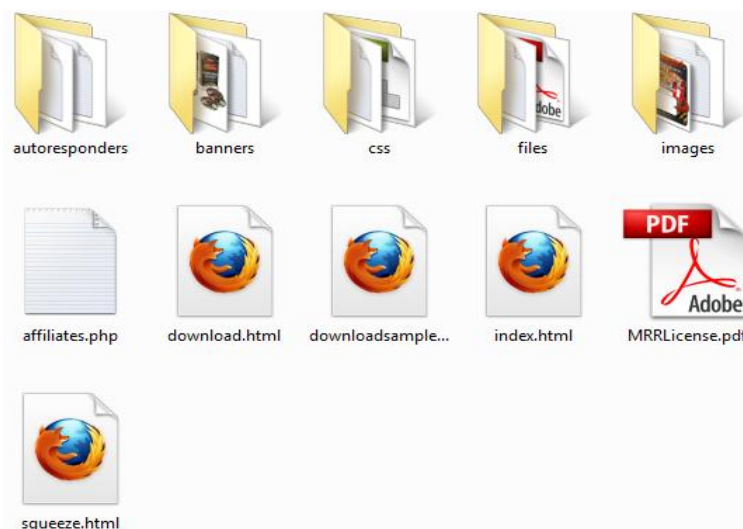# Setting Up Your Master Resell Rights Product

Your Heavy Metal Marketing mini-site package will come with the following files:

autoresponders – contains the pre-written auto-responder emails that get sent out to your free subscribers automatically. The contents of each email will also be displayed on your affiliates page so you should upload this folder to your new domain or sub-domain without modifying the files.

banners – contains a medley of graphics for your affiliates to promote. They will also be displayed on your affiliates page. Upload them to your new domain or sub-domain without modifying the file names.

css – contains the styling for your website. You can edit this how you like provided you understand the css code. If not, simply upload the folder to your new domain or sub-domain.

files – contains all the mini-site templates and report that your customers will receive. If you do not have any files present in this folder, then you should copy the individually downloaded templates and PDF guide into this folder before uploading it to your server. It also contains an index.php file which protects the folder and redirects anyone who wants to see your /files directory. Because the

file names are already correctly named and linked with the download page, you should simply upload the file folder to your new domain or sub-domain.

images - the images folder contains all the images needed to load your mini-site. Do not change anything in this folder. Simply upload to your new domain or sub-domain.

affiliates.php – is your affiliate page so that you can let other people sell your product for you and give them a commission for doing so. Having an affiliate program will greatly increase your sales so please take the time to set one up with ClickBank, or PayDotCom or any other merchant that supports affiliates.

Before you upload this file, edit it with notepad and enter the raw affiliate link for your product on line 4.

Example 1: If you've set up an affiliate program with ClickBank your raw affiliate link will be...

http://xxxxx.CLICKBANKID.hop.clickbank.net

Where CLICKBANKID is your ClickBank ID for your submitted product and xxxxx is your affiliate's ID. You must instruct your affiliates to change 'xxxxx' with their ClickBank ID in the link so they can get credited for sales.

If your ClickBank ID was 'john' and your affiliate's ID was 'mary' the link will be http://mary.john.hop.clickbank.net

Example 2: If you've set up an affiliate program with PayDotCom your raw affiliate link will be...

https://paydotcom.com/r/12345/xxxxx

Where 12345 is your PayDotCom product ID and xxxxx is your affiliate's ID. You must instruct your affiliates to change 'xxxxx' with their PayDotCom ID in the link to get credited for sales.

If your product ID was '12345' and your affiliate's ID was 'mary' the link will be https://paydotcom.com/r/12345/mary

You will also need to replace YOUR[AT]EMAILADDRESS.COM in the beginning and end of the page. Then simply upload to your server.

download.html – is your download page. The download links are already displayed on the page so you do not have to change anything except add your email address to the footer of the page. Then simply upload to your server.

downloadsampletemplate.html – is the landing page where your free subscriber will be redirected to in order to grab a free sample of what you'll be selling. You will need to have your auto-responder redirect them to this page after signing up and confirming. More details on doing this is available in the next section. You will also need to edit the footer of this page with your email address, then simply upload to your server.

index.html – is your main sales page. You will need to edit the footer of this page with your email as well, and also add into your order button code. Your order button code will vary depending on which merchant you use. Please refer to their instructions.

MRRLicense.pdf – is the license file that must be passed on to your customers especially if you intent on seller Master Resell Rights or Resell Rights to them. It contains the pricing structure and limits of what they can and can't do with the templates.

squeeze.html – is your thank you page which contains an opt-in for so you can build your list of customers. This where you should redirect your customers to after they've made a payment. There will be some editing needed before uploading which we'll cover in a bit. For now, ensure that you've added your email address to the footer of the page.

How To Populate Your Auto-Responder

If you want to become a better marketer and sell more then you must read and follow this guide all the way to the last step. Doing this can all $100s of profit to your monthly income because you took the time to do it and understand it!

As I mentioned before, your index.html page contains an opt-in form so that visitors can sign up to download a free template and verify the quality for themselves. It also allows you to follow up with them every day reminding them about your product whilst delivering real and engaging content.

Your squeeze.html page also contains an opt-in form. This is where your customers are redirected to as soon as they've purchase your product. This allows you to unsubscribe them from your 'free' list, and into your 'customers' list so that you can email them with more offers. Don't worry about writing more emails and preparing more offers ahead of time because I've done that all for you.

Firstly I'll provide you with the campaign codes. If you know what to do with them, please load them into your auto-responder now. Note that these campaign codes will work only with Aweber and will allow you to quickly load all the promo emails and cross-sell emails into your auto-responder.

CODE FOR FREE SUBSCRIBERS: **99heavymetal1-269f3-$F**
CODE FOR PAID CUSTOMERS: **99heavymetal3-6efeb-$F**

How To Use The Codes

1. To use these codes you'll first need an account with Aweber. When you create a new list name, go to *Messages > Follow Ups* and at the bottom of that page you'll see a red button that says *'Load Campaign'*. Enter your campaign code there.

2. You will need to create a new list name for your prospects who signed up for the free template and another list name for customers.

To do this, select the small link *(Create and Manage List)* underneath the Home tab.

Then on the right-hand side, click on the green text link that says (+ *Create a New List)*

Then enter a list name for your free subscribers such as 'heavymetalfree' along with a list description, "From" name and Email Address. Then scroll down to the bottom and click save.

Repeat this process again to create another list name for your customers such as 'heavymetalcust'. *Don't worry if these names are not available, just name them so that you'll remember what they are.*

3. Now you need to create a web form so that both your prospects and customers have a way of getting on your lists. We do this by creating web forms. Aweber provides their own styling, but you can ignore then as they won't be necessary. All you need are your *'webformid'* and *'listname'* values from the HTML opt-in code they give you.

i) To create a webform, select the list from the drop-down menu you'd like to create the webform for, on the top-left side of the screen.
ii) Then click on the Web Forms tab and click on the green *'Create Web Form'* button.
iii) The opt-in design wizard will pop up, simply click the green *'Save Web Form'* button at the bottom.
iv) Now click on the Publish tab at the top and click on the *'I Will Install My Form'* button.
v) A menu will drop down giving you a javascript, but all we need are the 2 HTML value so click on the RAW HTML Version tab.
vi) A code box will appear. Dot not be put off, simply scroll half way down until you see code that look similar to the following...

```
<form method="post" class="af-form-wrapper"
action="http:www.aweber.com/scripts/addlead.pl"  >
<div style="display: none;">
<input type="hidden" name="meta_web_form_id" value="123456789" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="heavymetal" />
<input type="hidden" name="redirect"
value="http:www.aweber.com/thankyou-coi.htm?m=text" />
<input type="hidden" name="meta_adtracking" value="My_Web_Form" />
```

vii) Simply copy and paste the meta_web_form_id value number, in this example '123456789' and the listname, in this example 'heavymetal' into a notepad document. *Note that your values will be different from this.*

4. You will then need to create an automation rule so that when your prospect buys your product and signs up to your customer list, they are taken off the prospect list and won't receive any more promo emails about the offer.

i) To do this, go to *My Lists > Automation*.
ii) Then under the Action drop down menu select *'Unsubscribe from list ... when lead subscribes to'*
iii) Then under the List drop down menu select the list name that the customer listname.
iv) Then click *Save Automation Rule*.

5. We'll now update our free opt-in box located in the index.html page. Edit the index.html file in your HTML editor in code view and you'll see an existing web form similar to the one shown above. All of the HTML code is in place. Simply replace the meta_web_form_id value number and listname value with your own and save, exit and upload.

6. Now we'll update the squeeze.html page with your customer opt-in form. All you've have to do is replace the meta_web_form_id value number and listname value with your own like in the previous step. You should also change the redirect value to the full URL of your download page so that they are redirect to your download page after entering their details.

```
<input type="hidden" name="meta_web_form_id" value="YOUR WEBFORM ID
NUMBER FOR YOUR CUSTOMER LIST GOES HERE" />
<input type="hidden" name="meta_split_id" value="" />
<input type="hidden" name="listname" value="YOUR WEBFORM LIST NAME FOR
YOUR CUSTOMER LIST GOES HERE" />
<input type="hidden" name="redirect" value="YOUR URL TO YOUR DOWNLOAD
PAGE GOES HERE" id=""  />
<input type="hidden" name="meta_redirect_onlist" value="YOUR URL TO
YOUR DOWNLOAD PAGE GOES HERE" />
<input type="hidden" name="meta_adtracking" value="YOUR CLICKBANKID
GOES HERE" />
<input type="hidden" name="meta_message" value="1" />
<input type="hidden" name="meta_required" value="name,email" />
<input type="hidden" name="meta_forward_vars" value="1" />
<input type="hidden" name="meta_tooltip" value="" />
```

And last but not least, replace YOUR CLICKBANKID GOES HERE with your ClickBank ID and save and exit and upload. **DO NOT SKIP THIS STEP.** Doing so will result in you losing out in $100s in backend income!

Now when a paid customer lands on your squeeze.html page (which should be renamed) and then sign in to register, they'll be tagged with your ClickBank ID.

What this means is that all the promo emails they receive after buying the graphics package will be YOUR affiliate links so that you'll receive commissions when they buy! It will also save you from having to update every single email we your affiliate link!

For example, let's say your ClickBank ID was 'bobby'. One email will be sent out to your customer that will promote a sales letter software program to compliment their mini-site templates.

The link in Aweber normally looks like this and you would not receive the commission if they bought:
http://www.saleslettersfactory.com/?hop={!ad_tracking}&tid=heavymetal

But because you've updated your squeeze.html page, and tagged your customer with your ClickBank ID, the link will now look like this:
http://www.saleslettersfactory.com/?hop=bobby&tid=heavymetal

If you are still unsure of how this system works, follow the steps now and you'll understand it later when you check your ClickBank account!

Final Words

Thanks again for your patience in learning how to set this entire system up. Once it's done, you can start promoting and make money and you'll start to see why resell rights products are so valuable.

I plan to be in the online scene for the long term, so will continue to provide solid graphic packages as well as more great RR and MRR products in the near future.

As a reseller, you are also entitled new graphic templates from me on a monthly basis. Simply sign up here for more details.

To Your Success!
Aaron Danker
HeavyMetalMarketing.net