

ADD-TO-CART FOR RAPID ACTION PROFITS

Installation & User Guide
Version 1.0.0



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Introduction

Welcome

Hello and thank you for downloading Add-To-Cart for Rapid Action Profits.

Installation

Downloading

Well, if you are reading this then you probably already figured out how to download the files that are needed. However, just a reminder, you were provided the opportunity to download the software when you purchased the add-on. You were also added to a membership based site so that you can download the latest files at any time. To access this site simply go to rap-tools.com/members. If you have purchased multiple products from us then you will have access to the latest files for all of the products that you have purchased from this site.

Unpacking

When you download the zip that contains all of the files you will have a main directory called `addtocart_install`. Inside of that folder you will find the `install.txt` file that is the text version of this chapter with installation instructions. You will also find a directory called `GIS`. Inside of `GIS` is a directory called `addtocart`.

Uploading

It is important to understand how RAP needs to see add-ons for them to work properly. Every add-on needs to be placed in a special directory under the `rap_admin` directory. You need to upload the files for the Add-To-Cart add-on to these directories.

Under the `rap_admin` directory there is a directory called `addons`. Inside of `addons` there is a directory for every company that makes an add-on and inside of each of those folders is a folder for each add-on.

So the contents that are in `GIS/addtocart` in the archive file need to go into the `rap_admin/addons/GIS/addtocart` directory in your installation of RAP.

I am assuming that you already have the knowledge on how to upload the files to your site.

First Run

After you copy the files to your RAP installation you need to activate the plugin. If you are already logged in to your `rap_admin` interface, go to System->Dashboard to refresh the list of addons. If you are not in, log in to your `rap_admin` interface.

Go to the add-ons menu, you should see the Add-To-Cart add-on in the list now but it will be red telling you that it has not been activated yet. To activate it, simply select the red Add-To-Cart option in the

menu. When you select it, the add-on will activate itself and install the tables that are used by the Add-To-Cart add-on. This will happen very quickly. When it is complete, there will be a link at the bottom that you can click to go to the Add-To-Cart interface.

You can also at any time now go to the add-on menu and select Add-To-Cart to access the Add-To-Cart administration interface.

Registering

The first time you run Add-To-Cart you will be prompted to enter the paypal email address that you used to purchase the Add-To-Cart add-on.

There is no license limit to the number of sites you can install Add-To-Cart on but we need to verify that you are the original purchaser.

When you run Add-To-Cart for the first time you will be prompted to enter in your paypal email address and click register. In a few seconds you should be registered.

How To Use

Accessing the Add-To-Cart Administrative Interface

After the Add-To-Cart add-on is installed you can access it any time by going to the add-ons menu and selecting Add-To-Cart. Please note that this add-on's options are based on the selected product. So before entering into the Add-To-Cart add-on be sure you have selected the product that you want to set the Add-To-Cart options for.











The User Interface

The user interface consists of only one section. When the admin interface first loads this section is collapsed. To expand the section click on the Add-To-Cart Buttons title bar.




Adding a New Add-To-Cart button


After you expand the Add-To-Cart section, you will see either one or more add-to-cart option listed or a message telling you that there no options currently set. In the toolbar above the list there is an option for Add. To add a new Add-To-Cart option, click the Add button.

						 Add
Name	Regular Price	End Date	Copies Sold	Status	Options	
test		05-08-2010	7	 Enabled	 	
test2			0	 Enabled	 	
test7			0	 Enabled	 	

After you click the Add Button you will see a new form that is titled “New Add-To-Cart Entry”. In this form is where we enter in the new button information. A sample of the form is below. We will describe each field below the screen capture.


New Add-To-Cart Entry


 Save


 Cancel

Name:

Regular Price: (Leave Blank To Use Product Price, 0 = \$0)

End Date: 

End Action: Show Sold Out Show Regular Price

Today's Price:

Copies:

Name: This field is for your use only, you can put in any descriptive name so that you will remember what the button is for.

Regular Price: On the Add-To-Cart button the first line is “Regular Price: \$\$\$ Today \$\$\$”. In the regular price field you can enter the value for the regular price. If you want to use the price that is defined in the RAP product setup you can leave this field empty. You only need to use this field if you want to override what has already been setup in RAP.

End Date: This is the end date for this button. This field is optional. If there is a date in this field the addon will look at the current date and compare it to the date in this field. If the date in this field is equal to or before the current date then the add-to-cart entry is considered sold out. The date needs to be in either mm-dd-yyyy or mm/dd/yyyy format. If the date does not match this format, the addon will ignore the End Date when looking to see if the item is sold out.

End Action: This is the action to take when a item is to be considered “sold out”. In this manual we refer to sold out when the maximum number of copies have been sold or the End Date has been reached. There are 2 actions that can happen when a button is “Sold Out”. You can have the button change to “Sold Out” or you can just have the button change to display the regular price.

Today’s Price: This is the price that the product will be sold at. It is called the Today Price because on the button the price follows the word Today. If the product is not sold out the todays price will still be shown tomorrow too.

Copies: This is the number of copies you want to sell at the “Today’s Price”. This is an up to and including. So for example, if you set copies to 15, for sales 1 through 15 you will be selling the item for the price listed in the Today’s Price. After 15 the product will either be sold out or will move onto the next Price Change Entry. (We will discuss the price change options in the next section).

After entering in all of the information click the Save button.

After you click the Save button you will be taken to the edit form for the Add-To-Cart entry you just created.

If you are done you can click the Save button to return to the main list of buttons for the current product. If you want to add more Price Change Entries, you can enter them from this screen.








Adding Tiered Pricing

After you clicked save on the New Add-To-Cart Entry window you were taken to the edit form for the Add-To-Cart button you just created. You will see a section on this new form called Price Changes.

The Price Changes section allows you to setup a tiered pricing model for the Add To Cart button. For example, you may want to offer a super discount price to the first 10 people that purchase and the from 10 – 30 increase the price to half of regular price and for 31 – 50 increase the price by another 25% and after 50 only sell at regular price or go to the “sold out” graphic.

When you created your new button on the New Add-To-Cart Entry form you were asked for Today’s Price and the Copies. When you clicked save we created the first Price Change entry for you. You can now add more.



There are no limits to the number of Price Changes you can have for each button. Below is a sample form with 2 Price Changes on it. In the example, the first 4 copies that are sold will be sold at \$6 a piece and copies 5 – 8 will be sold at \$25. After #8 is sold, the sold out action will be taken, either presenting the user with the Sold Out view or offering it to them at regular price.

Price Changes			
			 Add
Copies	Todays Price	Status	Options
4	6	 Enabled	 
8	25	 Enabled	 

Adding a new Price Change

To add a new price change, click the Add button in the toolbar at the top. You will be presented with a form like the one below.

New Add-To-Cart Bump Entry

 Save  Cancel

Copies:

Today's Price:

There are only 2 fields that are needed:

Copies: This is the number of copies you want to sell at the “Today’s Price”. This is an up to and including. So for example, if you set copies to 15, for sales up to 15 you will be selling the item for the

price listed in the Today's Price. After 15 the product will either be sold out or will move onto the next Price Change Entry. (We will discuss the price change options in the next section).

Today's Price: This is the price that the product will be sold at. It is called the Today Price because on the button the price follows the word Today. If the product is not sold out the todays price will still be shown tomorrow too.

After you enter in the Copies and Today's Price, click the save button and you will be returned to the list of Price Changes.

You can add as many Price Changes as you want by following the same process we just discussed.

Editing a Price Change

You will notice on the list of price changes, on right side of each price change line there are 2 icons, a Pencil and a Red X. To edit a price change entry you simply have to click on the yellow pencil. When you do an edit form will be visible. The edit form looks exactly like the New Add-To-Cart Price Change form.





Because it is identical please refer to the field descriptions in the Add a new Price Change section.

After you have completed making the changes to the Price Change entry, click the Save button to save the changes. You will be returned to the list of price changes and the changes that you made will be visible.

Below is a screen capture of the Edit Add-To-Cart Price Change form.

Edit Add-To-Cart Bump Entry


 Save


 Cancel

Copies:

Today's Price:

Active Add-To-Cart Bump Entry

The Add-To-Cart button list

When you are on the main screen where the list of different defined buttons are listed, you will have in the list of buttons some additional information about the button and some quick click options.

In the list there are 7 columns:

Name: This is the name you gave the button when you created it. It should be descriptive so you know what the button is for.

Regular Price: If you have defined a regular price over-ride then this column will have that price listed. If you are going to use the default price defined in the RAP product setup then this field will be blank.

End Date: If you have defined an end date for the button then this column will contain the end date you defined. If you did not define an End Date then this column will be blank.

Copies Sold: This column will list the number of copies sold using this button. This number is what is used to determine what price will be displayed on the Add-To-Cart button. This number is incremented only on a successful sale from Paypal.

Status: This column lists the current status of the Add-To-Cart button. There are only 2 statuses, Enabled or Disabled. If a button is disabled it will not display an Add-To-Cart button. You can enable and disable the button simply by clicking on the green or red icon next to the status.

Options: This column has 2 options that you can select for each Add-To-Cart button. Edit (Yellow pencil) and Delete (red X). We will discuss the editing of the Add-To-Cart button in the next section.

Editing A Add-To-Cart button

When you click on the yellow pencil next to an add-to-cart entry in the main section you will be taken to an edit form.

The top part of the edit form looks very similar to the Add Add-To-Cart Entry form. There are 2 minor differences. The bottom section where you set the initial copies and today price do not exist and there is a new option called “Active Add-To-Cart Entry”. If this option is checked then the status is Active. If there is an X and the option is not green then the status is disabled.

A sample of the form is below.

Edit Add-To-Cart Entry

Save Cancel

Name: test

Regular Price: (Leave Blank To Use Product Price, 0 = \$0)

End Date: 05-08-2010 28

End Action: Show Sold Out Show Regular Price

Active Add-To-Cart Entry

After you complete your edit's click the save button in the toolbar to save your changes.








Price Changes Section

When you are editing an Add-To-Cart entry there is a section called price changes. This is where you can add additional price change options and make changes to existing price change entries.

The Price Changes section allows you to setup a tiered pricing model for the Add To Cart button. For example, you may want to offer a super discount price to the first 10 people that purchase and the from



10 – 30 increase the price to half of regular price and for 31 – 50 increase the price by another 25% and after 50 only sell at regular price or go to the “sold out” graphic.

There are no limits to the number of Price Changes you can have for each button. Below is a sample form with 2 Price Changes on it. In the example, the first 4 copies that are sold will be sold at \$6 a piece and copies 5 – 8 will be sold at \$25. After #8 is sold, the sold out action will be taken, either presenting the user with the Sold Out view or offering it to them at regular price.

Price Changes			
			 Add
Copies	Todays Price	Status	Options
4	6	 Enabled	 
8	25	 Enabled	 

Adding a new Price Change

To add a new price change, click the Add button in the toolbar at the top. You will be presented with a form like the one below.

New Add-To-Cart Bump Entry	
 Save	 Cancel
Copies:	<input type="text"/>
Today's Price:	<input type="text"/>

There are only 2 fields that are needed:

Copies: This is the number of copies you want to sell at the “Today’s Price”. This is an up to and including. So for example, if you set copies to 15, for sales up to 15 you will be selling the item for the price listed in the Today’s Price. After 15 the product will either be sold out or will move onto the next Price Change Entry. (We will discuss the price change options in the next section).

Today’s Price: This is the price that the product will be sold at. It is called the Today Price because on the button the price follows the word Today. If the product is not sold out the today’s price will still be shown tomorrow too.

After you enter in the Copies and Today’s Price, click the save button and you will be returned to the list of Price Changes.

You can add as many Price Changes as you want by following the same process we just discussed.

Editing a Price Change

You will notice on the list of price changes, on right side of each price change line there are 2 icons, a Pencil and a Red X. To edit a price change entry you simply have to click on the yellow pencil. When you do an edit form will be visible. The edit form looks exactly like the New Add-To-Cart Price Change form.





Because it is identical please refer to the field descriptions in the Add a new Price Change section.

After you have completed making the changes to the Price Change entry, click the Save button to save the changes. You will be returned to the list of price changes and the changes that you made will be visible.

Below is a screen capture of the Edit Add-To-Cart Price Change form.


Edit Add-To-Cart Bump Entry

Save

Cancel

Copies:

Today's Price:

Active Add-To-Cart Bump Entry

Preview Section

The Preview Section will show you a preview of what the button will look like based upon the current options. We are actually calling the real addon to generate the image in the preview so you are truly seeing exactly what anyone would see at this moment.

For example, if you product is currently sold out, the image will represent whatever option you selected for a “sold out” condition.

Below is a screen capture of the preview area. After the screen capture we will discuss the code snips beneath the preview graphics and how to use them.

Preview:



Code Snippets

Just below the preview graphic are 3 different code snippets that you can highlight and copy. The first one includes the complete code. It has the `` that points to the order link for the product with the special pricing as well as the `` to generate the add to cart image. You can copy this box and paste it into any html capable forum, email, website, blog, etc.

The next box contains only the `` source to put the image on a web page, email, blog, etc. You will have to build your own `` tag to place the order.

And to make sure that you get that `` tag correct, that is what is in field #3. It is important that you use the link in the 3rd field with the image in the 2nd field. If you take the image only and create an `` that does not include the proper special codes, the user will click on the add to cart button for one price and get a different price when they get to paypal to purchase.

Copy and Paste The Code Below (link and image):

```
<a href="http://www.rapdevarea.com/prod1/?action=order&atc=14"></a>
```

Copy and Paste The Code Below (Image Only):

```

```

Copy and Paste The Code Below (Order URL):

```
<a href="http://www.rapdevarea.com/prod1/?action=order&atc=14" name="urlonly">
```

Our Other Products

We have a number of addons for RAP that can make your RAP life easier. Below is a short list of the products that we have available when we wrote this manual. We are constantly adding new products so be sure to visit www.rap-tools.com to find the latest products.

Editor for RAP

Editor for RAP is an HTML editor that is built into RAP that allows you to edit your templates files with simplicity that is click simple. There is no guessing where the file is located or what it is called.

Editor for Rap knows based on what product you have selected exactly where to look for the files and even gives you a description of what the file does.

And after you are in the easy to use GUI HTML editor you are not left alone. We provide you with a list of RAP tags that you can easily with a simple click insert into the template files.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/editor.

Rap Tracker

Rap Tracker is an advanced tracking addon that provides all kinds of tracking that is not currently available in the base install of RAP. RAP-Tracker adds much more tracking data for both the site administrator and affiliates.

This add-on also provides the ability to use tracking codes so that you and your affiliates can see what promotion methods are working best.

With a built in affiliate report that can be added to your affiliate center to help your affiliates improve their conversions and in the long helping you bring in more profits.

For the latest information and videos showing Rap Tracking in action go to www.rap-tools.com/raptracker.

Wishlist Member

One of the most popular membership programs in use today is Wishlist Member. It can turn any wordpress installation into an amazing membership platform.

One drawback to Wishlist member is it's lack of payment processing and affiliate program built in. It uses integration with paypal and clickbank for payment processing.

With the Wishlist Member addon for RAP you can use the powerful features of RAP to manage and Run your payment and affiliate program for your Wishlist Member installation.

The addon integrates RAP with Wishlist Member so that you can setup a different membership for each product you have in RAP or combine them in any combination.

RAP and Wishlist Member together are a powerful combination for your membership sites.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/wishlistmember.

Rap Tools

Rap Tools, our namesake is a collection of tools for your RAP install. Rap Tools includes a file manager for your RAP install, a File Uploader, an Addon Uploader, a quick editor for your Term Of Service, Contact Us, About Us pages (google looks for these pages so every site should have them), and RSS feed creator for your site and products, Sitemap creator, Cookie Management and the list just goes on and on.

Here is that list again:

- File Manager
- File Uploader
- Addon Uploader
- Referer Info
- Header Settings

- Editor for: Terms Of Service, Contact Us, About Us and easy to use tokens to insert them into your template
- RSS Feed creator
- Cookie Management
- Robots.txt file creator
- Sitemap creator
- And more....

We are constantly adding new features to the RAP Tools product and get requests for new additions all the time. For the latest information and videos showing the Rap Tools in action go to www.rap-tools.com/raptools.

Google Analytics

Google Analytics is the most popular tool used today for tracking visits to your website. Installation of google analytics can be confusing for the non technical person. With the Google Analytics addon for RAP it is super simple.

And we go beyond just basic Google Analytics. With the Google Analytics plugin for RAP you can setup a different Google Analytics tracking system for each product or mix and match if you want. If you can copy and paste then you can setup Google Analytics for your RAP site without editing a single template file in RAP.

For the latest information and videos showing the Editor for RAP in action go to www.rap-tools.com/ganalytics.

Support

You can get email support at askmikemyers.com. For your convenience there is a link to the support center right on the Add-To-Cart add-on page.



Documentation

This document is also available right from the administration interface on the Add-To-Cart addon page. You can click on the Google Analytics Manual icon on the page to read this document at any time.

Add-To-Cart
Manual

