

# UNSTOPPABLE PLR QUICKSTART GUIDE



## A Quick Word From Aurelius...

Firstly, thank you for investing in this PLR package. I appreciate you as a valued customer.

Acquiring this PLR is one of the smartest decisions if you're an Internet marketer. My team and I have packaged this product to make it as easy as possible for you to market this product, build your business, and add more streams of income to your bottom line. All that's required of you is to customize it to your desire and start marketing it.

Please take a few minutes to go through this quick start guide to fast track your way around getting your product up and running.

Be sure to also grab your free copy of my 40 lessons cheat sheet...



**[Grab Your Free Copy Here!](#)**

# Contents of Package

Inside your PLR package (the core product), you'll find:

- **PLR-license.pdf** – this file is for your reference only, the PLR purchaser. Please do not distribute this file anywhere.

Inside the **Private Label Rights** Folder, you'll find:

- **'Bonus' folder** – You'll find a few unannounced bonuses such as eCover action scripts. This folder does NOT contain the bonuses you get from your main purchase.
- **'Module 1 - Ebook' folder** – This is where you can find the main guide. You'll find the editable Word DOC and generic (unbranded) PDF eBook format.
- **'Module 2 - Checklist' folder** – The accompanying checklist for the main eBook is stored here. DOC and PDF formats provided.
- **'Module 3 – Resource Cheat Sheet' folder** – The accompanying resources for the main eBook is stored here. DOC and PDF formats provided.
- **'Module 4 - Mindmap' folder** – The accompanying mindmap in JPG and PNG formats.
- **'Module 5 - Salesletter' folder** – You'll find the main sales page to sell the ebook here. Includes the Thank You page.
- **'Module 6 – Lead Magnet & Opt-in Page' folder** – This is the opt-in page and lead magnet you can use to build your list.
- **'Module 7 - Graphics' folder** – You'll find all the banners, JPG/PNG images and PSD files in here.

- **‘Module 8 – 10 Articles’ folder** – All 10 articles in TXT format that you can use as blog posts or email newsletters.
- **‘Module 9 – Promo Email Swipes’ folder** – Use these swipes to email out to your audience. Contains all the necessary templates depending on what you’re going to promote.
- **‘Module 10 – Motivational Quotes Pack folder** – Provided in PSD and JPG formats. Use these images to post on social media to attract your audience and gain viral traffic.
- **License Pack** –
  - RR-License.pdf – license file to give to your customers if you’re selling Resell Rights.
  - MRR-License.pdf – license file to give to your customers if you’re selling Master Resell Rights.
  - Personal-use-license.txt – provide this file if you’re only selling the product as a standalone product (no rights to resell)

# Get Step-By-Step Instructions For Customization



Included as a bonus, you should have received PLR Ease.

You can access all the tutorials by going to:

<http://unstoppableplr.com/plrease>

Password: subscriber001

# The Bare Minimum You'll Need To Get Started

- **Webhosting.** To store your webpage, you need webhosting. I recommend BlueHost: <http://unstoppableprofits.com/bluehostwebhost>
- **A domain name.** This will be your *www.your-domain.com* . I recommend registering under NameCheap. <http://www.namecheap.com>
- An autoresponder to build your database of subscribers/customers. I highly recommend [Aweber autoresponder service](#)
- Make sure to download your free copy of my 'Resource Cheat Sheet' which shares all the tools and resources you need to start and grow your Internet business: <http://www.ResourceCheatSheet.com>

# How to Customize the Opt-in Page/Sales Page

What you'll need:

1. A webpage editor, like Frontpage or Dreamweaver. Alternatively, you can download a free webpage editor called 'KompoZer', available at: [www.kompozer.net](http://www.kompozer.net)
  2. An autoresponder for the opt-in page. If you don't have an autoresponder to build your list, I highly recommend you get [Aweber](#)
- Replace texts in square brackets"[ ]" such as '[YOUR NAME]' and make sure you thoroughly give the page a good scan to make sure you've customized everything. If you'd like to sell this product, instructions on how to add a Paypal order button are below.
  - Add your autoresponder code in the space indicated. It reads "[OPT-IN FORM GOES HERE]". You'll need to copy and paste your autoresponder code in HTML/CODE view.

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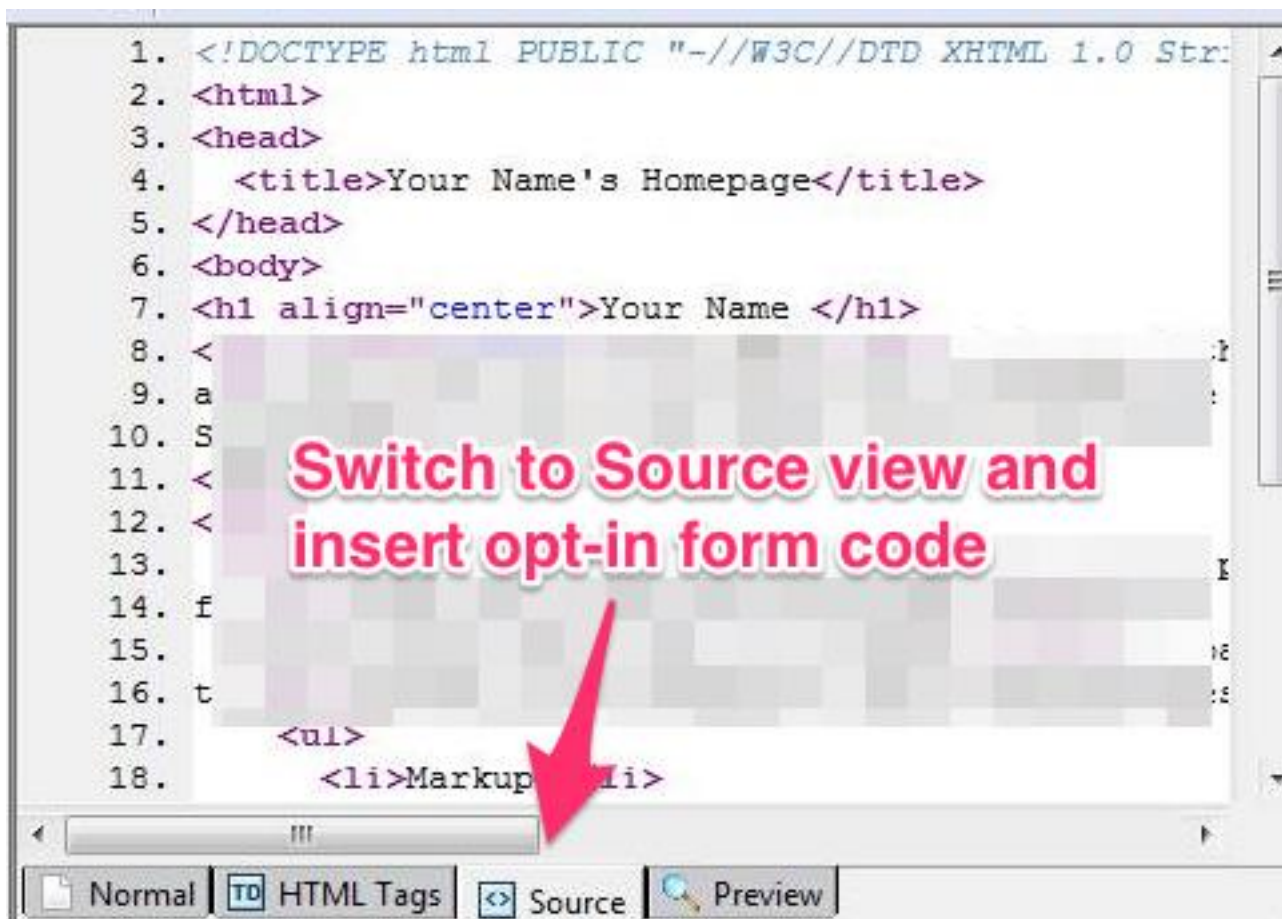
**Simply enter your email below so we know where to send it...**

[OPT-IN FORM GOES HERE]



**DOWNLOAD NOW**

**Privacy Policy:** We hate SPAM and promise to keep your email address safe.



```
1. <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Str:
2. <html>
3. <head>
4.   <title>Your Name's Homepage</title>
5. </head>
6. <body>
7. <h1 align="center">Your Name </h1>
8. <
9. a
10. S
11. <
12. <
13.
14. f
15.
16. t
17.   <ul>
18.     <li>Markup </li>
```

Switch to Source view and  
insert opt-in form code

Normal HTML Tags Source Preview

(Refer to Video 11 inside the PLR Ease course for guidance)

- If your PLR package includes a salesletter/sales page, simply add your order button. Below you'll find step-by-step instructions on how to add a Paypal order button.
- 'Thank you' page - rename the thank you page to one that's a little harder to guess like dl-37374u0329432940.htm. Add your own 'special offer' in the provided area at the bottom of the page.

## How To Customize the Word File

You'll need Microsoft Word to open the .doc file. If you don't have Word, you may alternatively download <http://www.openoffice.org> for free.

Make sure to edit the author name, put your own offers, change the title (optional), and you're free to add your own content to add more meat to it.

It's a good idea to add your own resources or products you're an affiliate of in the 'Resources' page at the end of the document.



# How To Convert a Word Document To a PDF File

Convert a DOC file to PDF for free using a tool called *FreePDFConvert*. Go here: [www.freepdfconvert.com](http://www.freepdfconvert.com)

Simply upload your file, convert it and download the processed document.

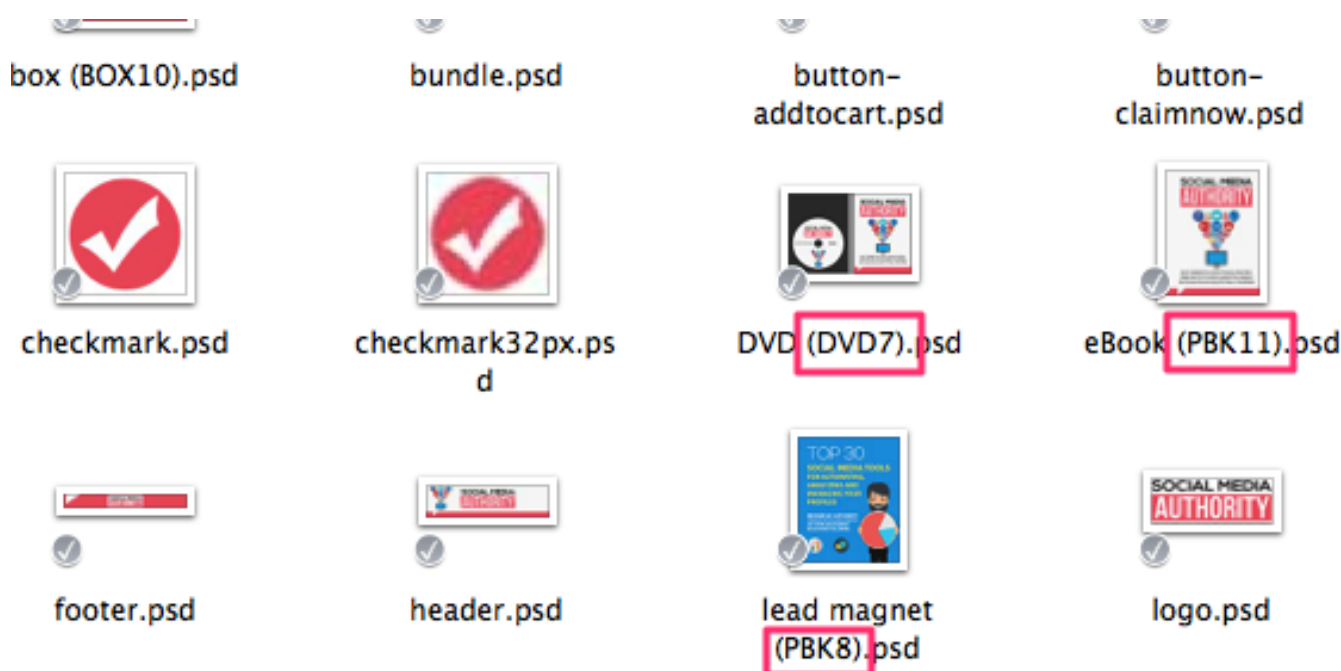
## How To Customize The Graphics

Use Photoshop to edit the .PSD files. You can get a 30 day trial version of Photoshop here: <http://www.adobe.com/products/photoshop.html>

Price starts from \$9.99 /month for the full version of Photoshop. It's definitely worth the investment.

Inside the 'PSD Files' folder within the Graphics folder, you'll find the ecover which you can customize.

You'll also see a model/identifier like this (boxed around in pink):



These represent the “action script” used to turn the cover into a 3D eCover.

I have created a video tutorial to demonstrate how it works:

<https://www.youtube.com/watch?v=9RQDEMEONhQ>

You'll need a Photoshop action script package called Cover Action Pro.

Alternatively, if you don't want to purchase it, I've supplied a bonus action script (inside the 'Unannounced Bonus' folder) to turn your 2D cover to a 3D cover.

Action scripts do not work with Elements or any other graphic software.

## **How To Upload Your Files To Your Server**

I use FileZilla (<http://filezilla-project.org/>) to upload files to the host

Any of these YouTube video tutorials will show you how to use FileZilla to upload files to your webhost:

[http://www.youtube.com/watch?v=rF\\_5wQG6O7U](http://www.youtube.com/watch?v=rF_5wQG6O7U)

<http://www.youtube.com/watch?v=rNx6EtIJGqE>

# How To Add a Payment Link/Order Button On Your Salespage

Here's a tutorial on how to add a Paypal button for your product(s):

**Step 1:** Make sure you're logged into your Paypal account or signup for one at [www.paypal.com](http://www.paypal.com). Once in, go to this link:

[https://www.paypal.com/cgi-bin/webscr?cmd=\\_subscr-intro-outside](https://www.paypal.com/cgi-bin/webscr?cmd=_subscr-intro-outside)

**Step 2:** Fill in the details. Put in your product name and price. The Item ID is optional.

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments without start-up fees. Check the [Website Payments S](#) more information.

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn](#)

[Having trouble viewing this page?](#)

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

Choose a button type  

Buy Now

[Which bu](#)

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

Item name  
My Product 1

Item ID (optional) [What's this?](#)  
123

Price  
10

Currency  
USD

[Need multiple prices?](#)

**Customise button**

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

☐ Add dropdown menu [Example](#)

☐ Add text field [Example](#)

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

**Your customer's view**

Buy Now

BANK

VISA

MasterCard

**Postage**

Use specific amount:  USD [Help](#)

**Merchant account IDs** [Learn more](#)

☒ Use my secure merchant account ID

☐ Use my primary email address

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**Step 3:** Click on the drop down window called ‘Step 2: Track Inventory...’. You can Save the button at Paypal so you don’t need to recreate it next time. Simply leave this option checked.

### Create PayPal payment button

PayPal payment buttons are an easy way to accept payments without start-up fees. Check the [Website Payments Standard Overview](#) for more information.

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more.](#)

[Having trouble viewing this page?](#)

▶ 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

☐ Track inventory

Don't oversell items not in stock – Get an email alert when inventory is low.

☐ Track profit and losses

View profit and loss report by product/service.

By Item - My Product 1

Item ID	Qty. in stock	Alert qty. (optional) <a href="#">What's this?</a>	Price
<input type="text" value="123"/>	<input type="text"/>	<input type="text"/>	<input type="text"/> USD

Can customers buy an item when it is sold out?

☐ Yes, customers can buy the item as usual.

☒ No, don't let customers buy the item. [Preview](#)

Take customers to specific page when they click Continue Shopping button on "item sold out" page

Ex: <http://www.mybuynowstore.com>

▶ Step 3: Customise advanced features (optional)

**Step 4:** Click the Step 3: Customize advanced features...'. Select 'No' for the options you see in the screenshot below.

Enter you download link in the 'Take customers to the UTL when they finish checkout' field. This part is important so double check your download link works!

Click 'Create Button' once you've completed the 3 steps.

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

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

▼ Step 3: Customise advanced features (optional)

**Customise checkout pages**

If you are an advanced user, you can customise 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 mailing address?  
☐ Yes  
☒ No

☐ Take customers to this URL when they cancel their checkout  

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

☒ Take customers to this URL when they finish checkout  

<http://your-download-link-goes-here.com>

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

**Step 5:** Copy the code Paypal has generated for you. This is the order button which will be inserted onto your salespage.

#### You are viewing your button code

1. Click **Select Code** to select all the button code.
2. **Copy** the code (CTRL+C for Windows, CMD+C for Mac -- or right-click and choose Copy).
3. **Paste** the code into your own code (CTRL+V for Windows, CMD+V for Mac -- or right-click and choose Paste).

[Integration tips](#)

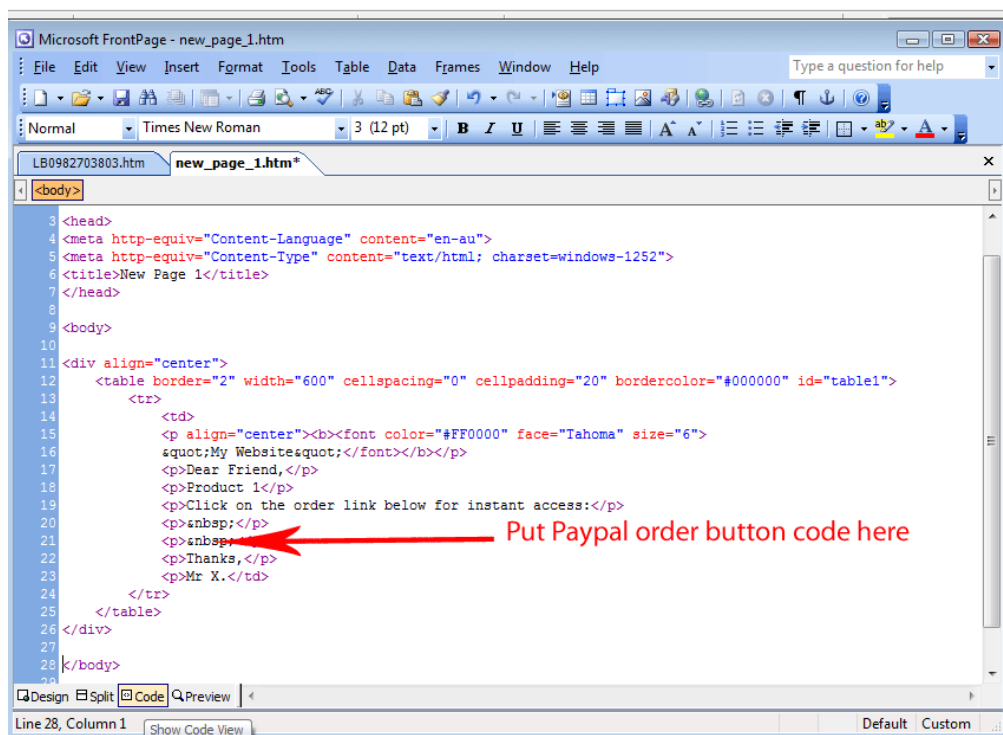
Website

Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="D25EDCX5MFBW4">
<input type="image" src="https://www.paypalobjects.com/en_AU/i/btn
/btn_buynowCC_LG.gif" border="0" name="submit" alt="PayPal — The
safer, easier way to pay online.">

3 <head>
4 <meta http-equiv="Content-Language" content="en-au">
5 <meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
6 <title>New Page 1</title>
7 </head>
8
9 <body>
10
11 <div align="center">
12 <table border="2" width="600" cellspacing="0" cellpadding="20" bordercolor="#000000" id="table1">
13 <tr>
14 <td>
15 <p align="center"><b><font color="#FF0000" face="Tahoma" size="6">
16 &quot;My Website&quot;</font></b></p>
17 <p>Dear Friend,</p>
18 <p>Product 1</p>
19 <p>Click on the order link below for instant access:</p>
20 <p>&nbsp;</p>
21 <p>&nbsp;</p>
22 <p>Thanks,</p>
23 <p>Mr X.</p>
24 </td>
25 </tr>
26 </table>
27 </div>
28 </body>
29
Design Split Code Preview
Line 28, Column 1 Show Code View Default Custom
```

**Step 7:** 'Paste' your Paypal order button code. Example:

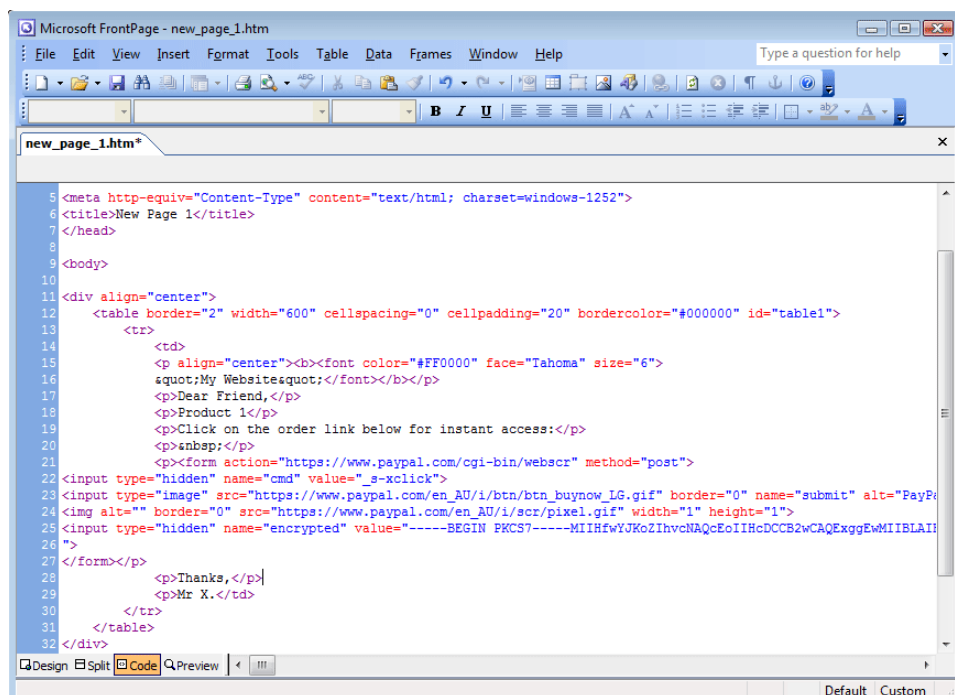


```
Microsoft FrontPage - new_page_1.htm
File Edit View Insert Format Tools Table Data Frames Window Help
Type a question for help
Normal Times New Roman 3 (12 pt) B I U
LB0982703803.htm new_page_1.htm*
<body>
3 <head>
4 <meta http-equiv="Content-Language" content="en-au">
5 <meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
6 <title>New Page 1</title>
7 </head>
8
9 <body>
10
11 <div align="center">
12 <table border="2" width="600" cellspacing="0" cellpadding="20" bordercolor="#000000" id="table1">
13 <tr>
14 <td>
15 <p align="center"><b><font color="#FF0000" face="Tahoma" size="6">
16 &quot;My Website&quot;</font></b></p>
17 <p>Dear Friend,</p>
18 <p>Product 1</p>
19 <p>Click on the order link below for instant access:</p>
20 <p>&nbsp;</p>
21 <p>&nbsp;</p>
22 <p>Thanks,</p>
23 <p>Mr X.</p>
24 </td>
25 </tr>
26 </table>
27 </div>
28 </body>
29
Design Split Code Preview
Line 28, Column 1 Show Code View Default Custom
```

Put Paypal order button code here

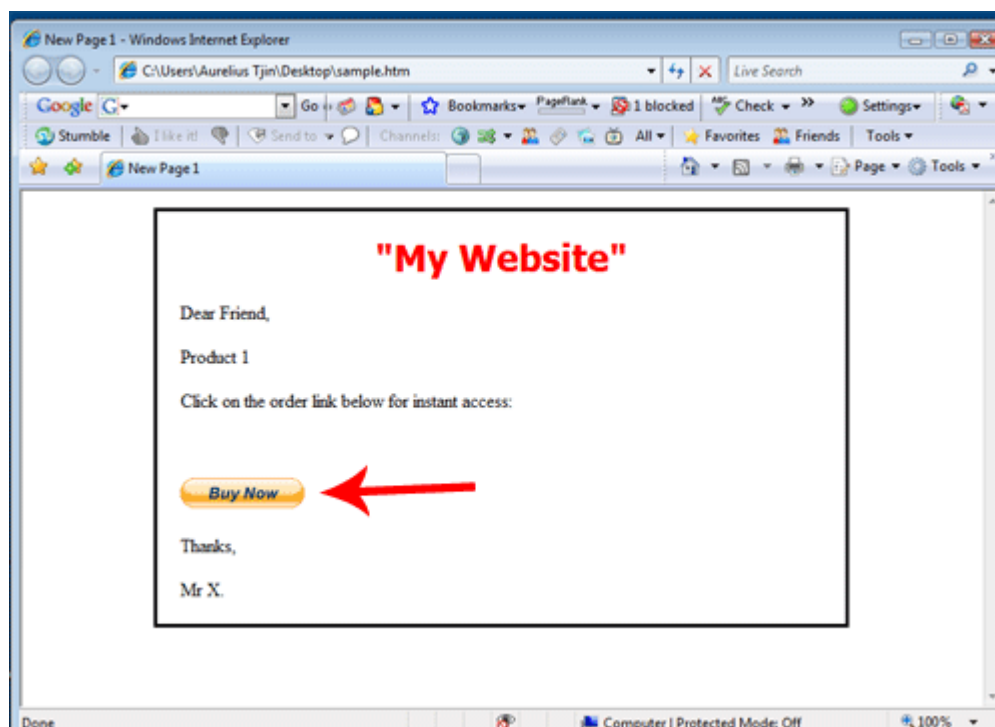


It should look like this after:



```
5 <meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
6 <title>New Page 1</title>
7 </head>
8
9 <body>
10
11 <div align="center">
12   <table border="2" width="600" cellspacing="0" cellpadding="20" bordercolor="#000000" id="table1">
13     <tr>
14       <td>
15         <p align="center"><b><font color="#FF0000" face="Tahoma" size="6">
16           &quot;My Website&quot;</font></b></p>
17         <p>Dear Friend,</p>
18         <p>Product 1</p>
19         <p>Click on the order link below for instant access:</p>
20         <p>&nbsp;</p>
21         <p><form action="https://www.paypal.com/cgi-bin/webscr" method="post">
22           <input type="hidden" name="cmd" value="_s-xclick">
23           <input type="image" src="https://www.paypal.com/en_AU/i/btn/btn_buynow_LG.gif" border="0" name="submit" alt="PayPal" />
24           
25           <input type="hidden" name="encrypted" value="-----BEGIN PKCS7-----MIIHfwYJKoZIhvcNAQcEoIIHcDCCB2wCAQExggEwMIIHBLAII" />
26         </form></p>
27         <p>Thanks,</p>
28         <p>Mr X.</td>
29       </tr>
30     </table>
31   </div>
32
```

**Step 8:** Save the file. Your Paypal order button should now appear when you open your webpage:



You can start collecting orders!

**Want More PLR Products And Tips?**

Visit our PLR Headquarters at:

[UnstoppablePLR.com](http://UnstoppablePLR.com)