“PLR2WP Pro”
User Manual

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Introduction

"PLR2WP" is a windows software that allows you to quickly convert the the sales pages that come with products that are sold with resale rights (or PLR) to WordPress.

Most of the products that are sold with resale rights (like ebooks, software, templates etc) or some kind of distribution rights, usually come with a "Reseller Website" so you can sell the product.

Although this is cool, preparing these "Reseller Websites" to go live is not so comfortable, and can be a problem for many marketers for multiple reasons:

1) You need to know a couple of things about HTML or you need an HTML editor.

2) You need to know about FTP (managing a software to upload these mini-sites to your hosting).

3) And...If you need to modify something, you have to re-upload whatever you've changed through FTP.

The Solution: Move them to WordPress!

Our software provides a simple, fast and easy way to move these reseller websites to wordpress.

The general process is simple (later we'll see the details):

Step 1: Select a folder with a reseller website.
Step 2: Convert it to a WordPress Plugin our software.
Step 3: Upload that plugin to wordpress through your admin area (no FTP, no complex things). Just a single file!
Step 4: Add your payment button (or opt-in form code) etc, from WordPress.

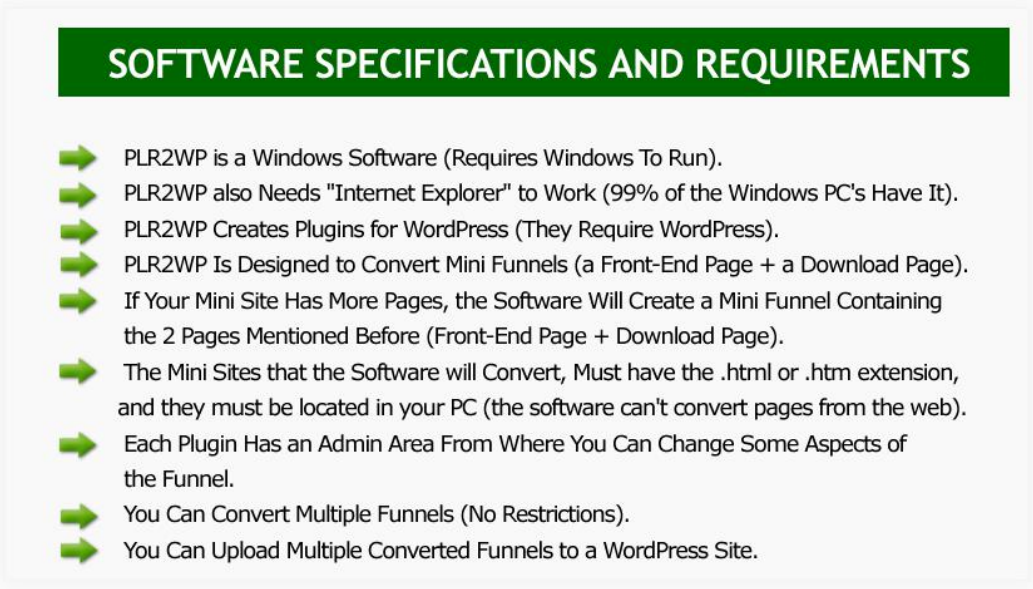
And if you want to change something (for example, if you want to change a payment button to set a Black Friday deal), you do it from your admin area in 30 seconds, without having to re-upload everything.

And there's more: you'll be also able to protect your download pages from Search Engines and stealers.

Really Cool.

Comment: The software is not designed to convert large websites. Instead is designed to convert mini-sites (great for Resellers).

The Funnels that create (as WordPress Plugins) consist of a "Front End Page" (can be a Lead Magnet Page or Sales Page) and a "Download" Page. And (if you have the "Pro" version, your funnels can also have a "Soft Redirect Page".



Do You Offer An Upsell? Although the software works with up to 2 pages (a "Front End" of your choice and a "Download Page" of your choice), if you want to convert a funnel that includes an Upsell, at the end of this document we'll see a trick to make it possible.

About this User Manual.

This user manual covers the “Pro” version of the software
and it has 2 areas:

1) How to Use “PLR 2 WP” to convert a mini site to WordPress.
2) How to Use the Generated Plugins.

Using “PLR 2 WP”.

Getting Started.

Using the software is really easy. Just follow these simple steps.

Step 1: Open the software.

Step 2: Click the following button...

And select a folder containing a “Reseller Website”.

Important (1): Please make sure that your reseller website also contains the delivery files (the files that the user has to download) so they’re added to the plugin.

Important (2): If the delivery files are too big (+4MB in total), it’s NOT recommended to include them inside this folder. Although you can do it, it’s NOT recommended at all.

It’s a better solution to upload the files to another location and later (through the WordPress panel), upload each item through your WordPress Panel.

Step 3: Identify Your **“Front-End Page”** and Your **“Download Page”**.

Now, the software needs to know...

- Which is your “Sales Page” (or Lead Magnet Page)?
(We’ll Call it “Front-End” Page).

- Which is your “Download Page”?

To do this, select your “Front-End” page using the “Drop-Down”

Tip: In general, “Front-End” pages are named as “index.html” or “index.htm”

And click “Set as Front-End Page”.

Then select your “Download Page” using the “Drop-Down” and click the “Set as Download Page” button.

Ready to Go On?

Using “PLR 2 WP”.

Adding 2 simple tags.

Now we need to add 2 simple tags to our pages.

We need to add the following tag to our front-end page: **#FRONT#**

And this one to our download page: **#BACK#** (this one is optional).

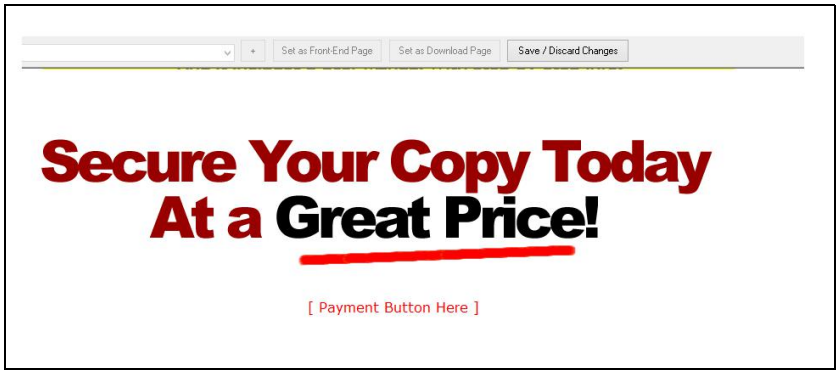
Why do we do this?

We do this so the plugin can later add some content inside those areas (where we’ve added the marks).

For example: If you add (or update) a Payment button, the WordPress plugin Will add that payment button where you’ve added the #FRONT# tag.

How do we do this?

1. Go to your “Front-End” page.
2. Click “Edit Page”.



3. Go to an area where you should enter a Payment button (or an opt-in form if it’s a lead magnet page).

Most of the sellers put a mark like this one in this area...

[Add Your Payment Button Here]

Or

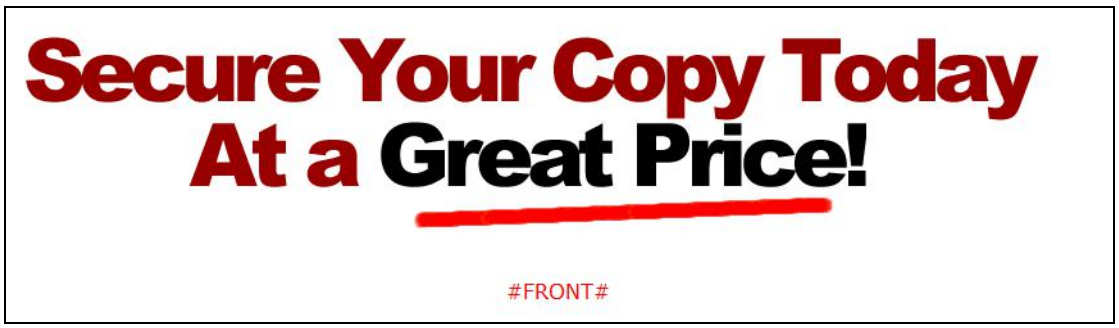
[Your Payment Button Goes Here]

Or

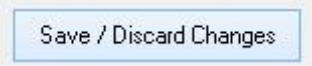
[Opt-in Form Code]

Etc.

4. Delete that and add this: #FRONT#



Then save your changes.



Finall, we'll do the same with the download page (but using another tag):

- Go to the "Download Page".
- Click "Edit Page".
- See the best place to add a tag (in general, below the download links, so You can later add more links -affiliate links etc).
- Add the following tag: #BACK#"
- Save the page.

Important: If the delivery files are too big (+4MB in total), it's NOT recommended to deliver them inside the plugin. Although you can do it, it's NOT recommended at all.

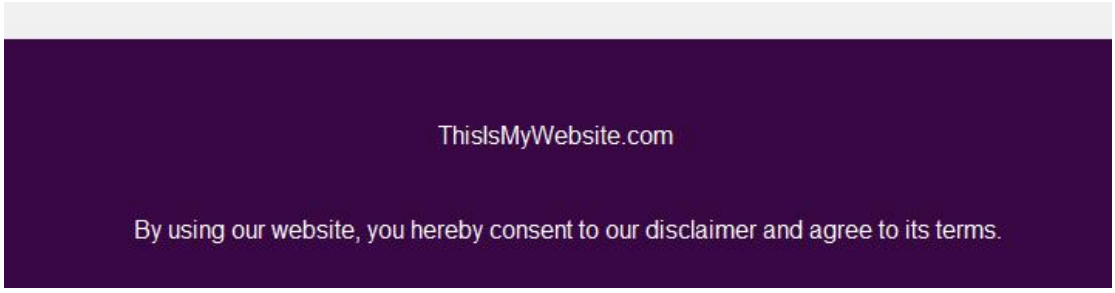
In cases like these, it's recommended to not include the delivery file/s inside the folder that contains the "PLR Funnel", then remove the links from the download page replacing them with the #BACK# tag) and then upload the delivery file/s from the admin area of the plugin.

General Comments:

- This is not a "Web Page Design" tool. We use it to add these tags and maybe some changes here and there on different elements that don't need to be changed through WordPress (like a footer text etc).

- If you want to add your own texts to a page (example: privacy terms), you can. Just keep in mind that this is not a design tool.

Here's an example of how i've added a disclaimer below the footer text (i've added it below the footer text, using some dummy text for testing purposes):

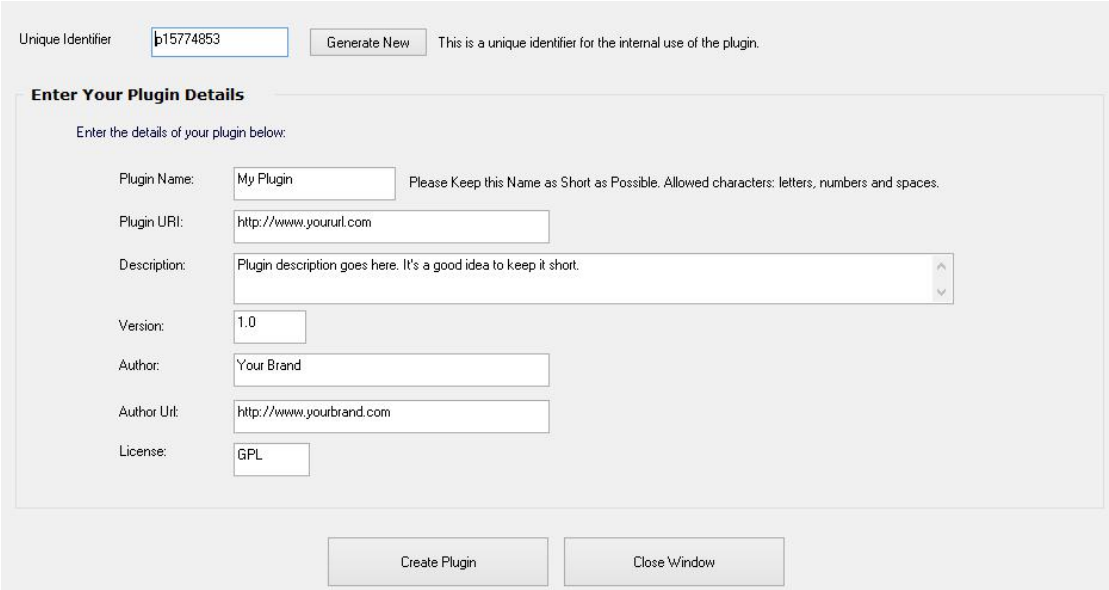


To do this, i've placed the cursor at the end of the footer text, then pressed "Enter" and added the text.

Remember to save your page.

After doing this (after adding the 2 tags), click the following button...

This will open a window from where you can enter the details of the plugin that will be created in a moment...



... and click “Create Plugin”.

After some seconds, your plugin will be created as a .zip file.

That’s all!

Comments

- The source files must have an .html or .htm extension.

- For a good conversion, the original files (the .html files) should be well coded and all the HTML references should be have double quotation marks.

Example: href=”http://wwww.somesite.com”

- Our software doesn’t optimize the HTML files (for example: if a website is not mobile friendly, our software won’t change that).

- Our software helps you to convert HTML mini funnels (the front end page and the download page) to WordPress.

If Your Plugin (.zip file) is Not Generated....

- Go to the folder where the app has been installed (example c:\plr2wp).
Make sure that has NO spaces. If it has spaces, it’s recommended to re-install the software again without making changes to the folder path.

The software should be installed in a root folder of your “c:\” drive (or your windows volume drive),but not inside a system folder (like “c:\program files”).

A quick solution could be to manually compress (with the .zip extension), the folder that was generated in the output folder (in general, making a right click over the folder, should present an option to .zip the folder).

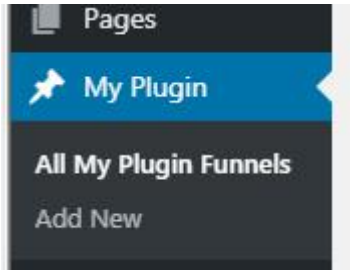
Using the Generated Plugin.

Using the generated plugins is easy.

First of all, you need to go to your WordPress admin area and install (and activate) the plugin, like you do with any regular wordpress plugin.

Comment: If you can't upload the plugin because of a max filesize limit, then you need to contact your hosting provider to increase this limit.

Then, you'll find a menu that belongs to your generated plugin in the left sidebar of your menu. Something like this (but with the name of your plugin):



To create a funnel click "Add New".

A funnel is a group of pages that include:

- A "Front-End Page".
- A "Download Page".
- A "Soft Redirect Page" (Optional).

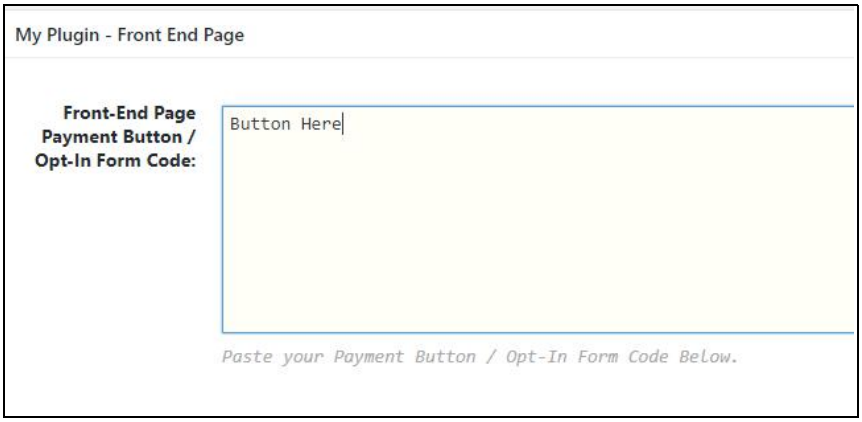
You can create one funnel or multiple funnels (multiple copies of the same product but with different payment buttons - for example to sell the product under ClickBank, JVZoo etc).

Then, add a name to that page...

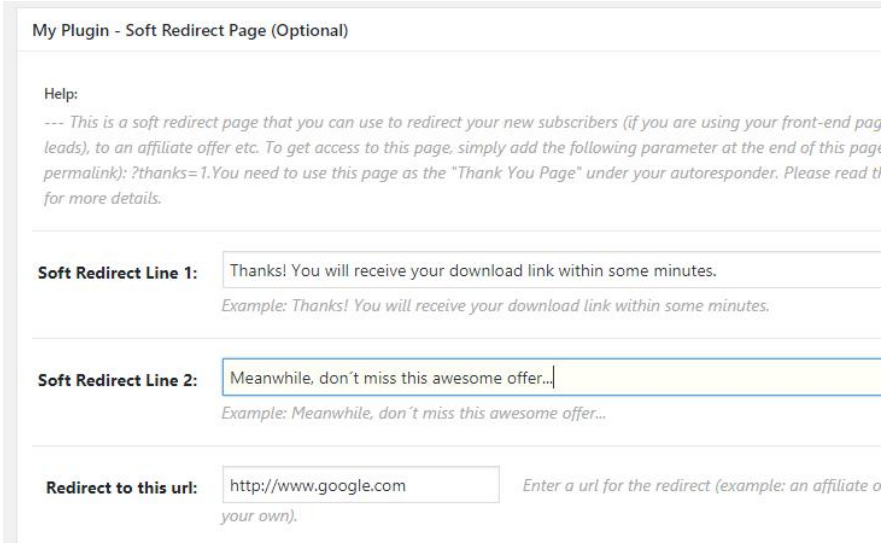
The name will appear in the permalink.

Tip: If you open the permalink in your browser, you'll be able to see your Front-End page. Make sure to save your changes first.

From the following area you can add your payment button (or your opt-in form if your front-end page is a lead magnet page and not a sales page).



From here, you can setup a "Soft Redirect" page (Pro Version):



You can get access to your soft redirect page by adding this parameter at the end of your permalink (at the end of your page):

?thanks=1

For example, if this is your page....

http://somesite.com/p833750530/productxyz/

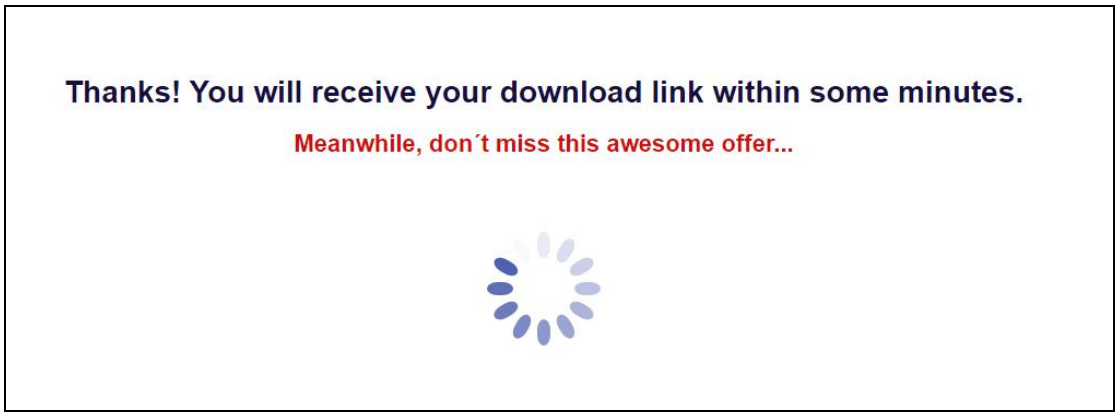
...your soft redirect page will be

http://somesite.com/p833750530/productxyz/**?thanks=1**

What is a Soft Redirect Page? How Can I Use It?

A soft redirect page is a page that shows a msg for some seconds, before doing a redirect.

Here's an example:



This is great to use with a lead magnet page:
Someone subscribes to your list, then is taken to a page like this, which can redirect th new subscriber to any kind of offer (affiliate etc).

This model can help you to quickly monetize your list.

How to Connect My Autoresponder

to a Soft Redirect Page?

When setting up your form, your Autoresponder Provider will let you enter a “Success” url (a url that the user will see after submitting the form).

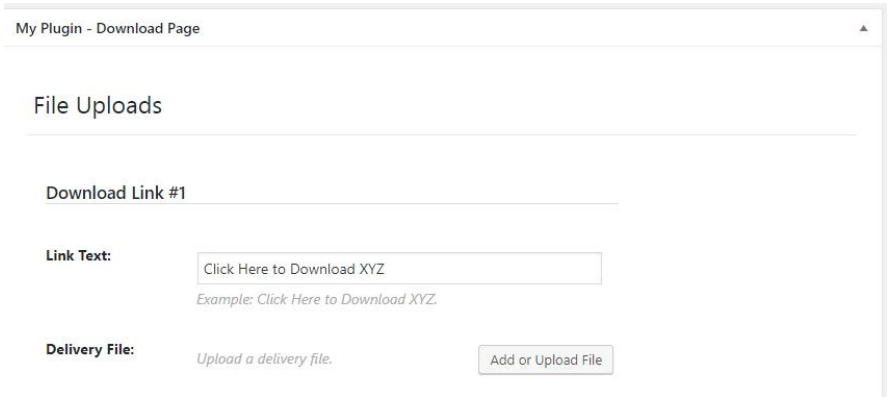
You need to enter your “Soft Redirect Page” url here.

And (as the user won’t have access to your download page), you need to send the download link by mail in an autoresponder sequence (is always recommended to do this in the first email of the sequence).

Now we’ll see how to get access to your download page...

The Download Page...

From this section, you can manage your download page.



Basically you can do 3 things:

- Add New Links to Your Download Pages, Pointing to Files that You Can Upload from here (good if you need to add additional files to your download page).

- Add New Links to Your Download Pages, Pointing to External Pages (for example, affiliate links).

Comment: If you want you can use a mix of these links (some linking to files that you've uploaded, some to external url), or only of a type (example: links to external sites) or none at all.

- Add a Security Key (a password) to protect your page so (if you page gets indexed by Google, etc), the visitors can't see its content.

To get access to your download page, you need to pass this at the end of your Url:

?dldkey=YOURKEY
For example, if your page is...

http://somesite.com/p833750530/productxyz/

And your security key is "awesome", to get access to your download page you'll need to use this url:

http://somesite.com/p833750530/productxyz/**?dldkey=awesome**

Remember: This is an example. Use your own values.

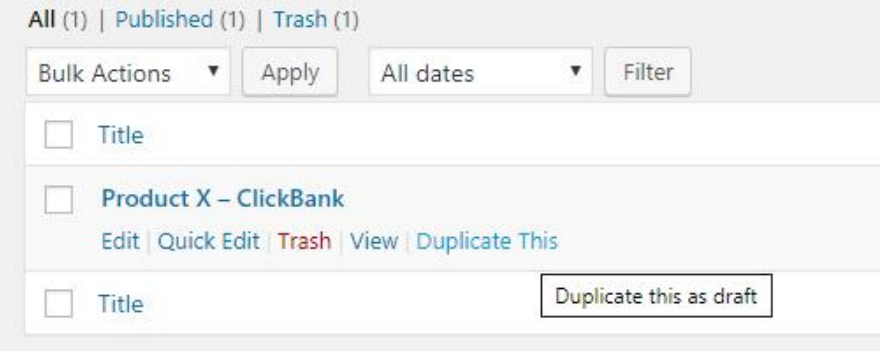
This url will have to be used as your "thank you" page under your payment platform (PayPal, JVZoo, WarriorPlus etc), or (if you're using a lead magnet page), you can send this via an autoresponder sequence, in your first email.

Quickly Duplicating Your Funnels...

If you want to create multiple copies of your funnels (for example, to sell each one of them under a different platform - ClickBank, JVZoo, WarriorPlus etc), here's a recommended (and free plugin) that will help you to save some time:

https://wordpress.org/plugins/duplicate-page/

After installing it, go to your funnels list and click "Duplicate This".



That will quickly clone your funnel. Just add another button to it (from a different network) and you're ready to go.

TIP: How To Add an Upsell Page To Your Funnels.

Although the software works with up to 2 pages (a "Front End" of your choice and a "Download Page" of your choice), if you want to convert a funnel that includes an Upsell page, we'll see a trick to make it possible (just consider that some additional steps are required).

Hop to Make it Possible

In this case, the solution will be to create 2 WordPress plugins (for example: ABCFunnel.zip and ABCFunnelUpsell.zip - you can use any names for them).

Your First funnel (Plugin) will consist of:

- Your Front-End Page and...
- Your Main Download Page.

Your Second Funnel (Plugin) will consist of:

- Your Upsell Page and...
- A Download Page for those Who Also Buy the Upsell.

Then upload and activate both plugins, go to the menu of each plugin, create a funnel and you'll have your funnel (including the upsell page) running!

From there, you need to connect the 4 pages through your payment platform.

That's All!