SalesBully v. 1.0

User Guide

www.SalesBully.com

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SalesBully User Guide

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First edition

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PART 1: QUICK START

Congratulations on your decision to buy SalesBully and thank you for your support and business.

SalesBully is software that runs on your web site. There are four components to SalesBully:

1. The Support System
   Access the support system to find answers to common questions tips, bonuses and to provide feedback.

2. The Member's Area
   This is where you go to install SalesBully with SetupBot, and where you get your affiliate link and stats.

3. The Configuration Wizard
   This runs from your site after you install and creates a working site configured with SalesBully features.

4. Implementation
   Follow these steps to add your own content to the site that the configuration wizard created.

Support System

Logging In:

If you haven't installed SalesBully yet, you can access support by going to: http://www.GreenWebServices.com/help

The help system is accessed with the username and password assigned to you when you purchased SalesBully.

If you have installed SalesBully, you can also login to SalesBully and click the "Support" tab at the top of the page. You will automatically be logged into the help system.

Lost Your Username Or Password?

Your username is the email address you used when you bought SalesBully. If you have forgotten your password, simply click the "Forgot Password?" link on the login form, and a new password will be emailed to you, replacing the previous one.

Getting Help:

Use the support system to search for answers to common questions. If you find a similar question and it is not yet answered, click the button to add it to your watch list, and we will notify you when we answer the question.

If you cannot find the answer to your question, and your question is of general interest, please post your question in the appropriate category.

Your question will be automatically added to your watch list, so that you know when it is answered.

If your question contains sensitive information, you can mark it as private, and only our support staff will be able to see the question.

While we do our best to answer all questions posted in the support system, please keep in mind:

- during launches our staff is swamped,
- we may be in a different time-zone than you
- we generally do not provide support on weekends
- questions watched by the most people have high priority

Getting Priority Help:
If you need a support technician to troubleshoot your installation or provide customized (non-general) support, this can be purchased at reasonable rates from the following link:

http://www.GreenWebServices.com/priorityhelp

The first available support staff will contact you by email.

Providing Feedback
We appreciate it when you send us feedback in the support system, which can include feature requests, bug reports and “tips & tricks” for getting the most out of SalesBully.

Tips & Tricks that are sent in may be expanded upon and emailed to all SalesBully customers, credited to the person who contributed them of course.

Providing feedback is a great way to gain recognition, build a reputation and generate leads, especially if you are marketing to the type of people who would buy SalesBully, which includes Internet marketers and merchants of all types.

Visit Our Support System Often!

Our support system encourages you to vote on, comment, discuss and build upon every post so that the best information comes out and that your sales continue to improve.

Member’s Area

Member’s Area: https://www.GreenWebServices.com/members

The member’s area is accessed with the username and password assigned to you when you purchased SalesBully.

Lost Your Username Or Password?

Your username is the email address you used when you bought SalesBully. If you have forgotten your password, simply click the “Forgot Password?” link on the login form, and a new password will be emailed to you, replacing the previous one.

Installation

Login to the member’s area and click the “Install” button beside your order information for SalesBully. A window will appear. If it does not, please disable your popup blocker for our site.

The window loads SetupBot, which will install SalesBully onto your web site. The installer is very easy to use; however, you may choose to purchase an installation by clicking the “Purchase Install” button located in the member’s area.

You may install SalesBully on all web sites you own. You may not install SalesBully onto web sites owned by a third party.

SetupBot does not record your FTP details anywhere and runs on a site secured with SSL lock technology. There is no way for us to access that private information.

Affiliate Stats and Links

As soon as you purchased SalesBully, you became an affiliate for it. Your affiliate link and stats are in the member’s area.

You may consider purchasing GoTryTHIS to cloak and track your affiliate links from: http://www.GoTryTHIS.com

Configuration Wizard

Once you have installed SalesBully, enter into a web browser the web location you installed it into. You will see a login screen. Provide the username and password you created during the installation.

This will launch the configuration wizard.

There are two main parts to the wizard.

1. Create Project

   The wizard asks you a series of questions, explaining each option to you as you go.

   When you finish the wizard, it creates a set of files for you to download and edit in your HTML editor, as well as some additional files that stay on your web server. All of these files will be completely configured according to the answers you give in the wizard.

   Each page in your sales process requires running the wizard an additional time, if SalesBully features are required. There are examples of common uses later in this user guide.

   For more detailed information about the configuration wizard, please refer to “Part 2” of this manual.

2. Project List

   This lists each project you have created. From here you can view the template files and clear visitor data, either for testing purposes or for all visitors.

Implementation

Once you have gone through the wizard and get to the “Save” screen, the wizard creates several files for you, depending on the choices you made in the wizard.

One of these files is the page you created. When you download this page and open it in an HTML editor such as Microsoft Front Page, you will see simple instructions on how to copy the SalesBully features from this page into your real page.

Before continuing, you should make a copy of this file for reference, in case your edited copy of the file stops working.

Keep Projects That Are In Use!

Deleting projects that are for pages you are using will stop that project from working. The projects contain files that are referenced by the pages created by the wizard. When you upload the file you created, it must use the name you specified in the wizard to work correctly.

For more detailed information about customizing the files wizard creates, please refer to “Part 4” of this manual.

PART 2: WIZARD OVERVIEW

This reference will help you find the different things that SalesBully can do. The wizard is split into four areas:

1. Availability
   In this section, you can setup your page to start being available at a certain date or time, and to stop being available on a date and time, after a per-visitor timer has run out of time or when quantity has run out.

   These types can all be combined onto a single page.

   For each, you can specify a different page for where the user is sent to if they do not act fast enough.

2. One-Time-Offers
   In this section, you can add different pages to send people to for accepting or declining an offer, where an offer can be anything including a squeeze page sing-up.

3. Tracking
   In this section, you choose the method by which SalesBully will track your visitors so that when they return they are remembered and sent to the correct place.

4. Save
   From here you can view and download the page created by SalesBully. You can also retrieve the other pages that may have been created, depending on your choices.

Availability

You can disable access or limit availability of the page to either automate parts of your sales process or to provide incentive for the visitor to make a decision quickly.

There are three ways you can limit availability:

Limiting Time

Limiting the time each visitor has on your page can provide strong incentive for them to make a decision now. This is often used as a limited-time offer with a countdown displaying the time left until the offer vanishes forever for that visitor.

When you use this option, you need to specify a web page where the visitor is sent when their timer runs out.

Scheduled Availability

Limiting the availability of the page based on a schedule is useful for automating the start and/or end of a product launch. For example, you can send visitors who arrive at the page prior to the launch to a page showing the countdown to the launch. Once the launch has ended, visitors can be sent to a page with a waiting list form.

When you use this option, you need to specify web pages where the visitors are sent to if they arrive before and/or after the page is scheduled to be available.

Getting an Accurate Date

If you are using scheduled availability, the dates are coming from your web server. It may be in a different time-zone than you are, a different time-zone than your market, or just simply incorrect.

When setting it up, it will give you the ability to offset the server date so that what it thinks is (for example) 1PM is the same as what you think 1PM is.

When times are shown to your visitors, they are shown in their local time. For example, if your server time is set to 4PM and you are displaying that the page will be available at 4PM EST, a visitor on the east coast would correctly see the time as 1PM PST.

Since 4PM EST and 1PM PST are the same time, the page will become available in the same moment in time to both users.

Limited Quantity and Working With Payment Processors

Limiting the quantity available creates a strong sense of urgency to buy your product before the quantity runs out. This can be custom setup for many shopping carts, or automatically with Paypal, ClickBank and Authorize.net.

When you use this option, you will need to specify a file to send visitors to when quantity runs out. Visitors who are on the page when this happens will see the page refresh to the out-of-stock page so that they can no longer order.

When you use this option, a live counter is available to show visitors how many units are sold and/or left. These counters provide social-proof of the value of your product and fear-of-loss to make it obvious to visitors that, if they leave, there may be no stock left when they return.

Storing and Updating The Quantity

The current quantity is stored in a text file on your web site. A random name for this file is automatically generated; however, you may wish to change it in the wizard if multiple pages are going to reference the same quantity.

Working With ClickBank, PayPal and Authorize.net

If you are taking payments with ONE of these payment processors, and only one at this time, you can enable SalesBully's ability to connect to your account to make sure that each payment is counted exactly once.

Setting Up ClickBank

For ClickBank, you will need your "ClickBank Secret Key". To create or find your secret key, login to your ClickBank account, click the "Account Settings" tab and then click the "My Site" sub-menu. You can specify your secret key in the form found there.

Setting Up PayPal

If you are taking PayPal payments directly from PayPal without using shopping cart software, you may activate the "Payment Data Transfer" or PDT for SalesBully.

Full information on doing this is at this link:
https://www.paypal.com/IntegrationCenter/ic_pdt.html

Here are the steps, copied from that page:

1. Log in to your PayPal account.
2. Click the **Profile** subtab.
3. Click **Website Payment Preferences** in the Seller Preferences column.
4. Under Auto Return for Website Payments, click the **On** radio button.
5. For the Return URL, enter the URL on your site that will receive the transaction ID posted by PayPal after a customer payment.
6. Under Payment Data Transfer, click the **On** radio button.
7. Click **Save**.
8. Click **Website Payment Preferences** in the Seller Preferences column.
9. Scroll down to the Payment Data Transfer section of the page to view your PDT identity token.

Setting Up Authorize.net

For Authorize.net, you will need your API Login ID and transaction ID. To obtain these, login to your Authorize.net account, go to "Settings", and under "Security Settings", click "API Login ID and Transaction Key".

Using A Custom Shopping Cart

If you have a shopping cart where you can edit the code of your “thank you” page (the page the visitor sees once they have made a purchase), you can use the custom payment processor. While it does not check each transaction, it should be just as accurate, and is what we use ourselves.

Recording Sales

For whichever payment processor you select, a sample “thank you” page will be created with code for you to copy into your real “thank you” page. This code updates the quantity file each time a new purchase is made.

One-Time-Offers

One-time-offers are a method for increasing sales by offering visitors only one chance to buy a product (or to buy it at the current low price), or lose out.

If they decline the offer or leave the page, they never see the offer again and if they attempt to return they are redirect to an 'offer declined' page. If they accept the offer they are redirected to an 'offer accepted' page instead.

Often, these offers are often presented right after a sale as an up-sell to a related product.

True One-Time-Offers

A true one-time-offer doesn't allow the visitor a second chance to view the page containing the offer and redirects returning visitors to the 'offer declined' page. If you want, you may give visitors a second chance by allowing them to return to the offer page if they leave, although your offer will no longer be a 'one-time' offer.

Accepting the Offer

Your offer may have several options the visitor can choose one of to accept. For instance, you may have a Silver, Gold and Platinum plan they can accept, or they can decline the offer.

For each offer they can accept, you need to specify a web page that they will be sent to when they accept the offer. You may also specify a different page for them to be sent to when they come back at a different time, for example, a page with a new offer on it.

Declining the Offer

You also need to specify a page to send visitors to if they decline the offer. One common use is to put the offer at the regular price or a different offer on the declined page. People who close your offer page and return later are sent to this page.

Tracking

For SalesBully to work, it needs to remember visitor actions between visits. There are three ways it can do this, each with various benefits and drawbacks.

Cookie

The cookie method identifies the Internet browser they are in, and can be circumvented by the visitor clearing their cookies.

IP

The IP method is considered more secure because it identifies the machine, but it may group in other visitors using the same IP, such as AOL users being behind the same proxy server.

Member

The member method is best if the page is in a member-protected area, such as a folder protected by third-party software such as aMember.

When using the member method, you will need to know the variable name that member software uses to identify a unique visitor. This requires some PHP technical know-how.

We have preconfigured SalesBully with the variable for aMember. You may find others in the help system if they are contributed by members. We will also add more in upcoming revisions as members find them or give us access to their systems to discover them for ourselves.

Save

Once you have completed setting up the wizard, you can download the sample files for editing. The sample files reference other files that have been saved in your web site.

You can also return to the "save" page for each project, by clicking the "Projects" tab at the top of the wizard and then clicking the "save" link for the project you wish to access.

PART 3: PROJECT LISTING

The wizard also has a listing of all of your projects. This area is essential when you are testing your site.

To access the project list, click the “Project List” tab in the Wizard.

NOTE: If you are in the middle of creating a project, and click on the “Project List tab (or any other tab), you will lose your progress.

Viewing Saved Projects

There are two “View” links for each project:

1. **Live Page**
   These links take you to the pages that YOU created and uploaded by FTP to the places you specified when going through the Wizard.

   If you haven’t uploaded the file yet, then you will correctly get a 404 error.

2. **Templates**
   These links take you to the list of files that the Wizard created for you for each project, including the template file with instructions on how to make the “live page”.

Clearing Tracking Data

Clearing tracking data clears out all of the tracking information so that when someone visits the page again, it is as if they have never been there before, even if they have been. All choices that they made are forgotten.

There are two “Clear Tracking Data” links for each project:

1. **Clear Your Tracking Data**
   When you click this, the tracking data is cleared for the computer you are currently using. This is very helpful for testing your web site. You can reload one-time-offer pages over and over again by clearing your tracking data between visits.

2. **Clear All Tracking Data**
   When you click this, ALL tracking data for all visitors is deleted. You may want to do this just before going live to clear out all testing data, or you may use this if something goes wrong and you need to reset everyone.

Project Stats

There are currently two stats about each project.

Keep in mind that if you are doing advanced setups that multiple pages can share a single project, which means that the stats are for all those pages combined. (This does not apply to most people who will be using one project per file.)

The two stats are:

1. **Session Count**
   This is the number of visits to the page(s) using that project, including return visitors.

2. **Average Time Spent**
   This is a very accurate account of the average amount of time spent by your users on the page(s) using that project. (It is more accurate than your web stats.)

Hiding and Showing Projects

If you have test, unused or old projects you can hide them from view by clicking the checkbox to the right of that project and then clicking “Update Selected Projects”. This keeps your project list uncluttered.

Hidden projects keep working.

To see those hidden projects, click the “Show Hidden Projects” link. From there you can add projects to your “show” list, the same way as you hid them previously.

PART 4: EDITING THE TEMPLATE FILE

The wizard creates for you a fully functional web page for you to download and edit with your HTML editor.

This template file will have in it a number of samples, based upon the choices you made and the settings you configured it with.

These samples may include various counters, which you can display to your users to provide additional information and/or incentive for them to act quickly.

For example, if you are limiting the availability of the page based upon quantity, there will be displays available to show the starting quantity, the current quantity and the number of units already sold.

Complete instructions for using these template files are also in each template file, and SHOULD be referenced there, as each file is slightly different.

Implementation Steps

Step 1: Open the generated page in an HTML editor
I personally use FrontPage and know this all works quite well in that software.

Also open the page with your real content so that you can copy the SalesBully features into it.

Step 2: Copy some code into your real page
The following code should be copied from the template file and then pasted into the HTML of your real page.

This code changes for each project, so be sure to use the correct code for the page you have generated. Using the code from another page will cause lots of problems.

(These are examples and will be different for each page.)

a) This code goes at the very top of your page, before anything else:

```
<?php
header("Pragma: no-cache"); // HTTP/1.0
header("Cache-Control: no-cache, must-revalidate"); // HTTP/1.1
header("Expires: -1");
$SB_PROJECT_ID = '90E352';
include "/home/httpd/vhosts/yoursite.com/httpdocs/sb/gatekeeper.php";
?>
```

b) This line goes between the <head> and </head>

```
<script type="text/javascript"
src="http://www.yoursite.com/sb/salesBully.php?bully_p=90E352"></script>
```

c) Add this into your <body> tag:

```
onLoad="bully_90E352.run();"
```

Example: `<body onLoad="bully_90E352.run();">`

Step 3: Copy span tags
Depending on your choices in the Wizard, you will have various counters and other displays of SalesBully generated content.

These will all be displayed in your sample file similar to:

Remaining (Countdown)
The total number left to be sold:

[10]

To copy this to your real page, simply copy the text between the square brackets and paste it into your real page.

Behind the scenes, the “10” looks like this:

```
<span name=”stockRemaining_1040C2” id=”stockRemaining_1040C2”>10</span>
```

This technique should copy the code that is around the text into your content like this:

Example Use:

```
<p>There are only <span name=”stockRemaining_1040C2”
id=”stockRemaining_1040C2”>10</span> units left!</p>
```

These display features are displayed in the HTML as placeholders. When you FTP your page back to the site, it should replace the “10” with the actual quantity in stock, or date or timer etc, so that you actually see:

There are only 10 units left!

Step 4: Save and upload your real page
Once you are finished copying the span tags, save the file, naming it what the template file tells you to, which is what you specified in the wizard. FTP it into place, and it should work.

PART 5: SAMPLE USES

Please reference these sample uses to:

1) Avoid common mistakes and,

2) Get ideas on how to use SalesBully.

Pre-launch with Limited Quantity

Consider a launch with the following three pages:

- Prior to launch: Teaser page
- Launch date: Sales Page (limited quantity)
- Out-of-stock: Waiting List
-

Teaser Page

This page is available from always until the launch date.

You would create a limited availability page with a scheduled END. This is because the end of the availability of that page is the date your launch starts.

You would then have the sales page be the post-availability page. This is because when the teaser page st

Sales Page With Limited Quantity

Once the launch takes place, the teaser page will stop displaying and anyone sitting on it will be redirected to the sales page.

In our example, we're going to stop this page from being displayed when you run out of stock. So, you would setup this second page in the wizard to have availability limited by quantity and set the stock-ran-out URL to be your waiting list.

Waiting List Page

This page would not need to be setup in the wizard, unless you want to add some other features into it of course.

24 Hour Sale

Similar to the above example, a 24 hour sale requires 3 pages:

- Prior to launch: Teaser page
- Launch date: Sales Page (limited quantity)
- Post-launch: Too-late page

You may be inclined to create a sales page with a scheduled availability of 24 hours and make the pre-availability page the teaser page and the post-availability page the too-late page.

This will work fine, however; the extra thing you need to do is to make sure that the teaser page sends people to the sales page at the start of the launch. This is done exactly the same way as in the prior example.

Either way, you are setting up the same pages, so it is probably best to use the following “rule of thumb”.

Rule of thumb

Think through the visitor’s experience over the entire length of your launch and then create your pages in order from the first page they could encounter until the last, with one going to the next.

PART 6: ADVANCED USE - WARNING LEVEL 1

The following techniques are things you should only consider doing if you have a good knowledge of HTML coding or have someone to help you.

Floating Counter

On the SalesBully sales page, you may have seen a hovering bar that was always at the top of the page, letting you know how many copies were left until the price went up.

This was accomplished using a free script from DynamicDrive.

Their terms and conditions forbid including the source here, so I will explain exactly how we put it onto our web site.

Note:
These steps will show you how to make it look and work exactly like ours. We encourage you to change the position, styles, background and text to have it look different for your sites.

Step 1:
Visit the following web site and copy all of the content from the first text area under “step 1”, that is between <script> and </script>.

Important: Do not include the “<script>” or anything above it, or the “</script>” at the bottom.

http://www.dynamicdrive.com/dynamicindex17/floatbar.htm

Create a new file called “floatbar.js” and paste the code in.

For our purposes, we changed two lines as follows:

```
var startX = 0 //set x offset of bar in pixels (was 30)
var startY = 0 //set y offset of bar in pixels (was 5)
```

When done, save the file and FTP it to the folder of your web site that has your home page in it.

We are now done with the DynamicDrive web site.

Step 2:
Under the <head> tag of your web page, paste the following:

```
<script type=”text/javascript” src=”/floatbar.js”></script>
<style type=”text/css”>
      #topbar {
            position:absolute;
            padding: 0px;
            width: 100%;
            visibility: hidden;
            z-index: 100%
      }
      .topbar_box {
            border: 1px solid black;
            background-color: yellow;
            width: 700;
      }
      .topbar_text {
            font-family: Arial;
            color: black;
            text-align: center;
            font-size: 10pt;
            padding: 0;
            margin: 0;
      }
</style>
```

Step 3:
Under the <body> tag of the same page, add:

```
<div id="topbar" align="center" width="100%">
      <table border="0" class=”topbar_box”>
            <tr>
                  <td align="center">
                        <p class=”topbar_text”>Your content</p>
                  </td>
            </tr>
      </table>
</div>
```

This will create a thin, centered, floating yellow box with the words “Your content”. You can then add in any SalesBully <span> tags into that content for live counters.

Change the styles, positioning and size to suit your needs.

PART 7: ADVANCED CONFIG – WARNING LEVEL 2

While the wizard will setup almost everything you can do with SalesBully, there are some advanced tweaking options, with which you can gain even more flexibility and control over your site.

You should only attempt to work with these if you have an experienced programmer on-hand to help you test and debug your site.

Using .html files instead of .php

The files created by SalesBully use the PHP programming language, and therefore all have the .php file extension instead of the standard .html or .htm.

This does not affect the way your site works in any way, though some people prefer to have their sites say .html instead of .php.

To change this, edit the .htaccess file located in the same folder as your home page on your site. (If you do not have a file called .htaccess, you can create one.)

Add into that file the following line:

```
AddType application/x-httpd-php .html .htm
```

This will enable .html and .htm files to run PHP code, and now your pages should work if you save them as .html or .htm files.

PART 8: TROUBLESHOOTING

If things don’t work as expect, first check the following likely problems.

If these ideas do not fix things, then please click the support tab and SEARCH to see if someone else has experienced the same problem. If they have, add view the answer and add it to your watch list.

If there are no matching posts, please click the “Contribute” button and ask your question there.

First Thing!

If you are having trouble, first try clearing your tracking data, just for you. That may be the problem right there.

Also, remember that you cannot access pages that have a schedule if the current date (on your server) is before or after the time you have that page scheduled to be available.

Files Don't Work

If the edited sample file fails to work, check the following:

1) Did you FTP them to your web site?
These files will not work on your personal computer. They must be on a web site capable of running PHP programs, like the one you ran the wizard on.

2) Is the header intact?
If you edited the header, the files may stop working. Please refer to the backup of the template file you made and copy the code between <head> and </head> into your file. If you didn't make a backup file, you can login to your copy of SalesBully and download a fresh template file.

Countdowns Don't Work For Everyone

This is because you have lost some settings that were in your sample file to control the cache, which tells the page if it should load new information from the server or not.

Here is the missing information:

```
<?PHP
   header("Pragma: no-cache");
   header("Cache-Control: no-cache, must-revalidate");
   header("Expires: -1");
?>
```

I Found A Bug

If you have found a bug, please login to the help system and do a search to see if it is a known issue and what the fix status is, or if there is a work-around. If you find the bug there, add it to your watch list to be notified when an answer is added.

If you cannot find it listed, please submit a bug report in the help system, providing as much detail as possible.