



Setting Up The
PLR LeadMagnets
Rakuten Marketing Essentials
Lead Magnet Package

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Step 1: **Modifying The Report**

Instructions:

This is as easy as opening the “.doc” file that was provided with this package, and changing anything you'd like.

As it is, there is nothing that needs to be branded or changed. It's completely unbranded and unlabeled, including all of the links.

In that case, you can sign up for affiliate programs for the related links / networks that are included or mentioned in the report.

Additionally, there is also a “Recommended Affiliate Products” document included with the report package that you can apply for the affiliate program (if necessary) and then add an affiliate link anywhere inside of the report.

You can add or modify anything you'd like in the report to suit your brand or promote any other products or offers that you see fit.

When you're finished modifying the report and you're satisfied, you simply need to export the document as a PDF into any folder you'd like.

There is also an included “Hybrid Cheat Sheet” that you're encouraged to use and customize, and then provide with to your subscribers when they grab this report. It's completely unbranded. So you can add affiliate links, images, offers, or anything else you want.

Once you're done editing the cheat sheet, and the report itself, make sure they've both been exported to PDF format.

****You can use any document editor to modify the .doc file for the report.**

Step 2: Packaging The Report

Instructions:

If you're unfamiliar with how to create a file archive (ZIP or RAR archive) then you need to visit this link and return when you're familiar with it:

<http://www.wikihow.com/Make-a-Zip-File>

The process is similar for any operating system. Just Google how to create a compressed archive.

Once you're familiar with creating an archive, you need to select the “PDF” report file that you created in the previous step.

**** Make sure you are NOT including the SOURCE files such as the DOC ****

After you've selected the PDF report, the cheat sheet PDF, and any other files – you can optionally include the “EULA” PDF included in the “License Agreement” part of this report package. You don't have to include this, but if you'd like to – it's there for you to use.

Finally, once you've selected the required files, you want to create the compressed “ZIP” archive file containing those files.

After you've completed the process of creating the archive, make sure it's in the same folder as the provided “Squeeze Page” for this report package.

****You can use 7Zip for creating compressed archives. It's FREE!**

Step 3: Editing The Squeeze page

Instructions:

The only thing you have to do to the squeeze page is add your autoresponder embed code to the marked section and then change the “Your Company” section and URL to your company.

Editing the squeeze page can be done with any text editor. We recommend using Notepad++ (it's FREE and awesome) to do this. But you can use any plain old text editor to modify a web page.

First off, you want to open the “index.html” file in the “Squeeze Page” folder with your desired text or markup editor.

Search for the following text:

Your Company

And replace that text with the name of your company or the name of your domain for this squeeze page.

To the left of that text, you should see the following in that mix of code:

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href=”#”
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You want to replace the # with the URL for your company website or the site that this squeeze page will be located.

Next you want to save the “index.html” file and move on to adding your auto-responder optin form code to the squeeze page.

Adding Your Auto-responder Optin / Sign Up Form Code:

To add your embed code to the squeeze page, search for the following text:

Form Code Goes Here

And then replace that text with your HTML embed code for the optin form provided by your auto-responder service. A simple copy and paste is all that it takes to complete this part.

Once you're completed, you just have to save the “index.html” file.

****Notepad++ is an amazing markup editor that's completely 100% free.**

Step 4: Preparing The Download / Thank You Page

Instructions:

If you haven't made any modifications to the report document and the resources list document, then you don't need to change anything on this page except for the “Your Company” text and the URL destination, which is exactly the same as in the previous step (3).

You will be editing the “ty0200671351.html” file which is the download / thank you page for the report package and squeeze page system.

The download / thank you page automatically links to the “report.zip” archive located within the same folder as the thank you page .html document.

For this reason, if you've made any changes to the report document, the resources list document, or you've added anything to your “give away” report package – then you will need to replace the “report.zip” file with your new archive. After you have your new archive in this folder, then rename it to “report.zip” so that the download page doesn't need the links changed.

If you haven't made any changes to the report document or anything, and you're just leaving the already existing “report.zip” file as is, fully in tact in the folder – then the only thing you need to change about this thank you / download page is, as mentioned earlier, the “Your Company” text and the “#” that links to your company's website URL.

Once you've made any necessary changes to the thank you / download page, save the file and then you're almost ready.

Depending on your delivery method, if you do choose to use this thank you page to deliver the report to your leads, then you're done with this section. If you choose to link them directly to the report.zip after they opt in, then you just need to make sure you upload and link them to the location of the report.zip file on your web hosting account.

Step 5: Upload The Squeeze Page And Thank You Page To Your Web Hosting Account Using FTP

Instructions:

I am going to assume that if you're in to making money online or if you've been working with Internet marketing, that you know how to use an FTP program and work with a website. If that's the case, then you can skip over this section for the most part.

If you're familiar with how to use an FTP and how to add files to your website, then all you need to do is this:

Upload the contents of the “Squeeze Page” folder and the “Hybrid Download Page” folder to the same location on your web hosting account for the domain you're going to be using.

So for example if you've uploaded them to your site successfully, you will be sending people to the URL for your squeeze page:

<http://www.yourwebsite.com/squeezepage/>

With “YourWebsite” being your actual domain name, and “squeezepage” being either the folder you've uploaded your squeeze and download pages too, or the root folder of your domain's account.

If you didn't use a separate folder, then you'd just do your website URL without the /squeezepage/ section.

Following that, for sending people to your thank you page, you just need to direct them to your URL (same place as the squeeze page) and then instead of just that URL, add “ty0200671351.html” to the URL and that's the URL you send people to when they opt in for the report.

If you're not familiar with FTP, then here are some resources:

<http://www.wikihow.com/Use-FTP>

<http://windows.microsoft.com/en-us/windows-vista/file-transfer-protocol-ftp-frequently-asked-questions>

Once you've uploaded the squeeze page, download page, and the report.zip to your domain / web hosting account – you're done. You just need to send traffic to the squeeze page and start building your list.

Step 6: Using The Provided Email Series

Instructions:

You can open any of the “.txt” files provided as the e-mail series, with your desired text or document editor.

All you need to do with the e-mail series is change the closer, with “Your Name” and replace it with your own name, pen name, or company name.

Then you can modify the emails to suit your voice or include any affiliate links or promotional links or offers that you see fit.

My advice for using the follow up series e-mails is to add them as follow ups to your auto-responder for people that opt in (obviously). Then send 1 follow up out every 2-3 days.

You can modify the “solo ad” swipes as well to run solo ad campaigns and drive massive amounts of traffic to your squeeze page and offer(s).

That's it! You're done setting up the report and the entire package! Enjoy!

Step 7: Using The Provided Twitter Tweets

Instructions:

You can open the provided “.txt” file with any document or text editor.

From there, you should see 10 customized tweets each with a “[LINK]” reference at the end.

What you want to do is add the link to your squeeze page for this report, and then when you post the tweets, people will check out your squeeze page.

It's really that simple.

I would recommend loading these tweets up into an auto-tweeter program, adding some variation with the words, and adding different hash tags and then scheduling them to post regularly.

That's it! You're done setting up the report and the entire package!

Step 8: Send Traffic And Watch Conversions

Now that you've completed setting up this package, make sure you monitor your traffic every day. Run some solo ad campaigns and see how your conversions turn out. Make any necessary adjustments to the squeeze page, and tune your follow up sequence as well.

This report package gives you the potential to skip over all of the hard work for lead magnet report creation, and just start building your list on autopilot.

Take advantage of this opportunity and enjoy!

Be sure to visit <http://plrleadmagnets.com> for more report packages monthly.

Check out <http://plrcandyshop.com> to purchase exclusive PLR products from our other brands. You won't find these PLR packages available anywhere else with these rights.

If you're looking for decent web hosting, [click here](#). This is the same hosting that we use for all of our product launches. They have instant live support, 24/7 uptime, and lightning quick servers. [[A2 Hosting](#)]