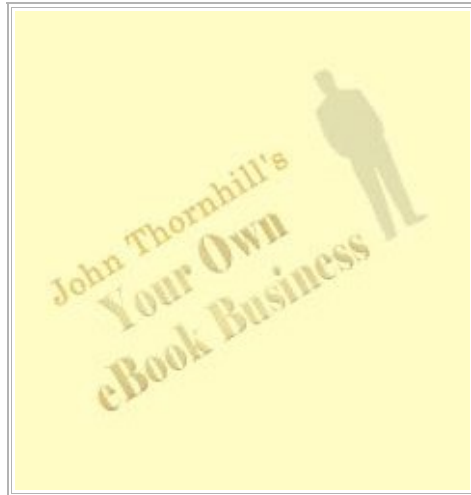


Guide to Editing Your PlanetSMS eBook Website



By Paula Brett

[You Might Like to Visit My Blog](#)

Disclaimer

The Author has striven to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that she does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet and indeed the probable updates of the website script concerned. This current report is based on PlanetSMS eBook Website Version 1.2

This report is a common sense guide to editing your PlanetSMS Website V 1.2. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely upon their own judgment about their individual circumstances and to act accordingly.

This report is not intended for use as a source of legal, business, accounting, financial or medical advice. All readers are advised to seek the services of competent professionals in legal, business, accounting, finance and medical fields.

Any perceived slights of specific people or organizations are unintentional.

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About The Author

Hi, my name is Paula Brett and I live in the London suburbs with my husband, who is a landscape gardener, and our two small sons.

I originally trained as an actress and was beginning to build a successful TV, Radio and Theatre career when I needed to put it all on hold for a while to be at home with my boys. As both endeavors are pretty much an all-or-nothing undertaking, obviously my sons took precedence. Not being one to relish spending my time cooking and cleaning, I kept my brain active by entering the crazy world of internet marketing and that was it -- hooked!

Like many, I began my foray into IM by selling physical items on eBay but the daily trek to the post-office, dragging heavy sacks and enduring filthy looks from menacing pensioners for holding up the queue for hours soon became as mind-numbingly boring as the cooking and cleaning. Enter the lure of digital products and John Thornhill of [PlanetSMS](#) fame.

My initial time on John's PlanetSMS forum was an eye-opener, I was as green as they come, but determined to learn. And I did. Now I am a Moderator on the forum, which boasts a large proportion of 'newbies' to IM. I remember vividly how bewildering it all was for me when I first started so I am happy to help any Members who ask to get their businesses up and running in any way I can.

I greatly enjoy forum life, and communicating with other marketers and I certainly wouldn't be doing what I am today without the help and advice these interactions provide.

I now make a living installing scripts (mainly [DLGuard](#), [EW Portal](#) and [MyDD](#)), creating voice-over video promotional guides and instruction manuals for products and, of course, writing my own 'Take-Me-By-The-Hand' step-by-step eBooks.

Most recently, in May 2007, internet marketer Dan Thompson and I set up [D9 Hosting](#).

Because we had both worked extensively with newcomers to IM, and had witnessed how little support they were receiving from hosting companies in general, we felt that there was a gap in the market for a hosting company that understands the needs and concerns of internet marketers and, most especially, beginners. We wanted to provide uncomplicated hosting, lots of tutorials, excellent support and great prices.

We're very pleased with the response so far, and we're delighted to have the endorsement of John Thornhill. We've attracted a pretty fantastic bunch of Clients and our services are expanding as their needs grows.

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Introduction

This report assumes that you have already installed your PlanetSMS eBook website on your webspace.

If you haven't installed your website yet, you can find details on how to do so in the PlanetSMS Members Area here

<http://www.planetsmsmembers.com/planet-e-books-members/>

You will need your login details to gain access, these will have been sent to you by John Thornhill when you purchased your package.

If you're not comfortable installing the website yourself, you can have it auto-installed for you by [D9 Hosting](#) (again, find details about this special offer in your PlanetSMS welcome pack)

This report is not intended to replace any of the excellent guidance already available in the admin area of your new website. It is meant to be used alongside this guidance, to enhance your understanding of the setup.

So, lets get on with getting your eBook business up and running...

Your Admin Panel

After you have installed your website or had it installed for you, go to your browser and type in your admin url (the website address of your admin panel). It will look something like this...

<http://www.yourdomain.com/admin> (replace yourdomain.com with your own domain name)

Admin Control Panel

Log into your admin panel with your chosen username and password.

Admin Login

Username:

Password:

Login

When you first install your default username is test

When you first install your default password is test

Admin Control Panel

You will then see this page (above)

Your default username will be the word **test** and your password will also be the word **test** Once you enter these and login in you will have the opportunity to change these.

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Your Admin Control Panel can be referred to as the 'back-end' of your website, the backstage area – your customers will not have access to this area.

The main shop face of your website, or the front-end, is the aspect that your customers will see.

Whilst you are working through these sections, it might be a good idea to have two browser tabs open, one showing the back-end, your admin panel e.g.

<http://www.yourdomain.com/admin> and one showing the front-end, your website shop front e.g. <http://www.yourdomain.com>

In your Admin Control Panel, you will see all your edit links on the left-hand side



You will also see, dotted throughout each section of the Admin area, small, blue question mark icons (?) which, when clicked, will explain functions in more detail. Don't forget to make use of these, as they are very good!

If you get stuck on any aspect, you can always contact the [PlanetSMS Help Desk](#) but it's always a good idea to check out the [PlanetSMS Forum](#) first, as there are a lot of

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knowledgeable people there who are all very willing to help. Don't be afraid to post, no question is too stupid and most of them have all been asked before!

In the following chapters, we're going to work our way through all the links down the left-hand column and enter all your personalised details to really make the eBook website your own.

Admin Settings

In this section, you are going to reset the default username and password so they will no longer be test and test.

It is important that you remember what these are, so make a note of them and keep them safe.

Admin Control Panel

- ★ [Home](#)
- ▼ [Standard Settings](#)
- ★ [Admin Settings](#)
- ★ [Personal Settings](#)
- ★ [Basic Settings](#)
- ★ [S.E.O Settings](#)
- ★ [Theme Settings](#)
- ★ [AdSense Settings](#)
- ★ [Clickbank Settings](#)
- ★ [Aweber Settings](#)

Admin Settings

If at any time you need help with any part simply click on the show/hide icon

Welcome to the Admin Control Panel

Please enter a unique username and password

Note You must change your username and password to your own only. Please choose a memorable password

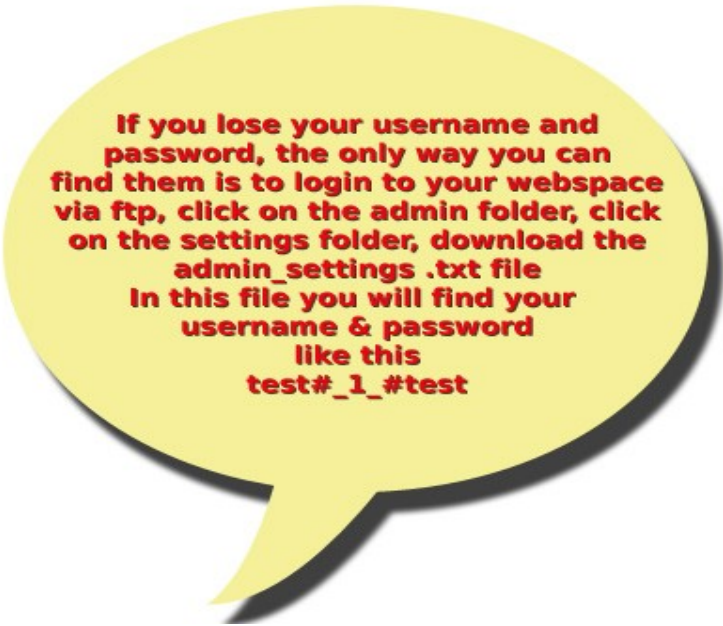
Username:

Password:

[Save Admin Settings](#)

Don't forget to SAVE

Choose a memorable username and password and make a note of these somewhere safe



**If you lose your username and password, the only way you can find them is to login to your webspace via ftp, click on the admin folder, click on the settings folder, download the admin_settings .txt file
In this file you will find your username & password like this
test#_1_#test**



**If you do not know how to access your webspace via FTP
you can download a free step-by-step guide
by clicking [HERE](#)**



Personal Settings

In this section you will need to add your full name and your contact email address.

Insert the email address you wish your customers to contact you on

Personal Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Please insert your personal settings. These are needed for your contact form. These details will be used for visitors to contact you via email on the contact link on your website.

Your Full Name: ?

Email Address: ?

In Contact Page: ☒ ?

Your contact email address is the email address you wish to use for your customers to contact you.

This email address will be associated with your contact page on your website.

Your contact page has a form for your customer to fill in, this form format will help to cut down on spam

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The screenshot shows a website layout with a top navigation bar containing buttons for Home, eBooks, Audio Books, and Contact. The main content area is titled 'Contact Us' and contains the following text:

If you feel you need to contact us about anything, please email us using the form below.

Please check out our FAQ section before emailing us. If your question has been answered, this will save us time.

Please keep your emails as short and precise as possible. We can't read everybody's mind.

The form includes three input fields: 'Your Name:', 'Your Email:', and 'Mail Message:'. The 'Your Email:' field is marked with an asterisk (*). Below the fields is a 'Send Mail' button.

A yellow speech bubble with red text is overlaid on the form, stating: **It's harder for spambots to send you spam when you have a contact form and your email address is not visible**

On the left side of the page, there are three sections: 'Site Navigation' with links to Home, eBooks, Audio Books, Contact, and FAQ; 'eBook Search' with a search box and a 'eBook Search' button; and 'Site Categories' with links to Computers and Education.

On the right side, there are two 'Links and Offers' sections, each with a placeholder box.

A small note at the bottom left of the form area states: * - Required field

You can change the actual text on this page later on in the Advanced Section

Don't forget SAVE YOUR SETTINGS

Basic Website Settings

We are now going to add the name of your eBook store to the header banner

Basic Website Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Your Website Header Title: ?
0 characters entered.

Your Website Sub Header: ?
0 characters entered.

Your Website Footer Text: ?

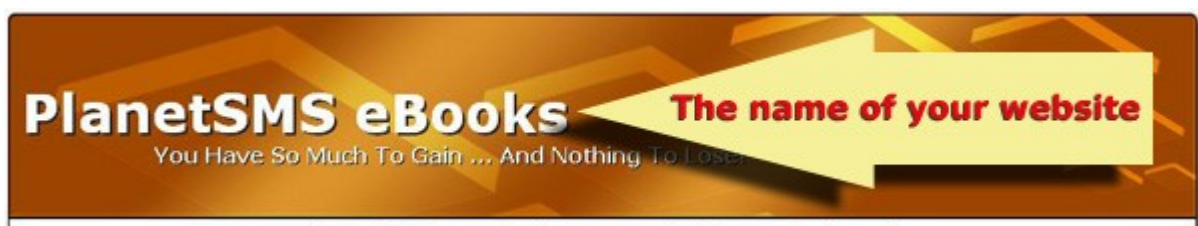
Your Audio Book World Online Affiliate: ?

Display Powered By Link: ?

This is the name of your eBook store

Save Basic Website Settings

Once you type the name of your site in the first box, you can check the front-end of your website in another browser window (make sure you don't close your admin area browser window) and view your website header banner



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Next, you are going to add a sub-header, if you wish to have one

Basic Website Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Your Website Header Title: 0 characters entered.

Your Website Sub Header: 0 characters entered.

Your Website Footer Text: 0 characters entered.

Your Audio Book World Online Affiliate ID:

Display Powered By Link:

Add your sub-header here

Save Basic Website Settings

If you don't want a sub-header, simply leave this box blank



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Next, you will personalise the text in your footer banner with your website name

Basic Website Settings

If at any time you need help with any part simply click on the help icon or show/hide menu

★ [Home](#)

▼ **Standard Settings** ▼

★ [Admin Settings](#)

★ [Personal Settings](#)

★ [Basic Settings](#)

★ [S.E.O Settings](#)

★ [Theme Settings](#)

★ [AdSense Settings](#)

★ [Clickbank Settings](#)

★ [Aweber Settings](#)

★ [Paypal Settings](#)

Your Website Header Title: 0 characters entered.

Your Website Sub Header: 0 characters entered.

Your Website Footer Text: 0 characters entered.

Your Audio Book World Online Affiliate ID:

Display 'Powered By' Link: ☒

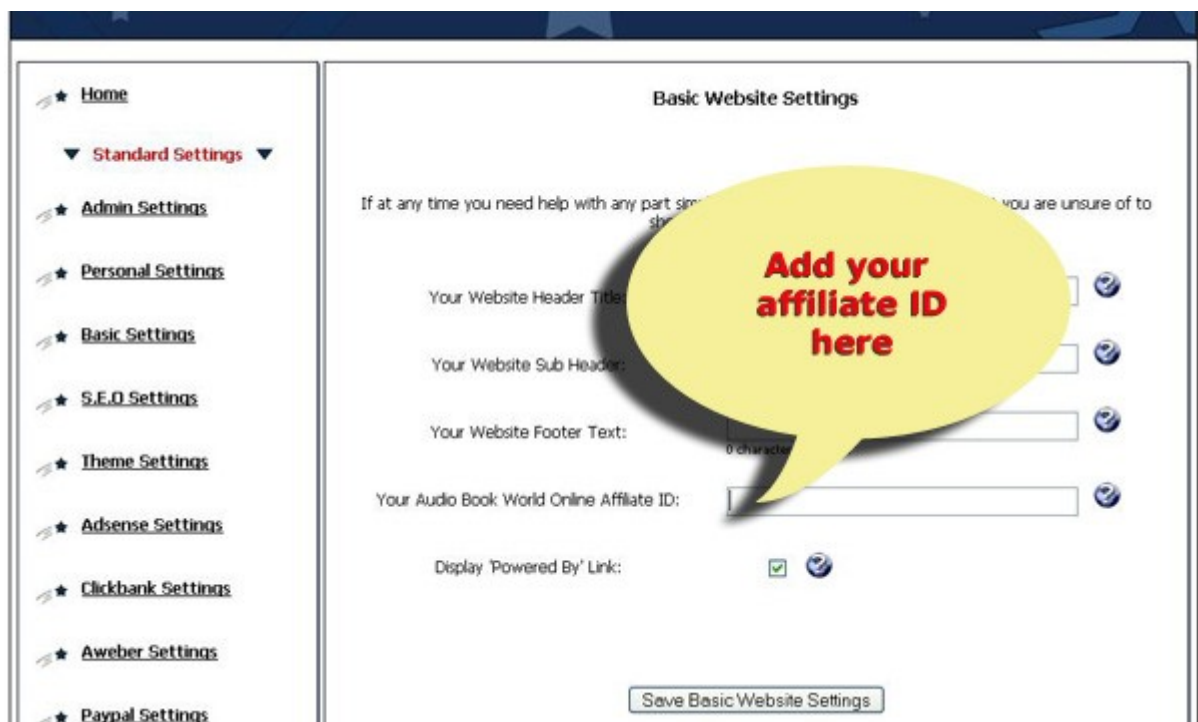
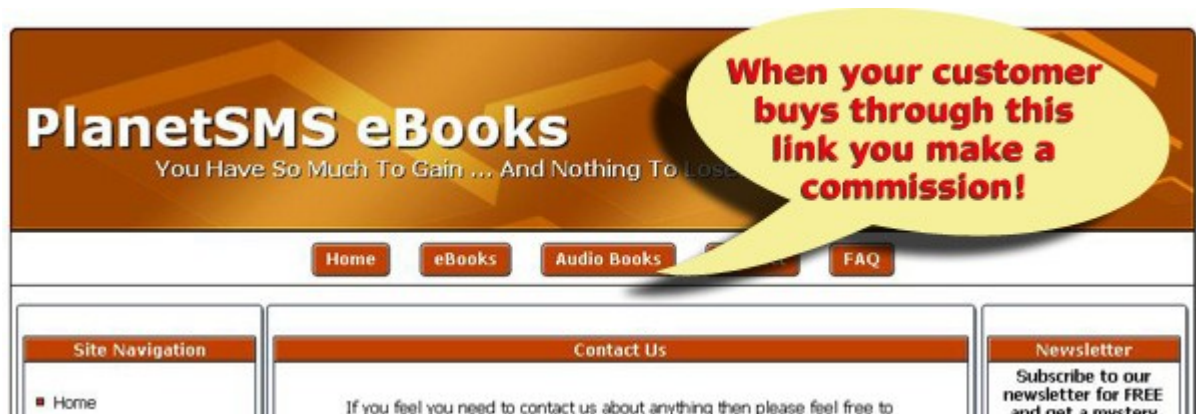
[Save Basic Website Settings](#)

Add your footer text here



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One of the link buttons on your website is an affiliate link to a website that sells Audio Books. You need to sign up with this company and insert your affiliate identity in the next box



You can sign up for an Audio Bookworld account [here](#)

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The final function in this section is the 'Powered By' Link. You will find this link right at the bottom of your website.



It says **Powered By: PlanetSMS eBooks**. If you click on this link you get taken to John's Your Own eBook Website PlanetSMS package

In a later section, we will be adding your ClickBank ID. If a visitor to your site clicks on this **Powered By** link, and they purchase John's package, you will receive a Clickbank commission. You can turn this feature off if you wish.

Don't forget to SAVE YOUR SETTINGS

S.E.O Settings

S.E.O. is an acronym for Search Engine Optimization.

SEO is a huge subject so I will not try to explain it here. However, you do need a title for your website for the search engines, you need a description of your website and you also need to add a few keywords for search purposes.

I would strongly urge you to click on the small, blue question mark (?) icons on this page, as the explanations are excellent and will help you along

The changes on this page will show in the HTML coding of your site.

If you would like to see this in action, go to the other browser that you have open, with the front-end of your site (don't close your admin panel browser), right click with your mouse on your home page, select view source code and you will see all the HTML code pop up. You will see your website title, your description and your keywords – these are what the search engine robots read.

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The code you will see will look similar to this


```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<meta http-equiv="Content-Language" content="en-gb">
<meta name="revisit-after" content="30 days">
<meta name="classification" content="Internet Marketing">
<meta name="description" content="This fantastic website is crammed full of ebooks
<meta name="keywords" content="ebooks, eBook, e-book, buy ebooks, get free ebooks :
<meta name="robots" content="INDEX, FOLLOW">
<meta name="distribution" content="Global">
<meta name="rating" content="General">
<meta name="copyright" content="Multi Profit Websites">
```


Don't forget to SAVE YOUR SETTINGS

Theme Settings

This page is where you choose your theme, i.e. the colour-scheme and design of your website.

Website Theme Settings

If at any time you need help with any part simply click on the  icon next to the part you are unsure of show/hide more information.

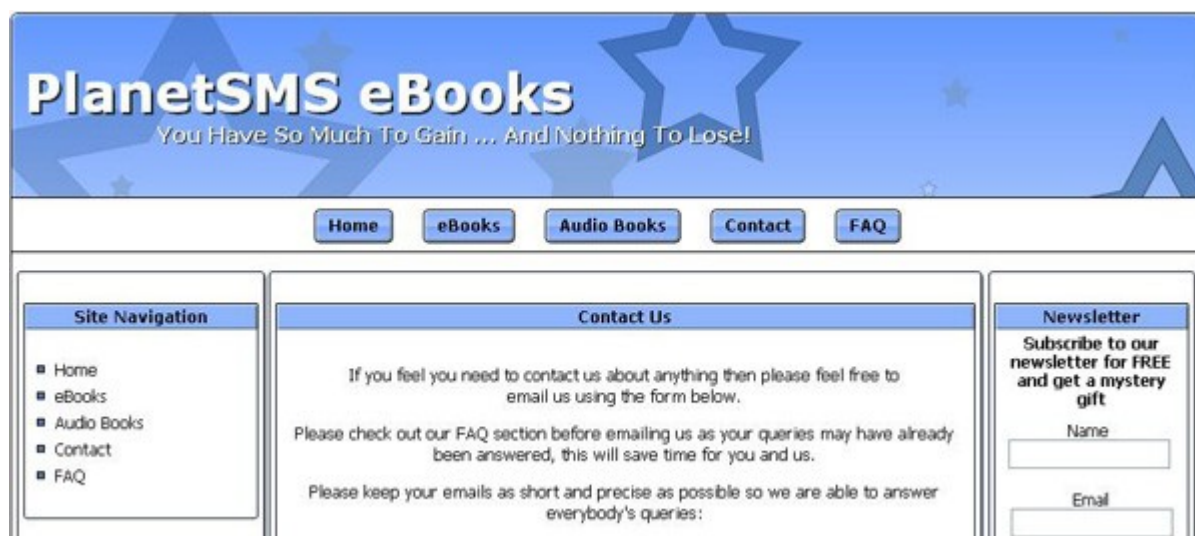
Choose a Website Theme: 

If you would like a unique custom theme adding to your control panel checkout our custom theme option [here](#)

You can select your theme by clicking on the drop down menu, select and **SAVE YOUR SETTINGS**

Why not try out all of the themes, save your settings and then switch to your other browser, where the front shop face of your website is, and refresh your home page by pressing F5 on your keyboard a few times, until you see your new theme.

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When you're happy with your theme don't forget to **SAVE YOUR THEME SETTINGS**

AdSense Settings

Google AdSense ads are the adverts that you often see on websites, like the example below



When a visitor to your site clicks on these ads, you make a commission, which you will see register in your Google AdSense account. Your site visitor does not have to purchase anything from you to make a commission, you are paid per click!

You can sign up for a Google AdSense account [here](#). However, if you don't want Google AdSense ads on your website, simply uncheck the box

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★ Home

▼ Standard Settings ▼

★ Admin Settings

★ Personal Settings

★ Basic Settings

★ S.E.O Settings

★ Theme Settings

★ AdSense Settings

★ Clickbank Settings

★ Aweber Settings

AdSense Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Your AdSense Pub Code:

Your AdSense Channel Code: (if required)

Display Google Ads ☐

Save AdSense Settings

WARNING: You should **NEVER** click on your own Google Ads. Google are very hot on this and can track your clicks. They can and will suspend your account and it's highly unlikely that you will get it back. Neither should you encourage your friends to click your ads constantly. Again, too many clicks from the same location can get your account terminated.

There is a very slim possibility that for reasons best known to themselves Google will turn you down for an account. Don't worry, this is easily worked around. Simply go to www.blogger.com, set up a free blog and make a few posts, you can apply for your AdSense account from Blogger.

Once you have your account, you can use your pub-code for any and all of your websites, you don't need to have a separate account for each website.

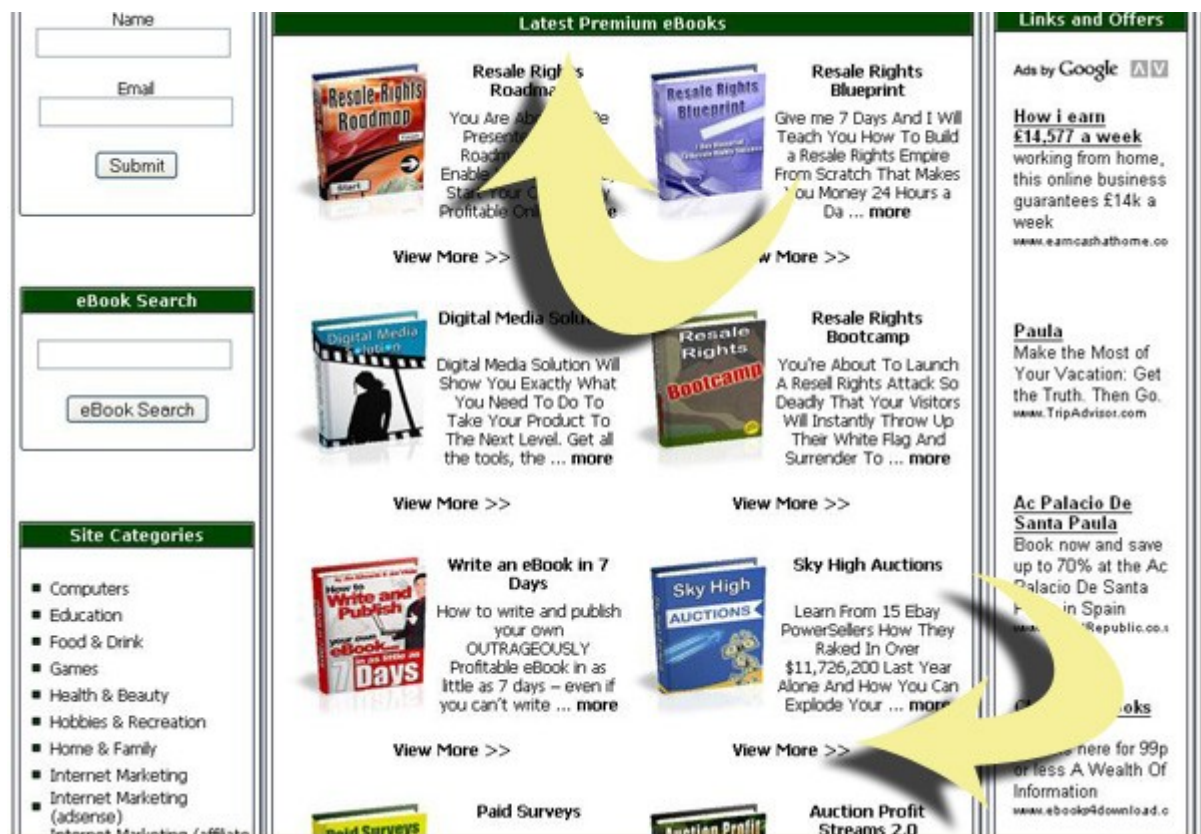
Don't forget to SAVE YOUR SETTINGS

ClickBank Settings

On this page you are going to insert your ClickBank username/nickname.

On the home page of your website you will see a section called **Latest Premium eBooks**. These products are products that are sold through a 3rd Party.

You do not have these products uploaded to your webspace. However, the **View More >>** links lead to the product's sales page. This link is embedded with your ClickBank nickname, which means that if someone clicks one of these links on your website and goes on to purchase, your ClickBank account will be credited with a commission.



You do not have to worry about taking payment for these products, nor delivering them. This is all taken care of through ClickBank, all you are interested in is securing a commission.

You can quickly and easily sign up for a ClickBank account [here](#)

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Once you've added your ClickBank nickname to the box, don't forget to **SAVE YOUR SETTINGS**

ClickBank Settings

If at any time you need help with any part simply click on the  icon next to the part you are unsure show/hide more information.

Enter Your ClickBank Nickname/ID:

Save ClickBank Settings

Aweber Settings

[Aweber](#) is a paid autoresponder service and are probably the top autoresponder service on the net. With an Aweber account you can create and manage as many mailing lists as you wish.

Building a list of subscribers is vital to your business and this great eBook website script is especially designed to integrate with Aweber.

If you don't already have an Aweber account, this page might seem a bit daunting to you. However, if you decide to open an account, then the required elements for this page will fall into place fairly easily.

If you are a bit confused by it all, I can highly recommend a set of videos that I purchased a little while back which are absolutely amazing called [Aweber Unleashed](#) - you can check out my review on my blog here

<http://paula-brett.com/blog/aweber-backstage-behind-the-scenes/>

Once you have inserted the details gleaned from your Aweber account, you can see the sign up box appear on the front end of your eBook website



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Of course, if you don't have an account, or you're not quite ready to sign up for one, you can just un-check the box at the bottom of this page, to omit the form

▼ Standard Settings ▼

- ★ Admin Settings
- ★ Personal Settings
- ★ Basic Settings
- ★ S.E.O Settings
- ★ Theme Settings
- ★ AdSense Settings
- ★ Clickbank Settings
- ★ Aweber Settings
- ★ Paypal Settings
- ▼ Advanced Settings ▼
- ★ Add/Remove Categories
- ★ Add/Remove eBook Pages

If at any time you need help with any part simply click on the icon next to the part you are unsure of to show/hide more information.

What is Aweber?

Your mailing list is a very important part of your website. You can use **Aweber** to collect email addresses in a secure database, which will allow your visitors to Double Opt-in to your subscriber list, which will allow you to send them broadcast and predefined email responses.

Aweber will allow you to securely and safely, send emails to your subscriber list without fear of spam complaints. These emails can include any website updates, product offers, sales, news, tips and so on.

This is a highly recommended service and we urge you not to ignore this section.

Your Signup Text:

Your Meta Web Form ID:

Your Unit Setting: (list name)

Your Re-direct URL:

Display Aweber Signup Form: ☒

If you omit the form, an eBook search box is automatically displayed on your pages in place of the sign up form

FAQ

eBook Search

eBook Search

Resale Rights Roadmap

As always, don't forget to **SAVE YOUR SETTINGS**

PayPal Settings

On this page you are going to add your payment settings for your eBooks. The information you supply here will be embedded in the coding of your PayPal payment button and when directed to make a payment, all the correct information will appear to your customer.

In the first box you can choose single purchase (Buy It Now) or Add to Cart (several purchases in a shopping cart) from the drop down menu

Paypal Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Payment Button Type: Buy Now ?

Paypal Email: ?

Default Price: ?

Currency: ?

Default Thank You Page URL: ?

Use this price for ALL ebooks ☐

Use this URL for all pages. ☐

Save Paypal Settings

However, it's important to know that if someone does buy more than one item from your website, they may pay for them all together but currently the script cannot handle delivering more than one download link to the customer. This means that only one link for one product will be delivered.

It might be wise, to avoid confusion, for you to choose the Buy Now option. In general, if a customer wants to purchase more than one item, they don't mind going through the payment procedure again. Of course, if you are happy to deal with a customer who emails

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you to say they only got one item, then great, use the Add To Cart option.

In the next box, you will need to add your PayPal email address. If you don't have a PayPal account you can sign up for one [here](#)

The screenshot shows the 'Paypal Settings' page. On the left is a sidebar menu with links: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, Adsense Settings, Clickbank Settings, Aweber Settings, PayPal Settings, Advanced Settings (expanded), and Add/Remove Categories. The main content area is titled 'Paypal Settings' and includes a help note: 'If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.' The form contains the following fields and options:

- Payment Button Type: Buy Now (dropdown menu)
- Paypal Email: (text input field)
- Default Price: (text input field)
- Use this price for ALL ebooks: (checkbox)
- Default Thank You: (text input field)
- Use this URL for all pages: (checkbox)
- Save Paypal Settings (button)

A yellow speech bubble with the text 'Add your PayPal email address here' is overlaid on the PayPal Email input field.

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In the next box, you will add the default price that you want to set for your eBooks. This means that if you check the box, all your eBooks will be set at this price.

However, if you want to set different eBooks at different prices, you can do this later in the Advanced Settings section.

The screenshot shows the 'Paypal Settings' page in the PlanetSMS control panel. On the left is a sidebar menu with links: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, Adsense Settings, Clickbank Settings, Aweber Settings, Paypal Settings, Advanced Settings (expanded), and Add/Remove Categories. The main content area is titled 'Paypal Settings' and includes a help note: 'If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.' The settings include: Payment Button Type (set to 'Buy Now'), Paypal Email (text input), Default Price (text input with a callout bubble), Currency (dropdown menu), and Default Thumbnail (text input). There are two checkboxes: 'Use this price for ALL ebooks' (checked) and 'Use this URL for all pages.' (unchecked). A large yellow callout bubble with red text says 'Add your default ebook price here' and points to the Default Price input field.

Paypal Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Payment Button Type: Buy Now

Paypal Email:

Default Price:

Currency:

Default Thumbnail:

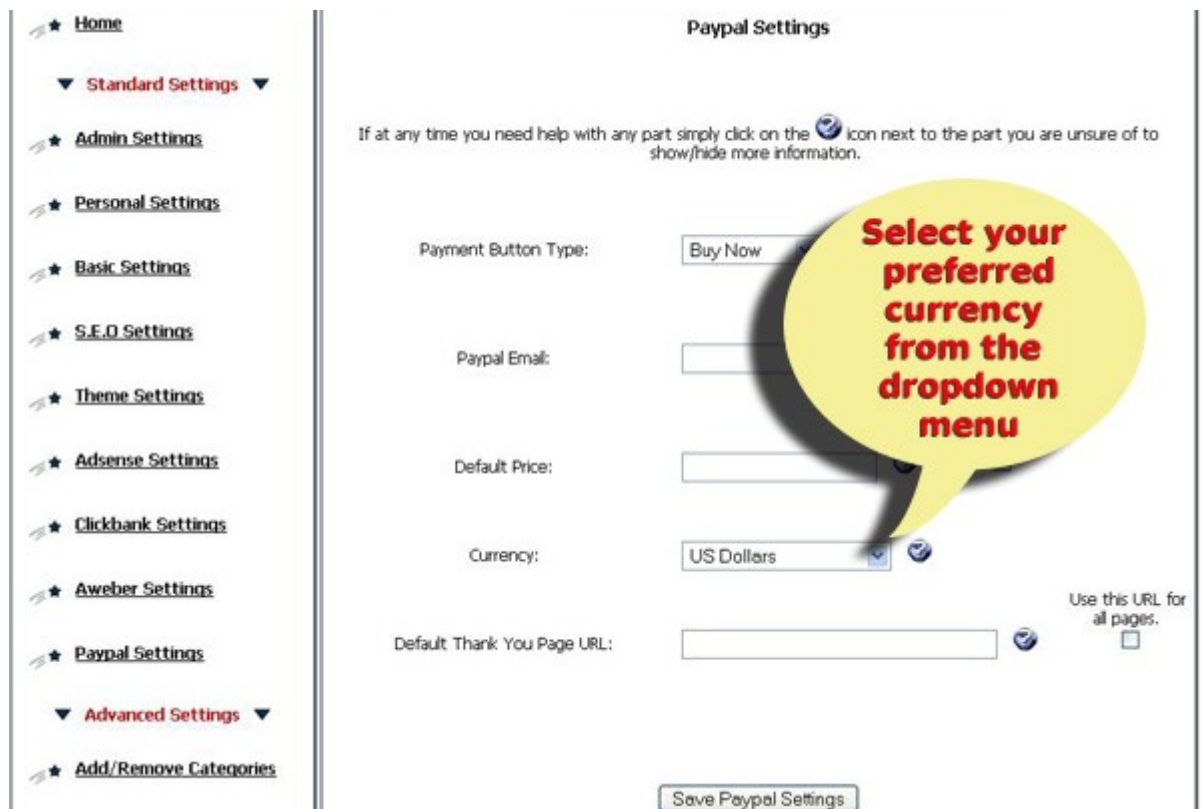
Use this price for ALL ebooks ☒

Use this URL for all pages. ☐

Add your default ebook price here

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In the next box, you will need to select your currency. Do you want to sell in USD (\$) or GBP (£), or even AUD (Australian Dollars)? It's your choice, simply select your currency from the drop-down menu



The screenshot shows the 'Paypal Settings' page in the PlanetSMS control panel. On the left is a sidebar menu with options: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, Adsense Settings, Clickbank Settings, Aweber Settings, Paypal Settings, Advanced Settings (expanded), and Add/Remove Categories. The main content area is titled 'Paypal Settings' and includes a help note: 'If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.' The form contains the following fields: 'Payment Button Type' (set to 'Buy Now'), 'Paypal Email' (empty), 'Default Price' (empty), 'Currency' (dropdown menu showing 'US Dollars' with a help icon), and 'Default Thank You Page URL' (empty with a help icon). A checkbox labeled 'Use this URL for all pages.' is next to the URL field. A 'Save Paypal Settings' button is at the bottom. A yellow callout bubble with red text says: 'Select your preferred currency from the dropdown menu'.

Paypal Settings

If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.

Payment Button Type: Buy Now

Paypal Email:

Default Price:

Currency: US Dollars ?

Default Thank You Page URL: ?

Use this URL for all pages. ☐

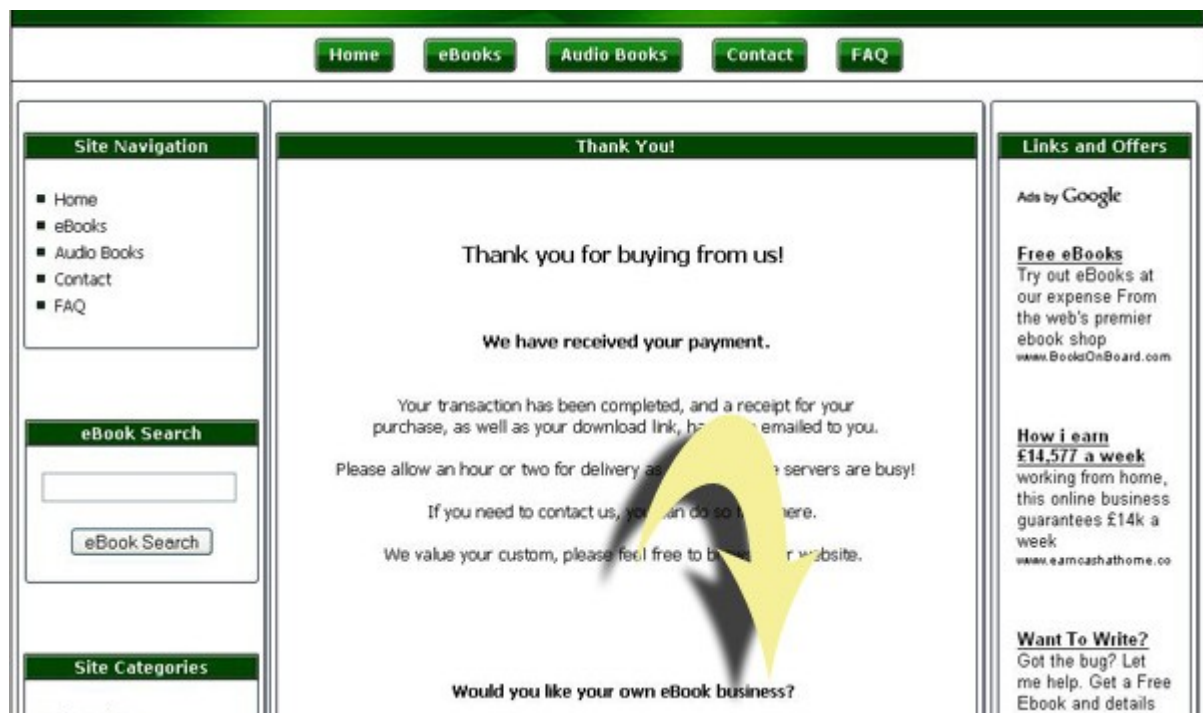
Save Paypal Settings

Select your preferred currency from the dropdown menu

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Finally, we need to deal with your Thank You page. This is the page that your customers are directed to immediately after payment. They will be directed from their PayPal account, so this url of your thank you page will be embedded in the coding of your PayPal button.

The default thank you page that comes with this package is called thank_you.php and it looks like this



You will see that the text reassures your customer that their payment has been received; thanks them for their purchase; tells them that their product link has been emailed to them and instructs them on how to contact you if there are any problems.

You can change the wording of this page further on in the Advanced Settings section. You can also create individual thank you pages for each product – again, you can do this in later in the advanced section.

You will see that there is also a link to John's PlanetSMS package on the default thank you page. This is again embedded with your ClickBank affiliate link, so if your customer clicks on this link and buys, you get a commission.

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The url for the default thank you page is http://www.yourdomain.com/thank_you.php (where yourdomain.com is replaced with your own domain name) so this is what you type in the box

The screenshot shows the 'Paypal Settings' page in the PlanetSMS control panel. On the left is a sidebar menu with links: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, AdSense Settings, Clickbank Settings, Aweber Settings, Paypal Settings, Advanced Settings (expanded), and Add/Remove Categories. The main content area is titled 'Paypal Settings' and includes a help tip: 'If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.' Below this are several form fields: 'Payment Button Type' (a dropdown menu showing 'Buy Now'), 'Paypal Email' (a text input field), 'Default Price' (a text input field), 'Currency' (a dropdown menu showing 'US Dollars'), and 'Default Thank You Page URL' (a text input field). To the right of the 'Default Thank You Page URL' field is a checkbox labeled 'Use this URL for all pages.' A yellow callout bubble with red text points to this checkbox, stating: 'Add the URL of the default thank you page or add your own thank you page'. At the bottom of the form is a 'Save Paypal Settings' button.

You can check the **Use this URL for all pages** box if you want to use the same thank you page for all your products. However, as mentioned, you can create an individual thank you page for each product and insert it a bit later on, in the Advanced Settings section.

Checking this box, will override any individual thank you pages created later on, however.

Again, don't forget to **SAVE YOUR SETTINGS**.

Advanced Settings

Add/Remove Categories

This next section deals with the categories on your website. All your eBooks are placed in various categories and you can add new categories and remove categories you're not too keen on simply and easily.

Here are what the default categories currently look like on the front end of your eBook shop on the left-hand side



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OK, so to create a new category, you need to enter the name of your new category, as you would wish it to be seen on the front end of your site.

The screenshot shows the PlanetSMS website editing interface. On the left is a sidebar menu with the following items: [★ S.E.O Settings](#), [★ Theme Settings](#), [★ Adsense Settings](#), [★ Clickbank Settings](#), [★ Aweber Settings](#), [★ Paypal Settings](#), [▼ Advanced Settings ▼](#), [★ Add/Remove Categories](#), [★ Add/Remove eBook Pages](#), [★ Edit eBook Pages](#), [★ Add/Remove Main Pages](#), and [★ Edit Main Pages](#). The main content area is titled "Enter a Name For Your New Category As You Would Like It To Be Seen:" and contains a text input field. Below this is another section titled "Name For Your New Category Page" with another text input field and an "Add New Category" button. Further down is a "Remove a Category" section with a list box containing "Computers", "Education", "Food & Drink", "Games", "Health & Beauty", and "Hobbies & Recreation", and a "Remove a Category" button. A large yellow callout bubble with red text is overlaid on the first input field, stating: "Enter the name of your new category here. It should be how you want it to be seen on your site".

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So, we've just got one more thing to complete, create the category page...

The screenshot shows the PlanetSMS website editor interface. On the left is a sidebar with a list of settings: S.E.O Settings, Theme Settings, AdSense Settings, Clickbank Settings, Aweber Settings, Paypal Settings, Advanced Settings (expanded), Add/Remove Categories, Add/Remove eBook Pages, Edit eBook Pages, Add/Remove Main Pages, and Edit Main Pages. The main content area displays the 'Add New Category' form. It has two text input fields. The first field is labeled 'Enter a Name For Your New Category As You Would Like It To Be Seen:' and the second is labeled 'Enter a Name For Your New Category Page'. Below the second field is a yellow speech bubble with the text: 'Enter the name for your new page. No spaces simply _ or - separating the words'. Below the speech bubble are two buttons: 'Add New Category' and 'Remove a Category'. There is also a dropdown menu for 'Category' and a text area for 'Description'.

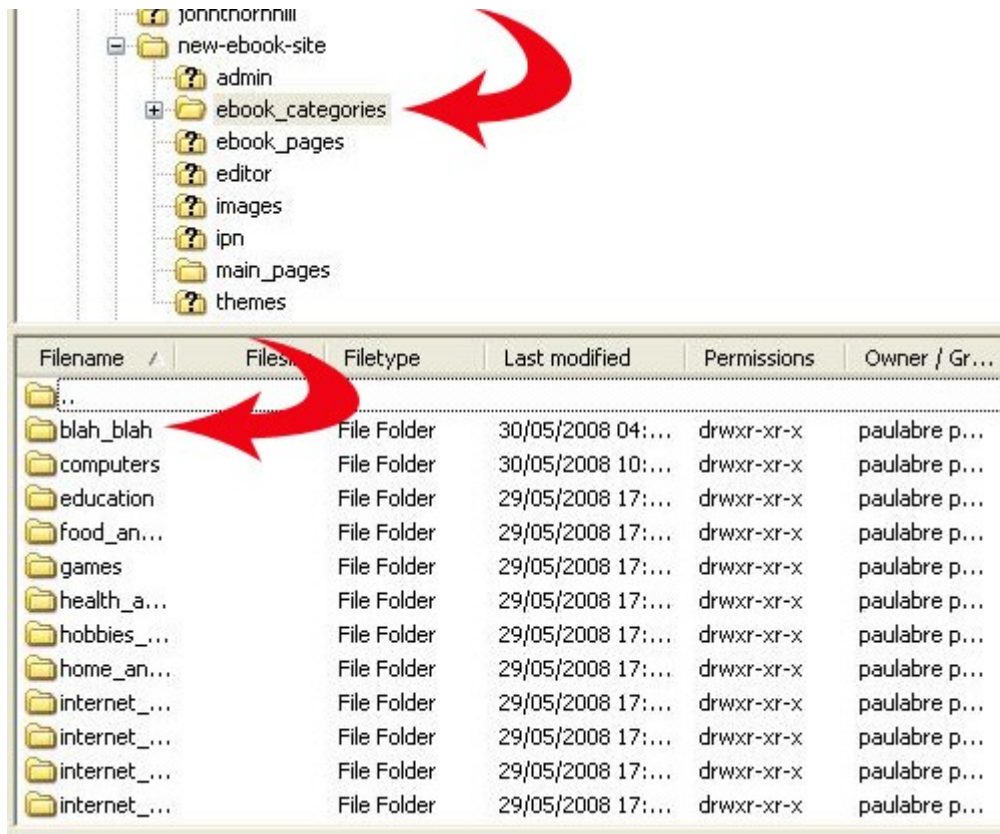
Here, you can just call the page exactly the same as you called your new category only you need to separate each word with either an underscore _ or a hyphen -

e.g. Your category is called blah blah, so your page should be called blah_blah or blah-blah; your category is called Food and Drink, so your category page should be called Food_and_Drink or Food-and-Drink (the script will automatically add .html on the end)

Once you have filled in both of these boxes, click on the **Add New Category** button.

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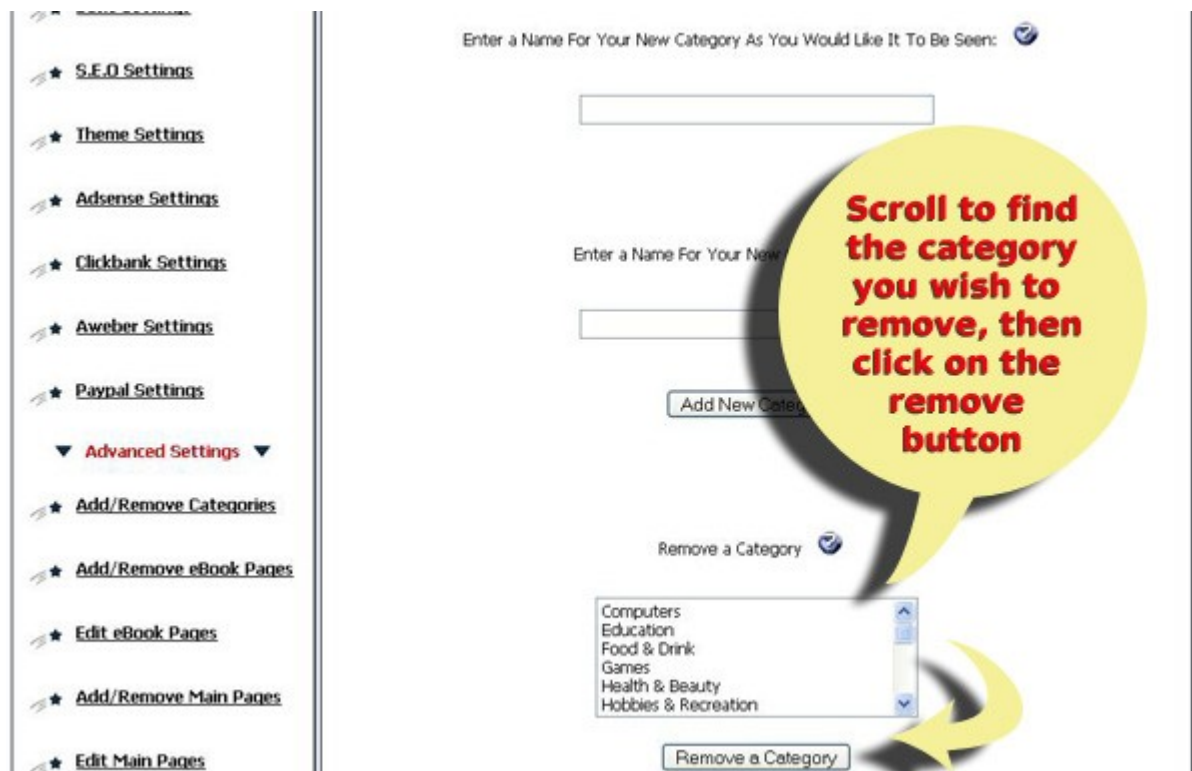
Once clicked, the clever script that this website is built around will automatically create a new folder within your website's eBook_categories folder on your webspace with a name corresponding to that which you put in the second box.



Your new category called blah blah now has a shiny new folder on your webspace, and when you add eBooks to this category, the page will automatically be placed in the blah_blah folder. Clever, huh?

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The final function that this page takes care of is removing those categories that you're not happy with...



Simply scroll and find the category that's getting the boot, click on it to highlight it, then click on the remove category button.

DONE!

Add/Remove eBook Pages

This is the section that you can add new eBook pages and remove the pages of eBook products that you don't want to have on your site.

So here's the scenario, you get hold of this fantastic new eBook; you have the resell rights, master resell rights (MRR) or private label rights (PLR) to it (if you're not sure what MRR and PLR is you can download my free report [here](#)) and you want to add this great new eBook to your website...



So, in the first box you need to type in the name of your new eBook page. As this will be a web page, you need to use a hyphen - or an underscore _ to separate each word

e.g. my_great_new_product or my-great-new-product . This page will automatically be created on your webspace

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Next, you need to select the category that you want your new eBook to appear in



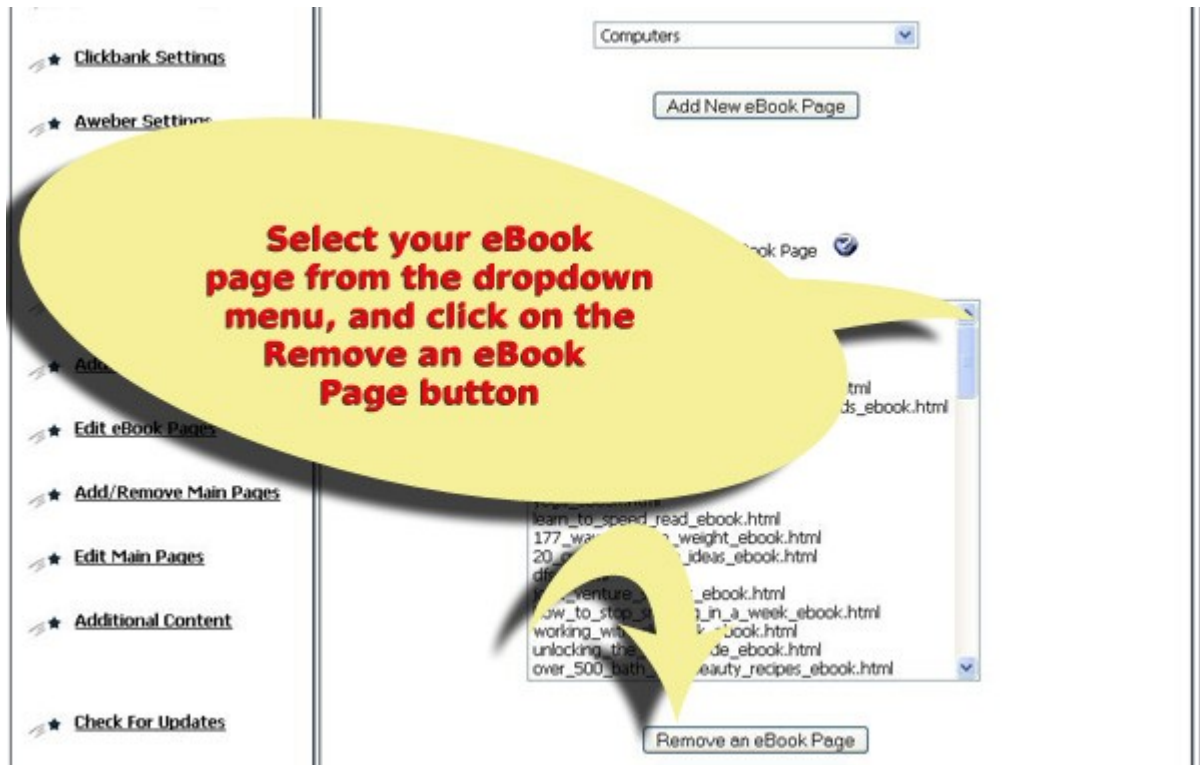
Once you've done this, don't forget to click the **Add New eBook Page** button

Your eBook sales page has now been automatically added by the script to a folder on your webspace called eBook_pages and also the page has been added to the relevant category folder in the eBook_categories folder on your webspace.

Don't worry about editing this page with all your product details, this will come shortly in another section.

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The final function on this page, Remove an eBook Page, is where you can remove any eBooks that you don't wish to sell on your website



Simply select the eBook page that you wish to remove from your site, it will appear highlighted and then click the **Remove an eBook Page** button

Remember, though, that once you remove pages and categories, they are gone forever from your webspace and you will need to create them again if you later change your mind.

DONE

Edit eBook Pages

In this section we are going to edit the sales page of an eBook product on your website. This is where you will also add all the details of the new eBook that you added to your website in the last section.

The screenshot shows the 'Edit eBook Website Pages' interface. On the left is a sidebar menu with links: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, AdSense, Add/Remove eBook Pages, and Add/Remove eBook Pages. The main content area has a title 'Edit eBook Website Pages' and a help note: 'If at any time you need help with any part simply click on the ? icon next to the part you are unsure of to show/hide more information.' Below this is a prompt 'Please Select an eBook Page To Edit:' followed by a dropdown menu. A yellow callout bubble points to the dropdown menu with the text: 'Select the eBook you wish to edit from the dropdown menu (you will also find the eBook page you created in the last section here!)'. Below the dropdown are fields for 'Image:' with a 'Browse...' button, 'Title:', and 'Short Description:'. Each field has a help icon.

Select the eBook page you wish to edit from the dropdown menu. You will also find the eBook page you created in the last section in this menu

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As soon as you select your page, the screen will refresh and you will see all the details of the product sales page



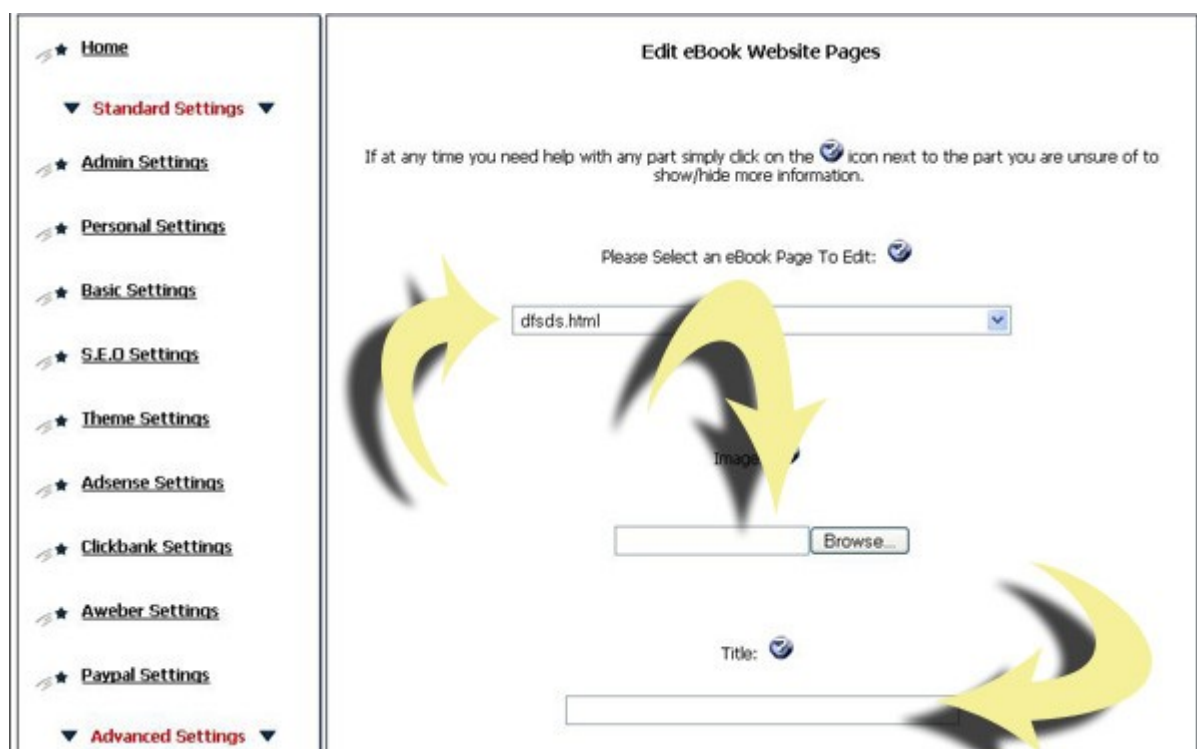
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The name of your product page, as it sits on your front-end sales page, is in the first box; your product image comes next and the title of your page, appears next.

The screenshot shows the PlanetSMS website editor interface. On the left is a sidebar with three sections: 'Site Navigation' (Home, eBooks, Audio Books, Contact, FAQ), 'eBook Search' (a search box and 'eBook Search' button), and 'Site Categories' (Computers, Education, Food & Drink, Games, Health & Beauty, Hobbies & Recreation, Home & Family). The main content area is divided into sections for editing an eBook page. Yellow arrows point to the following elements: 1. The product name 'Learn To Catch Fish eBook' in a green header box. 2. The product image of a book cover. 3. The 'eBook Title:' label in a green header box. 4. The product title 'Learn To Catch Fish' in a green header box. 5. The 'Brief Description:' label in a green header box. 6. The product description text: 'Are you a keen fisherman? Do you ever go fishing? You've caught a cold? Well try this great collection of eBooks for size. There are 7 great e-Books in total.' 7. The 'Details:' label in a green header box. 8. The product details text: 'All of information to make you a better fisherman. You will receive a collection of 7 great E-Books.' On the right is a 'Links and Offers' sidebar containing an 'Ads by Google' section, a 'Fishing Eel' advertisement, a 'BOAT FISHING' advertisement, a 'Speckled Trout "Weapon"?' advertisement, and a 'Brook Farm Fishery' advertisement.

Of course, if you are editing your NEW eBook page that you created in the last section, then only the page_name_will_appear.html , there will be no image or title or description, as yet.

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I just created a random eBook product page called dfsds to demonstrate what you will see with your newly created product page! There will be no product picture, title or description and this is the page where you will add these

So if we begin with the image box – this is where you change the product image, or add your image for your new product.

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Click on the browser button and you should get a pop-up box appear with all the folders and directories on your computer. In my example below, my My Pictures folder pops up by default, it may be different for you, but you can find your image by using the drop down menu and searching your computer files for where you saved it

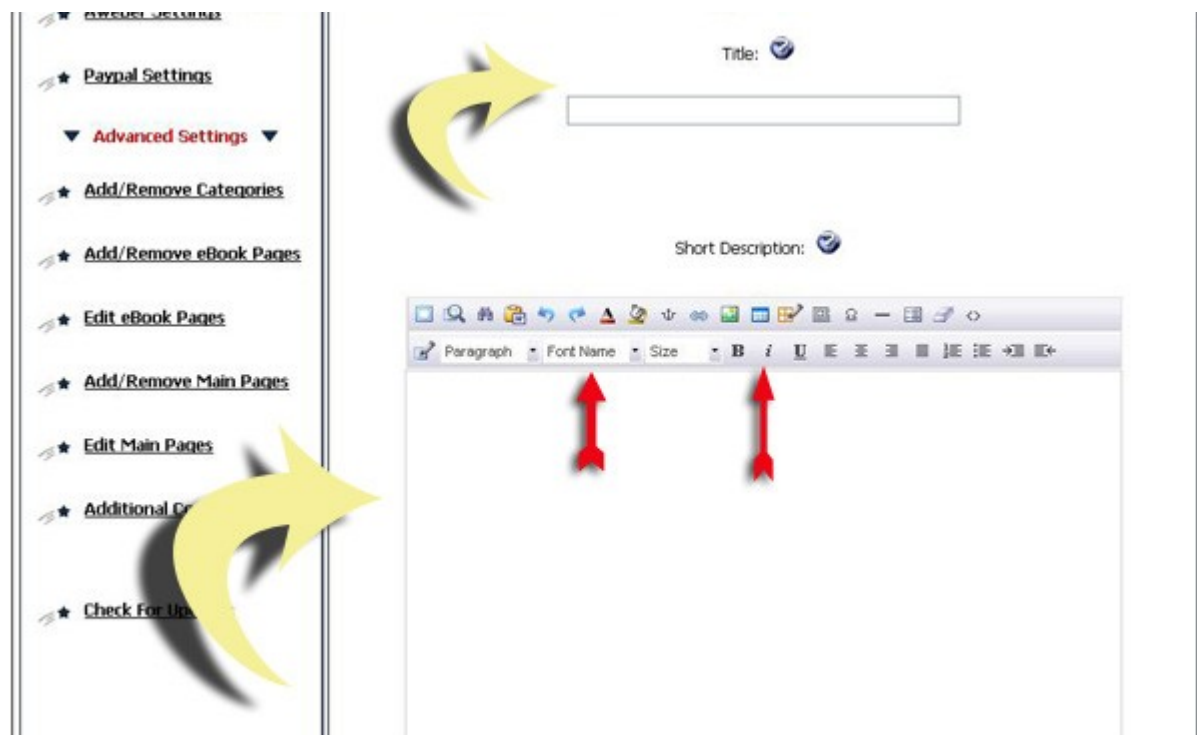


Once you've located your image, double click it and the path to this image will appear in the Browse box -it will look similar to this

u:\Documents and Settings\Paula\My Documents\My Pictures\logo.jpg

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Next we are going to add a short description. This you will do in the WYSIWYG (What You See Is What You Get) HTML editor. The brief description is what the customer will see at the top of the sales page on your website (as demonstrated a couple of pictures back)



If you're not conversant with HTML coding, don't worry... just type in your brief description of your eBook in the short description box.

You can choose your font, font size, use **bold**, *italic* and underline, just as you would do in your favourite word-processing program. Take a good look, you are sure to recognise many of the functions.

Similarly, when you have done this, you can add your more detailed description of your eBook in the next box down entitled **Details**:

If you're not creating a new product, but just editing, go ahead and change things in these boxes to your suit your own needs.

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Next we're going to move onto adding your individual eBook price.

Here is where you get to choose how much you want to sell your product for. What you insert here will be embedded automatically in your PayPal payment button and will also appear on your sales page for your customer to see.

The screenshot shows a web form for editing an eBook page. It contains four input fields and a button, arranged vertically. Yellow arrows indicate a sequence of steps: from the first field to the second, then to the third, and finally to the button. The fields are labeled as follows:

- Individual eBook Price:
- Your Zip File for the Added eBook:
- Your Custom Thank-You Page:
- Save Edited eBook Page

Note: Remember that if you inserted a default price and checked the **Use this price for ALL eBooks** box in the PayPal Settings section, the price you add now on this page, will be over-ridden by your default price. If you want to give all your eBooks individual prices, you should **uncheck** this box and insert your individual prices in this **Edit eBook Website Pages** section.

In the next box, you need to tell the script where your product can be found.

If you select one of the existing product pages (not the new one you are just creating) you will see the name of that product's zip file. e.g. catch_fish_eBook.zip

All your products are 'zipped up' to make them a manageable size to upload to, and download from, your webspace.

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All your products' zip files are stored in a folder called **downloads** on your webspace. Thus if you are adding a new eBook to your website, you should ideally zip it up and upload it to the **downloads** folder.

To zip a product up, the simplest way is to move the product to your desktop on your computer, then:

1. right click with you mouse on a blank space on your computer's desktop
2. select New
3. select zip or zip file or similar (each computer may word it differently)
4. you will then see a new zip file appear on your desktop
5. right click on this zip file and give it a name, use hyphens (-) or underscores (_) to separate words
6. now drag your product into your new zip file
7. You will now need to upload this zip file to your downloads folder on your webspace

Once you have uploaded your new product, type the name of the zip file in the box called **New Zip File for the Added eBook** box

e.g. my_added_book.zip or my-added-book.zip

Note: although you may have called your zip file, say, my_added_book , you **NEED** to add **.zip** onto the end of it for the purposes of filling out this box

Next we get to the **Add You Own Customer Thank You Page** box. Do you remember we talked about this in a previous section?

You can either use the default thank you page, which you can find at www.yourdomain.com/thank_you.php (see previous section for this). If you choose the default thank you page, you do not need to fill out the box on this page, you will already have checked the default thank you page box in the previous section.

However, you can create your own thank you page for each item you sell if you wish. All you need to do is create it in an HTML editor (you can download a free HTML editor at either www.nvu.com or www.trellian.com)

Once you have created your thank you page, upload it to your webspace, it doesn't need to go in one of the folders, you can just upload it to your root directory/public_html folder (the folder that your website is in)

Then simply insert the url of this new thank you page in the box
e.g. http://www.mydomain.com/my_new_thankyou_page.html

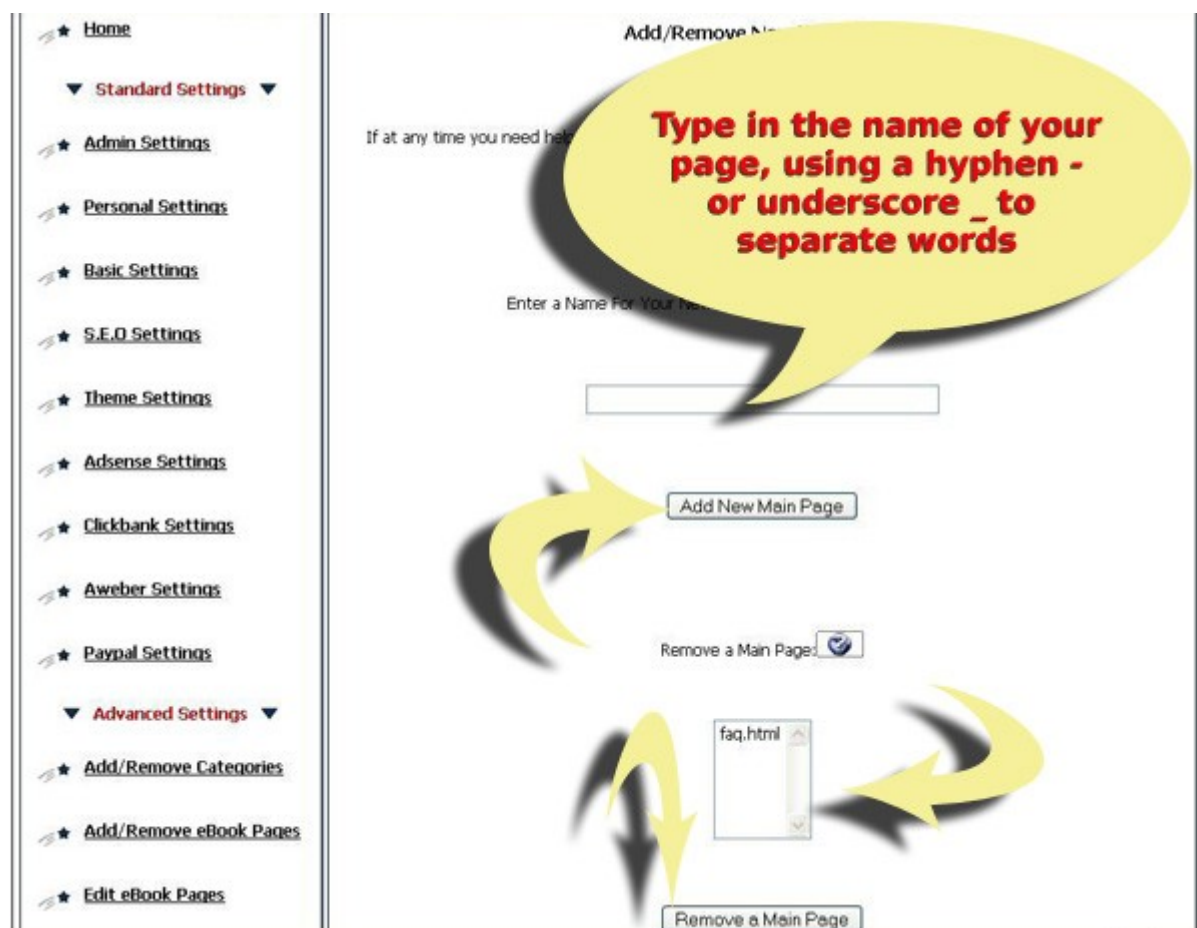
Don't forget to **SAVE YOUR PAGE**

Add/Remove Main Pages

In this section you will be able to create new `main' pages (not sales pages) and remove those pages that you do not wish to have on your site.

When you create a new `main' page, a button will be created on the front end of your website. When this button is clicked it will be linked to your new main page. We will get to this further on.

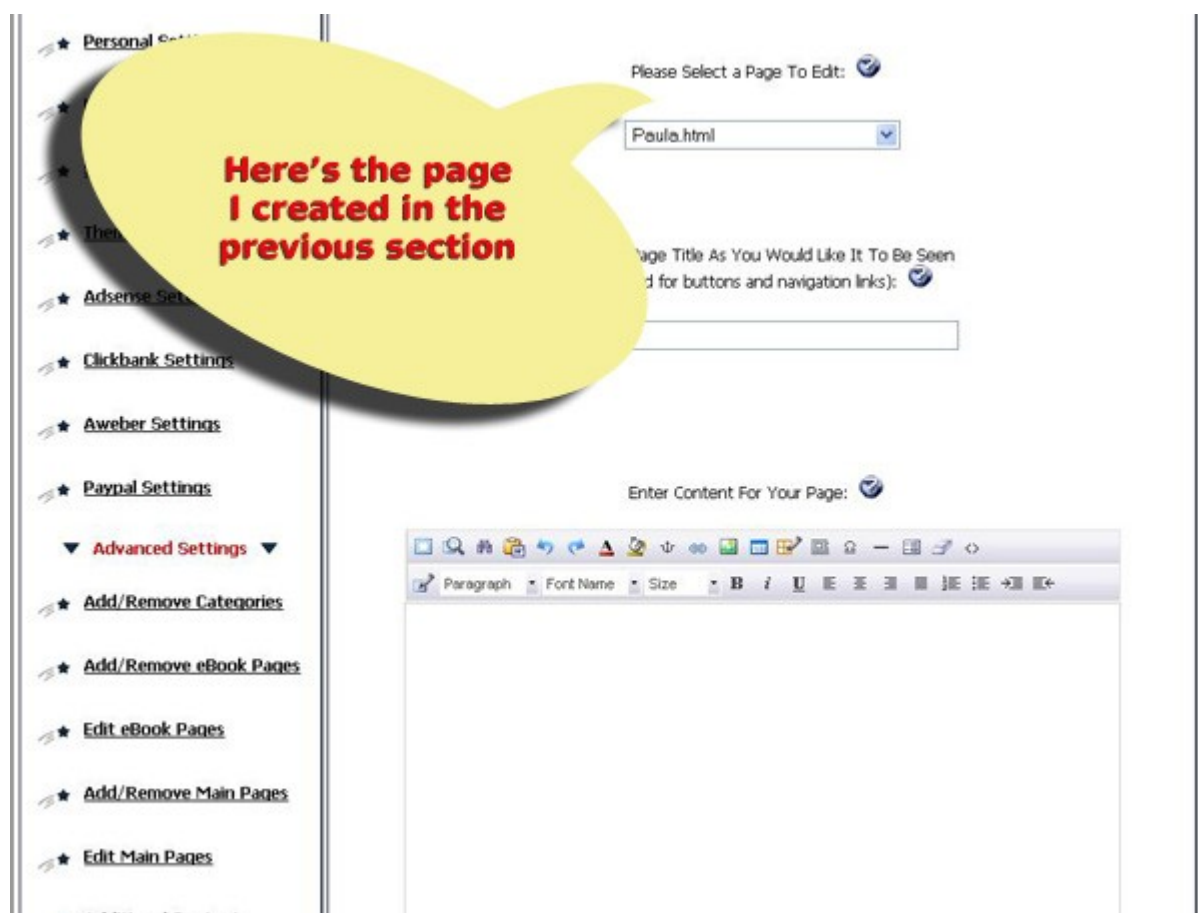
For now, you need to name your new `main' page. This should be done in the same way as pages have been made previously, using an underscore _ or hyphen - to separate words.



You can also remove a main page that you want to lose from your site by selecting the page from the dropdown menu, highlighting it and clicking on the Remove a Main Page button

Edit Main Pages

In this section you can edit the look of your main pages, including the main page you just created in the previous section



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In the next box, you will add your page title. This is what will appear on the new navigation button that the script will create for the front end of your website – so don't make it too long-winded or else your link button will be massive!

★ [Personal Settings](#)

★ [Basic Settings](#)

★ [S.E.O Settings](#)

★ [Theme Settings](#)

★ [Advanced Settings](#)

★ [Add/Remove Categories](#)

★ [Add/Remove eBook Pages](#)

★ [Edit eBook Pages](#)

★ [Add/Remove Main Pages](#)

★ [Edit Main Pages](#)

★ [Additional Content](#)

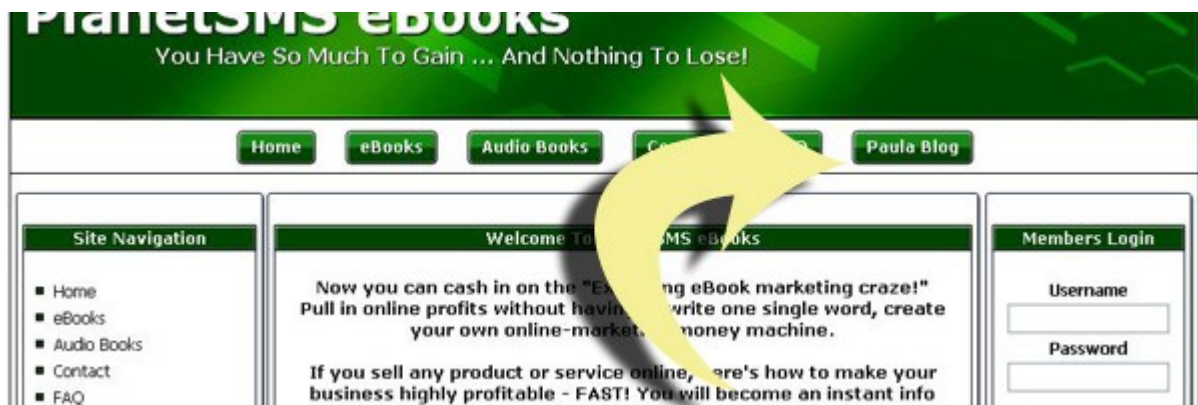
Please Select a Page To Edit:

Paula.html

Enter A Page Title As You Would Like It To Be Seen
(also used for buttons and navigation links):

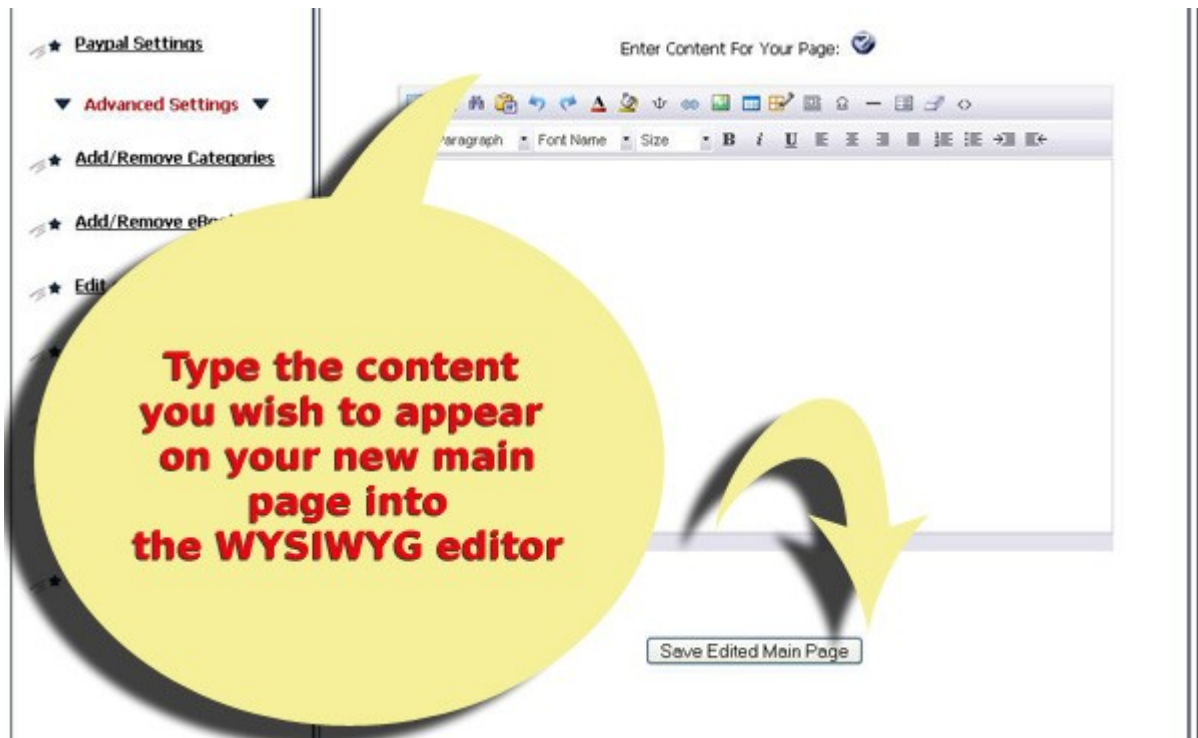
Enter Content For Your Page:

Home Size **B** *i* U



Paula Brett's Guide to Editing Your PlanetSMS eBook Website

Next, you can go on to adding some text to your new page (or editing the text on an existing page)



Don't forget to **save your page**.

Take a look at the front end of your website and click on your new navigation button to link to your new new 'main' page

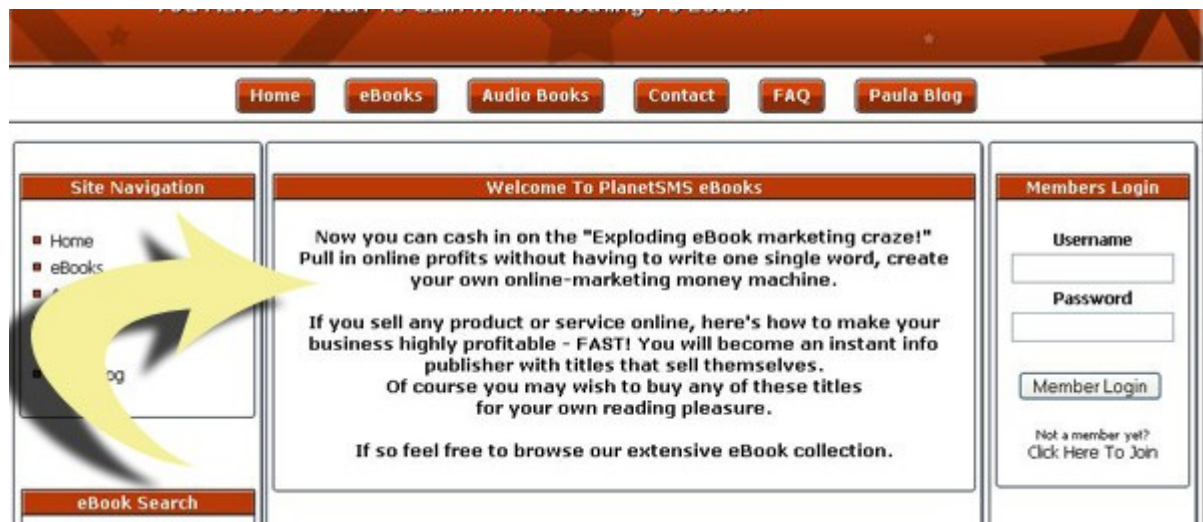
Additional Content

This section is pretty self explanatory if you make good use of the little blue question mark (?) icons

Here you can add additional content and ads to boxes located in the left- and right-hand columns of your website.

Each WYSIWYG editor section pertains to a different area of your front- end website. Clicking on the blue question mark icon before each section will show you where each section of text will appear on your website

You can also edit your welcome message that appears on your home page



As well as the text that appears on your contact page and your default thank you page.

Don't forget to **SAVE YOUR SETTINGS**

Check For Updates

Don't forget to check for updates of your website script. You can do so on this page.

Your script version will be displayed e.g. Version 1.2 and there's a link to download the latest version if you are told you are not currently using the latest version.

You can also sign up to be emailed details of any updates.

The screenshot shows the 'Sign Up For Updates' page of the PlanetSMS eBook Website. On the left is a sidebar with a list of settings: Home, Standard Settings (expanded), Admin Settings, Personal Settings, Basic Settings, S.E.O Settings, Theme Settings, AdSense Settings, Clickbank Settings, Aweber Settings, Paypal Settings, Advanced Settings (expanded), and Add/Remove Categories. The main content area is titled 'Sign Up For Updates' and displays 'Your current PlanetSMS eBook Website Version is 1.2'. Below this is a link that says 'Click here to view the latest version and get updates.' Further down, it says 'Sign up for FREE updates here:' followed by a paragraph: 'Keep up to date with new additions and free updates by registering to receive important updates.' At the bottom of the main area is a form with 'Name:' and 'Email:' labels, input fields, and a 'Submit' button. Three large yellow arrows are overlaid on the page: one points from the version number to the update link, another points from the update link to the sign-up section, and a third points from the sign-up section to the form.

Product Delivery

You may be wondering, after doing all this editing, how exactly you are going to deliver your eBooks to your customers.

Well, another great function of this website is that the script actually sends out an email to your customer, thanking them for their purchase and giving them the download link of the product they have just purchased. This is all instant, so as soon as your customer pays, the email is sent to them.

You may, occasionally, get an email from a customer telling you that they didn't get an email. This will most likely be because their internet service provider's spam filters have directed your email to their spam/trash folder.

It may be worth adding this small piece of information to your thank you page

e.g. Your ebook will be delivered via email to your PayPal email address, please check your spam/trash folder if you do not receive your email.

If you do need to send a manual email to your customer with the link to the product they purchase, the link will look something like this

http://www.yourdomain.com/downloads/name_of_ebook.zip

Remember, earlier I told you that all your eBooks are stored in your downloads folder on your webspace?

It might be a good idea to check out the downloads folder and copy and paste the names of all the eBook zip files to a text file to store on your desktop. This way, if you need to send something out manually you can just replace the red section in the above url with the relevant zip file name

Unfortunately, this latest version of the script will not work with auto-delivery programs such as MyDD, DLGuard and EW Portal – this is because you have to use payment buttons generated by these programs on your sales pages. However, it is entirely possible that in the future auto-delivery programs may be integrated with the eBook website. This is why it is important that you sign up for updates and new functions added.

Do not despair if you have already purchased one of the above auto-delivery programs, I'm sure you will have other websites now and in the future where you will need to deliver your products to your customers, so I have no doubt that your purchase will be put to good use.

Paula Brett's Guide to Editing Your PlanetSMS eBook Website

OK, well, we've come to the end of this guide and I hope that it's been helpful to you.

If you get stuck, do make use of the PlanetSMS Forum and, of course, the PlanetSMS Help Desk

Have fun and happy selling!


Best wishes



Paula Brett :)

P.S. Don't forget, if you don't want to install the website yourself, why not take advantage of D9 Hosting's Special Package (details in the PlanetSMS Form)

Alternatively, if you're feeling brave and want to give it a go, D9 Hosting can still offer you a great hosting package, plenty of friendly support and a 10% discount, (see below)

 US Site UK Site	<p>Claim Your 10% Discount and a FREE Domain Name When You Sign Up For Hosting For 12 Months or More</p> <p>Simply add the following code in the discount code box when you sign up</p> <p>paulaspecial</p>
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Further Reading

More eBooks by Paula Brett

If you enjoyed this eBook and found it helpful, you may be interested in some of my other eBooks...

Operation eBook

Have you always wanted to create your own information product but not quite known where to begin? Everyone knows that you don't go very far in internet marketing without having your own product. Take a look at what I can offer in the way of Emergency Surgery that will get you on the road to fantastic profits TODAY.

Mailing Lists From Start To Finish

A 55-page, step-by-step, 'Take-Me-By-The-Hand' guide. Learn everything you need to know about creating, cultivating and maintaining a successful Mailing List from start to finish. Follow easy instructions and use the email templates for maximum Mailing List profits.

21st Century Email Marketing

A 71-page, step-by-step 'Take-Me-By-The-Hand' guide. Learn all you need to know about utilizing the power of auto-responders; the killer strategies to making your product irresistible & much more. PLUS an 8-part auto-responder mini-course that you can copy word for word & adapt to any product.

How To Upload Your Website To The World Wide Web (free download)

Create a Live eBook in 5 Easy Steps (with free eBook creator software) (free download)

Master Resell Rights and Private Label Rights Explained (free download)