



Resale Package Instructions

Important: Do not distribute this document if you're selling IM Popup. This document is intended for *you*, the resale license holder.

IMPORTANT NOTE: While you have the right to sell the IM Popup software, you do NOT have the right to sell or distribute this resellers package.

Here is a summary of the rights included with this package:

There are no "master" resale rights included, and all rights not specifically granted in this agreement are reserved.

[YES] Can be sold for any price (suggested price is \$17 or higher)

[YES] Includes Sales Page (may be edited)

[YES] Can be packaged with other paid products

[YES] Can be offered as a bonus to a paid product

[YES] Can be added to paid membership sites

[NO] Can Be Edited Completely and Your Name Put on it

[NO] Can be given away for free

[NO] Can be added to a free eCourse or autoresponder as content

[NO] Can be offered through auction sites.

[NO] Can sell Resale Rights

[NO] Can sell Master Resale Rights

[NO] Can sell Private Label Rights

Please see the "[Resale Rights License.pdf](#)" file included with this package for the full license agreement.

Overview of the Package Contents

Sales Pages

The IM Popup resale rights package includes two sales pages and one "thank you" page. The first sales page is named [index.html](#), and is a very short video sales page. (The video has been included). This page has proven to be very effective at converting to sales.

For those potential customers who want more information before they purchase, the [index.html](#) sales page also has a link to a longer sales page with more details, named [impopup.html](#).

Note: You are free to edit the sales pages and even omit one of them if you want. I've included the sales letters and sequence that has worked best for me.

Download Page

The download page is named "[thanks.html](#)". It contains the link for your customers to use to download the IM Popup software. Once you've uploaded the site to your own server, the URL to this download page is what you will give to your customers who have purchased the product.

CSS Folder, Images Folder

Contains the style information and images for the included HTML pages.

FLV Folder, Watchpop Folder

"FLV" Contains the "Watch Me" video for the sales page and the files necessary to play the video. "Watchpop" contains the files for the popup that appears on the 1st sales page.

Download Folder

Contains the zip file of the IM Popup software that your customers will download. It is named [IMPopupSetup.zip](#).



This file ([IMPopupSetup.zip](#)), without modification of any kind, is the **only** file you are authorized to distribute to your customers. You are not permitted to add, edit, or remove any of the contents for any reason.

Getting Started

There are 3 basic steps you need to complete to start selling IM Popup:

- 1) Edit the sales pages ([index.html](#) and [impopup.html](#)) to reflect the **price** you want to charge (the default is set to "\$17")
- 2) Replace the "place holder" PayPal buttons in the sales pages with **your own payment buttons**

NOTE: Be sure to delete the words "Put your own order button here..." in the sales pages! ☺

- 3) **Upload** the entire "salespage" folder to your own server.
 - a. If you want the sales page to be the home page of an entire domain (e.g., <http://www.yoursite.com>), upload the entire *contents* of the "salespage" folder to the site's root directory (usually www or public_html)
 - b. If you want the sales page to be in a subfolder (e.g., <http://www.yoursite.com/impopup/>), upload the "salespage" folder itself to your server, and rename the folder if desired

That's it! Once you make a sale, all you have to do is provide your paying customer with the link to your "[thanks.html](#)" page (download page).

Note: You do not *have* to use the included thanks.html download page. You can use a different download page, a 3rd party service like e-junkie or [DLGuard](#), or even send them straight to the included [IMPopupSetup.zip](#) file itself (hosted on your server, of course).

I've tried to make everything as simple and straightforward as possible. If you do have any questions, please contact me at goto@helpwerx.com and I'll be more than happy to help! ☺

Thanks,

[Andy Erickson](#)

CEO, IMWERX