



**Tired of
manually
creating sales
pages? You're
in luck!
Sales Page
Rapid Fire
will allow you
to plug &
create!**

**Kim Enders'
Sales Page
Rapid Fire**

Original-Eproducts.com

User Guide, Version 1.0

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Congratulations!

You are now in possession of a simple yet powerful software! This User Guide has been put together to refer back to in case anything doesn't make sense. It may not be all inclusive; if you have any other questions, feel free to open up a support ticket at <http://www.original-eproducts.com/helpdesk> Most times, you'll get an answer within 24 hours!

Installation



You should have received a zip file that contained this User Guide and a software file (pictured at left.) Installation is really quite simple. Just double click on the software file. Click the 'Next' button on the Welcome screen that comes up. Read the license agreement (which is really short), check the box next to 'I accept the terms of the license agreement' and click the 'Next' button again. Choose a destination directory on the next screen and click 'Next'. Click 'Next' on the following screen. Then click the 'Finish' button. That's it. It should now be installed.

SP Rapid Fire's Various Windows Explained

You'll find 11 screens within the software. They include:

'Templates' – This window allows you to choose 1 of the 3 templates to work with.

Run-down of templates:

Template 1: Includes header image but ecover image is on the left side of the page.

Template 2: Includes header image but ecover image is on the right side of the page.

Template 3: Does not include header image or ecover image.

'Headlines' – This window allows you to input your headlines, sub-headline and 2 following bold statements at the beginning of the sales page.

'Settings' – This window allows you to put in Meta tag details and page settings. It also lets you browse for pictures and set background and border colors.

'Intros' -- This window is where you introduce the product.

‘Opt In’ – This is where you type in a paragraph to entice visitors to join your ezine. You can also paste your opt in web form html code within this window (it’ll tell you specifically where to put it.)

‘Benefits’ – This is where you’ll paste the benefits of your products and below that, a summary of the benefits.

‘Features’ – Perhaps one of the most dynamic features of SP Rapid Fire, you are able to create features and testimonials through this section.

The screenshot displays a web application interface with a top navigation bar containing the following tabs: Templates, Headlines, Settings, Intros, Opt In, Benefits, Features, What You Get, Buy Now, Closing, and Finish. The 'Features' tab is currently selected.

The interface is divided into two main panels:

- FEATURES Panel:**
 - Fields: 'Feature:' (text box) and 'Description:' (text area).
 - Buttons: 'Clear', 'Save', 'Edit', and 'Delete' are located to the right of the 'Description' field.
 - Table: Below the input fields is a table with a header 'Feature' and a list of entries. The first two entries are 'This is my first feature.' and 'This is my second feature.'.
- TESTIMONIALS Panel:**
 - Fields: 'Name:', 'URL:', and 'Testimonial:' (text boxes).
 - Buttons: 'Clear', 'Save', 'Edit', and 'Delete' are located to the right of the 'Testimonial' field.
 - Additional Options: A 'Back Color:' label with a color picker (showing #ffffcc) and a small icon are located above the 'URL' field.
 - Table: Below the input fields is a table with a header 'Testimonial' and a list of entries. The first entry is 'Testimonial giver's name goes here.'.

To add a feature, simply fill out the “Feature” and “Description” text boxes. Then click the ‘Save’ button. You’ll notice that the Feature’s name will be added to Feature list below.

To add a testimonial, simply fill out the ‘Name’, ‘URL’ and ‘Testimonial’ text boxes. As with adding features, you also click the ‘Save’ button to go ahead and add it. It will then be added to the testimonial list below.

Note: You can also change the color of the testimonial boxes thru the ‘Back Color’ option area.

‘What You Get’ – This window allows you to provide details on what problem the product solves, what your customer gets for buying, and it also includes a section where you can list bonuses as well!

‘Buy Now’ – This window allows you to format the box that will contain your guarantee, to place your guarantee headline, to expand on your guarantee and to append your PayPal button code. It also allows you to expand on why your customer needs to buy now and why are you selling the product at its current price. Note: Make sure to fill in the ‘Product Name’ and ‘Price’ fields.

‘Closing’ – This window allows you to input a closing headline, a closing statement and 2 P.S. statements.

‘Finish’ – This window has a ‘Save HTML’ button that you will push to create your sales page as an HTML file.

The Main Menu

The main menu contains common commands including 'new', 'open' and 'save'. All 3 of the preceding concern the sales project in general. For instance, when you click save, you're saving the project, not a sales page.

The 'previous' and 'next' buttons refer to accessing the previous and next steps.

The 'Font' and 'Color' buttons may be used throughout the software to change the properties of the text and other elements of your sales page.

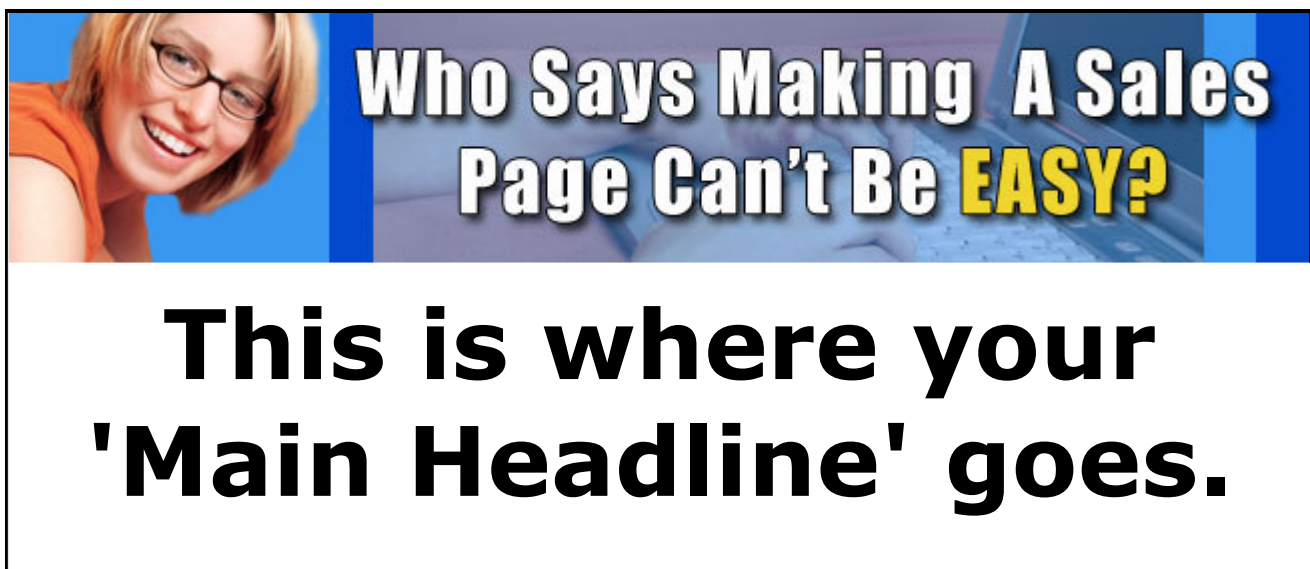
The 'Preview' button allows you to preview your sales page.

The 'Exit' button exits you out of the software,



A Sample Page With Element Locations

If you're like me, you prefer to know where each element of the sales page is going. To save you some time and confusion, I've provided a copy of a sample sales page created with SP Rapid Fire. This sample sales page, which you'll find below, will point out where each element goes.



This is where your 'Sub Headline' goes.



This is where 'Bold Statement 1' goes.

This is where 'Bold Statement 2' goes.

From: Joe Blow
Wednesday 9:11 PM

Dear Friend,

This is where your introduction goes. Make it good!

Product Name Introduction Headline goes here.

Product Introduction Paragraph goes right here.

This is where you put the details for the 'Give your prospect a good reason why they should opt in to your newsletter'

This is where your Opt-in form HTML code will end up going!

* Your name and email address will not be sold, shared or disclosed to anyone. We promise to respect your privacy *

This is where you enter 2 or 3 paragraphs about why you created this product. This is in the Benefits window.

- **This is my first feature.** - This is where I describe the feature.
- **This is my second feature.** - This is where I describe it.

This is the actual testimonial.

Testimonial giver's name goes here. [Testimonial giver's URL goes here.](#)

This is where the Summary of Benefits details go.

[Click Here To Order Now](#)

Under the WHAT YOU GET section, this is where 'Main Problem your product solves' goes.

Under the WHAT YOU GET section, this is where 'What your customer gets for buying' goes.

This is where the 'Guarantee Headline' goes.

This is where the body of your guarantee goes. This is also in the BUY NOW section

This is where 'Why you need to buy NOW headline' goes.

This is where the 2 or 3 paragraphs explaining why you are asking for your particular price goes. This is under the PRODUCT heading in the Buy Now section

Look at it this way -- \$PRICE is really a painless drop in the bucket to be able to get your hands on PRODUCT NAME and start using it right away to improve your lifestyle!

**You Really Can't Afford Not To Invest In
"PRODUCT NAME"**

It's easy to get started right away. Just click the order link below.

Click here to order right now for only \$PRICE (even if it's 3:00 am in the morning).

 **Yes Joe, I Just Have To Have This
Incredible Package! Count Me In**

Right Now!

It's Easy To Order...

Click PayPal Button Below To Order!



This is the closing headline in the 'CLOSING' section.

This is where you enter a one or two paragraph closing statement. This is also in the 'CLOSING' section.

Don't you owe it to yourself to try PRODUCT NAME today?

Sincerely,

Joe Blow

P.S. This is where you put your first P.S.

P.P.S This is where you put your second P.S.

Tips and Hints To Help You Make The Most of SP Rapid Fire

- 1) Before starting a sales page project, collect your sales copy and graphics and centralize them in one folder. This will make it easier to track down each if you need to browse for them within the software.
- 2) Where possible, type in enhanced font areas rather than pasting. For example, the main headline, if typed in, will provide you with a large, bold black font. However, if you copy and paste into the main headline text box, the result will be completely unformatted text.
- 3) Don't neglect saving your projects!
- 4) Don't force yourself to go through step-by-step. If jumping from one section to another flows easier for you, do it! ;)
- 5) When you save your sales page, it will automatically be placed in the 'savedprojects' folder within the installation folder for Sales Page Rapid Fire.
- 6) Try not to get overwhelmed by the 11 windows in the software. Once you create a couple of sales pages and, well, basically familiarize yourself with it, you will see that it really is quite easy!
- 7) Before creating any sales pages, take a few moments to study the sample page provided in this User Guide. Understanding where everything will go will help you speed up the process of creating your sales page.

That's it for now. Hope this helps!

If you still need technical support after reading this manual, please open up a support ticket at <http://www.original-eproducts.com/helpdesk> Your inquiry will be answered in 24-48 hours.