

Setting Up Your Back Office System – Advanced Instructions:

Hi, Chris here and I've put this document together in order to walk you through the more advanced system set-up that you will require in order to take your business to the next level.

The first advanced feature that I would like to talk about is the “broadcast” feature, allowing you to BLAST your e-mail message out to all of your subscribers immediately and at once. It is an incredibly powerful way to market and as your list grows so will your results. I remember sending out an e-mail shortly after I first started and making around \$50 in commissions. I also remember doing the same recently and pulling in over \$8,000! Get this right and you will never ever be poor again...

Sending Out A Broadcast To Your List

OK, once you are logged in to your back office account, through this link:

<https://www.mcssl.com/netcart/login/login.asp>

... hover over the “Email & Marketing” tab, then “Broadcasts” and then click on “**Manage Broadcasts**”



A screenshot of the 1shoppingCart back office interface. At the top, there is a navigation bar with tabs for 'Orders', 'Products', 'Clients', 'Email & Marketing', 'Analytics', 'Setup', and 'My Account'. Below this is a breadcrumb trail: 'Home > Email & Marketing > Broadcasting > Manage Broadcasts'. The main content area has a heading 'Select a List' and a paragraph explaining that the first step is to select a list to send the broadcast to. Below the text are four tabs: 'By Customer Type', 'By Autoresponder (49)', 'By Stored Search (0)', and 'By Newsletter (0)'. The 'By Customer Type' tab is selected, and it shows a dropdown menu with 'Select One' as the current selection.

Here you can select the autoresponders that you want to send your message to, or even your client type – Prospects or Customers.

As with your autoresponder messages, you can also add the %\$firstname\$% field to personalize your message and I would also recommend that you keep the message "thin" to make it readable and also inviting when your reader opens up the message (the last thing you want to do is put off your reader!)

The From Name, From Email and Subject will need to be completed, so enter the name you want to e-mail to be sent from, the e-mail address you want your message to be sent from and your e-mail subject.

Enter Your Broadcast

Enter your message here, or click one of your saved drafts [below](#).

When to Send: **Immediately** or
(mm/dd/yyyy)

From Name:

From Email:

Subject:

Format: TEXT HTML BOTH (MIME)

Text Message Body:

Dear %%firstname%%,

Merge Insert Menu 1
(click or just type them)

- %%email%%
- %%firstname%%
- %%lastname%%
- %%name%%
- %%company%%
- %%phone%%
- %%secondaryphone%%
- %%address1%%
- %%address2%%
- %%city%%
- %%state%% (province)
- %%zip%% (postal code)
- %%country%%
- %%fax%%
- %%today%%
- %%tomorrow%%
- %%today + X%%
- %%Merchantname%%
- %%Merchanturl%%
- %%Merchantemail%%
- %%Merchantcompany%%
- %%merchantworkphone%%
- %%merchantaddress%%
- %%adname%%
- %%optinlink%%
- %%signature%%

Close

Then add your message content and make sure you include and check your affiliate link. This is how you will track commissions back to you, so it needs to be correct!

A useful tool for keeping the website link short is tinyurl here: <http://tinyurl.com>

This will allow you to hide your affiliate link and also keep the link on one line in your e-mail (sometimes long links can become broken in certain e-mail accounts or browsers)... and obviously we want to make it as easy as possible for people to read your message and click-through to the sales page that we are recommending.

Once you are happy with everything you can click continue and you will then see a preview of your e-mail message. If you are happy with the autoresponders or client type that you are sending the message to, the content and the links then click "**Send Broadcast**" (there

is one final confirmation after this). If not, then click cancel and you will be able to make the necessary adjustments to your message.

Once the broadcast has been entered into the delivery queue it will be delivered usually within 10 minutes. You have around 5 minutes to cancel your e-mail from the delivery queue.

It is often best to run some tests to a test autoresponder list until you are comfortable with this process...

Setting Up Your AdTrackers

AdTrackers are incredibly powerful for when you want to track leads, hits and sales through your lead generation and sales process. What this basically does is it takes away all of the guesswork from everything that you do. Is version A of the sales letter better than version B for example would be answered through an adtracker that would rotate "hits" to version A and version B – tracking hits, leads and sales!

We have numerous adtrackers running our business and tracking our sales conversions for us – on autopilot.

To set-up an ad tracker is very simple and you first need to hover over "Email & Marketing", then "Ad Trackers" and then select "**Create New Ad Tracker**".

The screenshot shows a web interface for creating a new ad campaign. At the top, there is a navigation bar with tabs: Orders, Products, Clients, Email & Marketing, Analytics, Setup, My Account, and Resources. Below the navigation bar is a breadcrumb trail: Home » Email & Marketing » Ad Trackers » Create a New Campaign. The main form area is titled "Campaign Name:" and contains a text input field with the placeholder "Type ad name here". Below the input field is a note: "This is for internal reference. Your customers do not see this." Below this is a section titled "Track a New Ad Campaign:" with a "Select URL:" label on the right. There are three rows, each with a "Destination URL:" label, a text input field containing "http://www.yourdomain.com", and a checked checkbox. Below each input field is a question: "Where should the user end up when they click on this ad?". At the bottom of the form is a blue "SAVE" button.

Here you need to do 2 things – enter an ad tracker name and then tell the system which links you want to test/rotate or simply track.

So, let's say our ad tracker is tracking sales for our product X, we would call the ad tracker "sales tracking for product X". What I also like to do is make it clear where the traffic is coming from as well, so this could be "sales tracking for product X – from autoresponder Y".

This may sound very precise, but it doesn't take long before you have lots of ad trackers and in the past I have lost track of what each one was doing!

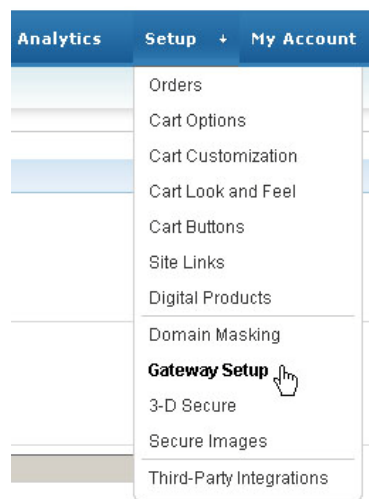
Once you have added your website links – the pages that you want to send the traffic to and test – then click on the save button. (If you are only using one page to start with then enter this 3 times for Destination URL 1, 2 and 3 and then click save. On the following page simply deselect them and “Save Changes”.

The system will then create an “Ad Track Campaign Link URL” which if you test or copy and paste into your browser address bar you will see tracks the hit... and should show you the power of using ad trackers in your business.

Setting Up Your Merchant Account

This is a very simple process, but perhaps one of the most important you can ever do if you want to take your online business seriously...

Once logged into your 1shoppingcart account, hover over the “Setup” tab and then select “Gateway Setup”.



If you are accepting PayPal as your payment method then you can enter your details at the top of the page – whether you are using it in addition to a merchant account or as your only payment provider. Then, enter your PayPal e-mail if you are using PayPal.

DO NOT use PayPal for recurring billing through 1shoppingcart. The 2 systems do not work together and you won't be able to process the rebills through PayPal (if you are using 1shoppingcart products and payments links).

Now, further down this page is the section “Real-time Processing Setup” and this is where you will add your merchant account details – the cards you can accept, the realtime payment gateway you are using and the unique ID.

See the next page for what you will see...

Real-time Processing Setup

Credit Card Processing:

Do you take Credit Cards online?

Cards Accepted:

Available Cards

BankCard (Australia)
JCB (Japan)
Diner's Club
Visa Debit/Delta



Selected Cards

Visa
Mastercard
American Express
Discover/Novus

Realtime Payment Gateway: [More details...](#)

Unique Gateway ID

[Click here](#) for specific info on what to enter here or to login to the gateway account you chose above.

Sale Type:

When you save your changes here, if you have added a merchant account you will be asked for the transaction key or password (depending on the account you are using). Entering this and saving will complete the set-up process.

If you want to set-up a merchant account, make sure you have a look at our report on merchant accounts.

Best Wishes,

Chris