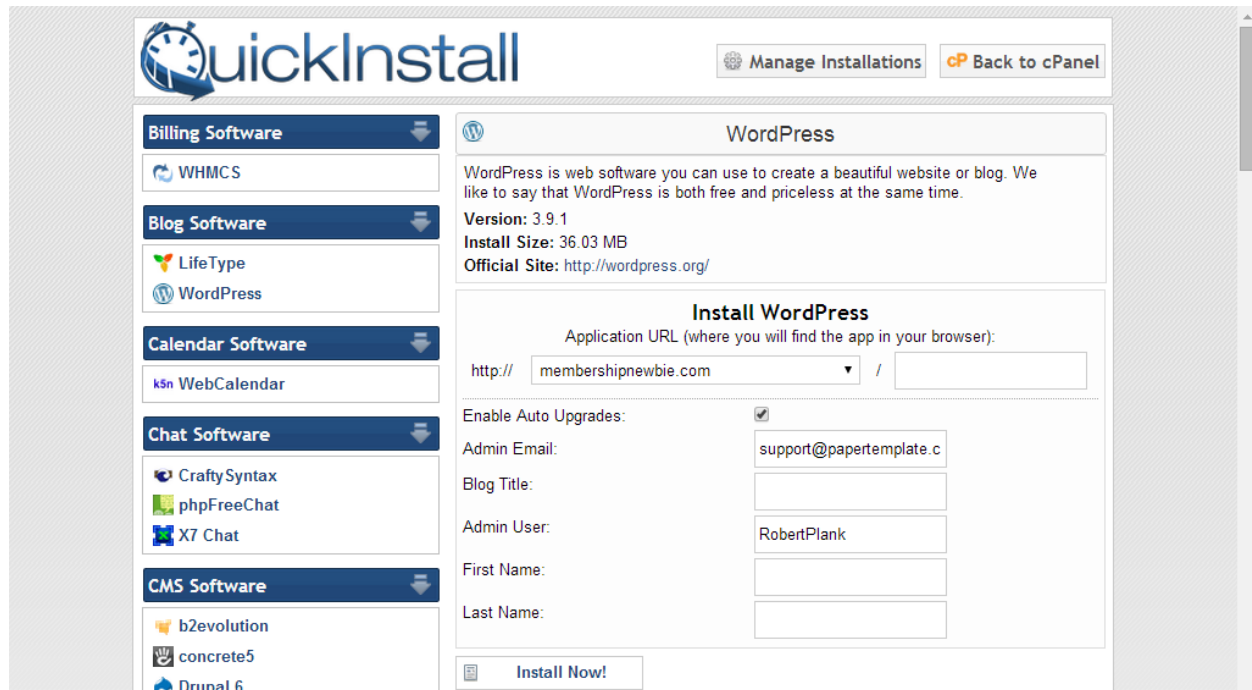
You might know how to install WordPress or have an existing WordPress site setup, so you might be able to skip this step. If you don't know this, I'm about to show you what is probably the most valuable skill you can have as an internet marketer and/or website builder.

First, we're going into your website's cPanel. We recommend [HostGator](#) for web hosting, because they provide a backend "control panel" that makes this easy -- it just takes a few steps.

On web hosts such as HostGator, you can go to <http://www.example.com/cpanel> (where "example.com") is your website address. Scroll down to the "Software/Services" area where it says "QuickInstall."



Click that Quickinstall icon and then WordPress on the sidebar, and then Continue.

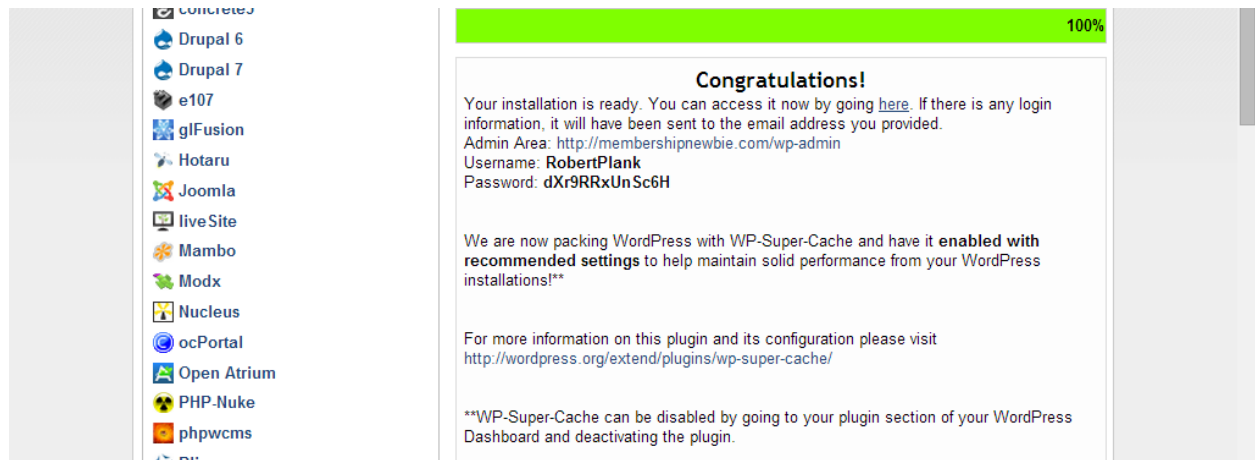


The screenshot shows the QuickInstall interface for WordPress. On the left sidebar, there are categories: Billing Software (WHMCS), Blog Software (LifeType, WordPress), Calendar Software (WebCalendar), Chat Software (Crafty Syntax, phpFreeChat, X7 Chat), and CMS Software (b2evolution, concrete5, Drupal 6). The main panel is titled "WordPress" and contains the following information: "WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time." It lists "Version: 3.9.1", "Install Size: 36.03 MB", and "Official Site: http://wordpress.org/". Below this is the "Install WordPress" section with the heading "Application URL (where you will find the app in your browser):". The URL is set to "http:// membershipnewbie.com /". There is a checkbox for "Enable Auto Upgrades:" which is checked. The "Admin Email:" field contains "support@papertemplate.c". The "Admin User:" field contains "RobertPlank". There are empty fields for "Blog Title:", "First Name:", and "Last Name:". An "Install Now!" button is at the bottom.

I'm going to choose the domain (.com) name where I want to install WordPress in the dropdown menu. In this case it's "membershipnewbie.com." I'm going to leave the "folder" area (to the right of the domain) blank because I want to install my sales letter at the top level (.com) and not in a folder.

I'll leave the rest of the form blank, enter my email address as the "admin email" and then for the "admin user" I'm going to enter my first and last name with no spaces (in this case, RobertPlank). Click "Install Now."

There will be a 10 second delay or so, and then you'll have a blank WordPress blog ready to go.



By the way, if you need clarity on where everything goes, you should upgrade to our Income Machine course in the member's area at <http://www.papertemplate.com/members>. We install THREE separate WordPress sites on one domain name:

- The sales letter at the "root": **example.com**
- The membership site in "members": **example.com/members**
- The SEO blog at "blog": **example.com/blog**

The point for right now is that if someone types in the ".com" of your site, we want them to go to a page called your sales "letter" which is a "piece of paper" looking template where there's nothing for people to do other than buy from you.

Write down the username and password for the blog you created, and click on the link to the "admin area." To get back to that "admin area" or WordPress dashboard, you can always go to **example.com/wp-admin** at any time.

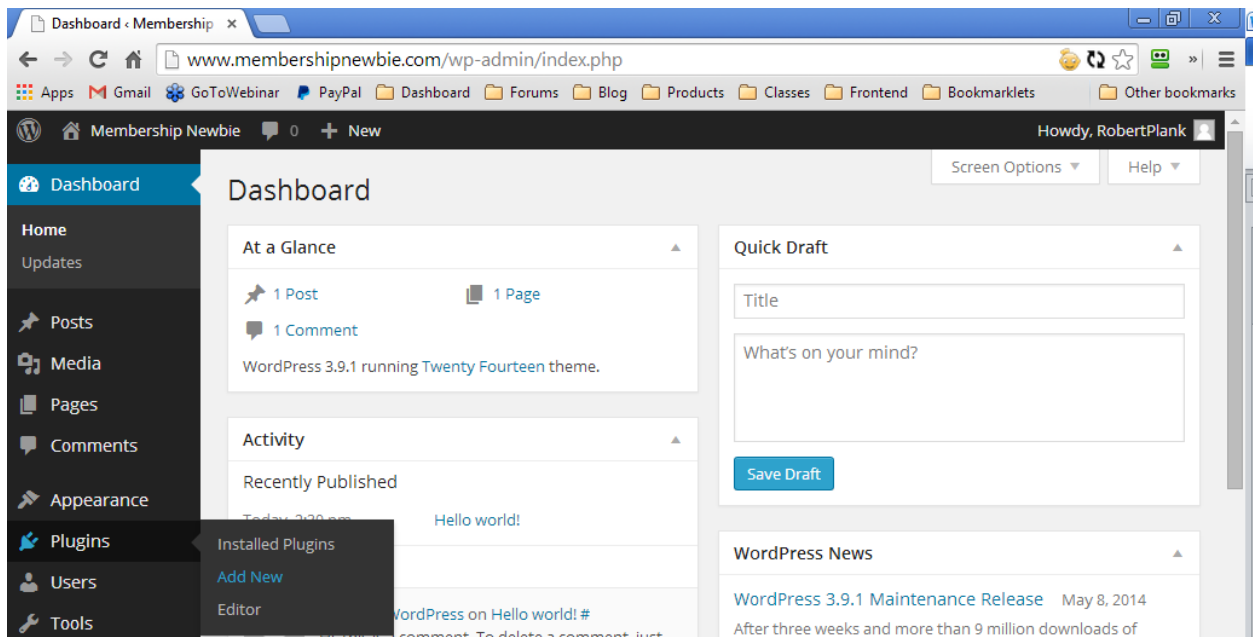
## Step 2: Install Paper Template Plugin

Now that you have a WordPress site online, you'll need to install the Paper Template plugin. We're going to login to the Paper Template member's area, right click and save the plugin, go to Plugins, Add New, Upload in our WordPress, upload and activate the plugin, then copy and paste our "license key" from the member's area.

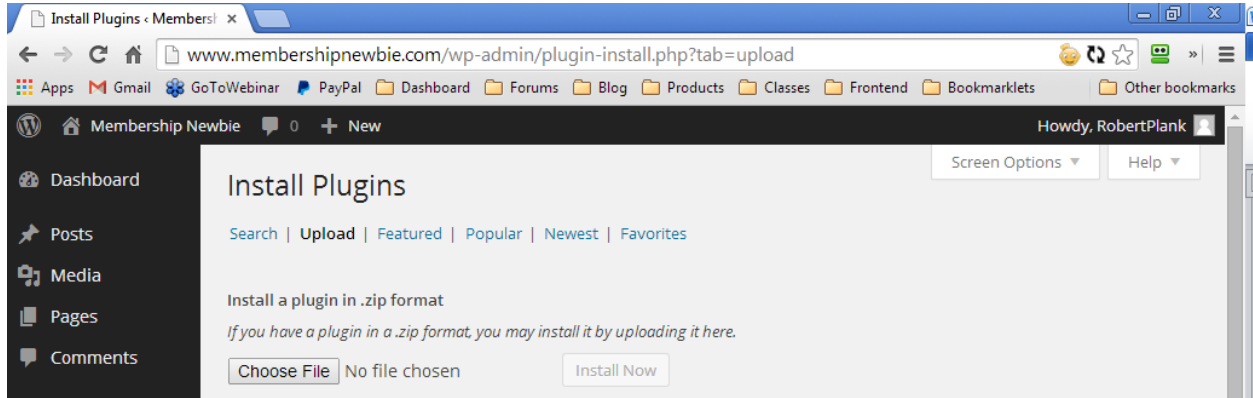
(It seems like a lot at first but it's simple and fast.)

Once you install Paper Template onto your WordPress blog, you'll be able to have EVERY page as a landing page (as I'm about to go with membershipnewbie.com). You'll also be able to use Paper Template to create "just a landing page or two." For example, I have a blog called RobertPlank.com where I make several different blog posts, but every now and then I'll want to have an optin page (where I ask for an email address) so I can set just one single page on the site to be a Paper Template landing page.

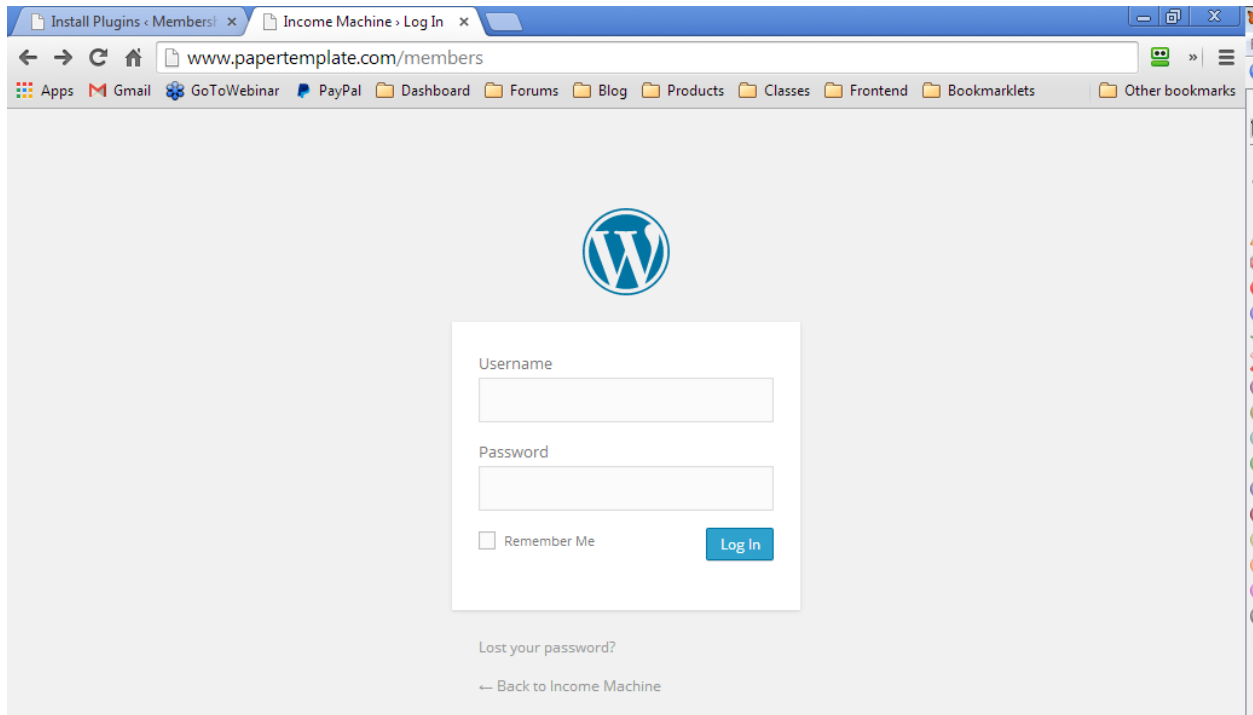
Let's install Paper Template before thinking about the possibilities further. Login to the backend of your site at **example.com/wp-admin** (where example.com is the URL to your self-hosted WordPress blog.)



Look at the sidebar, and click on Plugins, Add New. Once that page loads, click the Upload tab where it asks you to upload a zip file containing a plugin.

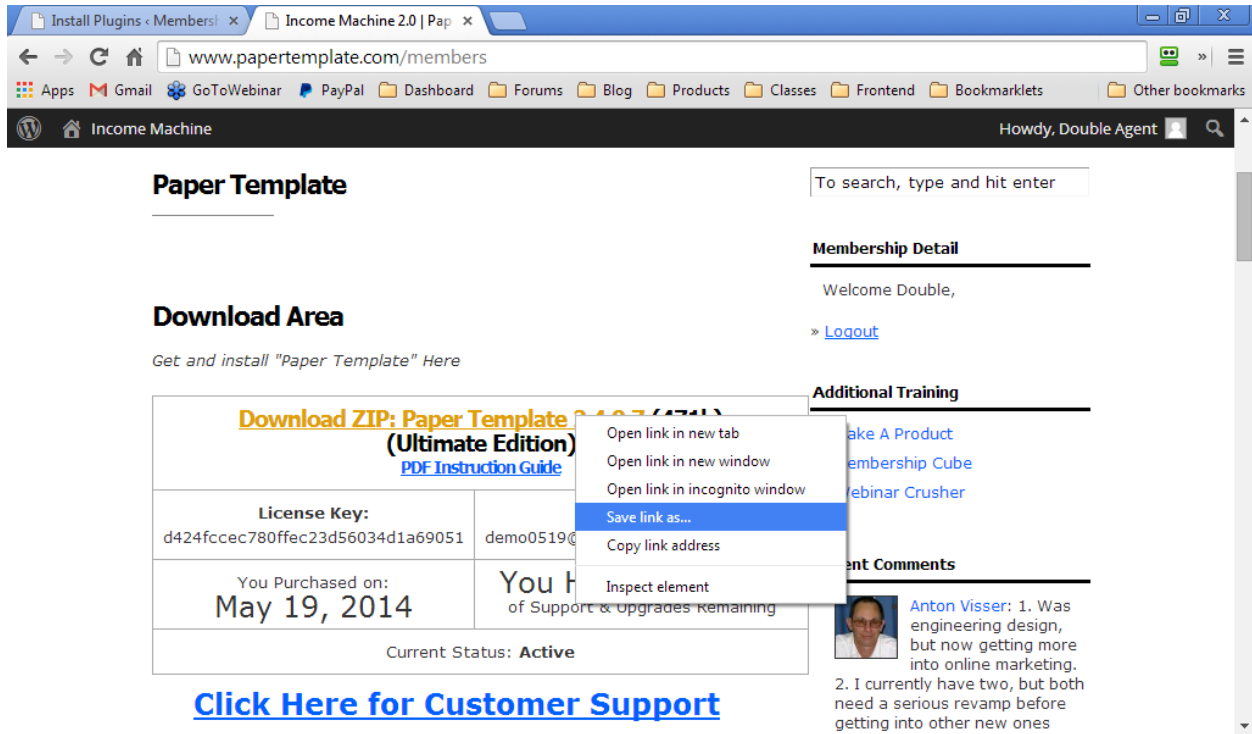


We need to get that file. In a new tab (you can right click the "title" bar of your browser and choose "New tab" and open the Paper Template member's area at <http://www.papertemplate.com/members>.

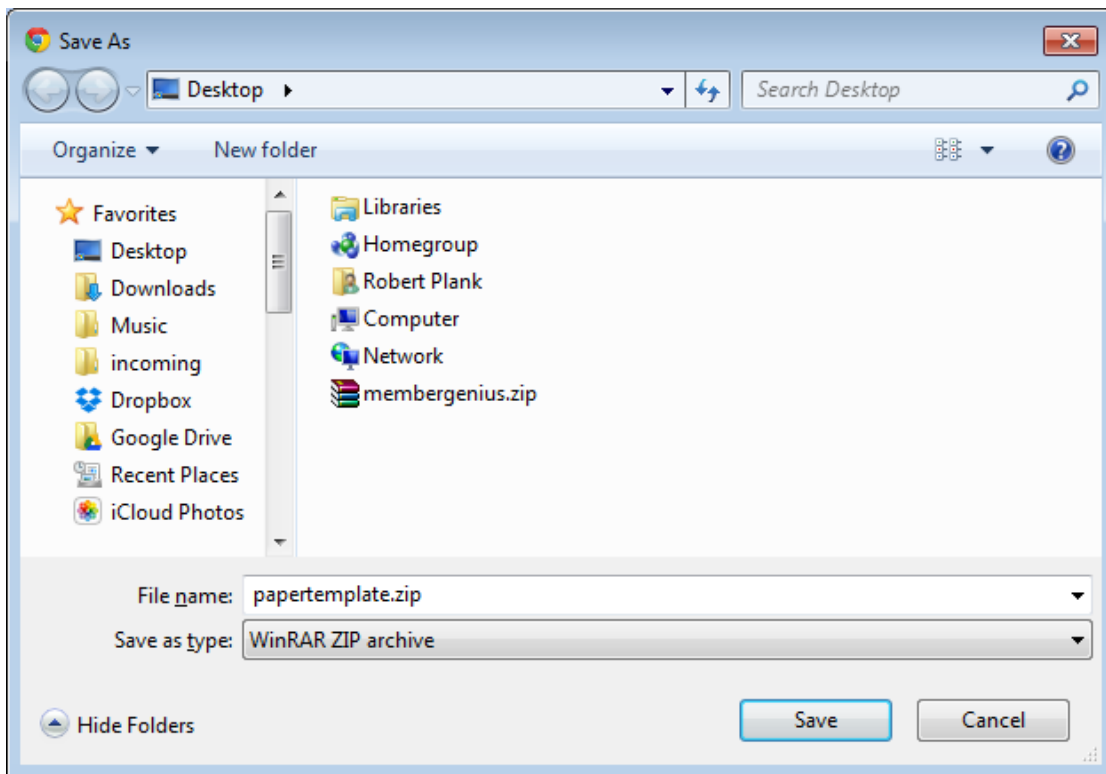


If you can't remember your login information, click the "Lost your password?" link and type in your email address to get a new one emailed to you. If you REALLY can't remember that email address, then go to <http://www.papertemplate.com/support> and open ONE ticket. Provide your payment information if you have it to speed up our process of finding you. Please only post ONE single ticket.

This is the download page for "Paper Template" once you login:

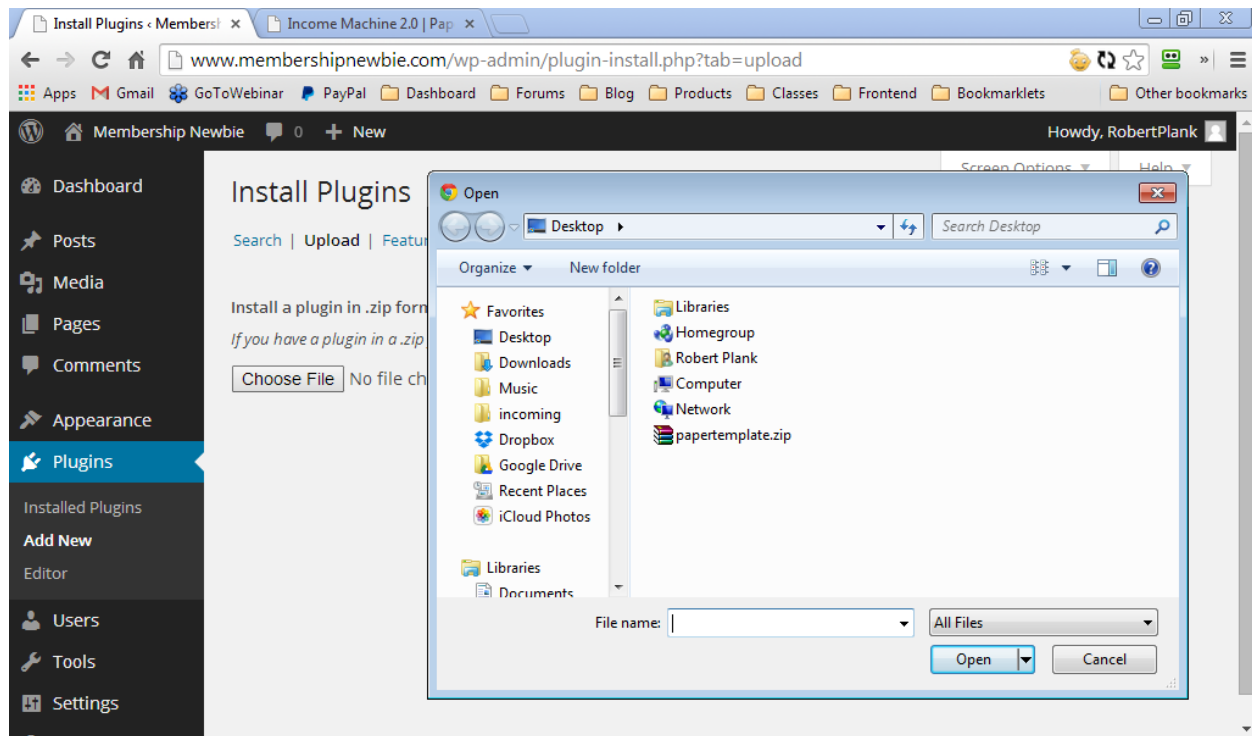


You'll see that the page shows the download link to grab the ZIP file for the plugin, and also displays your license key and email address. Right click the "Download ZIP" link and choose "Save link as."

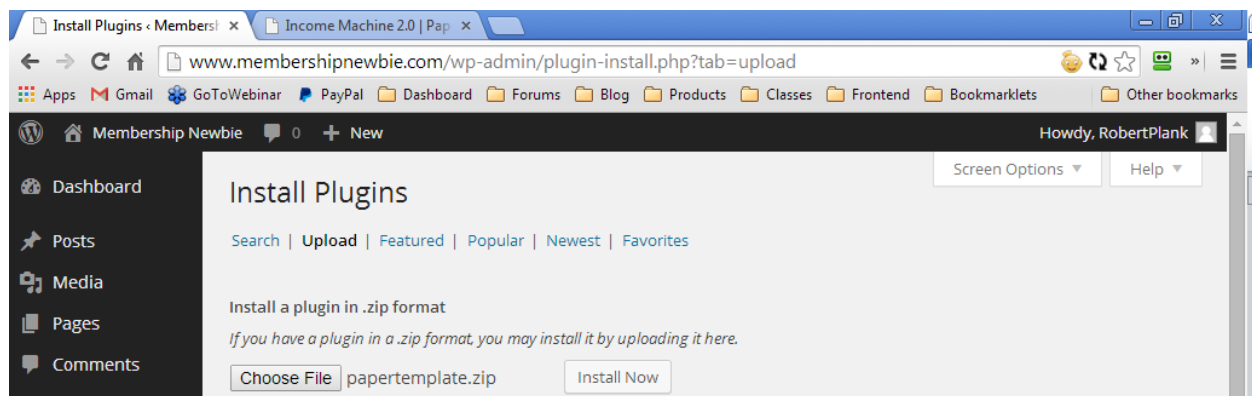


It will ask where you want to save it, I prefer to save to the "Desktop." Click Save.

Click the "Choose File" and browse for that zip file you just saved:



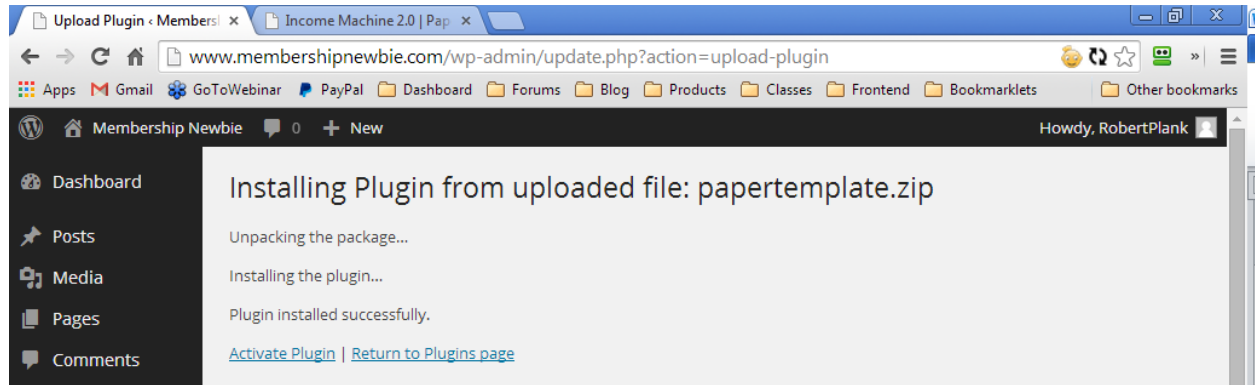
Click on the correct file and then click the "Open" button.



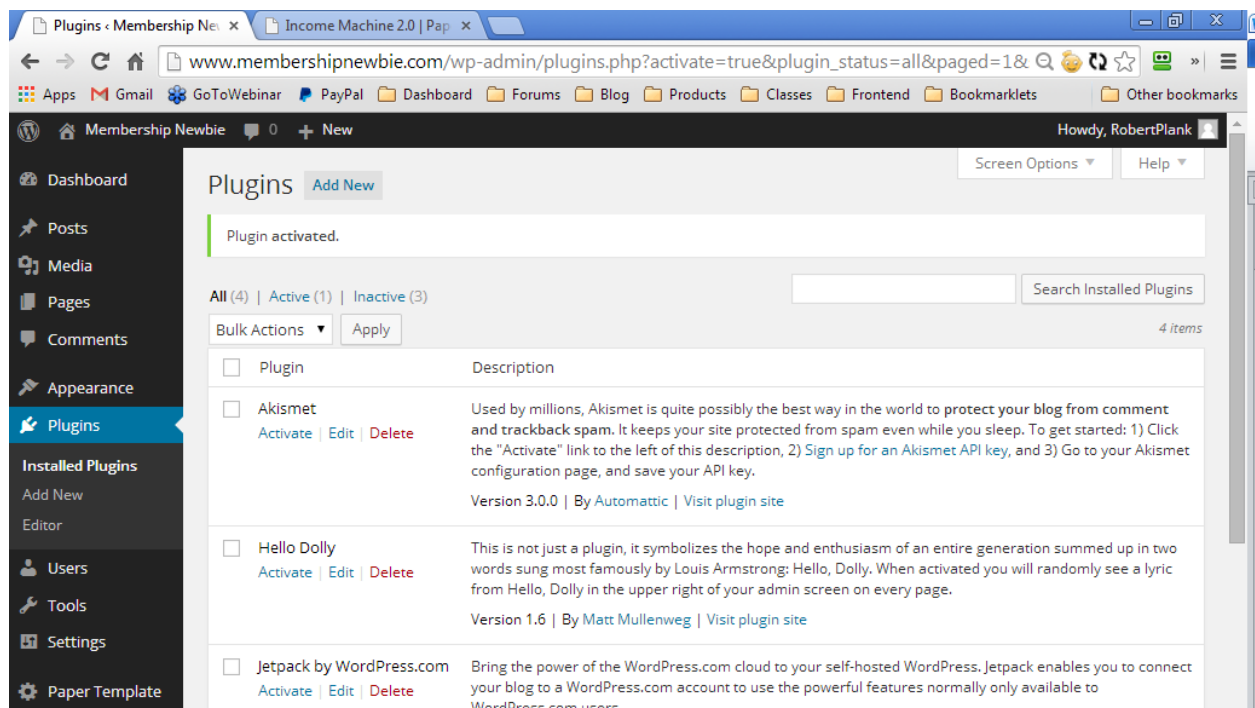
We have "papertemplate.zip" ready to go next to "Choose File." Click "Install Now" to continue.

The next screen shows us that the plugin is "installed" (uploaded to our site), next click the link to "activate plugin" (turn it on).

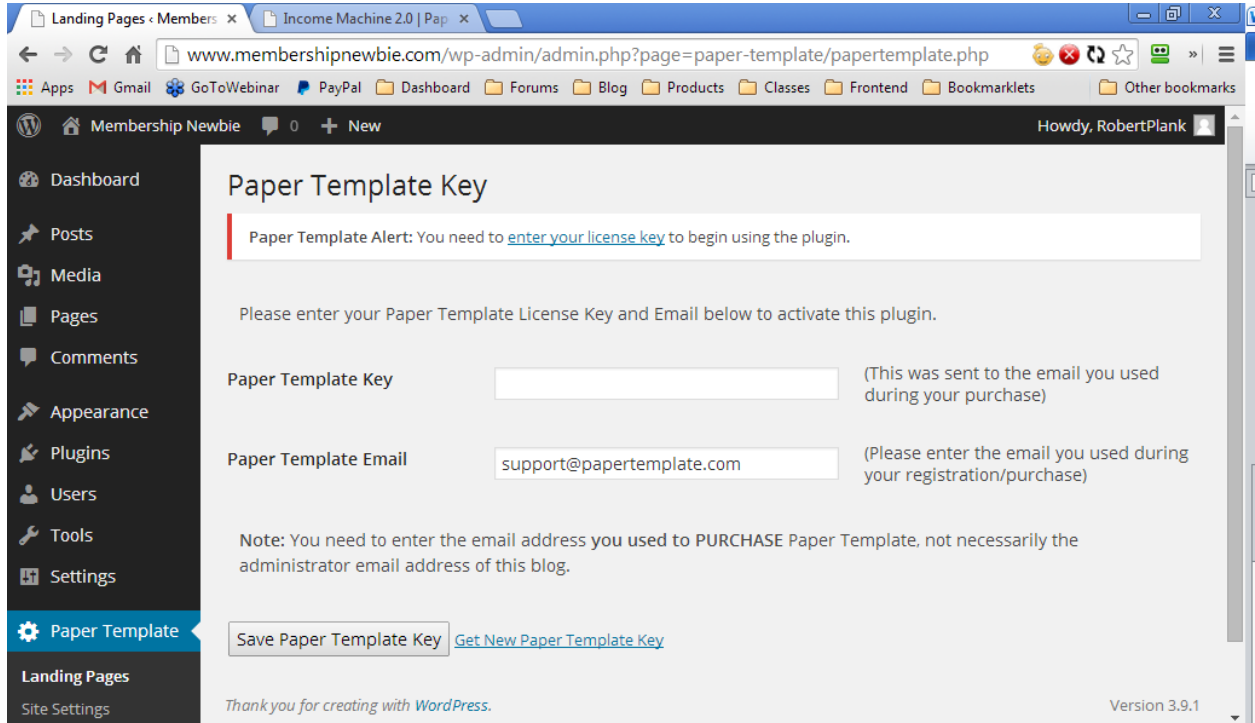




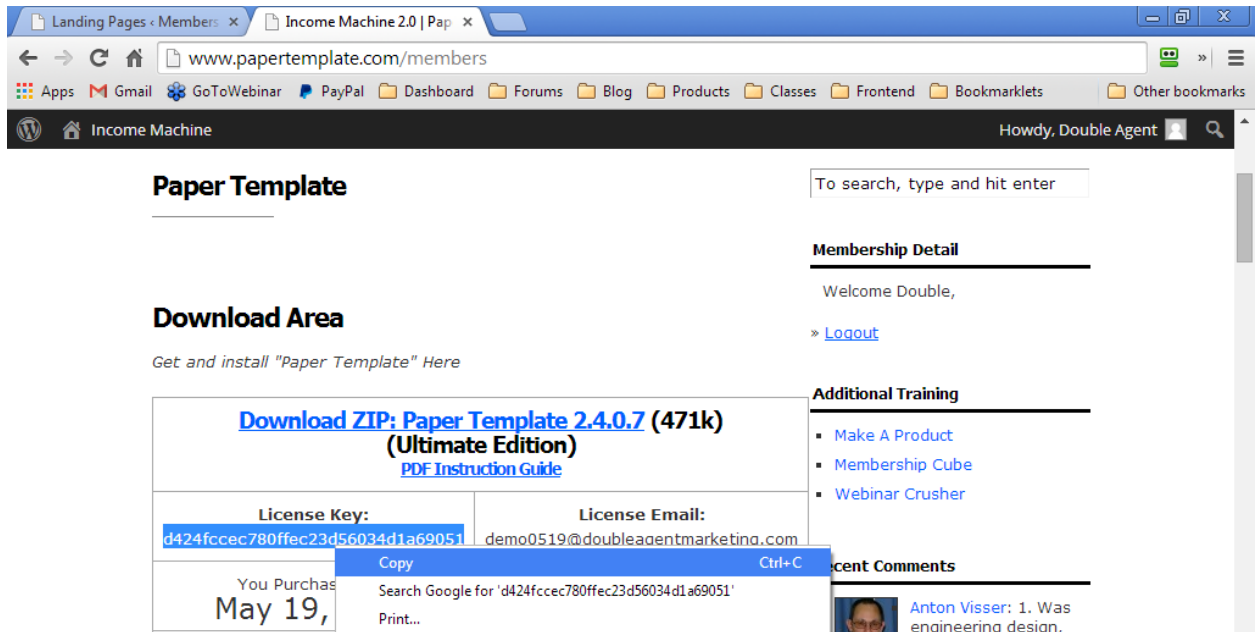
We've activated the plugin, and we have a "Paper Template" menu available on the sidebar...



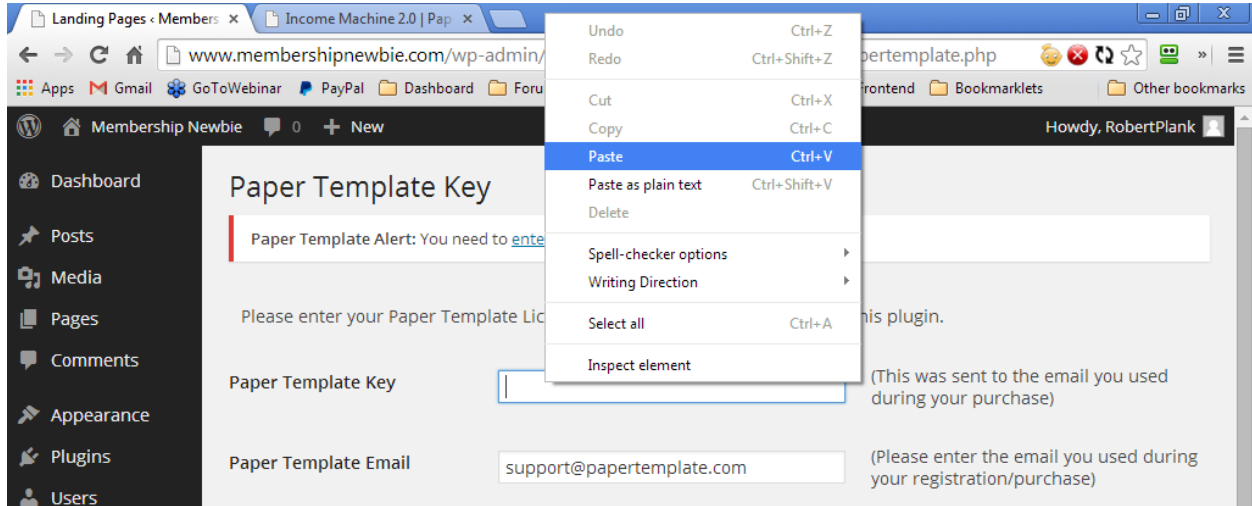
Click "Paper Template" on the sidebar. It will ask for your license key and email address.



Grab this information from the Paper Template member's area you have open in the other tab. Highlight (click and hold down) your "license key" then right click and Copy...

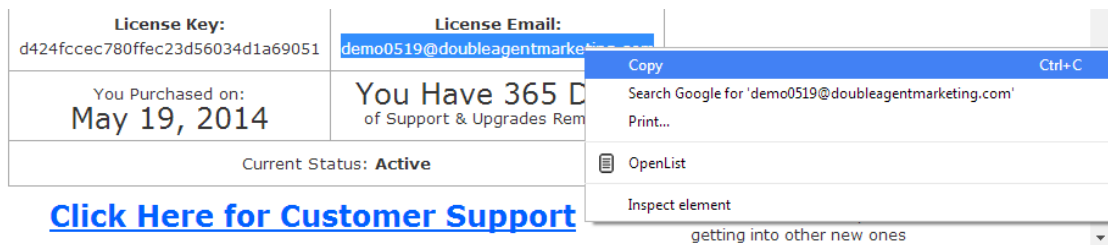


On your blog, right click and "paste" this into the correct box...

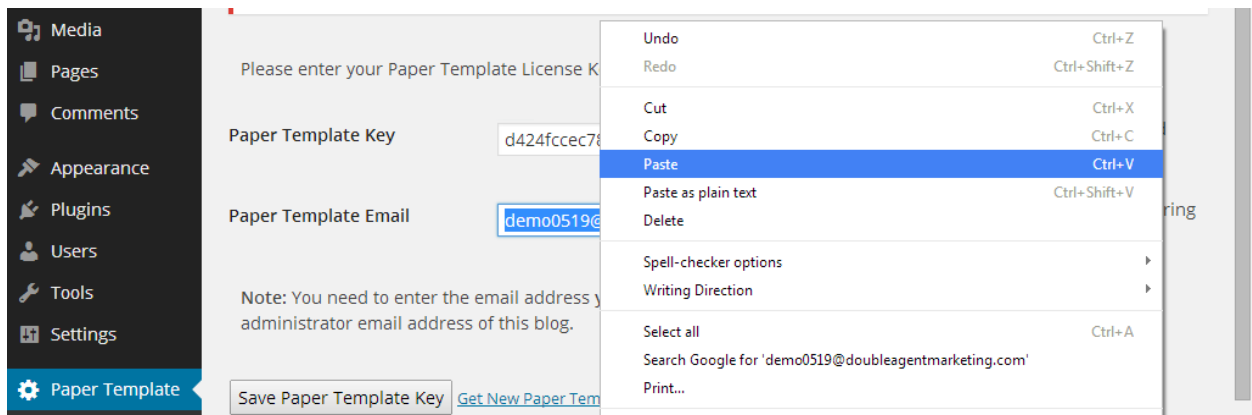


Then switch back to our member's area, highlight the license email, right click and copy. This can't be any old email address. This must be the EXACT email address you see in our member's area. Capitalization is important.

The email address I'm currently using is **demo0519@doubleagentmarketing.com** but if my email was listed as Demo0519@DoubleAgentMarketing.com (notice there's a few capital letters) I would need to copy that email address out EXACTLY as it was listed.



Switch back to your own WordPress site, right click and Paste that email address into the correct box, and click "Save Paper Template Key."



Paper Template is installed, now let's create a few pages.

### Step 3: Headlines, Subheadlines & Templates

You can always return to the Paper Template area by logging into your WordPress dashboard ([example.com/wp-admin](http://example.com/wp-admin) where **example.com** is your website address).

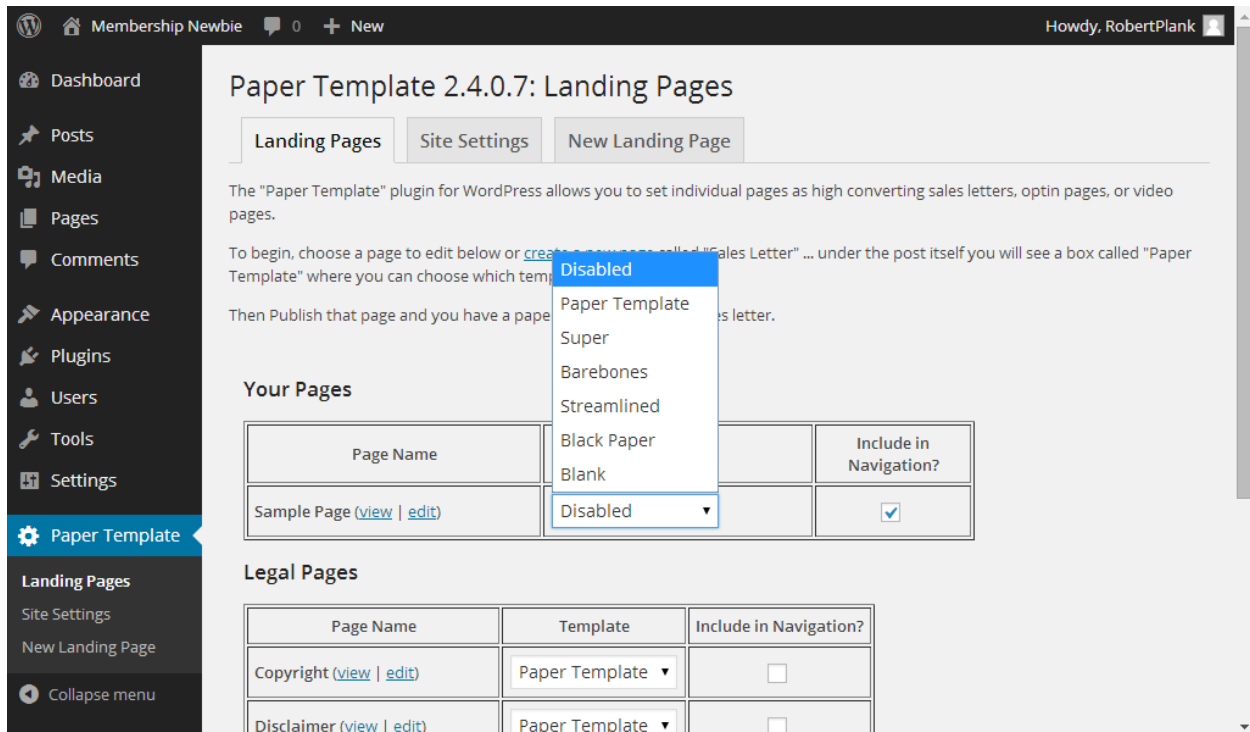
There are three tabs in front of you:

- *Landing Pages* (a list of the pages on your WordPress site)
- *Site Settings* (where you can fill in details like your company details or a custom header and footer)
- *New Landing Page* (when you want to create a new sales letter or optin page)

I'm going to show you how to create a few different kinds of web pages...

- A sales letter asks for money (we'll make this the front page of this site)
- A "download page" provides the thing the person paid for ([example.com/product-download](http://example.com/product-download))
- An "optin page" promises a free gift and asks for an email address ([example.com/free](http://example.com/free))
- A "free gift" page gives that thing the person just signed up for ([example.com/gift-download](http://example.com/gift-download))
- A "replay" page displays a video or webinar recording ([example.com/replay](http://example.com/replay))

Our [Income Machine](#) course shows you not only how to setup these kinds of pages, but provides you with "clones" so you can get your entire funnel up and running in just a few clicks.



## What the Templates Look Like

On the "Landing Pages" screen, you'll see two sections: your pages, and legal pages. You can ignore the legal pages for now, these are things like your "terms and conditions" as well as your "privacy policy" that boost your ranking in the search engines and make you appear as a more legitimate site.

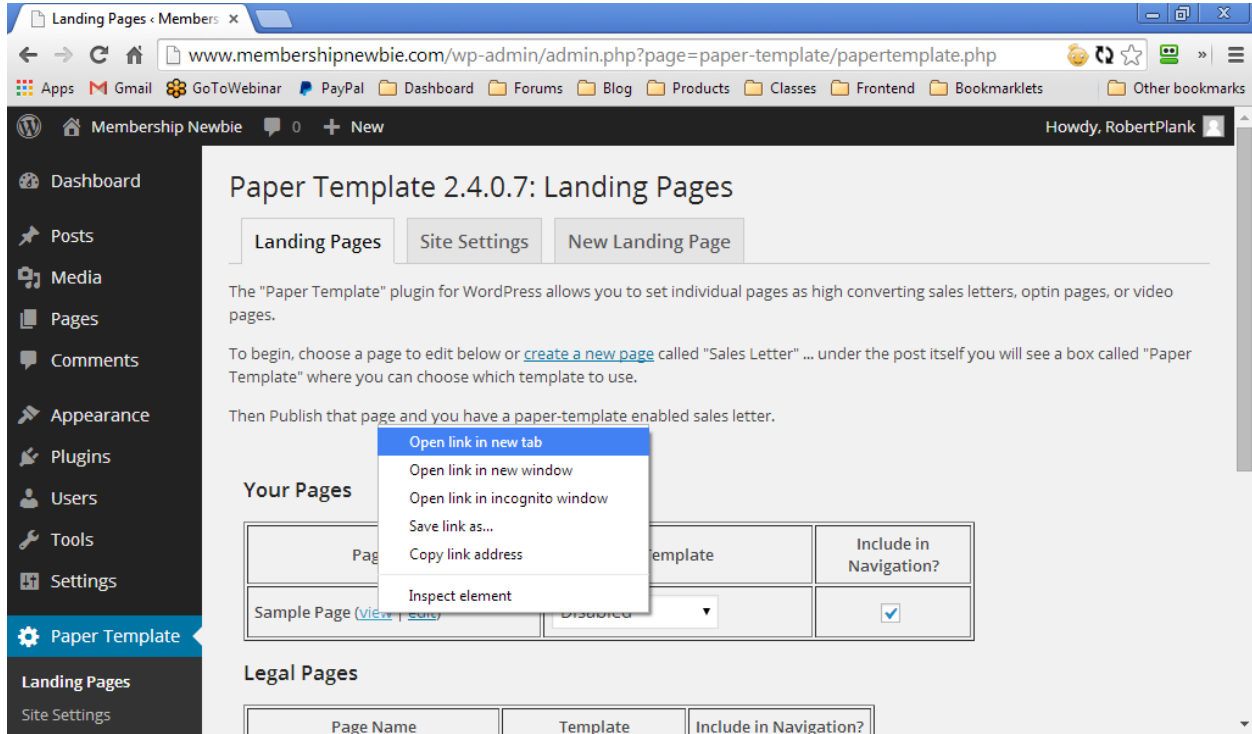
In the "your pages" section, there are two things to notice: a dropdown that says "Template" where you can choose how this particular page of your site looks to the outside world:

- **Disabled:** the page appears normally (as-is depending on your blog theme)
- **Paper Template:** the page appears as a white piece of paper (for sales letter or optin page)
- **Fusion:** minimal borders (great for pages with a "full width stripe")
- **Super:** white piece of paper with a "modern" design
- **Barebones:** white background but no piece of paper (great for widescreen videos)
- **Streamlined:** white piece of paper with no top or bottom (great for large wide logos)
- **Black Paper:** piece of paper with a black background
- **Blank:** no design whatsoever (useful for coding entire pages in HTML)

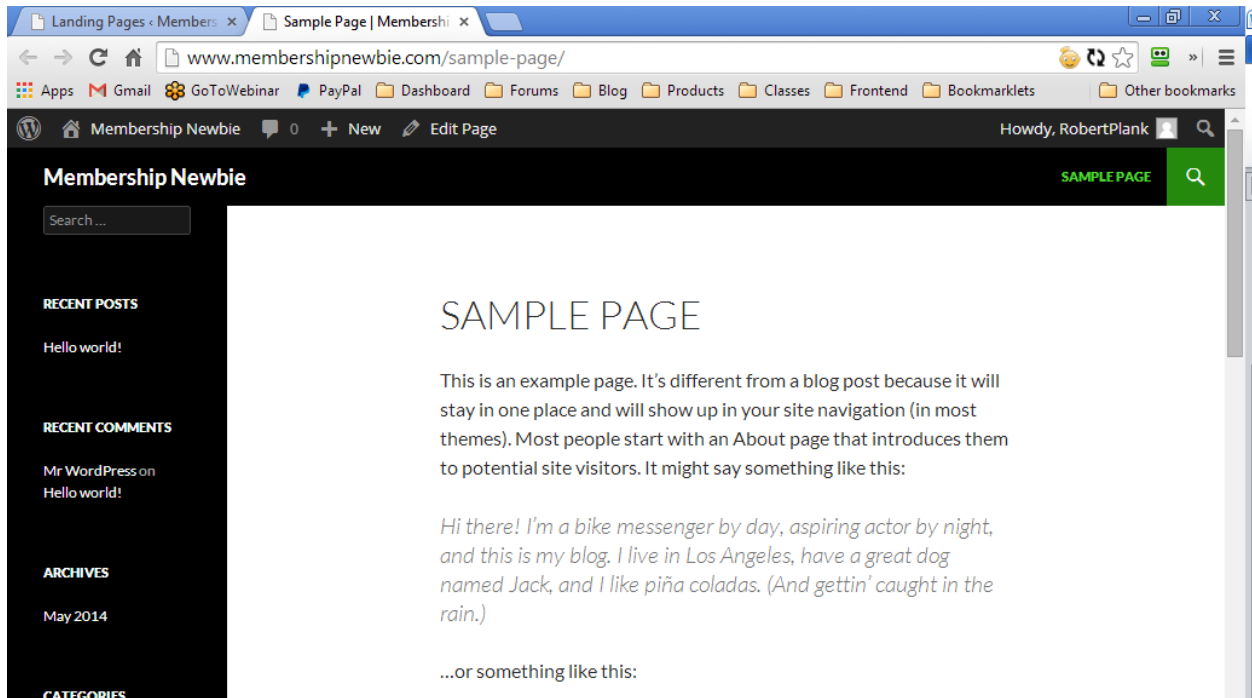
You won't need to use most of these designs but I'll show you what you need to know...

The first thing, if you don't know, the content you post into your self-hosted WordPress blog is made up of PAGES and POSTS. Posts are journal entries that normally go from top to bottom on a "traditional" blog. Paper Template has nothing at all to do with posts.

What matters to us right now are PAGES. A blog can have pages such as an "About Me" page or a "Contact Us" page. These are NOT journal entries, they have no date, and you can click on someone's "About Me" page and arrive on a separate area of a site where you are viewing JUST that piece of content, no other journal entries.

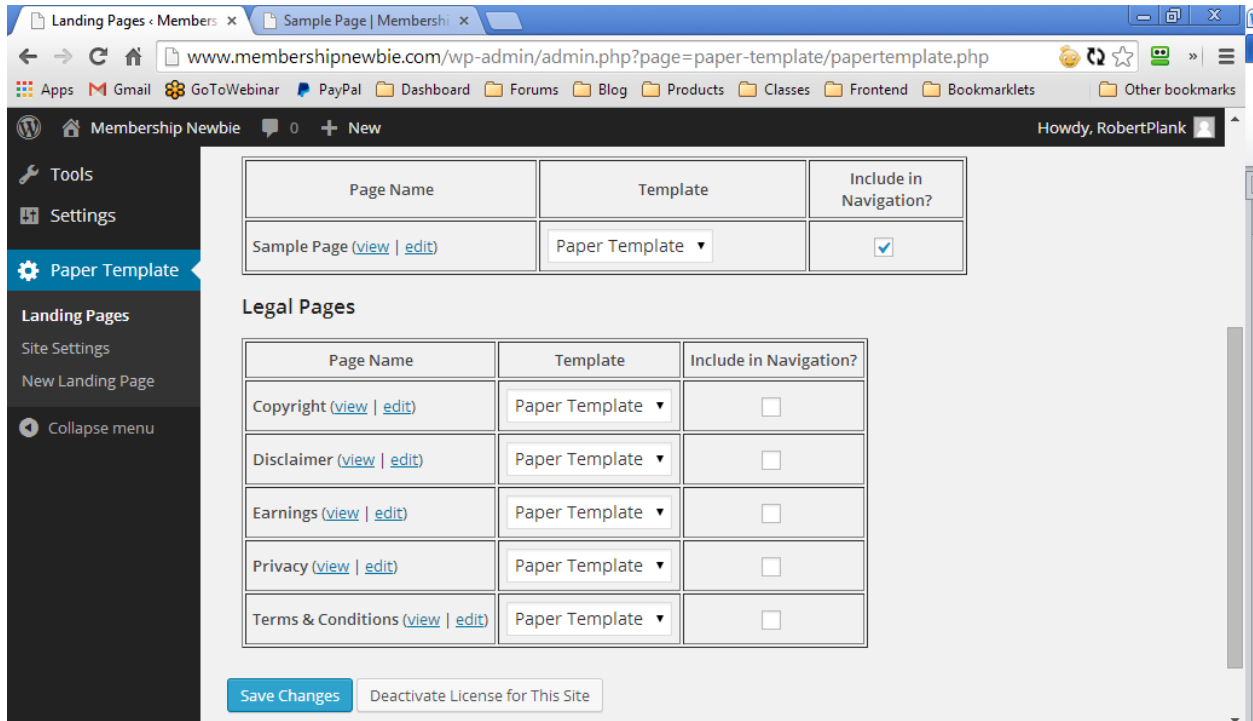


I want to show you what the various Paper Template pages look like. I'll right click the Sample Page and open link in new tab...

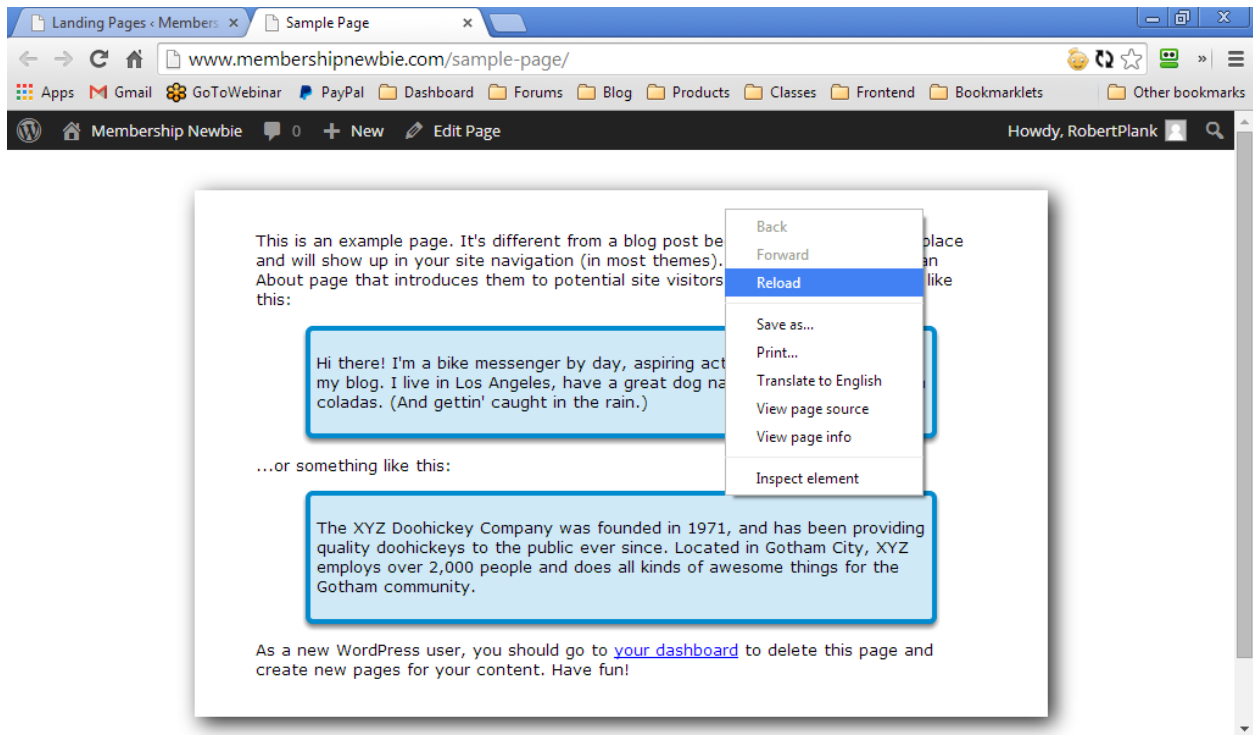


Because the "template" for this page is set to "Disabled" in the Paper Template area, the page appears in the same theme of our blog (in this case the default that came with the blog.)

Switching back to our Paper Template tab, I'll change the "template" to "Paper Template" then click Save Changes...

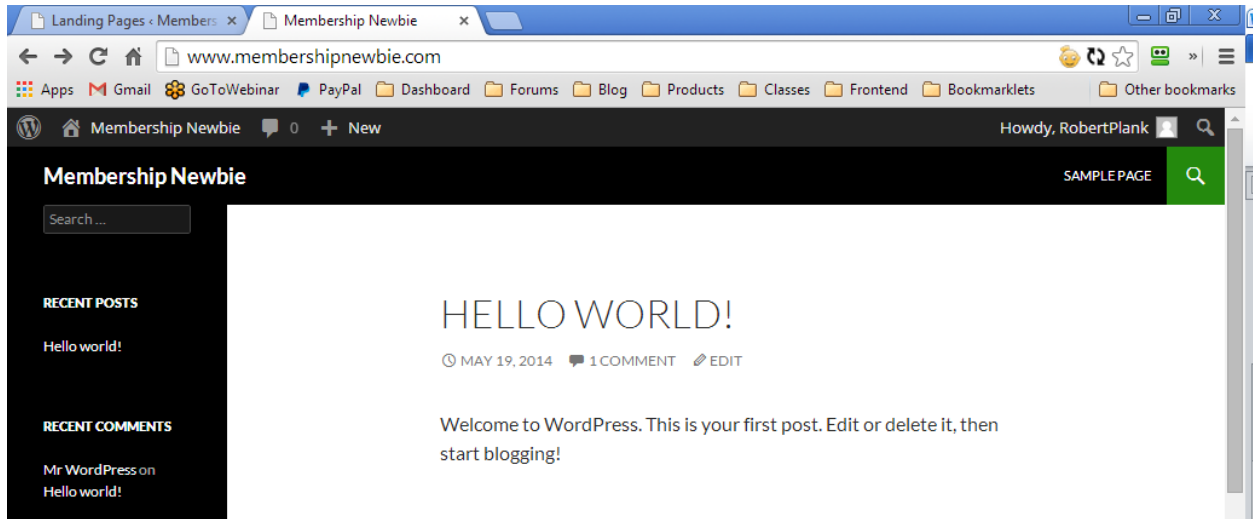


Then switch back to our Sample Page, right click the page and choose Reload.



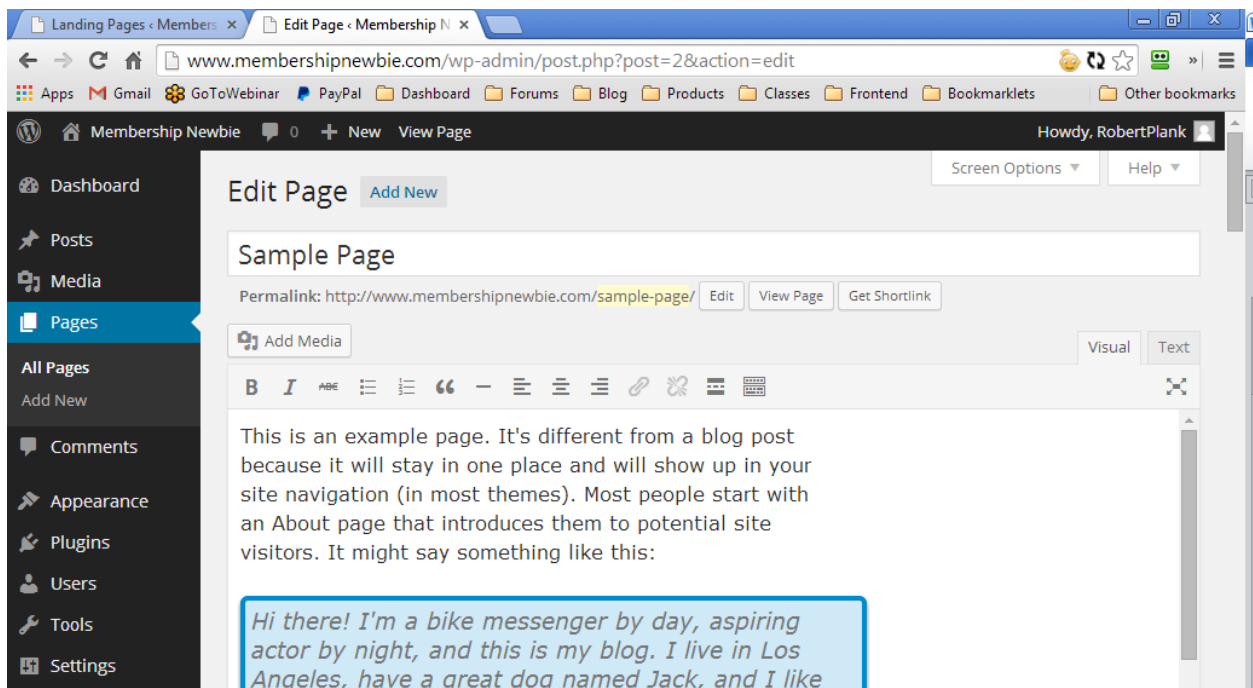
You can see that we have the exact same words on the page, but the look and feel of this page has completely changed.

Here's what's interesting. Go the front page of our site...



And the look and feel of the rest of the site has not changed. Look carefully and you'll see that we still have a link to the "Sample Page" (in the top right corner in this case) that will take us to the sales letter. It did not take over the site! (But we will set it to do that in a minute.)

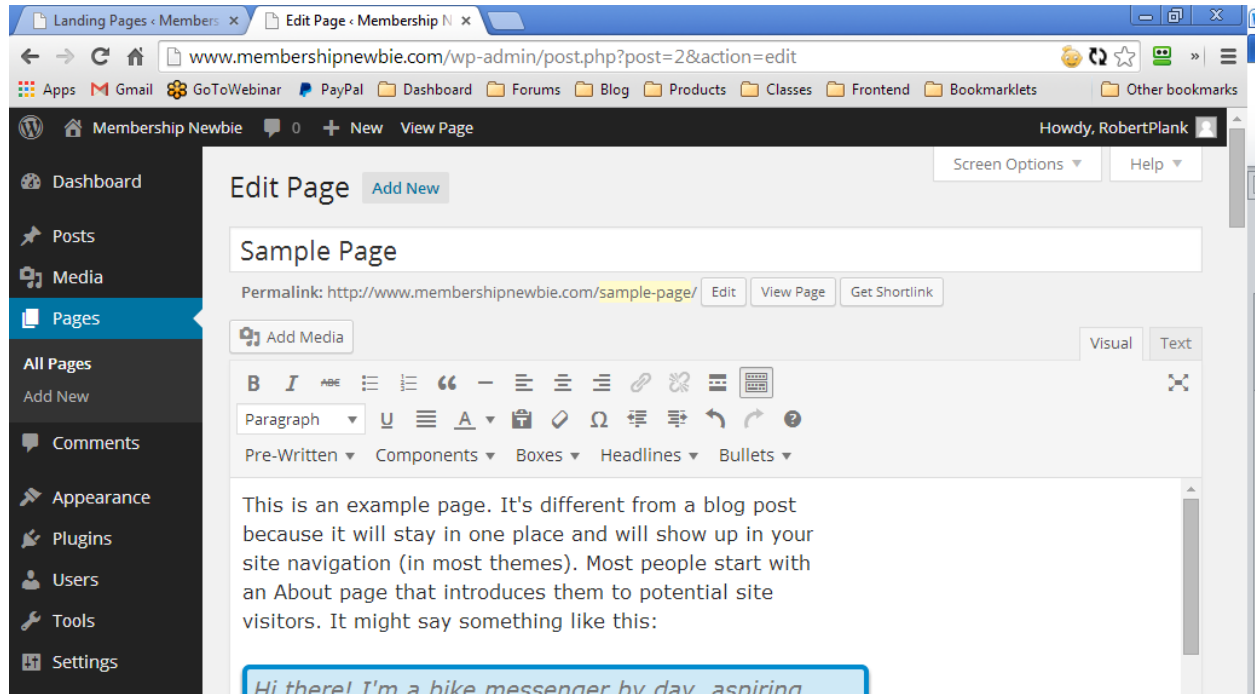
When viewing my Sample Page, I'll click Edit Page at the top





The first thing I want to do is "reveal" the kitchen sink by clicking on the right-most icon above the text. It looks like a small keyboard.

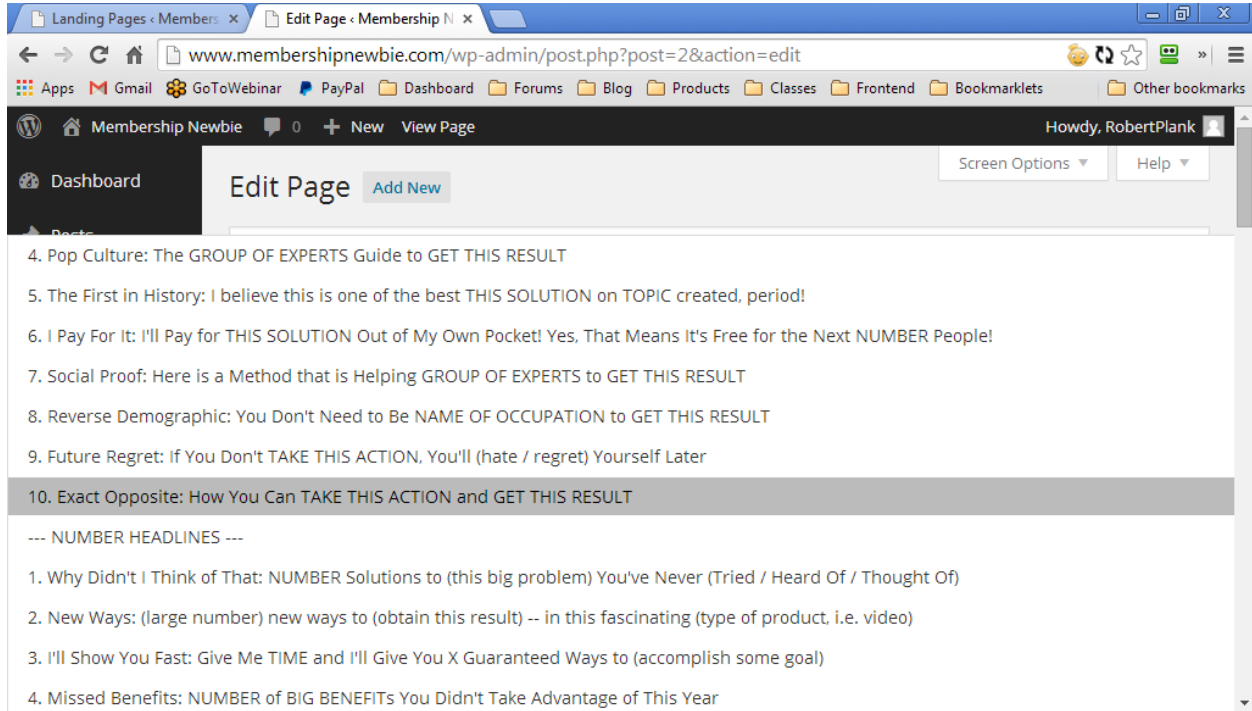
Now that I've revealed the kitchen sink, I see a couple rows of new menus:



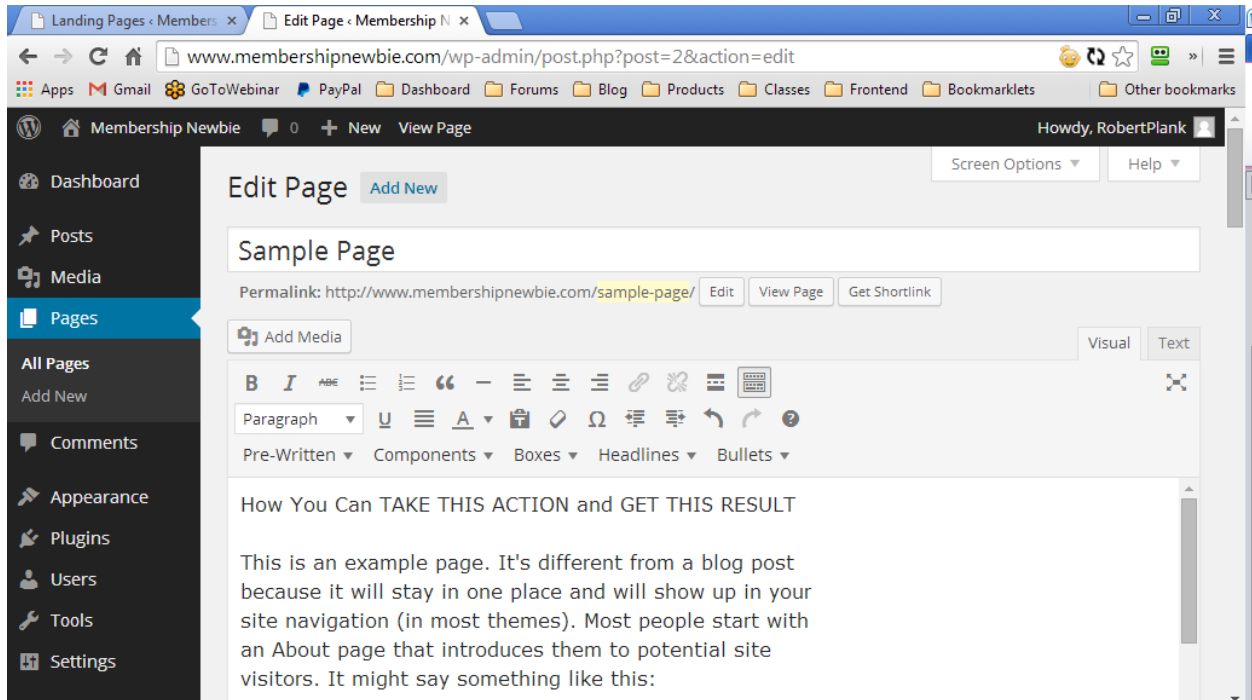
I can now add bullet points or indented text, and I also see some Paper Template menus:

- **Pre-Written:** replace the text on this page with a complete sales letter or optin page
- **Components:** drop in pieces of a web page such as an "offer stack" or "order button"
- **Boxes:** drop in boxes, for testimonials for example
- **Headlines:** drop in fill-in-the-blank headlines and subheadlines
- **Bullets:** drop in bullet point description to make your sales letter more interesting

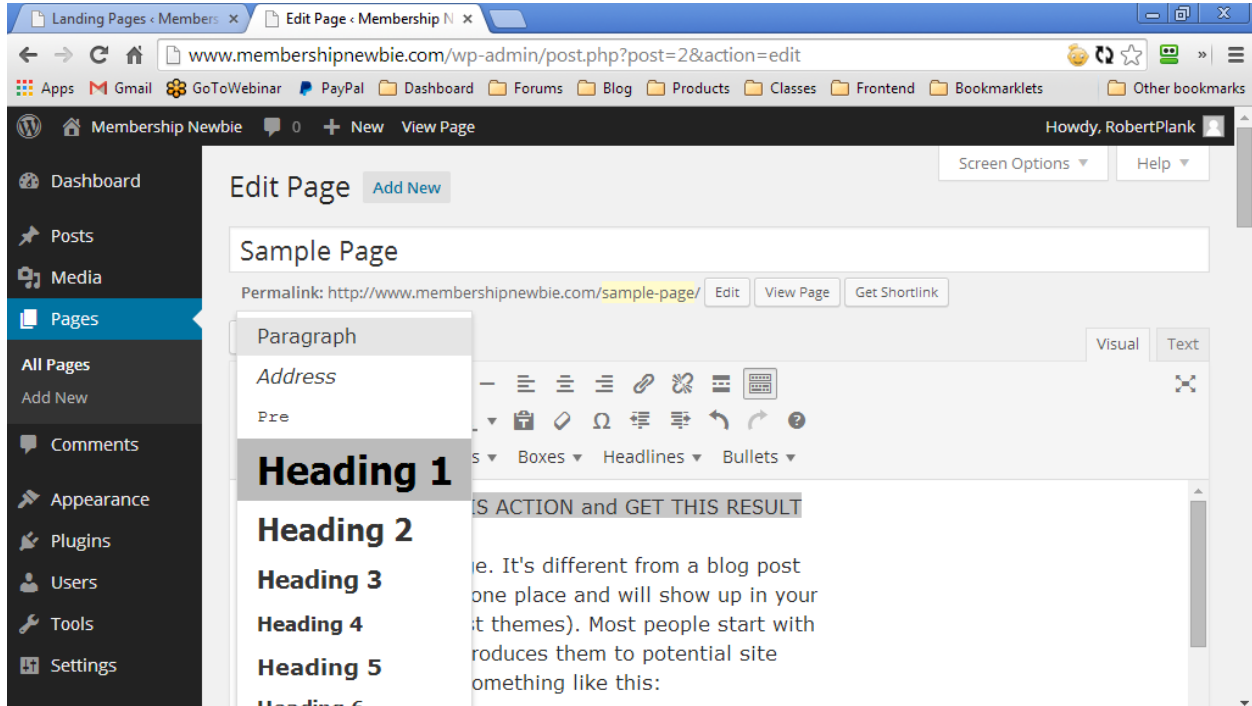
Let's see how easy it is to add a headline and subheadline to your web pages. Click in the "text" area at the top, click the "Headlines" dropdown and it will list dozens of possible headlines for you to use:



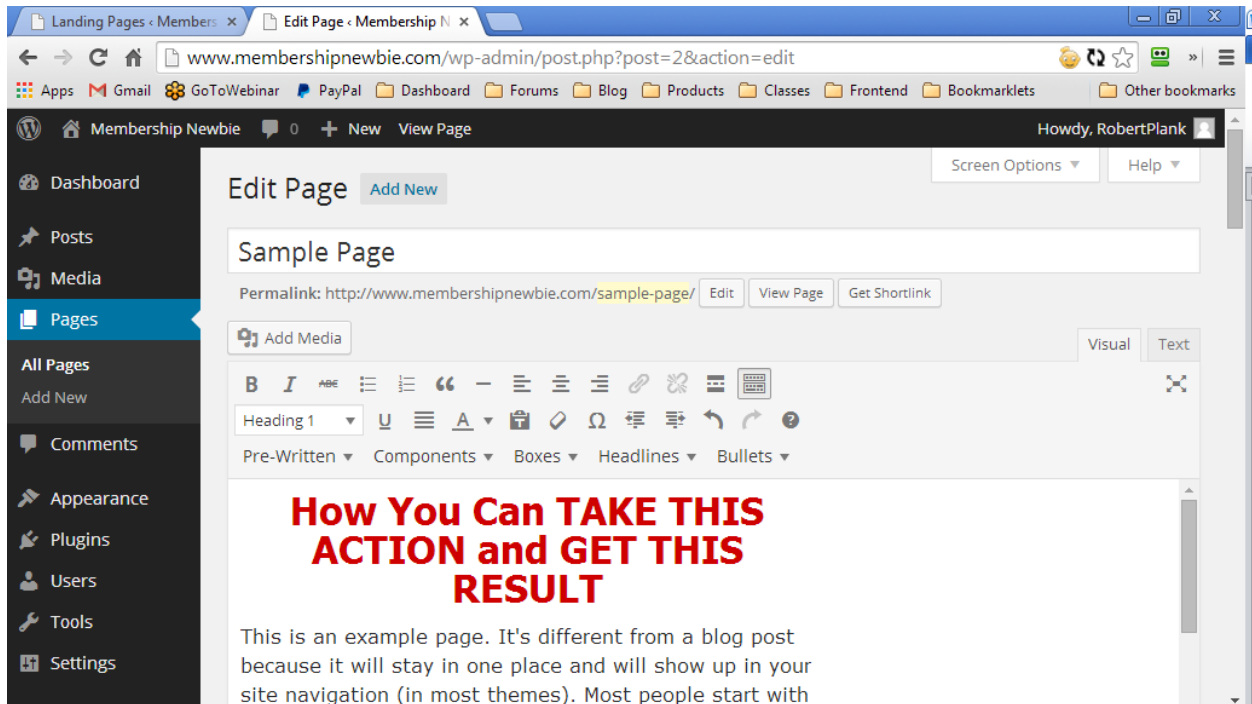
After you click, it will place that text onto your page:



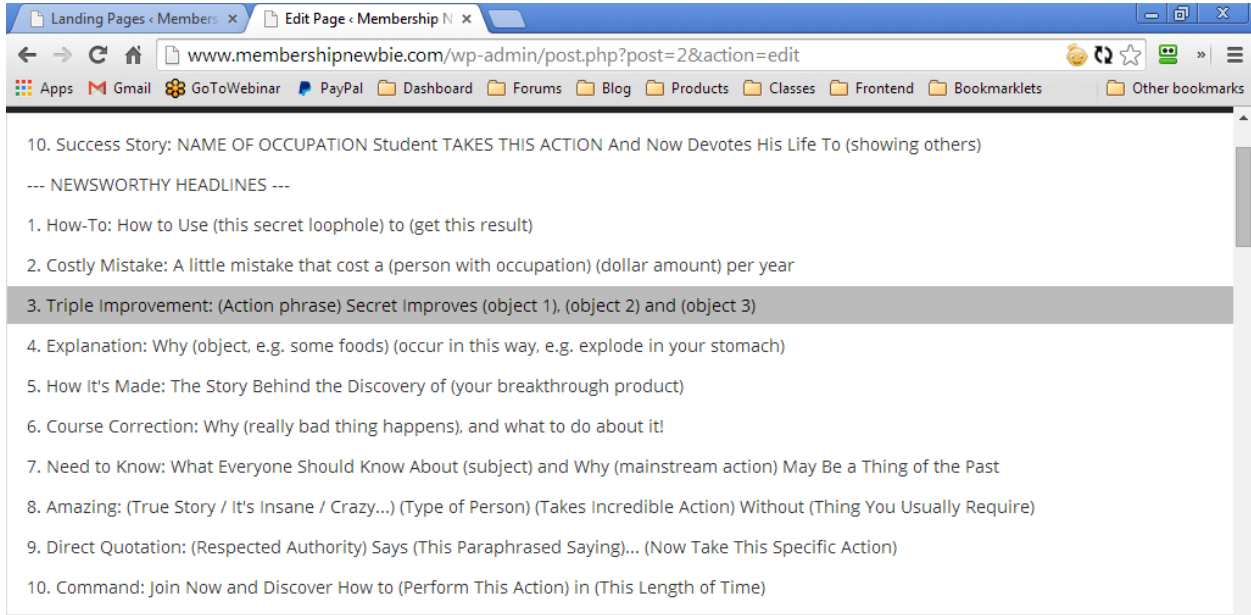
But we want to make this headline big, centered, and bolded, so let's highlight that headline and change the dropdown from "Paragraph" to "Heading 1":



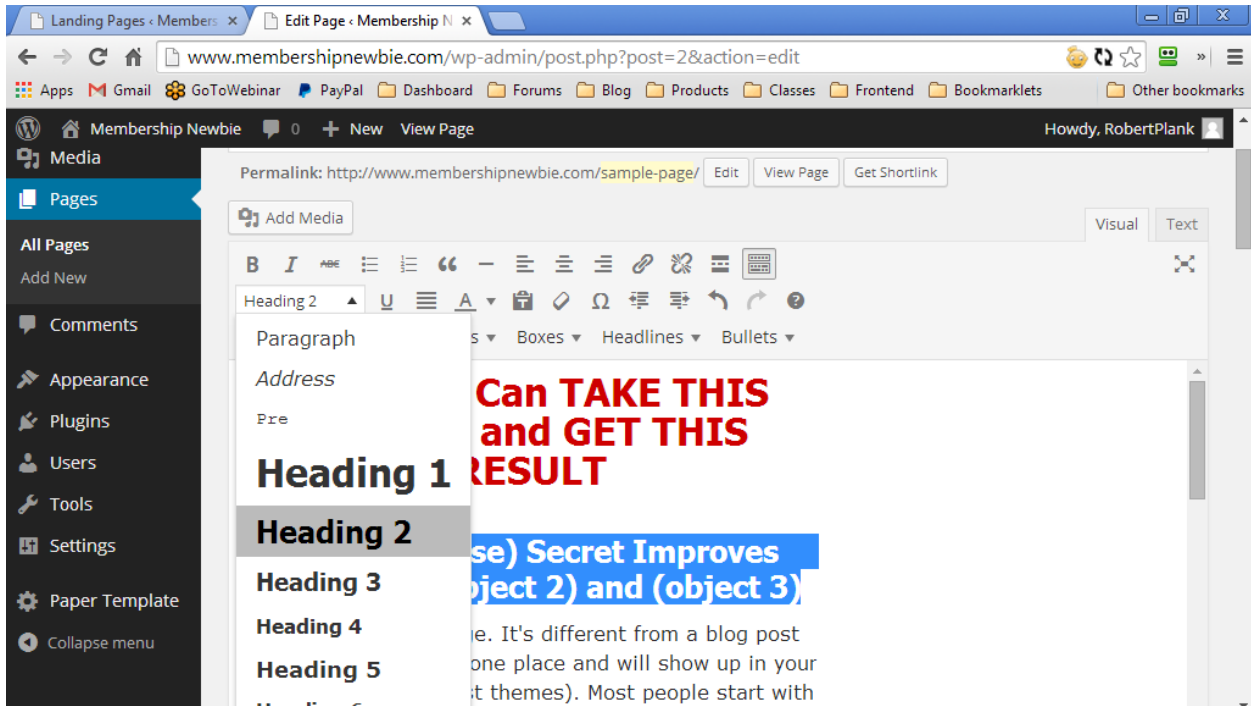
After clicking "Heading 1" you'll see that the text has changed to giant red text. This has been proven to get the most attention...



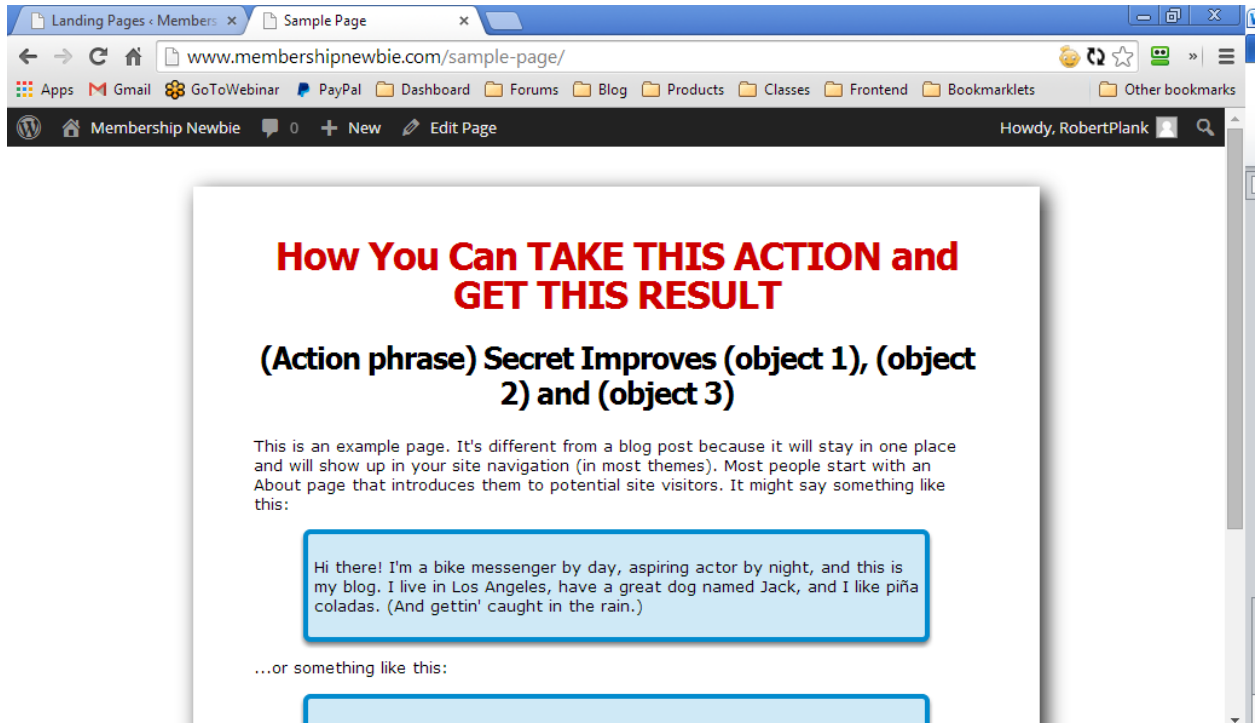
I also want to show you how to create a subheadline. It's similar, but we're going to make this subheadline "Heading 2" text... a "2nd level" headline.



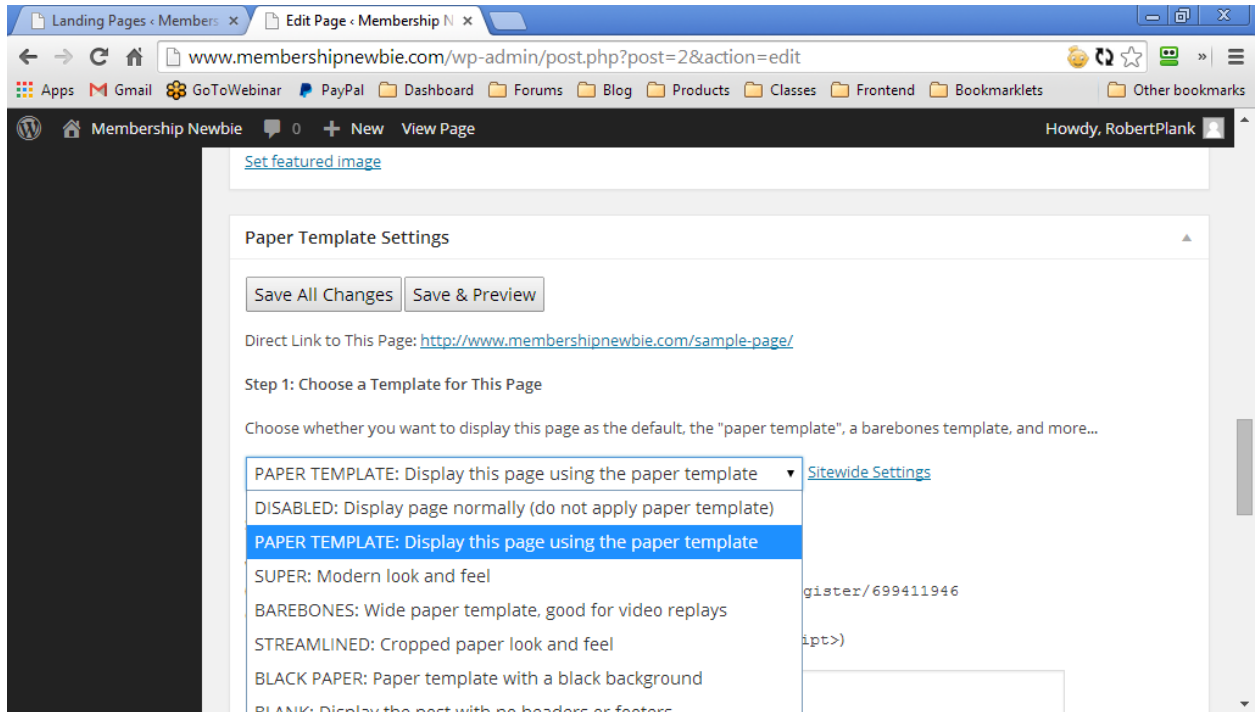
This has added the text to our page, now select the text and choose Heading 2.



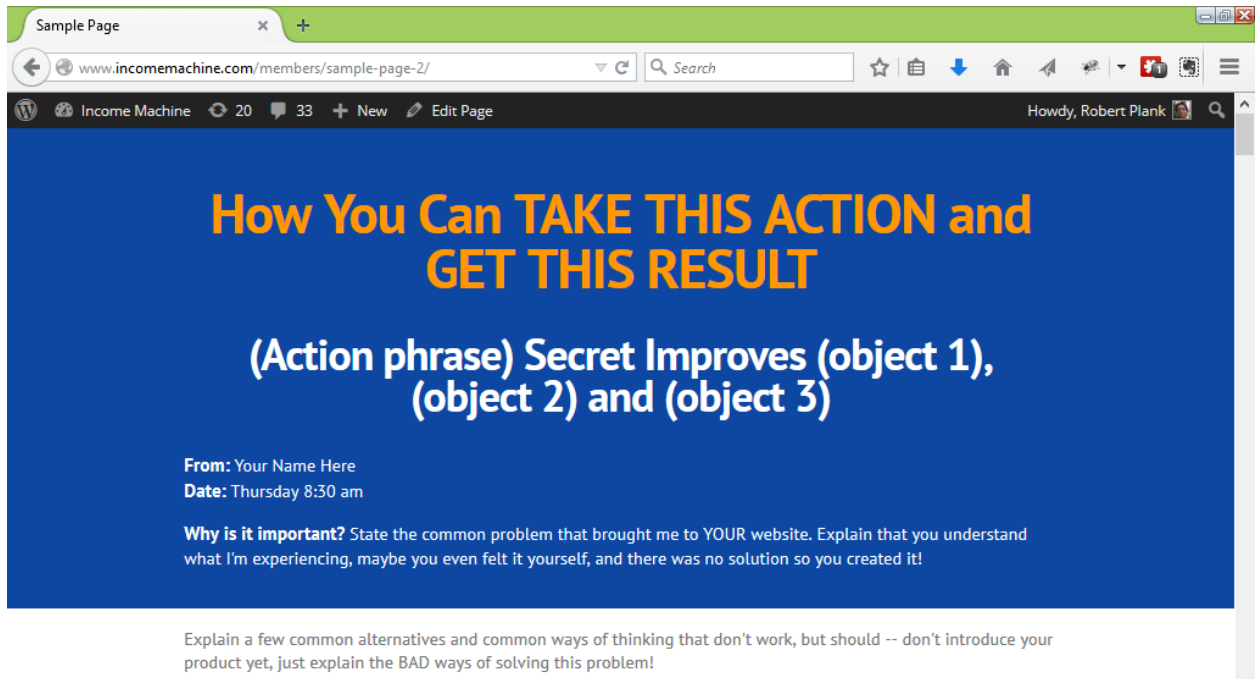
We like to have just one "Heading 1" headline at the top of the page, then have lots of "Heading 2" headlines throughout the sales letter. Click the "Update" button on your page and then click View Page.



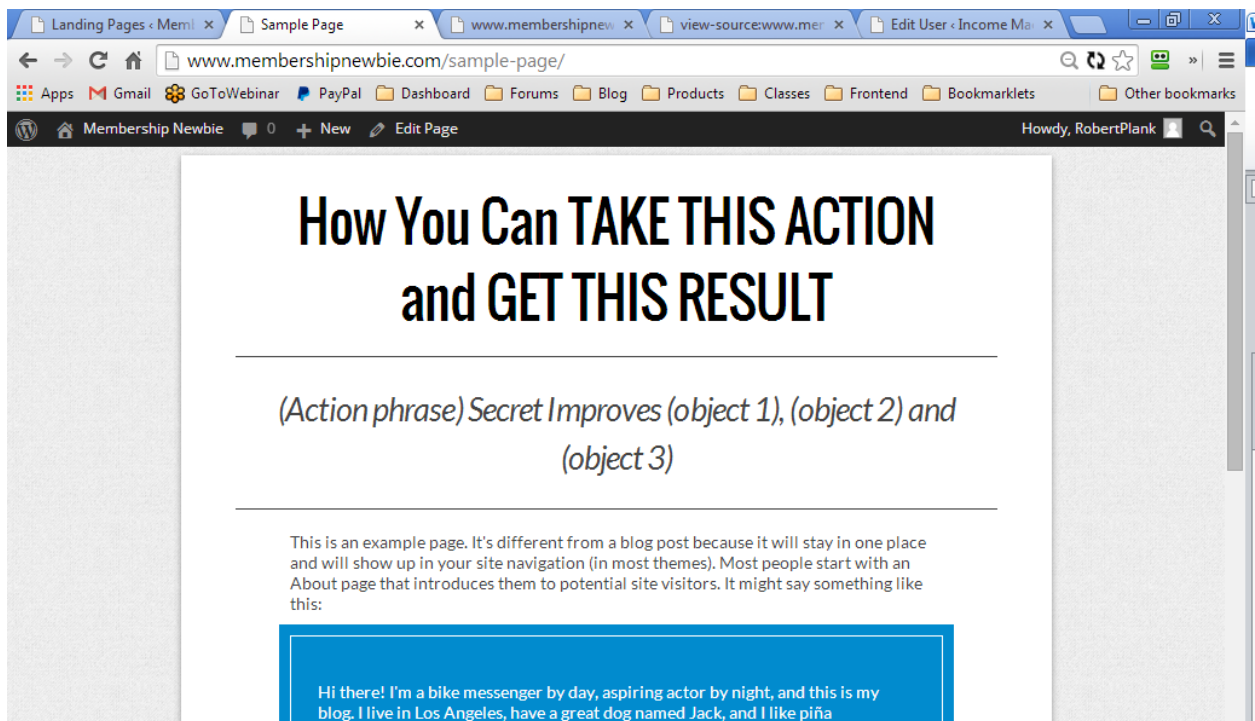
Click "Edit Page" and I'll show you how these Paper Templates look. Scroll down to where it says "Paper Template Settings" and you'll see a dropdown labeled, "Choose a Template For This Page."



This is the exact same as choosing the template on the "Landing Pages" area. You can set it there (if you have several pages to change) or edit this one page and change the template. Let me change the template to Fusion, click Update, then View Page.



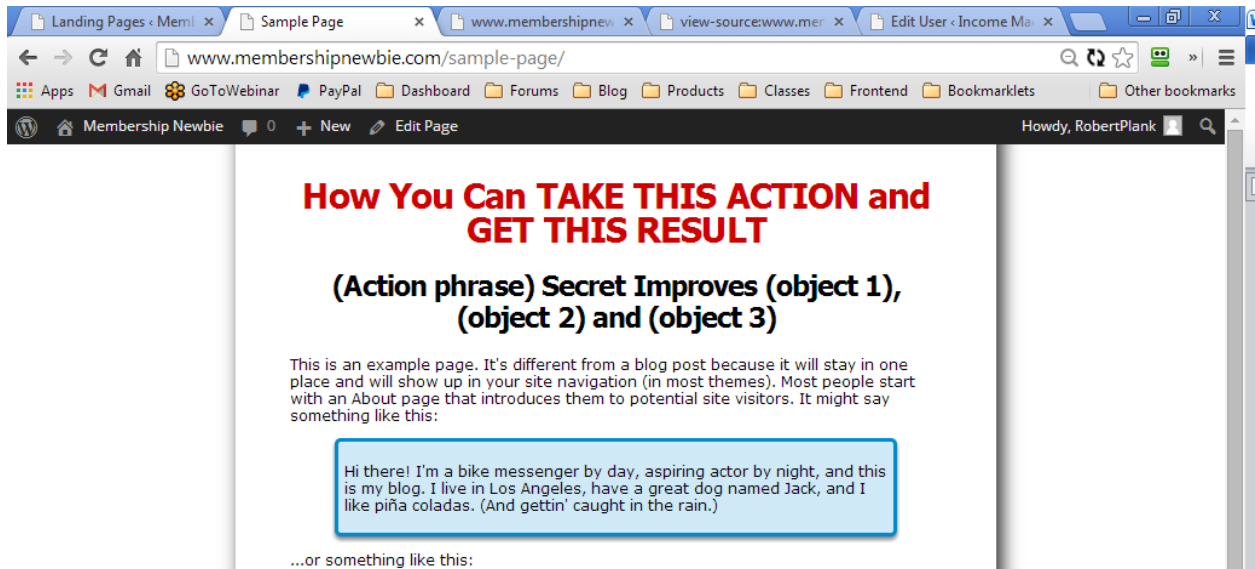
Super template:



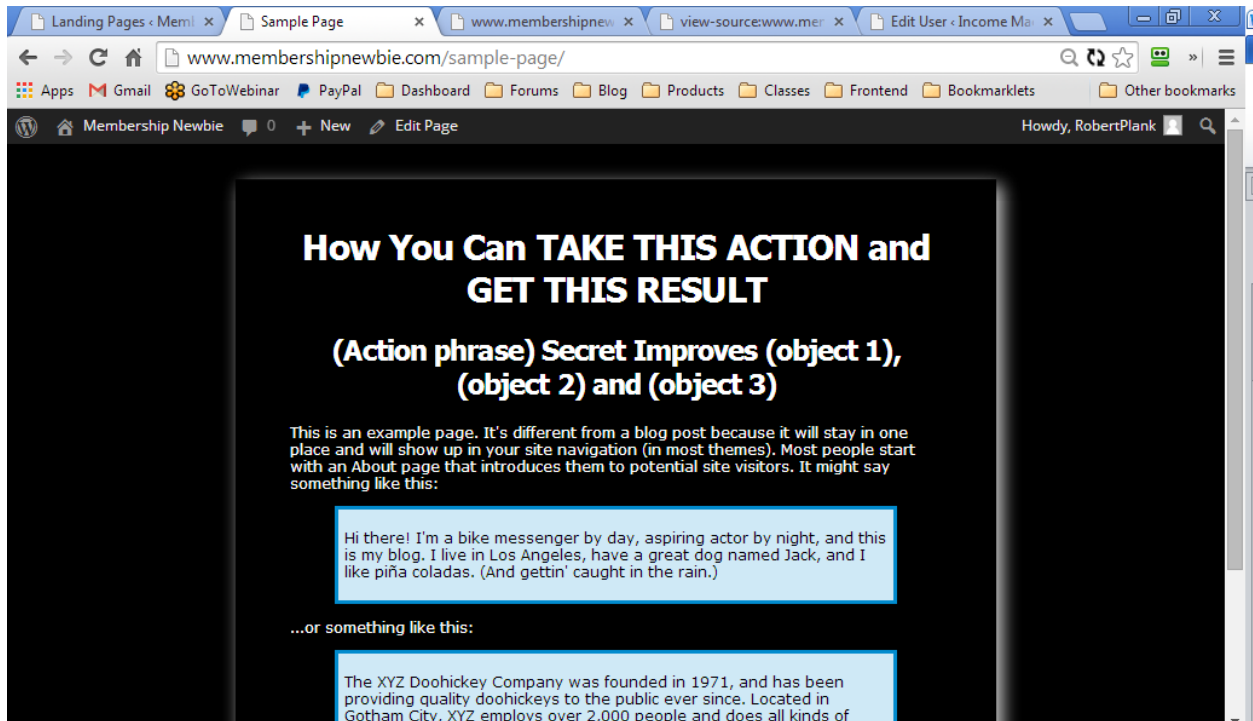
Barebones template:



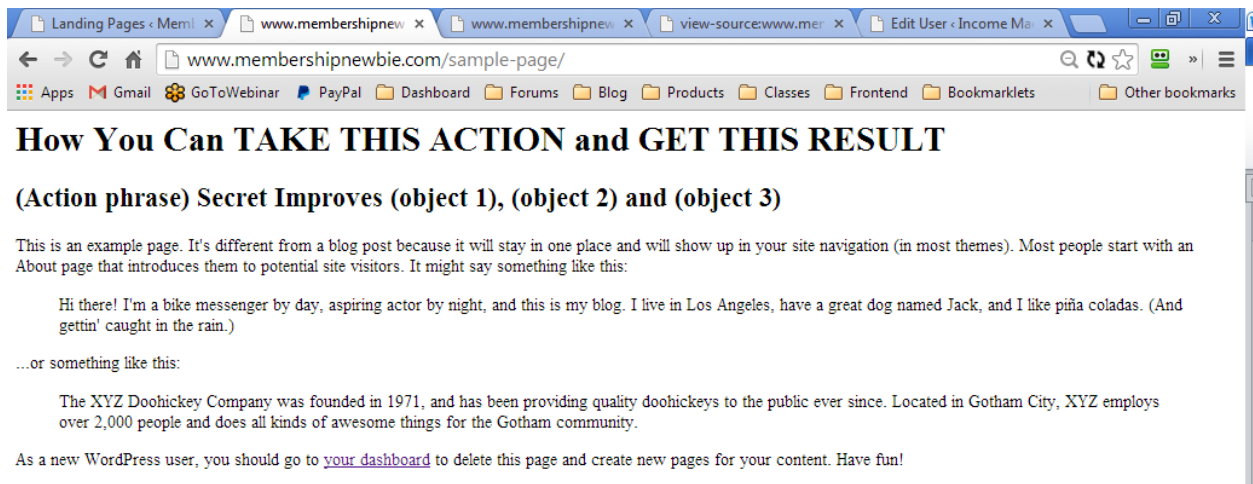
Streamlined template:



Black Paper template:



And then the blank template:

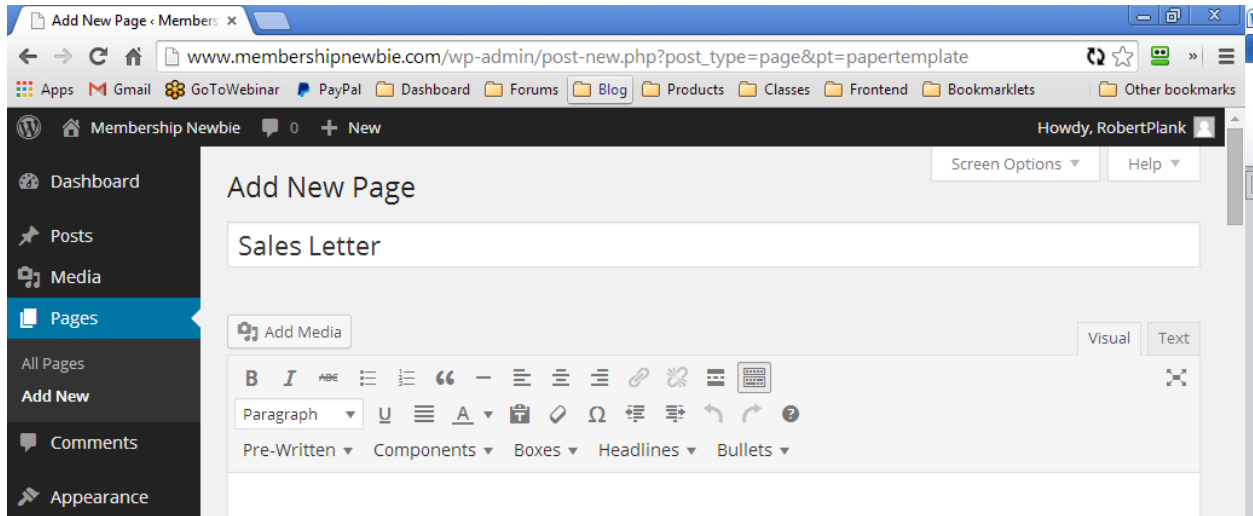


Now that you have an understanding of the templates you can use, let's move on from this Sample Page and create a sales letter asking for someone to buy from us.

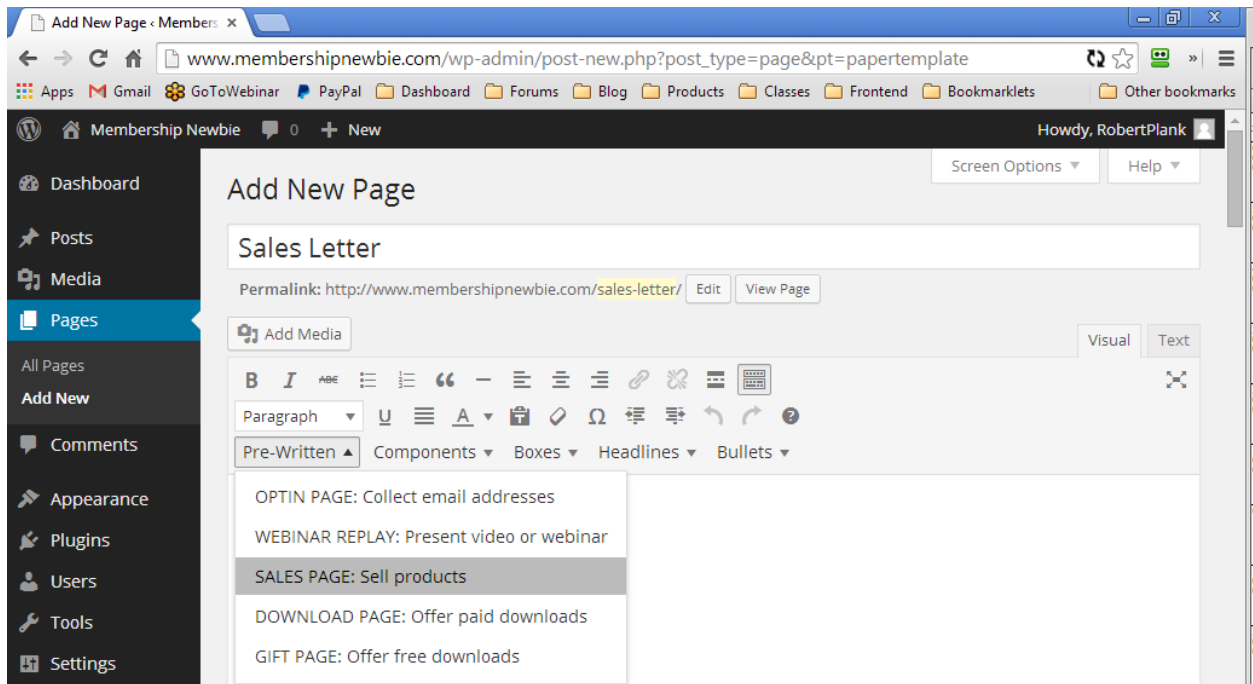


## Step 4: Create Sales Letter

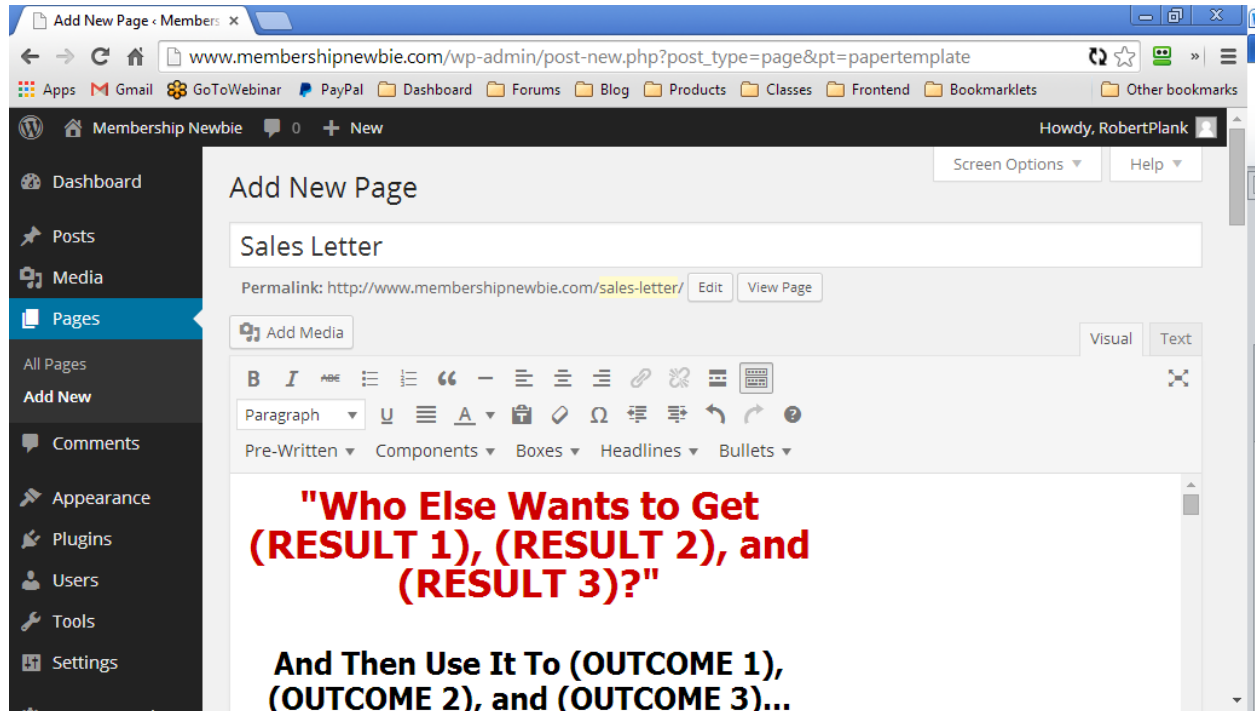
I want to show you how to sell something from your WordPress website. Paper Template makes this very easy. Click over to "Paper Template" in the sidebar and then click the "New Landing Page" tab.



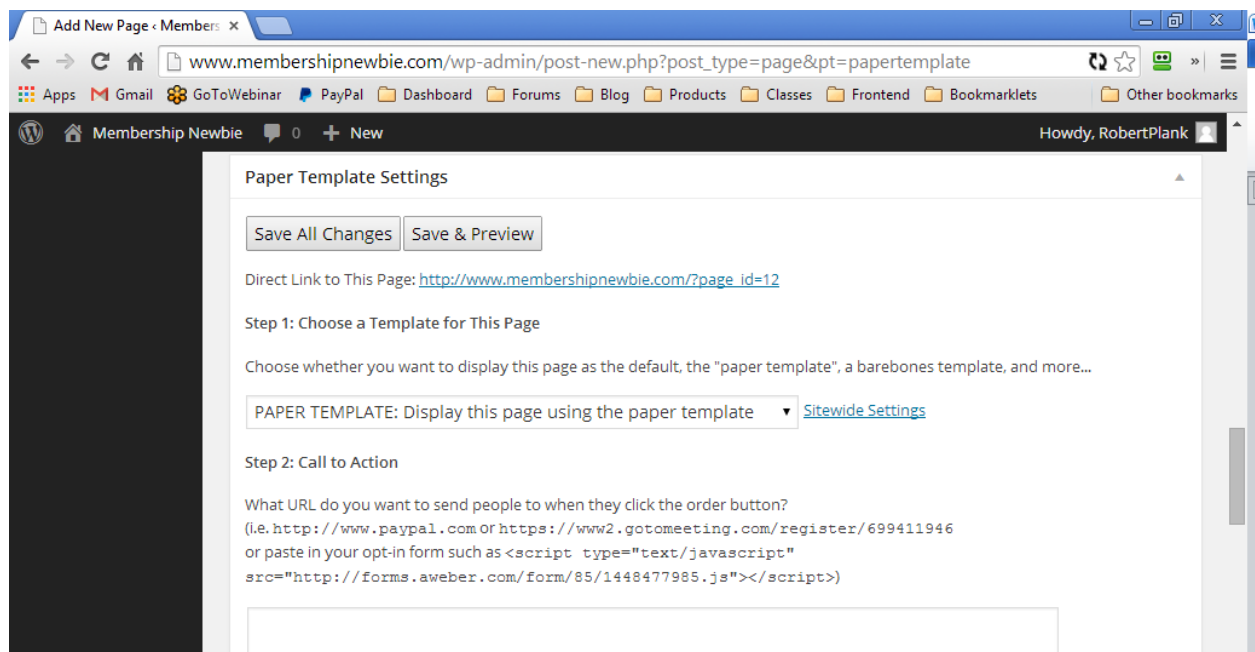
This is the same screen as if you click "Pages, Add New" in WordPress. I'll type in "Sales Letter" as my page title. Yes, this really is the real title of this page. This isn't a "demo" page. We will be able to control what everyone else sees as the sales letter.



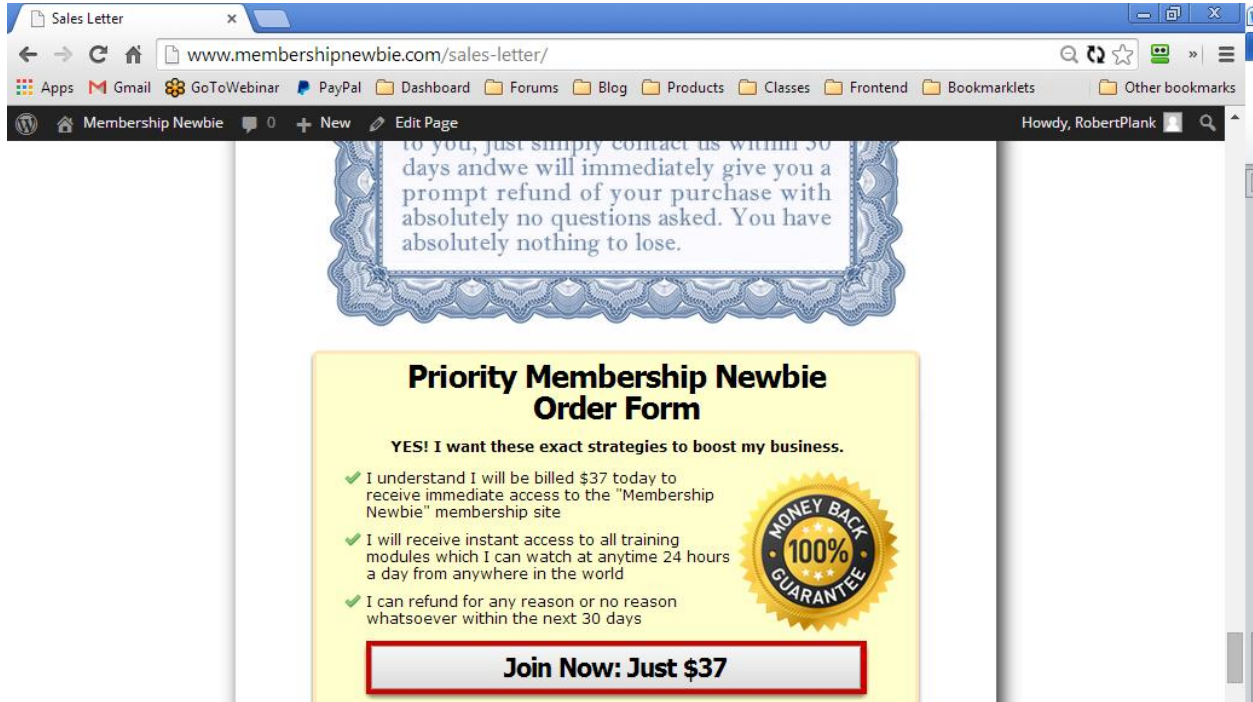
Click the Pre-Written menu and choose "Sales Page." It will popup a warning asking if you want to continue. Click OK, and it will fill in everything you need to sell a product or service, including a headline, bullet points, a micro-story, offer stack, and so on.



Scroll down to the "Paper Template Settings" area, and be sure the template for "Paper Template" is selected.

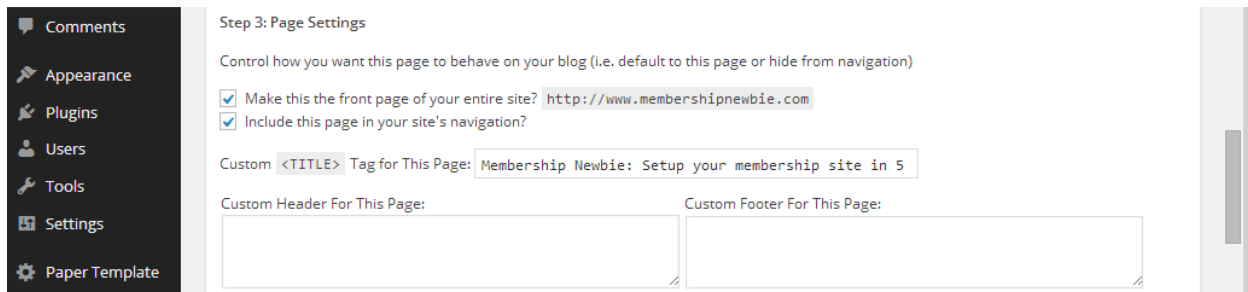


Here is what our "sales letter" or "sales page" looks like when we click Publish and then View Page:

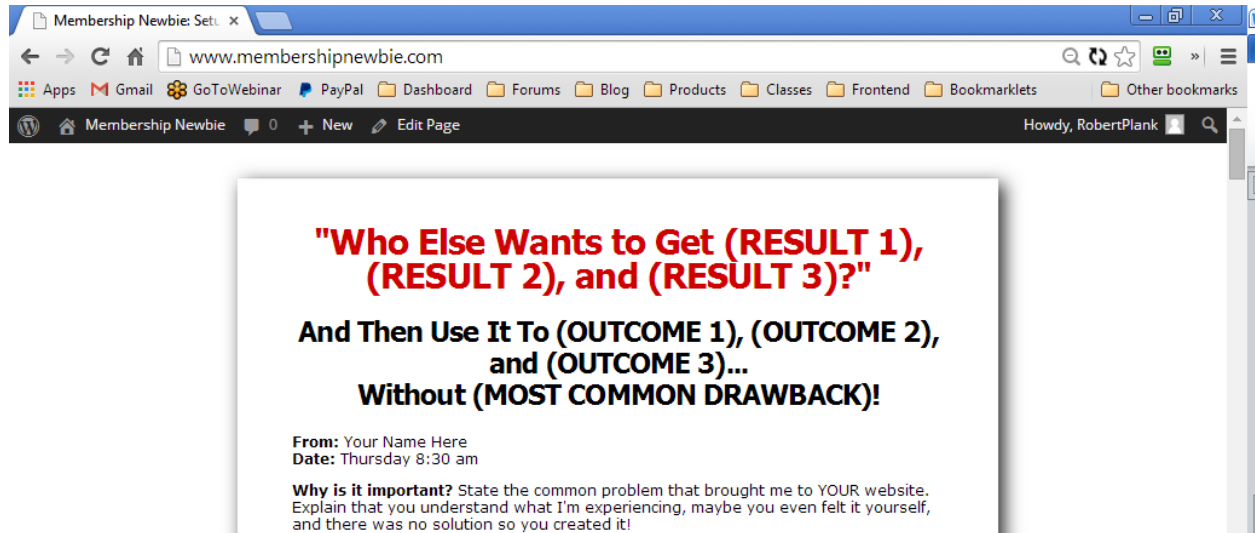


What I don't like about this page: it made the address **membershipnewbie.com/sales-letter** and I want it to be at the front page of my site, **membershipnewbie.com**. The order button at the bottom also doesn't go anywhere.

Click "Edit Page" and scroll down to the Paper Template Settings area again, and check the "Page Settings" subheading. We can check "Make this the front page of your entire site" to put this page at the "root" and also type in a "custom title" tag, so that the title of this web page tab is different than "Sales Letter"...

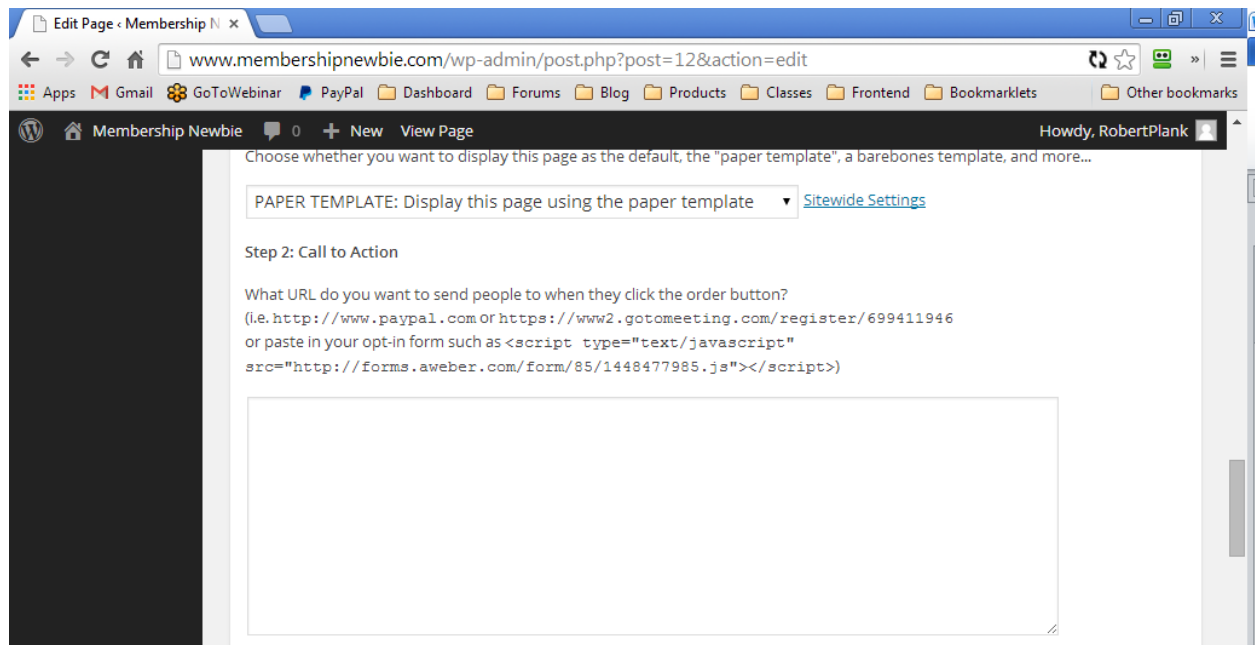


Click Update and View Page.



We have now set that sales letter to appear on the front page of the site, and the tab title appears as the "custom title tag" we entered.

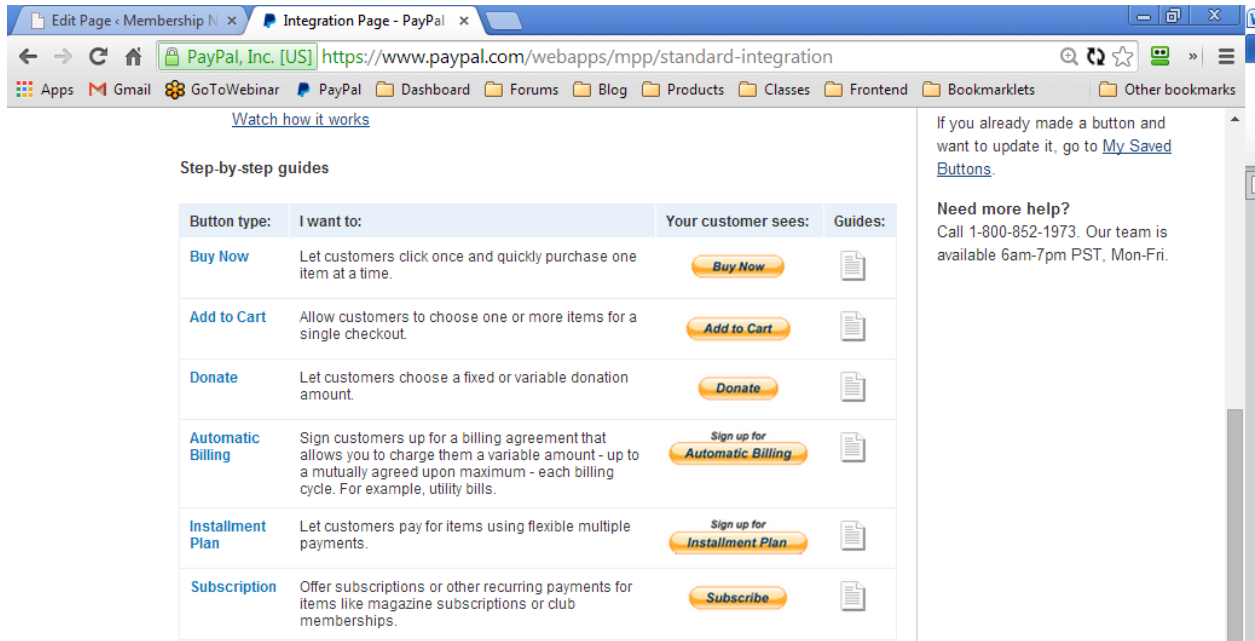
Now we want to make that button go somewhere. This is the "call to action" area in our Paper Template settings:



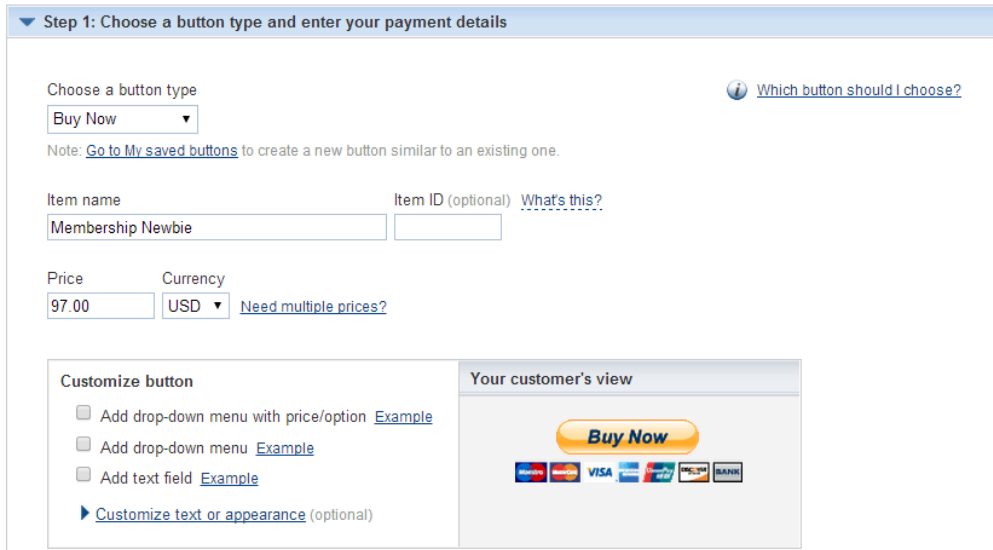
As it states, you can enter either an "HTML form" (if you know what that is), or a simple link to another web page. It is smart enough to know the difference.

Let me show you how to quickly take payments on your website. As previously stated, when you join [Income Machine](#) you can see this done thoroughly in video format.

I'll go to PayPal.com (register a Business account if you don't have one), go to Merchant Services and "Create payment buttons for your website."



Create a "buy now" button.







The only things you need to enter for this step: your "item name" (the name of the product you're selling, in this case Membership Newbie) and the price (in this case, 97.00).

## Merchant Services

However you do business, PayPal gets you paid. Explore all you can do with your account below.

### Features you can use right now

 <b>Create payment buttons for your website</b>	 <b>Send invoices online for fast payment</b>
 <b>Swipe cards on your mobile phone</b>	 <b>Access your money instantly</b> PayPal Debit Card

**Build your brand online.**  
Sell more through the Storenvy Marketplace.  
[Learn more at Storenvy.com](#)

**Tools and settings**

- [My saved buttons](#)
- [Process orders](#)
- [Manage money](#)
- [Manage users](#)
- [Get PayPal logos for my site](#)
- [Advertise financing on your site](#)

Check the box to save the button at PayPal:

▼ 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

Under advanced features, check "Take customers to this URL when they checkout" and I'm going to enter: <http://www.membershipnewbie.com/product-download> (this is a page I'll create in a moment).

Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

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

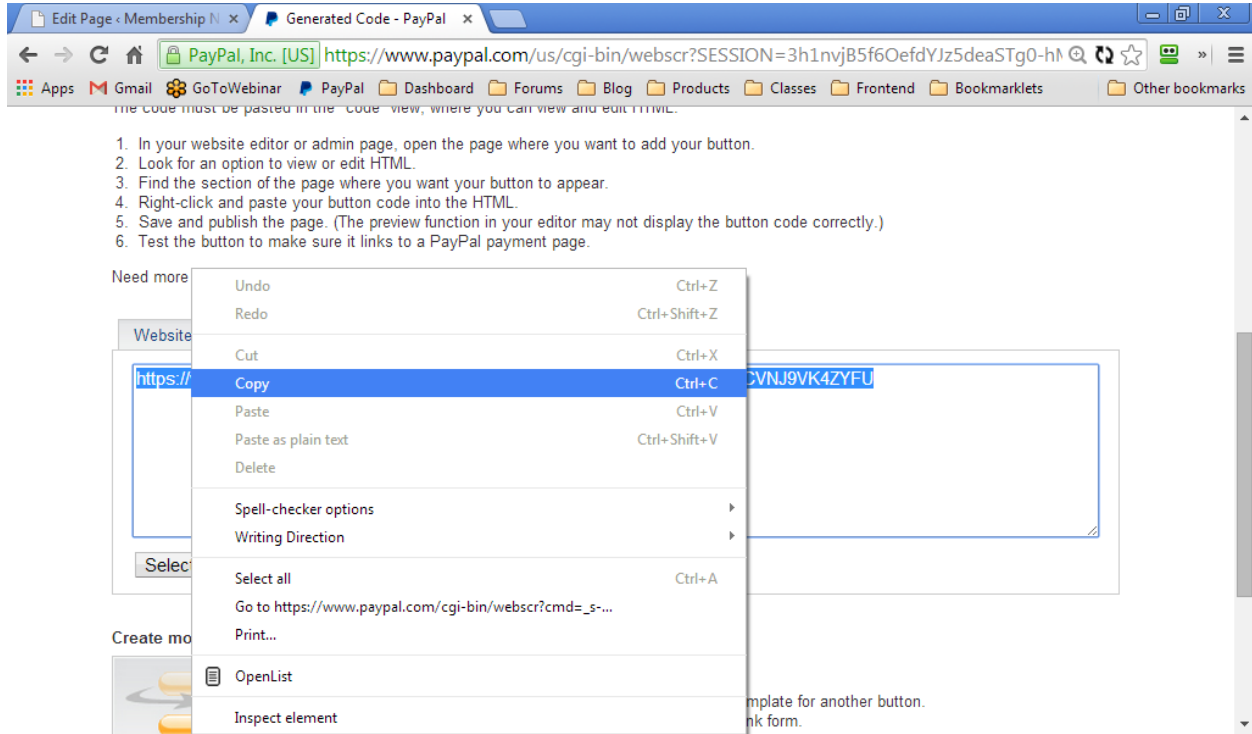
Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

Add advanced variables

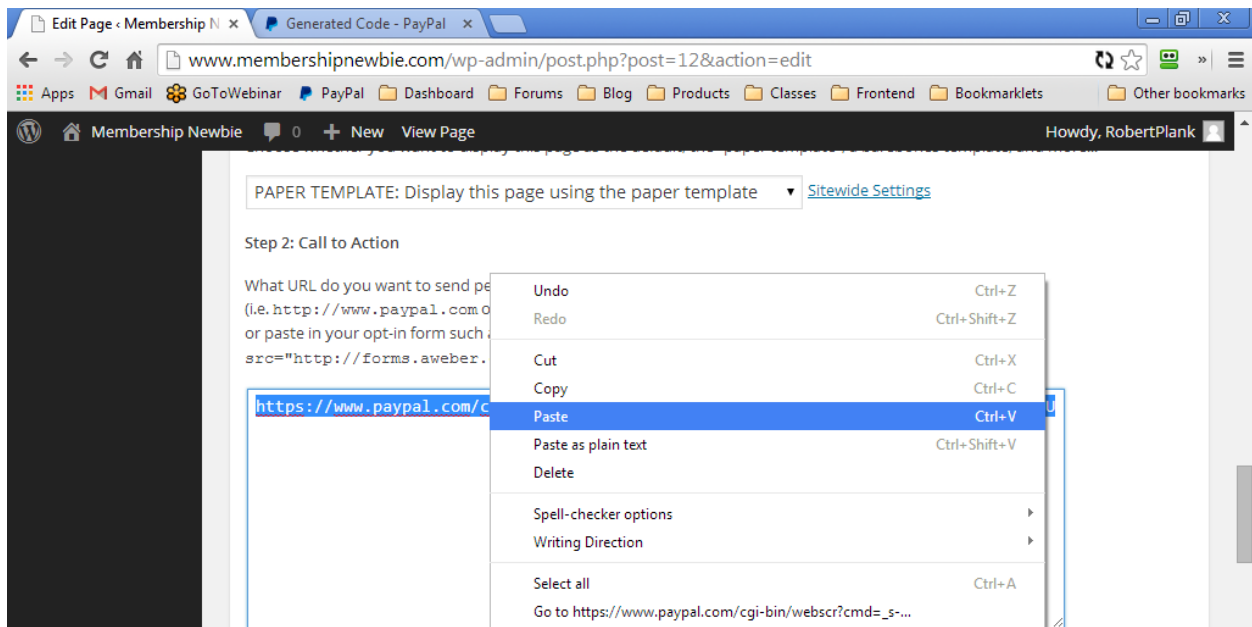
**Example**  
address\_override=1  
notify\_url=[https://www.mywebsite.com/PayPal\\_IPN](https://www.mywebsite.com/PayPal_IPN)

[Create Button](#)

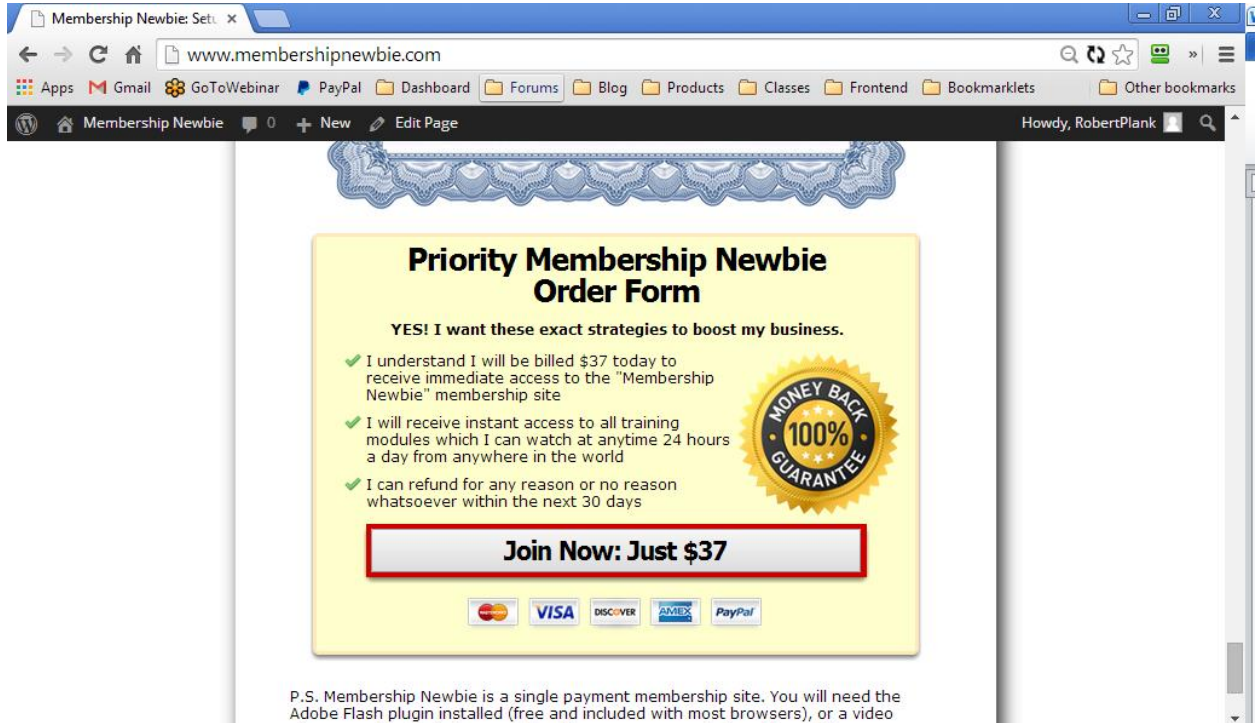
Click Create Button and then click the Email tab. This will give me a very simple link I can highlight, right click and Copy...



Then switch back to our sales letter, and in the call to action section, right click and Paste...

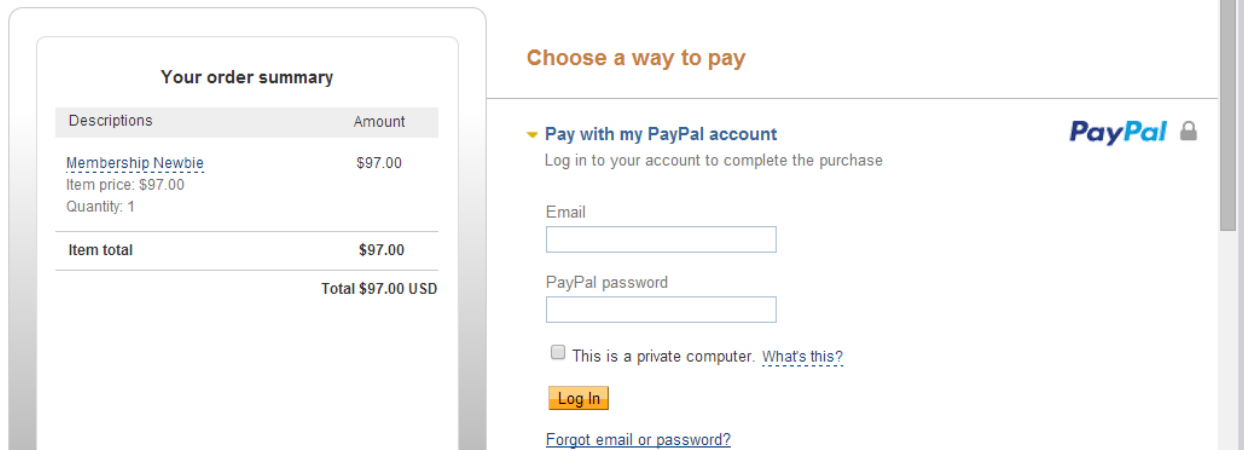


Click Update, View Page and try out the button...



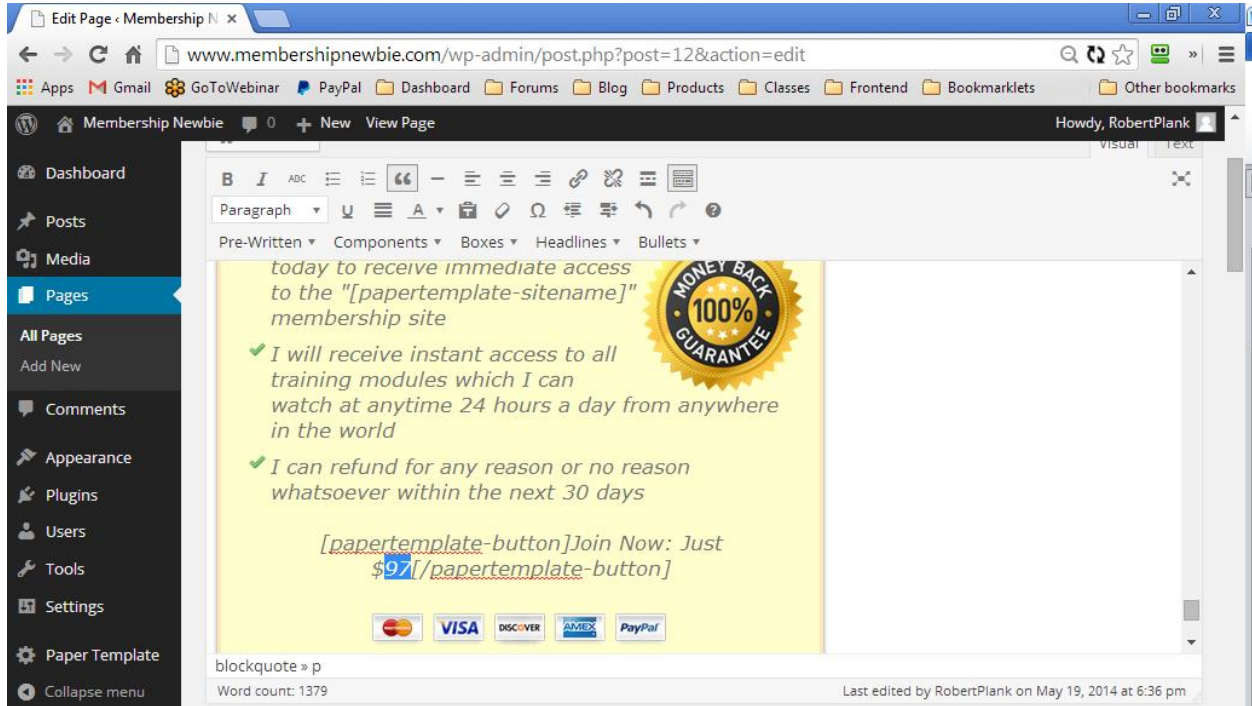
Click on "Join Now: Just \$37" and see where it takes us...

## JumpX, LLC



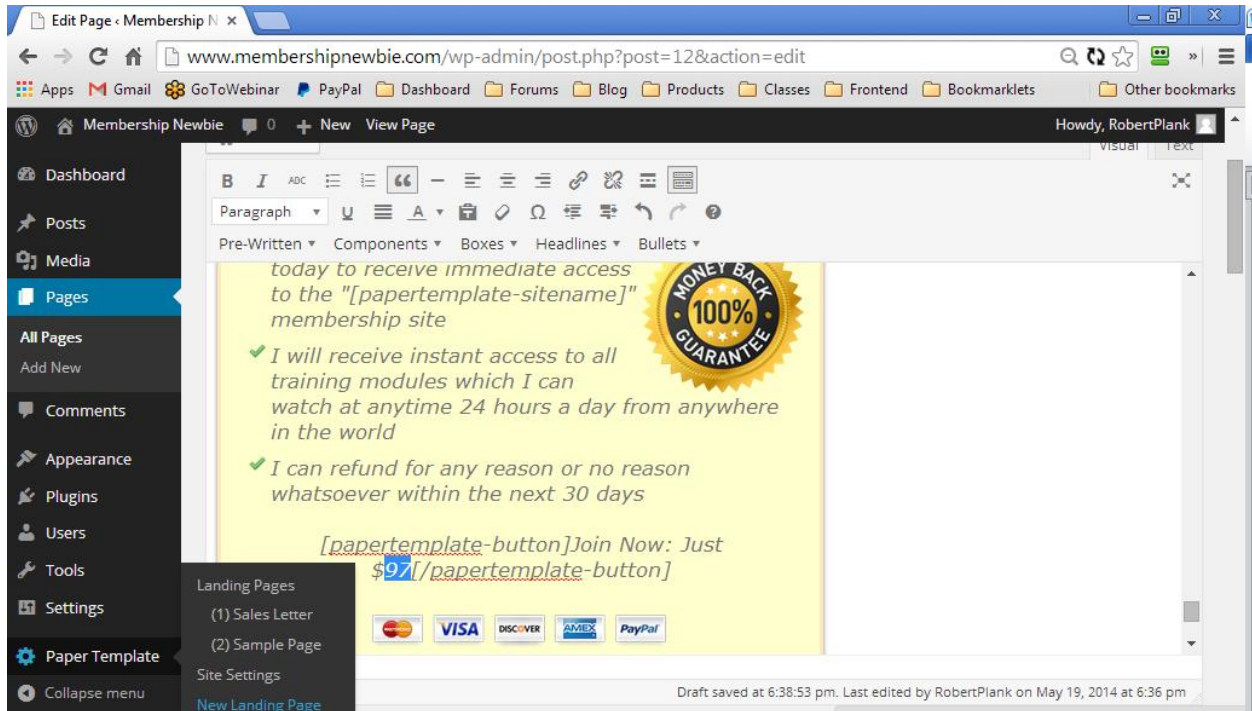
Right to PayPal to the \$97 button we just created. You're going to want to go back and click Edit Page. Change the price to \$97 and remove (or edit) those things that don't belong in that sales letter:



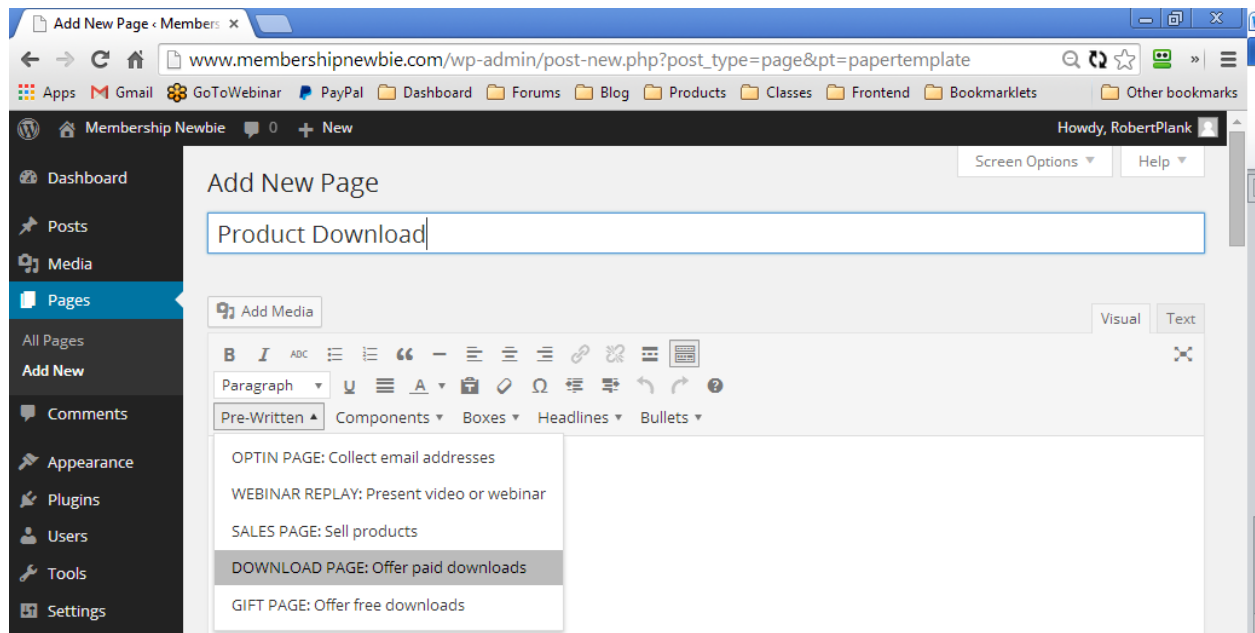


One final step. Remember how we setup our button to charge \$97 dollars and then redirect to <http://www.membershipnewbie.com/product-download?> That page, doesn't exist, but we can quickly create it...

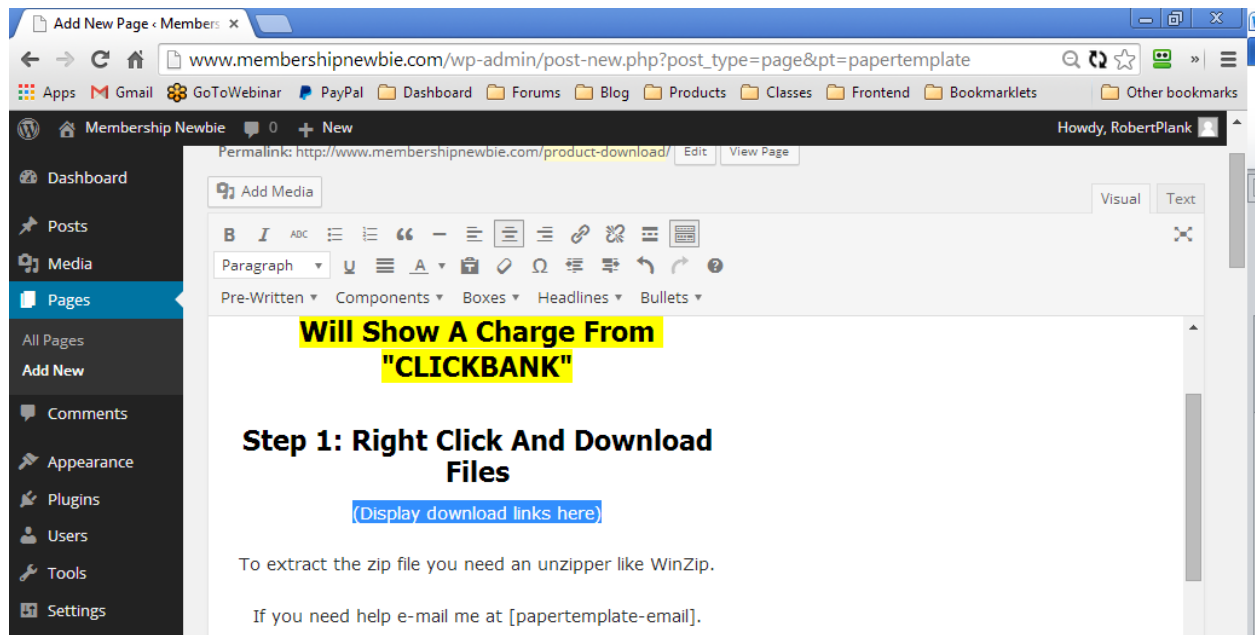
Go to Paper Template on the sidebar, and New Landing Page...



I'll call my download page "Product Download" and under Pre-Written, choose "Download Page."

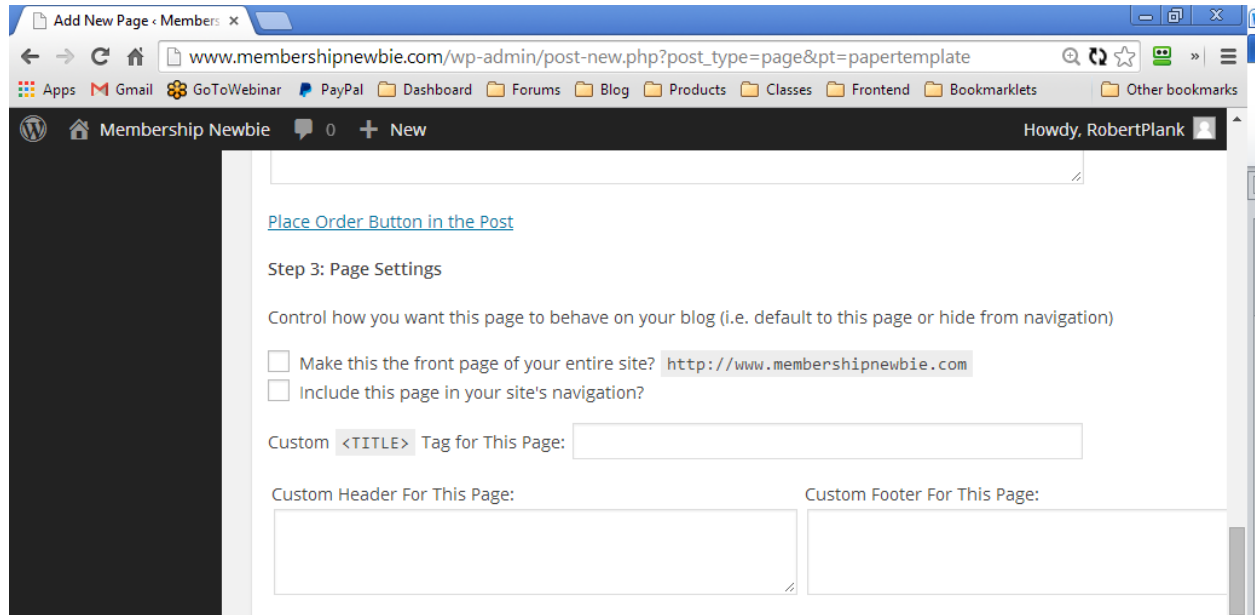


This will drop-in a page you can customize.

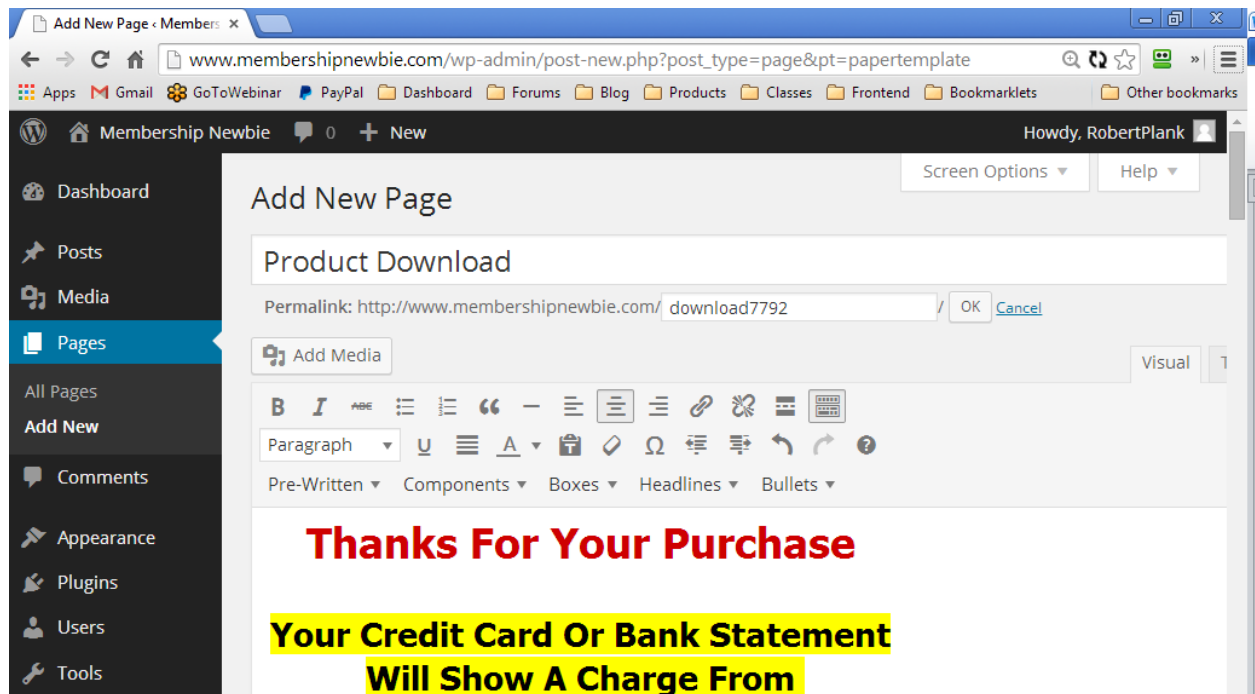


In Income Machine we show you how to add a video or PDF document to this download page by highlighting "Display download links here"... click the "Media" button at the top and upload the file of your choosing.

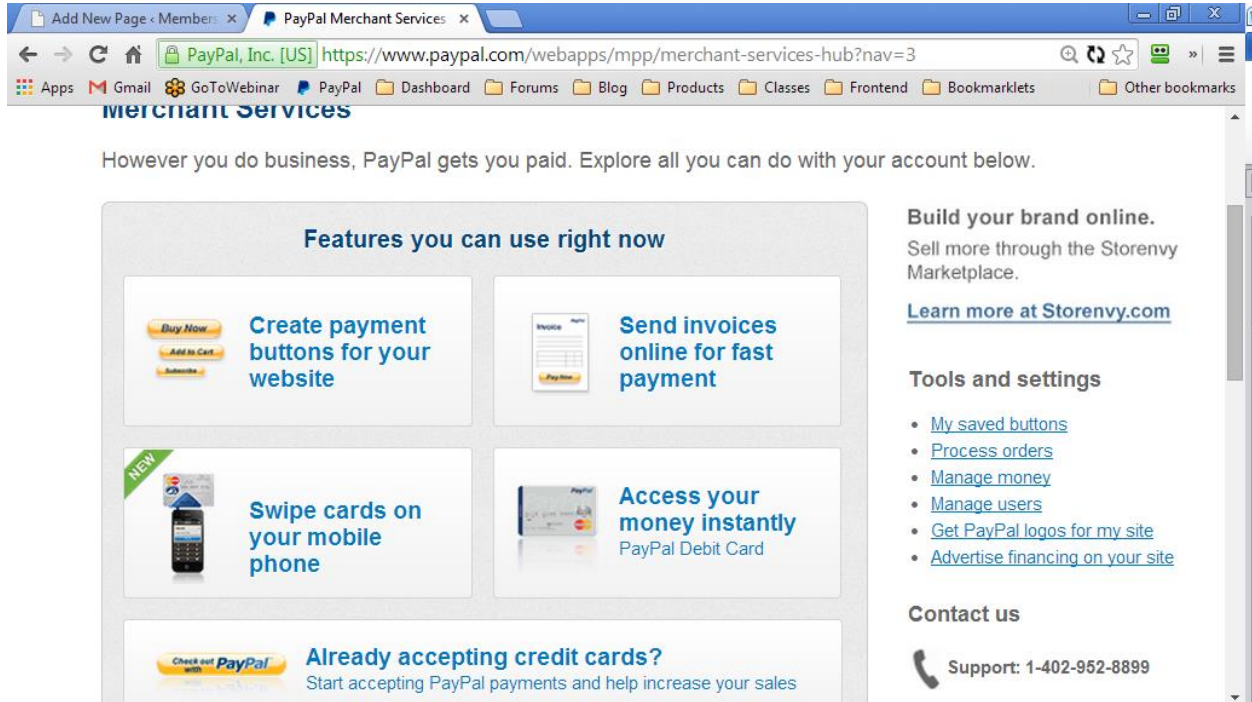
Scroll down to Paper Template page settings and UNCHECK "include this page in your site's navigation" so that the only way people can find that download page is if they pay through PayPal.



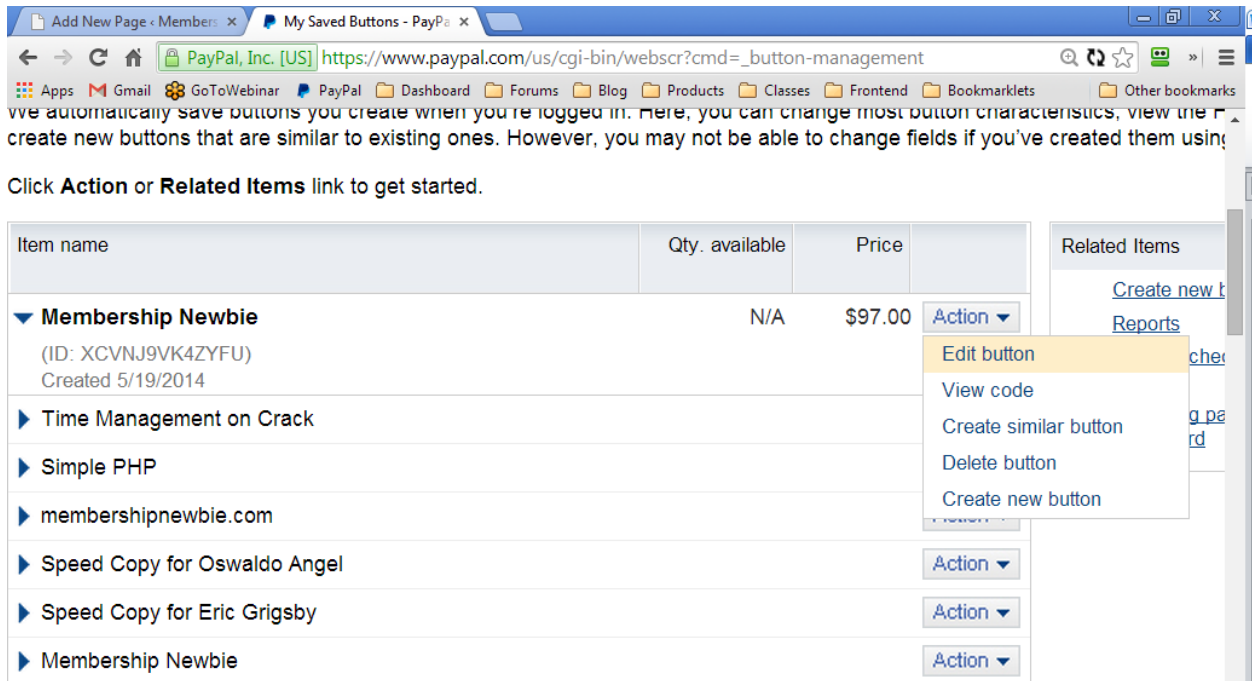
Click Publish to make that page live. If you ever want to change the web address of that download page to make it harder to guess, no problem. Edit the page, then where it shows the "permalink" click Edit... and change the web address for this page, in my case, "download7792."



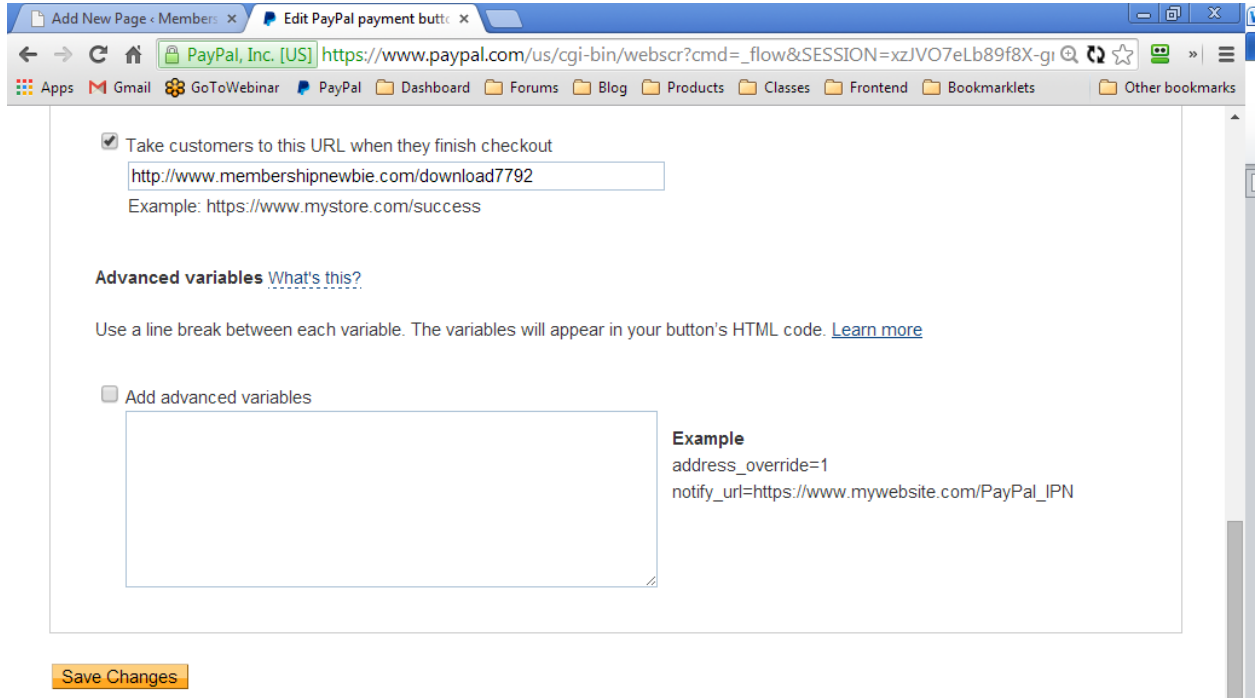
It is VERY important that you first click OK next to this, and THEN click Update for the entire page. You also need to change the web address where the PayPal button sends buyers, go log back into PayPal.com, Merchant Services, then My Saved Buttons (on the right sidebar of the screen).



Find the button you created, and go to Action, Edit Button...



Scroll down and expand "Step 3" on this screen to reveal the "take customers to this URL when they finish checkout" page, and update the web address to the new one.



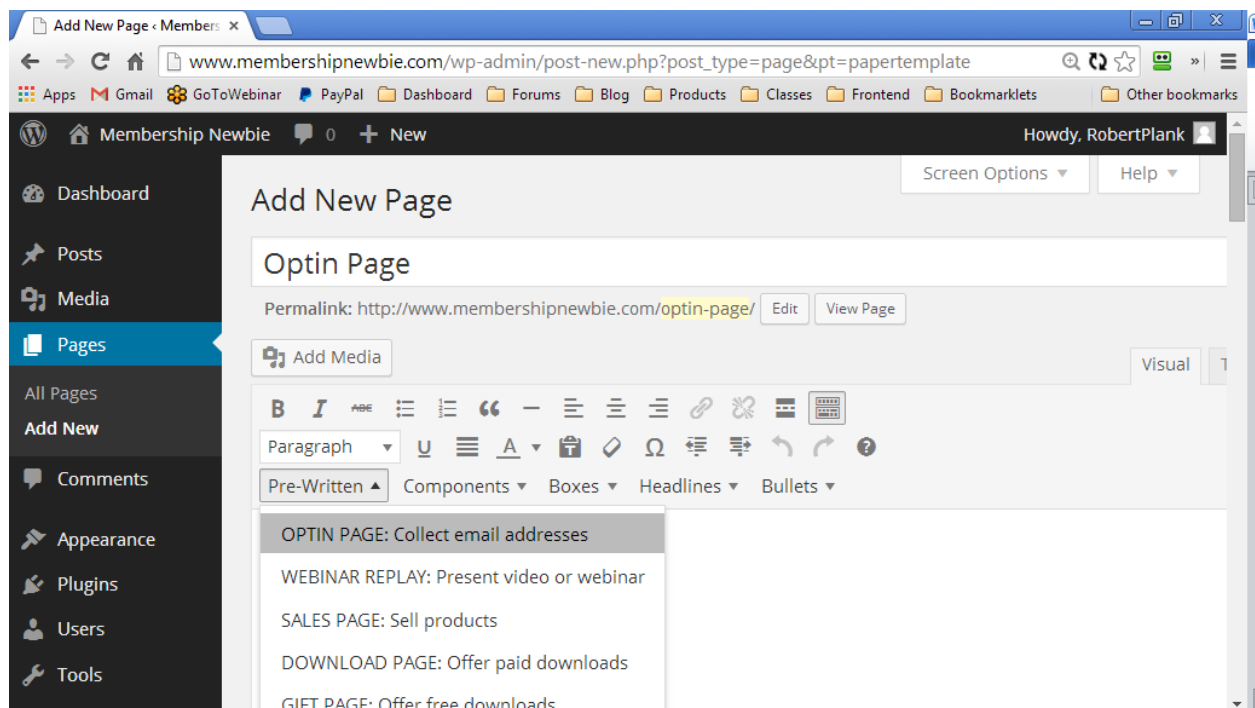
Click Save Changes and you have now pointed to your download page. Reminder: as part of Income Machine we show you how to hook your sales letter into a membership site, which is much more scalable.

## Step 5: Create Optin Page

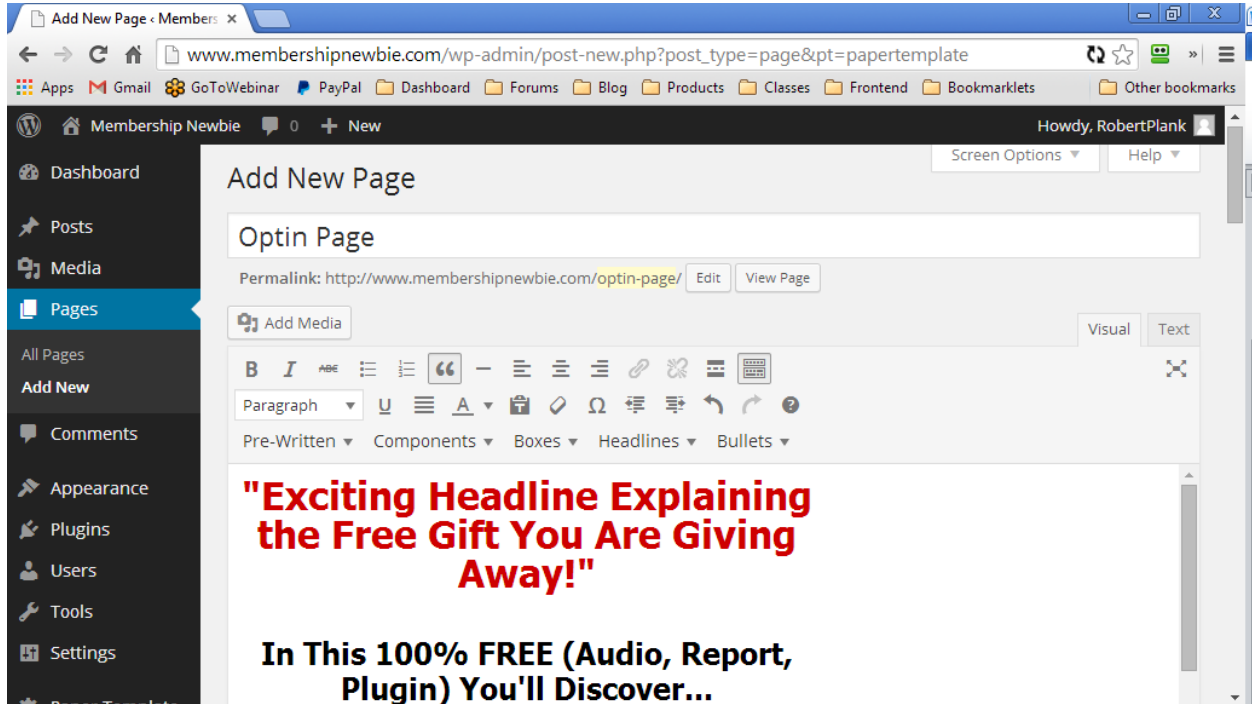
If you want to create a web page that asks people for their name and email address (in exchange for a free gift), the steps are very similar (but simpler) to a sales letter:

- Create your optin page explaining the free gift
- Create your gift download page offering the gift for download
- Place your optin form code (from your autoresponder such as Aweber) as the call to action from the optin page to the gift download page

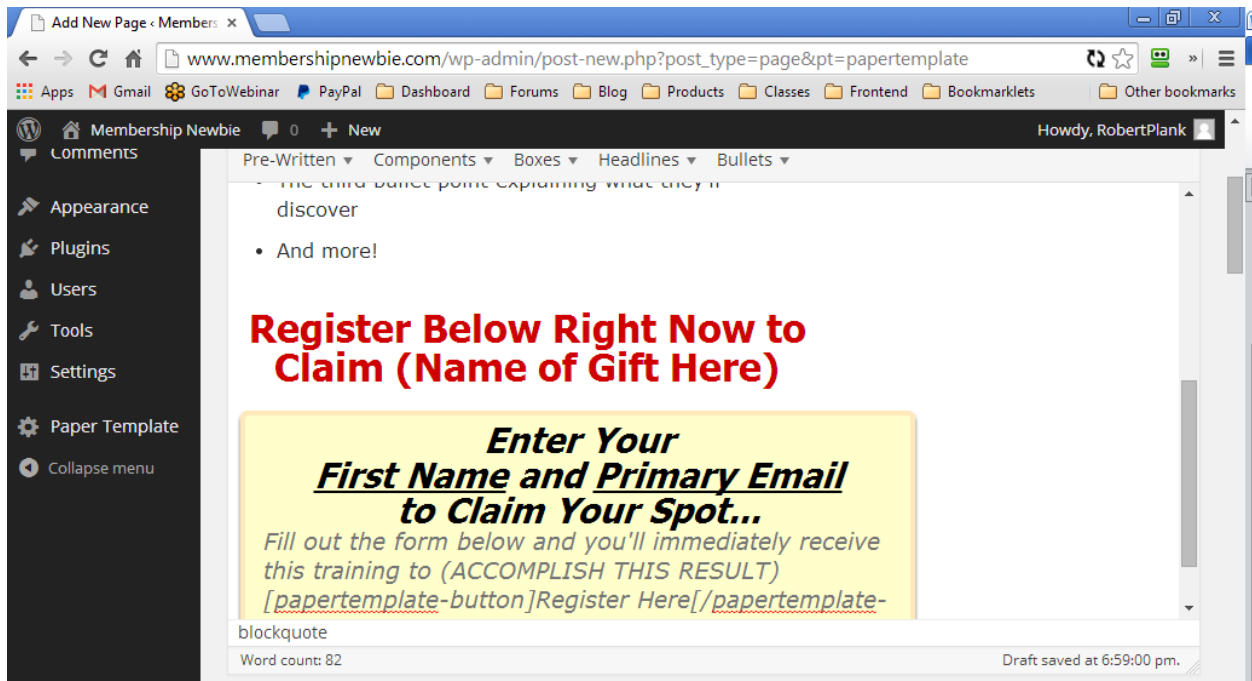
In your WordPress dashboard, go to Paper Template, New Landing Page. I'll call my page "Optin Page" (so I can easily find it later) and under Pre-Written, choose "Optin Page."



Paper Template has filled in the optin page description for you:



Under the title, in the "permalink" section, click Edit, change the permalink to "free" and click OK. This means our optin page will be at [membershipnewbie.com/free](http://membershipnewbie.com/free).

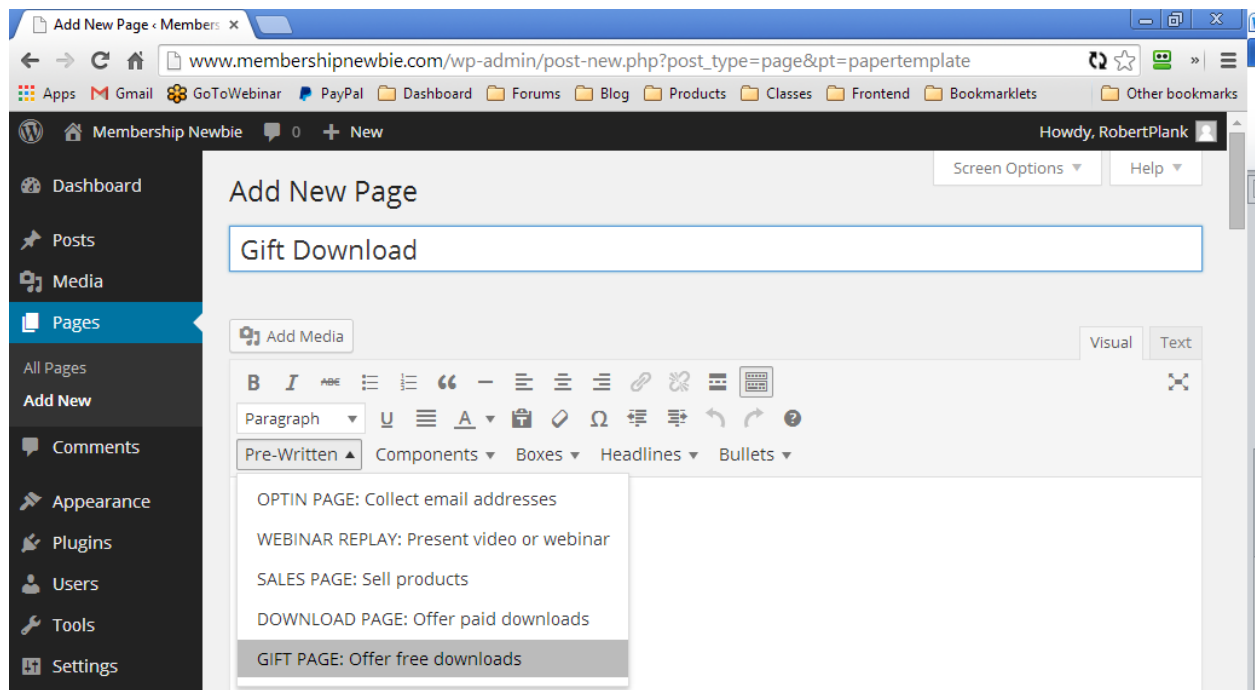


You can customize the page at this point. We recommend keeping this optin page very minimal. You want a headline and three bullet points explaining the free thing you're going to give away, then a "call to action" explaining the steps you want your visitor to take (fill in the form right now).

Click "Publish" to make your optin page go live.

Next, let's create the gift download page. After people sign up (we'll deal with the autoresponder service after this), what web address will we send them to in order to collect that free thing they signed up for?

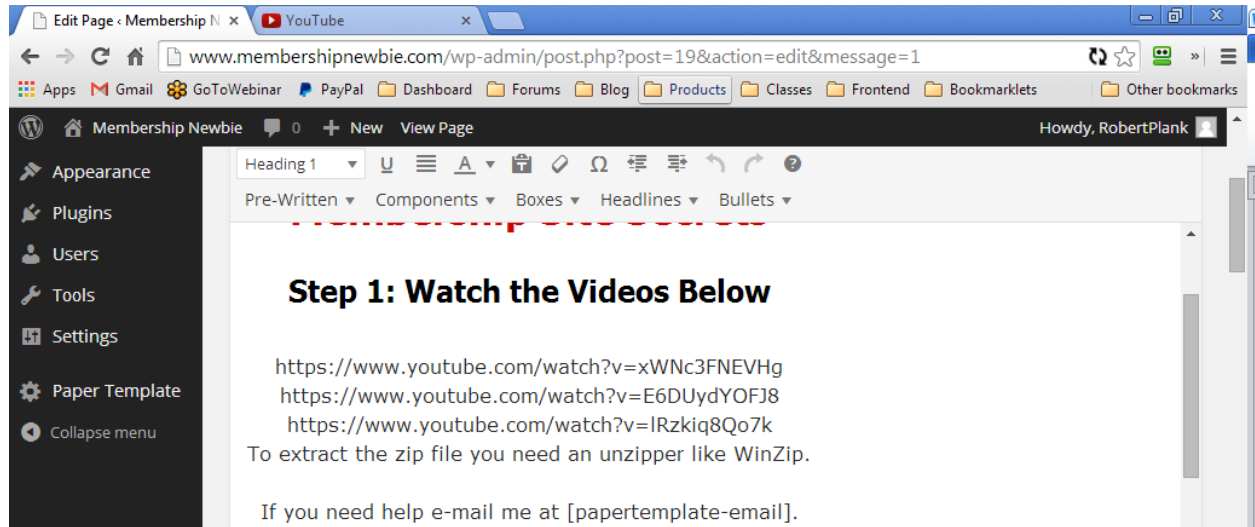
Go to Paper Template, New Landing Page, call this page "Gift Download" and then choose Pre-Written, Gift Page.



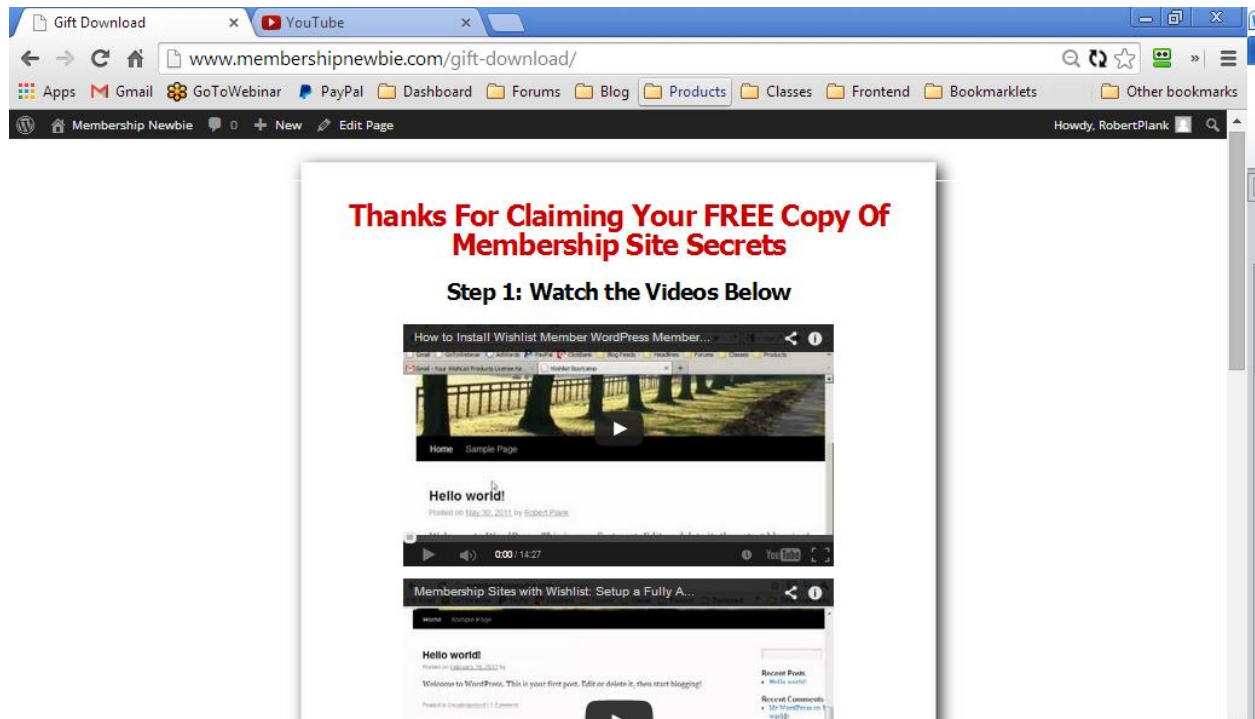
We don't need to modify the address it assigns to this page (in this case **membershipnewbie.com/gift-download**) BUT we should take note of what that address is. Inside our [Income Machine](#) course, we show you how to either create your free gift, buy up the rights to one or use a site called EzineArticles to create your own PDF report using Google Drive.

Just to make this simple, and show you something real, I'll grab three free videos from YouTube about membership sites and place them on this download page:

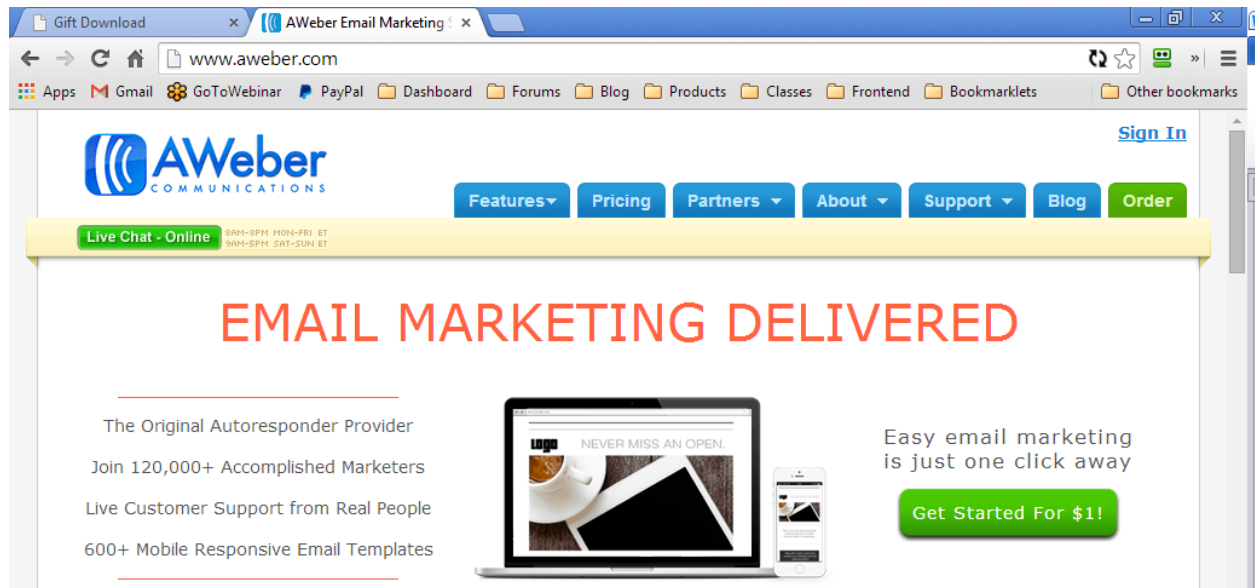




I'll click Publish and View Page.

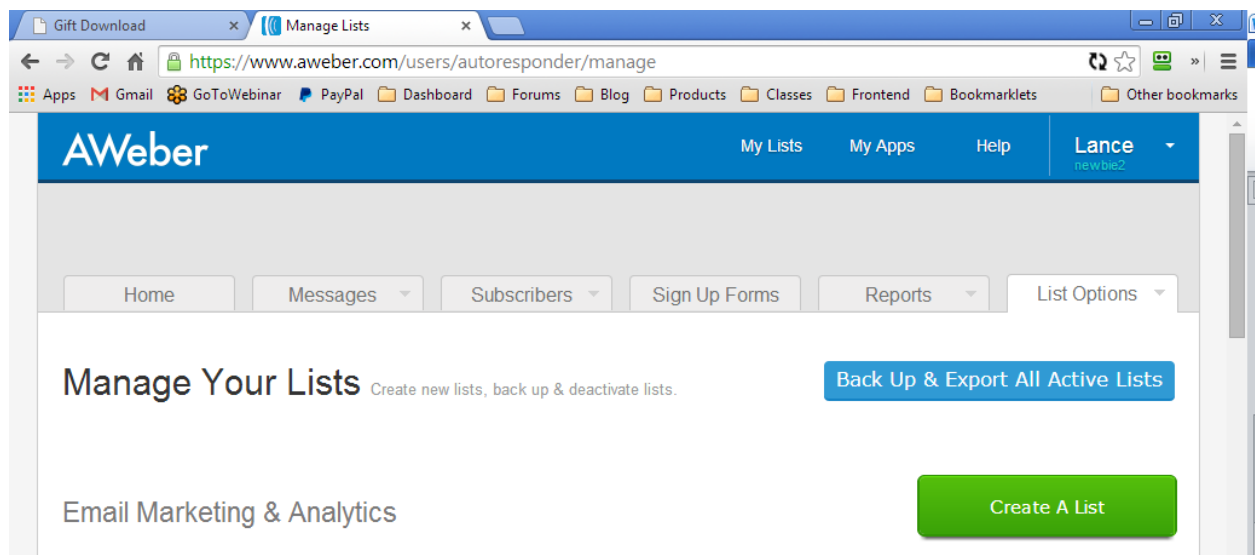


To recap: we created our optin page ([membershipnewbie.com/free](http://membershipnewbie.com/free)) and our gift page ([membershipnewbie.com/gift-download](http://membershipnewbie.com/gift-download)) but now we need to connect the two. I prefer to use [Aweber.com](http://Aweber.com) to collect optin subscribers and send out emails:

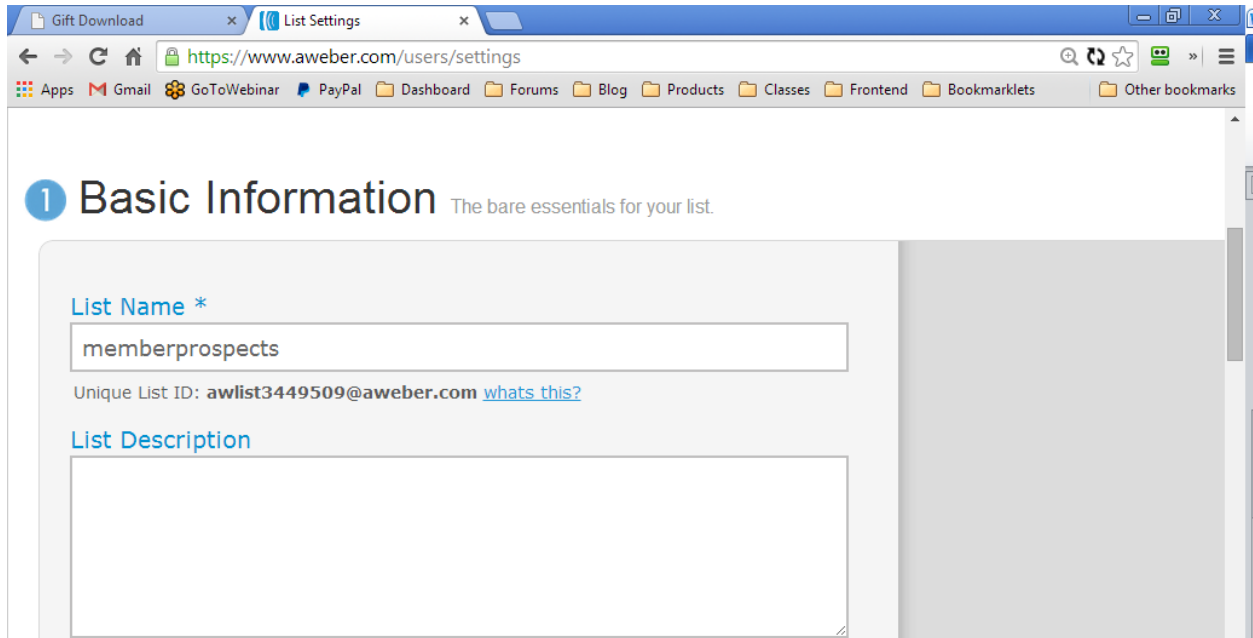


Click "Order" if you need to register a new account. I'm going to "Sign In" and login to my Aweber account.

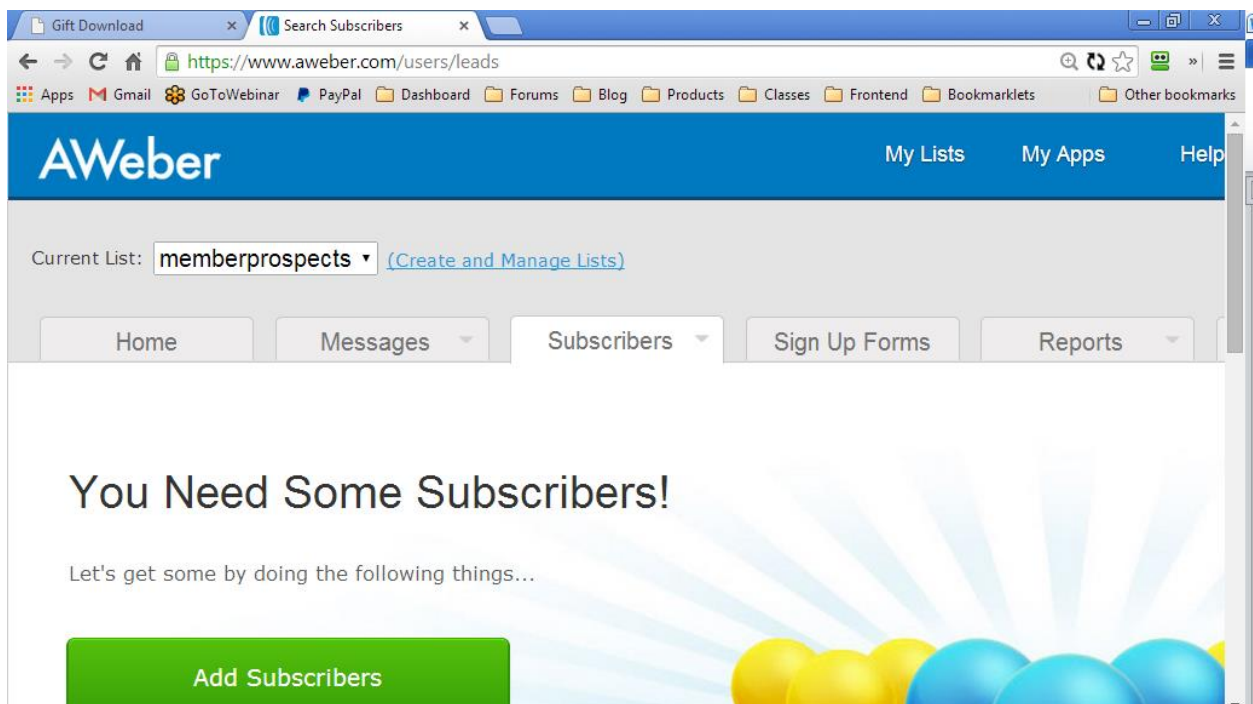
Once you've logged in, click "My Lists" near the very top, and then the giant "Create a List" button.



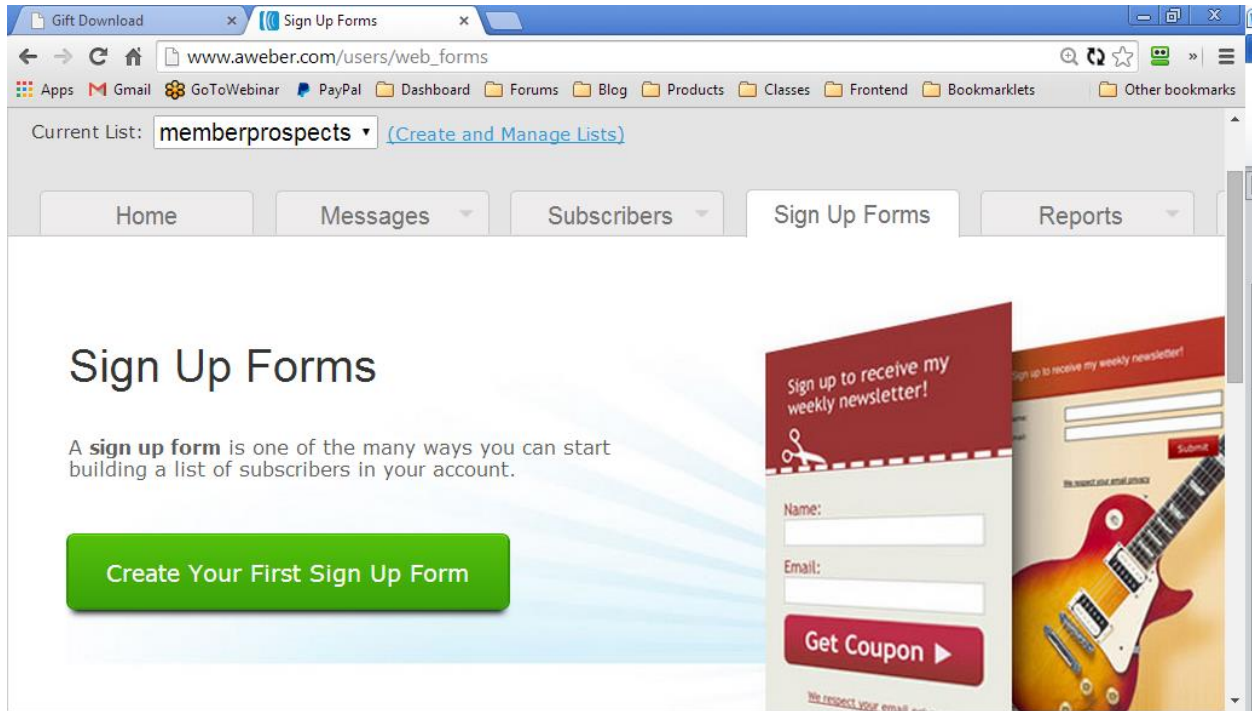
The only thing you need to fill out is the "list name" which I'll call "memberprospects."



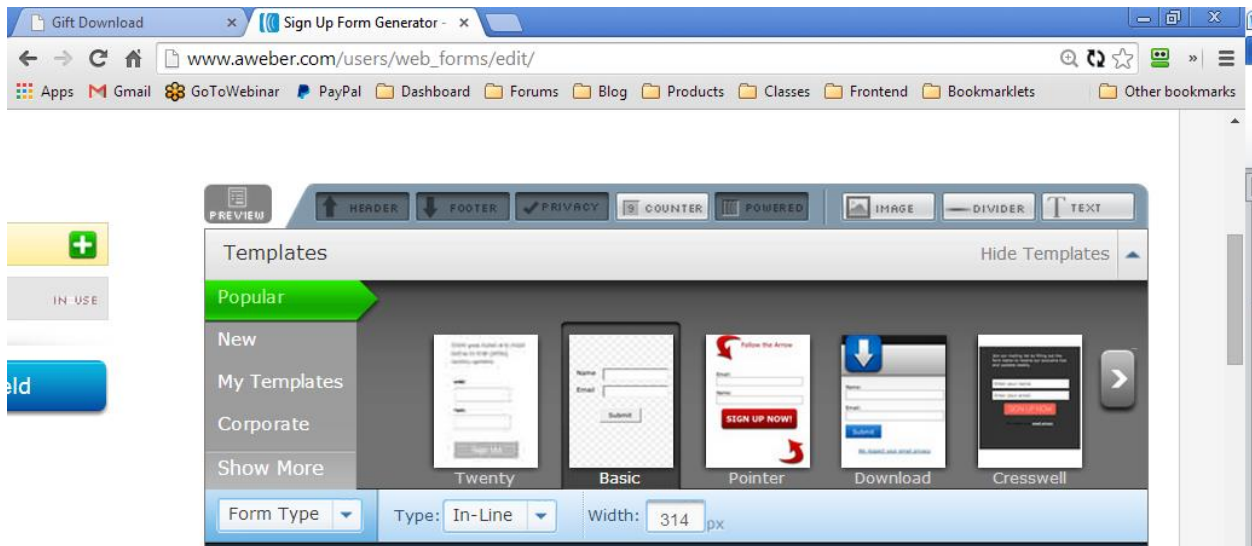
Click "Save Settings" to finish creating that list. Now you can click the "Subscribers" tab.



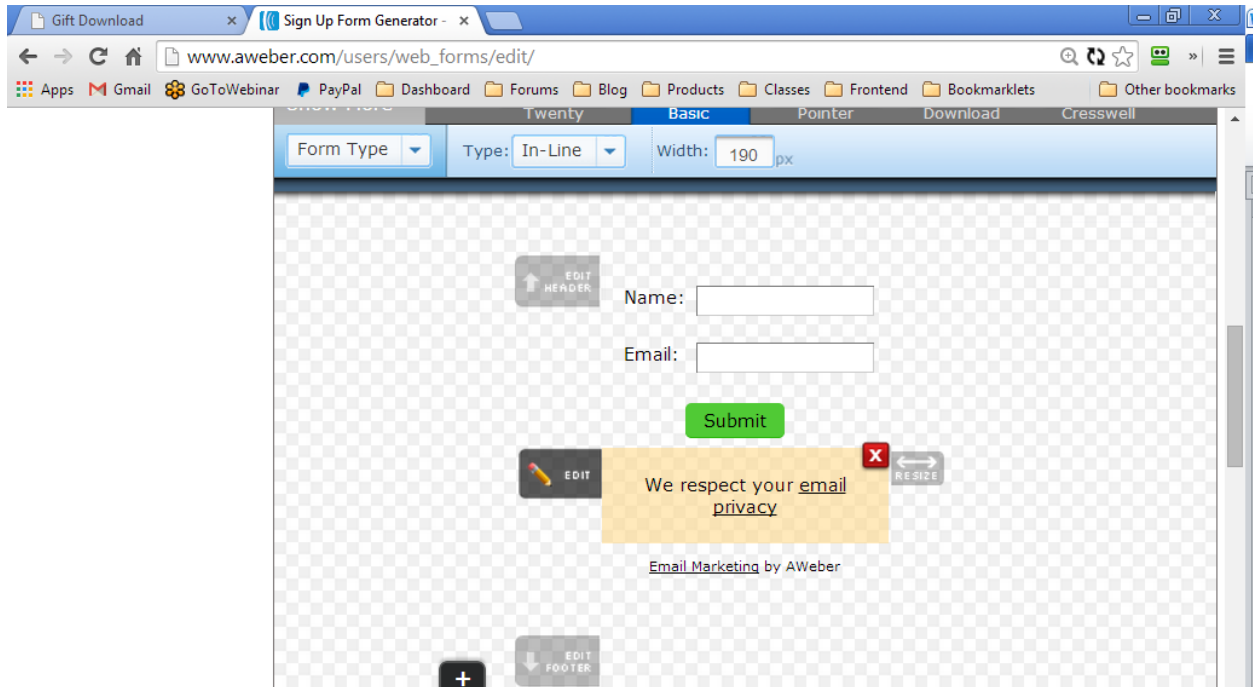
No one has signed up for this list yet, because we just created it. In order to get people to register, we will generate what's called a "sign up form." Click the "Sign Up Forms" tab, then Create Your First Sign Up Form...



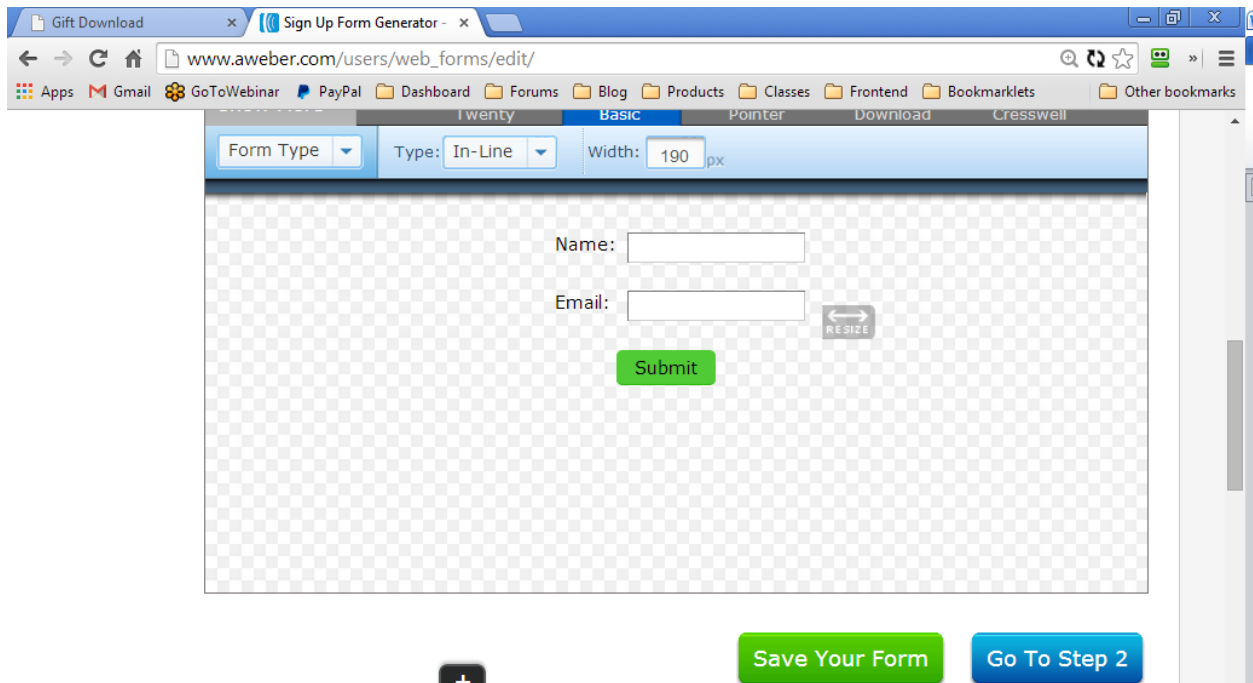
Under Templates, choose Popular, Basic, Load Template.



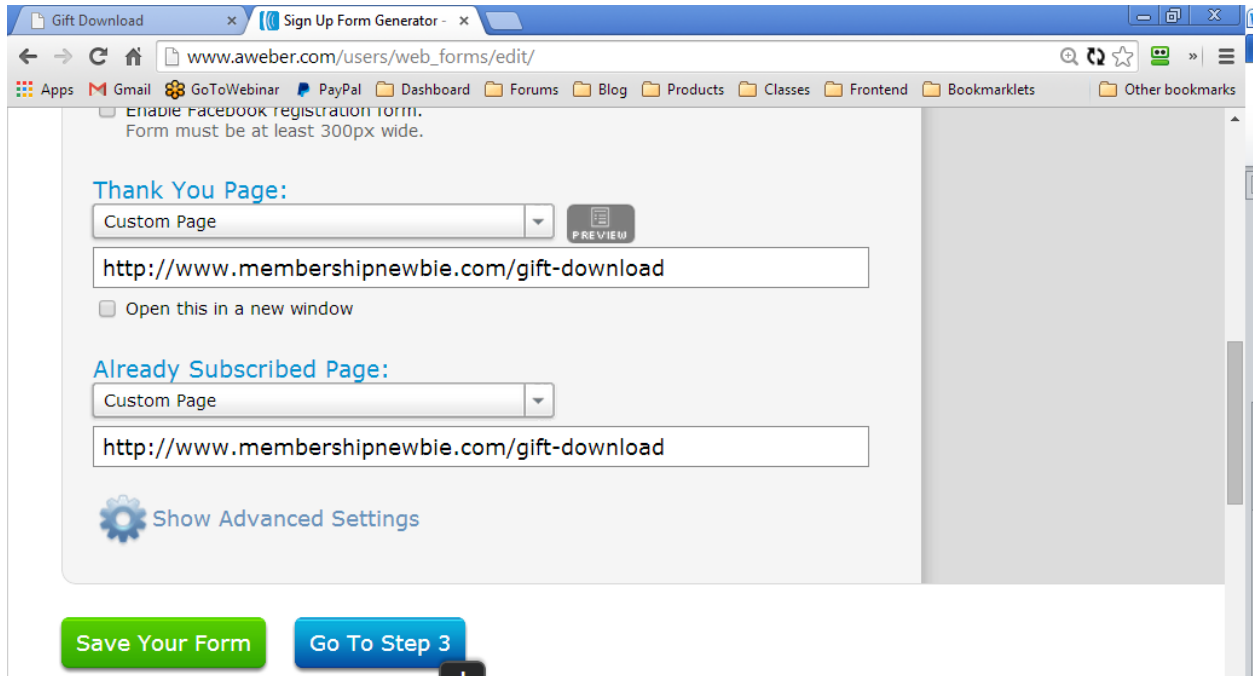
Carefully hover over the sections of this form and "X" out the header, footer, email privacy, and Aweber sections...



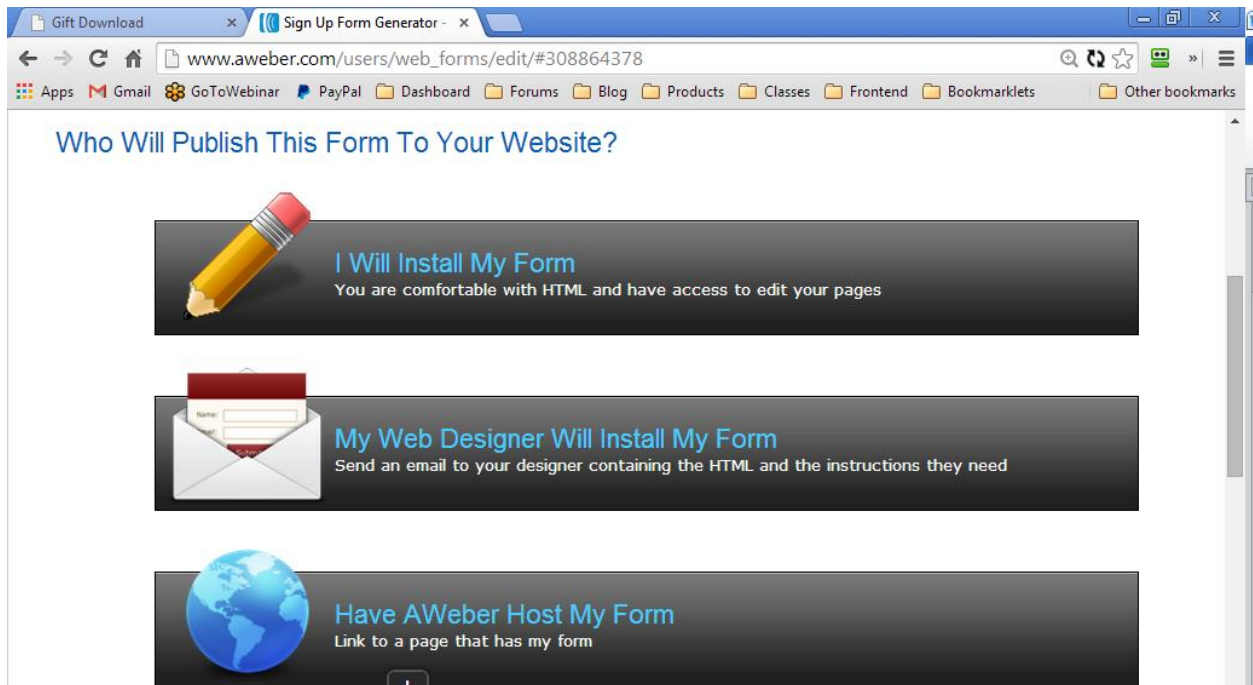
Now the form is ONLY asking for a name and email address:



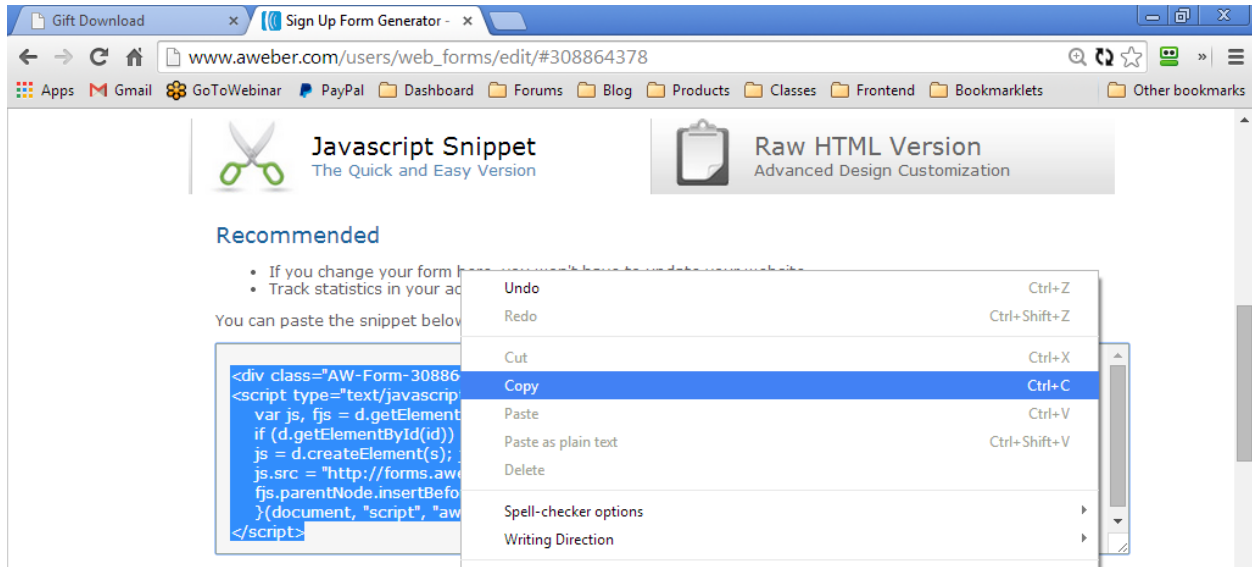
Click "Go to Step 2" to set both the "Thank You Page" and "Already Subscribed Page" to that gift-download page we created:



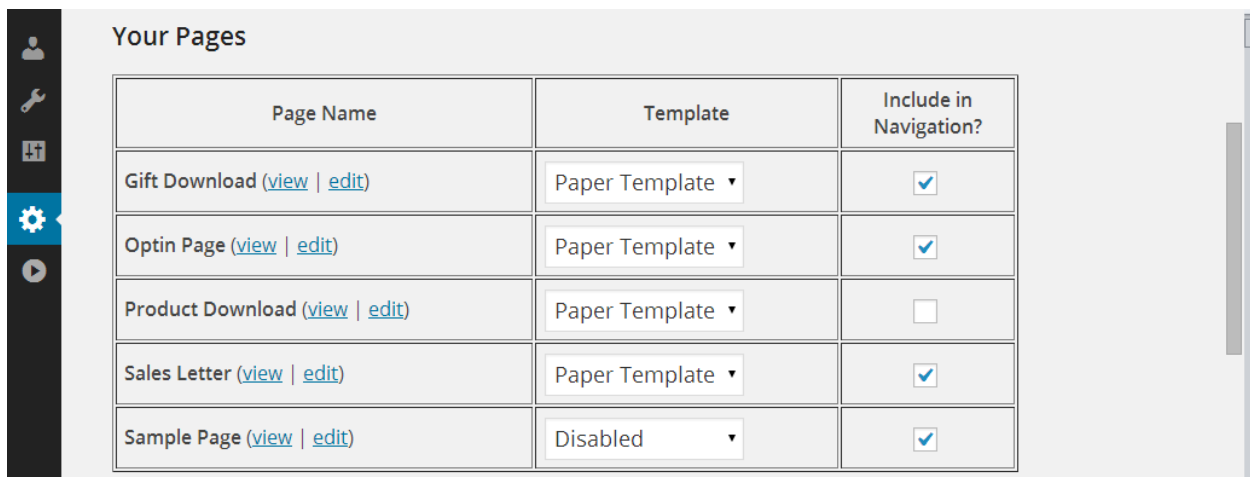
Go to Step 3 and click Save Your Form. It's time to "publish" that form and AWeber will ask who will install it?



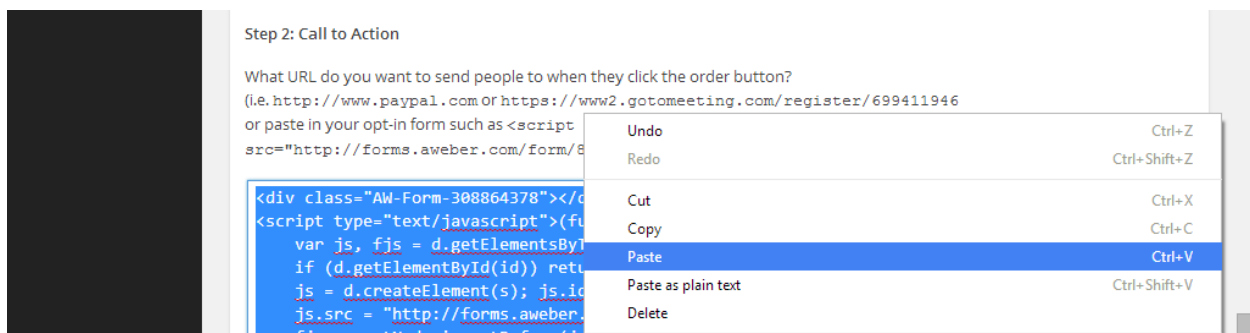
Click "I Will Install My Form." Right click the text that shows up and Select All, then right click again and Copy.



Now click back over to your WordPress dashboard and click Paper Template:



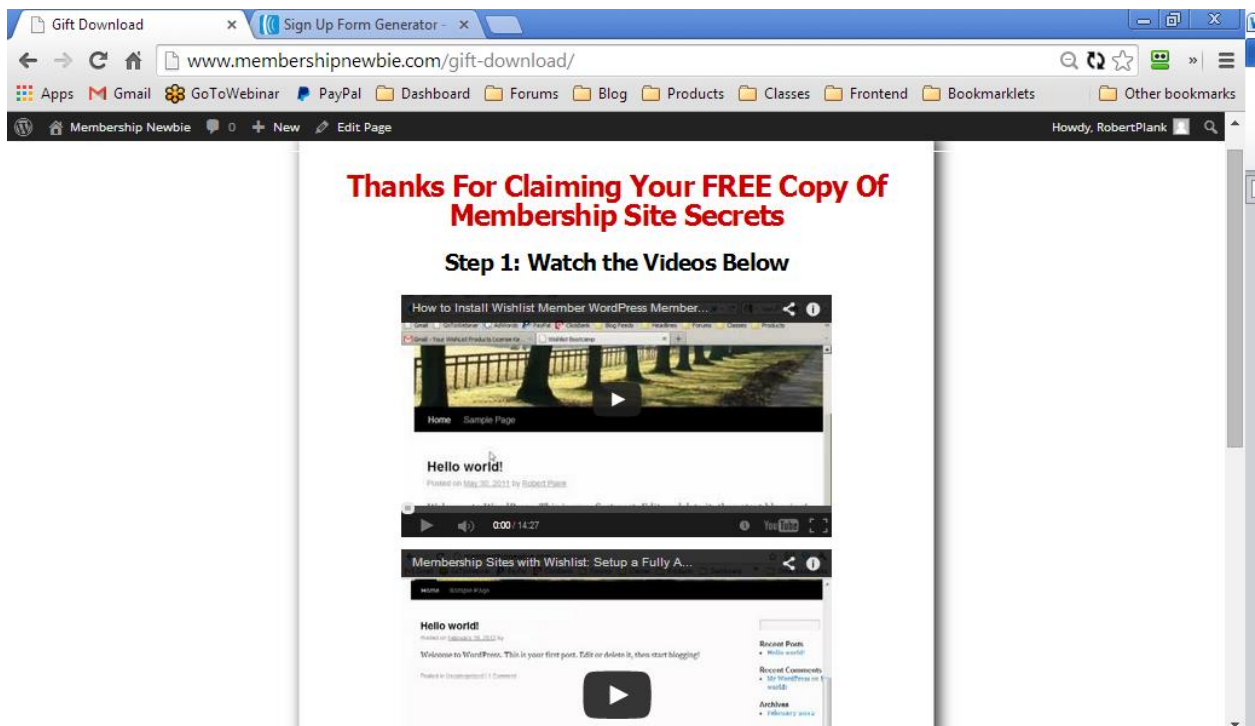
Next to Optin Page, click Edit. Scroll down to the Paper Template settings Call-to-Action area. Right click and paste this code in.



Click Update, View Page and let's check out that optin page again:



Fill in those details and click Submit to see what happens...



It sends us to the download page. You will probably still need to customize the wording here and there, but your optin page and free gift pages have been setup.



## Optional Adjustments

### Adjustment 1: Customize "Jump Links"

One thing that increases conversions is adding buttons along your sales letter to "jump" people down to the bottom order form if they are ready to buy. You can easily add them to your sales letter by editing the page and clicking on "Components, Jump Link" just above your post.

This will add a button (or link) periodically throughout your sales letter (we recommend about 10) to break up your copy and allow people ready to buy to jump down to your order form.

The point is, it was all done in a day. We gave a few of our best students access to all the live webinars. We posted a special offer on a forum offering a day pass (and therefore lifetime membership to the recordings) for \$97. 12 hours of training for \$97? You better believe people thought that was a great deal.

I Want to Do the Same: Click to Join Instantly >>

Make Money Giving Things Away for Free By Taking Full Advantage Of This Membership Loophole...

in backend sales off the download page, and kept all of that money.

Total: \$30,164.00 frontend, \$23,129.53 backend, 1835 new buyers

Enroll Today and Setup Your Membership Site >>

Great, so now you've setup a quick membership site for your one time product, and another to build your list. See, creating a membership site out of thin air is easy! But now that it's setup, you need to get past this...

**Module 203:**

**Module 204:**

You may notice that this adds text into your WordPress page like this:

**[papertemplate-jump]**

If you want to customize the text in this button or link, just change it to:

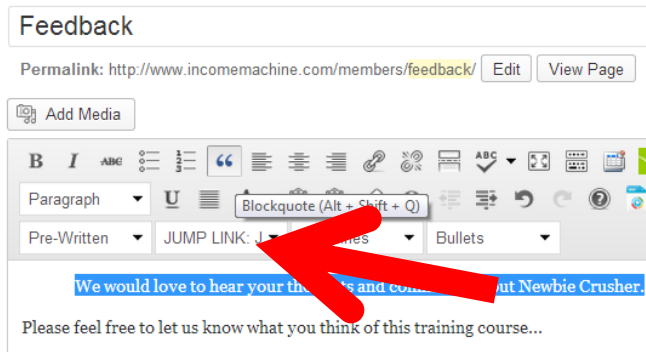
**[papertemplate-jump="Click Here to Purchase Right Now"]**

Change "Click Here to Purchase Right Now" to the text you want on the button.

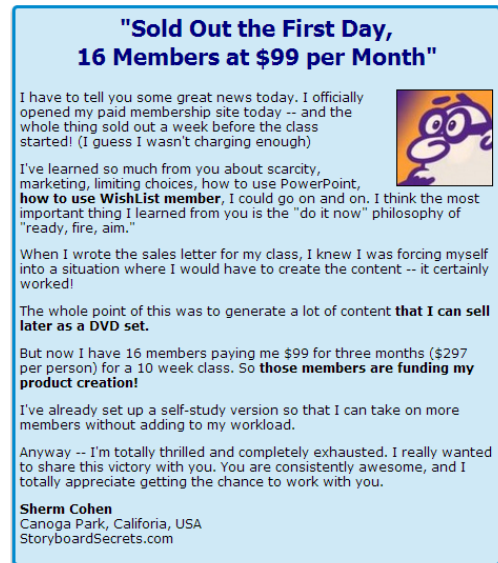
Note: if you want to add a smaller link to your buy button, just highlight the text, click on the "Add Link" icon (the chain icon) and create a link going to: "#order" (without the quotes)

## Adjustment 2: Add Testimonial Boxes

Another great way to break up your copy is to add things like testimonials, case studies, or micro-stories into blue boxes. This is called a "blockquote" box and you can easily add it by clicking the "quote" symbol above your post during the edit process.



Select the text you want inside the box, then click the "quote" symbol at the top. It should appear as a blue box with a border around it when you save and then preview the page. You may want to change the color of these boxes. We have built in red, green, yellow, and gray options. Just click on the area you want and choose Boxes, Order Form (or Case Study, Intro, or Explanation).



<p style="text-align: center;"><b>Order Form Box: (yellow)</b></p> <div style="border: 1px solid black; padding: 10px; background-color: #ffffcc;"> <p style="text-align: center;"><b>"Breath of Fresh Air for Newbies!"</b></p> <p>I am a complete newbie at this game, although I am 63 I didn't have a clue about computers.</p> <p>I just knew that there was a way to make money online, just needed to figure it out.</p> <p>Having struggled with html, and a couple of wysiwyg editors to build a squeeze page, which to be honest was terrible.</p> <p>Paper Templates is like a breath of fresh air.</p> <p>In less than 30 minutes I had a workable squeeze page up and running.</p> <p>Best regards.</p> <p><b>Pete Jackson</b> www.easy1kaday.com</p> </div>	<p style="text-align: center;"><b>Case Study Box: (green)</b></p> <div style="border: 1px solid black; padding: 10px; background-color: #ccffcc;"> <p style="text-align: center;"><b>"Breath of Fresh Air for Newbies!"</b></p> <p>I am a complete newbie at this game, although I am 63 I didn't have a clue about computers.</p> <p>I just knew that there was a way to make money online, just needed to figure it out.</p> <p>Having struggled with html, and a couple of wysiwyg editors to build a squeeze page, which to be honest was terrible.</p> <p>Paper Templates is like a breath of fresh air.</p> <p>In less than 30 minutes I had a workable squeeze page up and running.</p> <p>Best regards.</p> <p><b>Pete Jackson</b> www.easy1kaday.com</p> </div>
<p style="text-align: center;"><b>Intro Box: (red)</b></p> <div style="border: 1px solid black; padding: 10px; background-color: #ffcccc;"> <p style="text-align: center;"><b>"Breath of Fresh Air for Newbies!"</b></p> <p>I am a complete newbie at this game, although I am 63 I didn't have a clue about computers.</p> <p>I just knew that there was a way to make money online, just needed to figure it out.</p> <p>Having struggled with html, and a couple of wysiwyg editors to build a squeeze page, which to be honest was terrible.</p> <p>Paper Templates is like a breath of fresh air.</p> <p>In less than 30 minutes I had a workable squeeze page up and running.</p> <p>Best regards.</p> <p><b>Pete Jackson</b> www.easy1kaday.com</p> </div>	<p style="text-align: center;"><b>Explanation Box: (grey)</b></p> <div style="border: 1px solid black; padding: 10px; background-color: #cccccc;"> <p style="text-align: center;"><b>"Breath of Fresh Air for Newbies!"</b></p> <p>I am a complete newbie at this game, although I am 63 I didn't have a clue about computers.</p> <p>I just knew that there was a way to make money online, just needed to figure it out.</p> <p>Having struggled with html, and a couple of wysiwyg editors to build a squeeze page, which to be honest was terrible.</p> <p>Paper Templates is like a breath of fresh air.</p> <p>In less than 30 minutes I had a workable squeeze page up and running.</p> <p>Best regards.</p> <p><b>Pete Jackson</b> www.easy1kaday.com</p> </div>

### Adjustment 3: Change Colors & Fonts on the Web Page

If you require any additional changes to your web page, we provide an area to edit the custom CSS of Paper Template pages. Just go to the left sidebar, "Paper Template, Site Settings" and scroll down to the "Custom CSS" area. You can add anything in here from the font size, background color, font to use, and so on.

We recommend you search the site Fiverr.com for the term "custom css." They will ask you for the URL of your website but DO NOT GIVE THEM YOUR LOGIN INFORMATION, they will not require it. They will be able to tell you (for \$5) what text to paste into this custom CSS area.

Adding CSS into the SITEWIDE custom CSS will apply your custom colors, fonts, and so on to ANY Paper Template enabled page. If you want to add CSS to just one single page, edit that page and scroll down to "Step 3: Page Settings"...

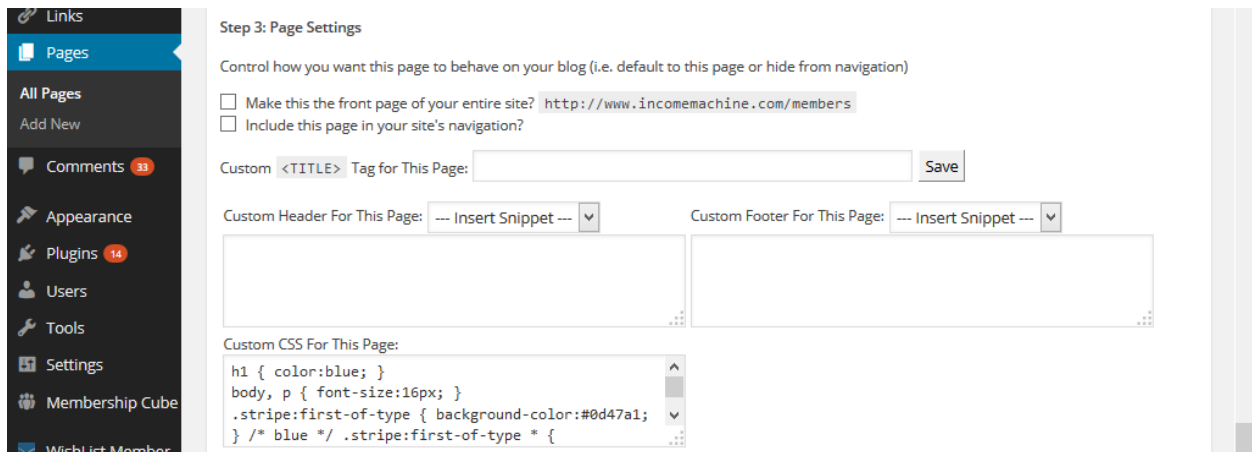
**Design**

Front Page: (No Default Page)

Custom CSS:  
example: `h1 { color:blue; }`

```
body { font-size:14px; }
```

Sitewide Header:  
example: paste HTML code to appear at the top of all pages



You'll see that there is a "Custom CSS For This Page" box where you can customize just the page you're sitting on. You could add changes such as:


- `body, p { font-family:Verdana, Arial; font-size:large; font-color:black; } /* enlarge font size */`
- `h1 { color:blue; } /* change headlines to blue color */`

We recommend you do not make too many changes as the templates were carefully designed to maximize your web page conversions.

## Adjustment 4: Multiple Payment Options

For payment options, we recommend you create a table in WordPress using the [WP Table Reloaded](#) plugin (download the zip file we just linked you to, go to Plugins, Add New, Upload, and upload the ZIP file to install it).

"Single Payment" Option	"Payment Plan" Option
<ul style="list-style-type: none"><li>✓ Setup a Fan Page 2.0 access</li><li>✓ All modules delivered instantly</li><li>✓ Includes FB Lead Search Tool</li><li>✓ Lifetime access to recordings</li><li>✓ 30 day money back guarantee</li></ul>	<ul style="list-style-type: none"><li>✓ Setup a Fan Page 2.0 access</li><li>✓ All modules delivered instantly</li><li>✓ Includes FB Lead Search Tool</li><li>✓ Lifetime access to recordings</li><li>✓ 30 day money back guarantee</li></ul>
<b>\$97 (1-Pay)</b>	<b>\$19.95 (5-Pay)</b>
<ul style="list-style-type: none"><li>✓ Single payment of \$97 today 6/13</li><li>✓ No further payments (lifetime access)</li></ul>	<ul style="list-style-type: none"><li>✓ Initial payment of \$19.95 today 6/13</li><li>✓ 2nd on 7/13, 3rd on 8/12, 4th on 9/11</li><li>✓ Final payment of \$19.95 Oct 11, 2013</li><li>✓ No further payments (lifetime access)</li></ul>



Use this plugin to create a table with your payment options and then add it to your page. IMPORTANT: our help desk will not support this functionality as it is not our plugin.

## Adjustment 5: Add Video to Your Page

The easiest way to add video to your sales letter is to go to YouTube.com, click "Upload" and send your video recording to YouTube. After the video is done processing, just copy the YouTube video link and paste it into your sales page, and the entire YouTube video will display.

If you already use a WordPress video player plugin (available at [Membership Cube](#)), then you can use that to embed your video on the page.

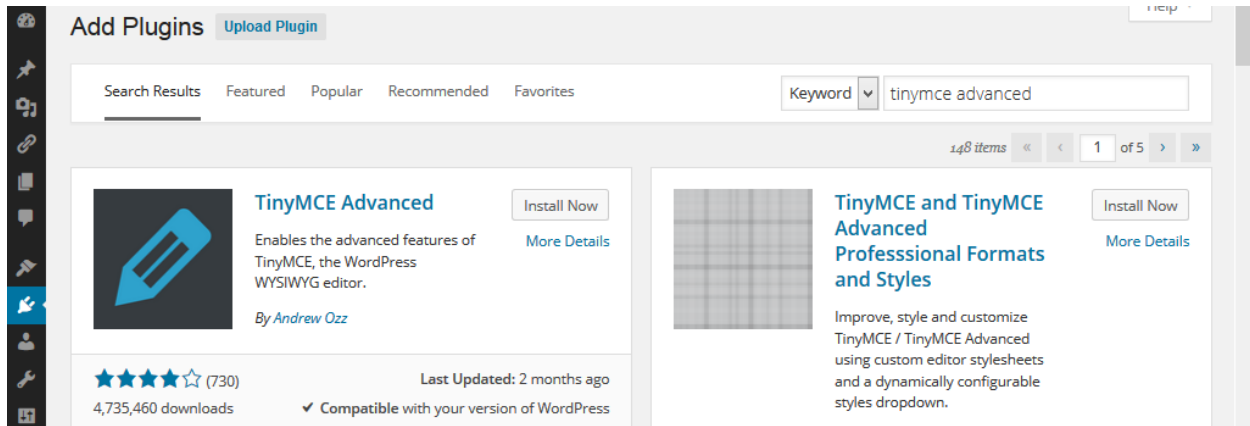
Also use a third-party plugin for audios on your web page, we recommend the [WP Audio Player](#) plugin.

## Frequently Asked Questions

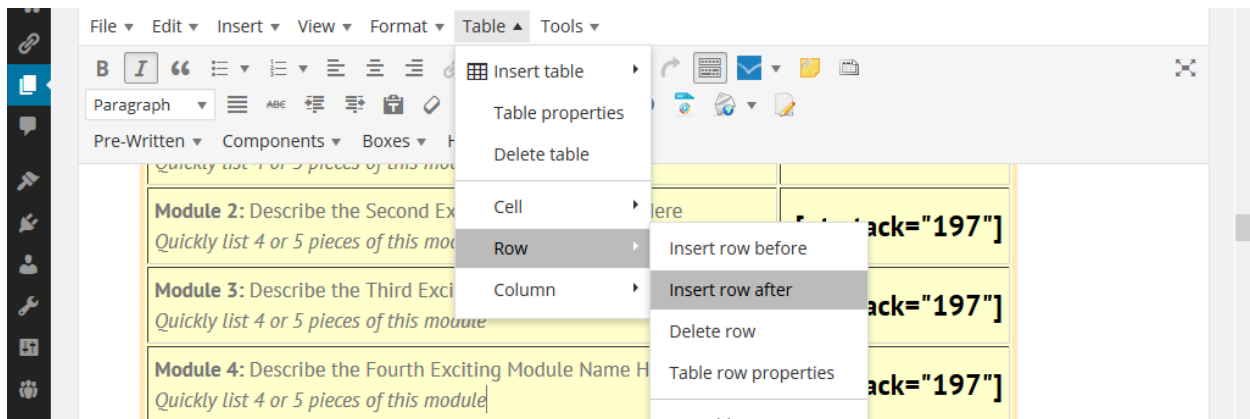
**Mobile Responsive:** Paper Template (Ultimate Version) is already mobile responsive by default. If you load it on a smartphone or tablet, the web page will appear in full-width and the "sides" will not appear.

**Facebook Image Previews:** If you're going to share your sales pages, optin pages, webinar optin or replay pages on Facebook, be sure to find the "Featured Image" box when editing the page, click "Set featured image" and upload an interesting image (such as a stock image of a person). This will be the thumbnail image that appears when you paste into Facebook.

**Customize Tables (such as the stack):** When you create a sales page, it generates a yellow table listing the modules in your offer and many people have asked if they can easily add or remove rows to that table. This is accomplished using the free "TinyMCE Advanced" plugin. Go to Plugins, Add New, search for "tinymce advanced" and click "Install Now" and "Activate Plugin."



Now that TinyMCE Advanced is installed, you can click on any "table" on the web page, go to the top and choose Table, Row, Insert Row After to add additional rows to any table.



Support Desk: If you have any additional issues, please email them into our help desk at [support@doubleagentmarketing.com](mailto:support@doubleagentmarketing.com).