

“WP Affiliate Funnel Builder Pro” User Manual

THE FOLLOWING TERMS AND CONDITIONS APPLY:

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As the FTC Rules requires, we do not guarantee or imply that by using this tool, you will get rich or make money at all.

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Introduction

WP Affiliate Funnel Builder is a WordPress Plugin that allows you to create complete affiliate funnels for any affiliate product of your choice with just some clicks.

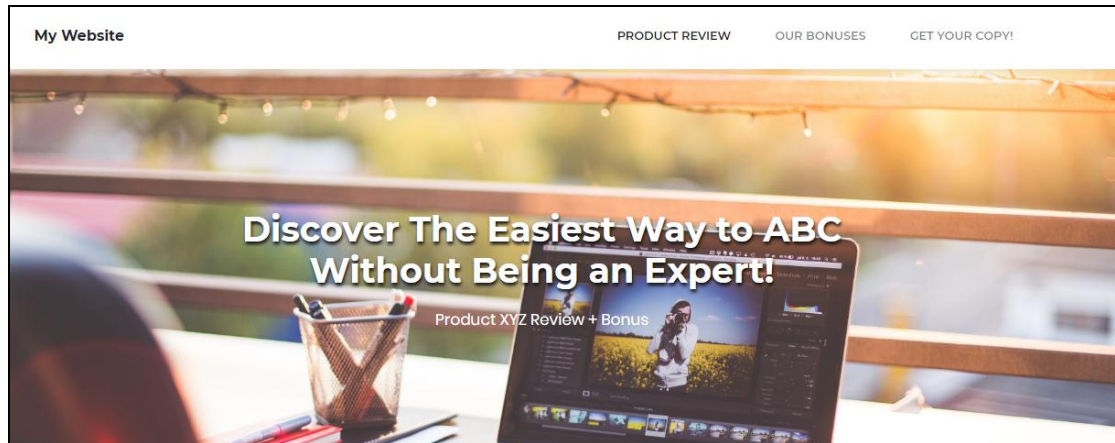
These funnels consist of:

- 1) An Affiliate Review + Bonus Page
- 2) A Bonus Pre-Access Page
- 3) A Soft Redirect Page
- 4) A Bonus Delivery Page.

Comment: You don't need to create the 4 pages to create a campaign (you may be fine with 1 or 2 pages).

Now we'll learn more about these pages....

Affiliate Review + Bonus Page



This page allows you to create an affiliate product review. If you have one or more bonuses to offer you can also include them here.

Comment: We strongly recommend you to use a bonus incentive in your campaigns for two reasons:

- 1) Will help you to increase your conversions and
- 2) Will let you use the rest of the pages (which can help you in many ways).

Bonus Pre-Access Page

A screenshot of a website page titled "STEP 1: ORDER", "STEP 2: REGISTER", and "STEP 3: GET ACCESS!". The main content area has a white background with a blue header. The text reads: "Thanks! Please Register To Get Access to Your Bonus." and "Please register to get access to your bonus. Your access info will be delivered by email." Below this text are two yellow input fields: "Your Name" and "Your e-mail Address". At the bottom, there is a blue button with a white arrow pointing right.

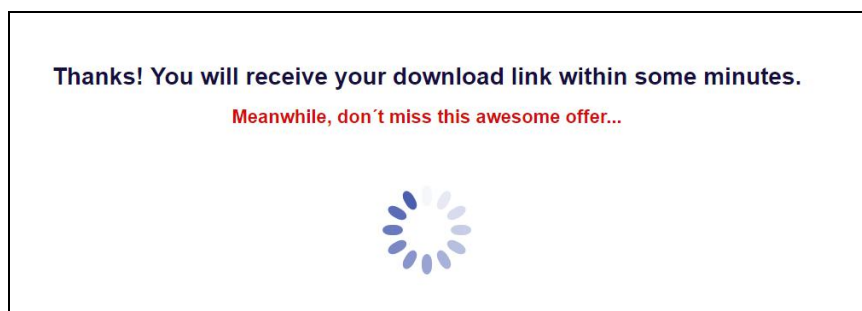
Instead of sending the people who purchased through your link, straight to your “Bonus Delivery Page”, you can send them to this page (a Lead Capture Page).

Comment: The lead capture form that you see is for illustration purposes, your form may/will look different depending on your Autoresponder provider.

This will have an obvious benefit: You’ll be building a “Buyers” list.

Now, if you’re using a “Bonus Pre-Access” page, you’ll surely LOVE to use the following page....

Soft Redirect Page

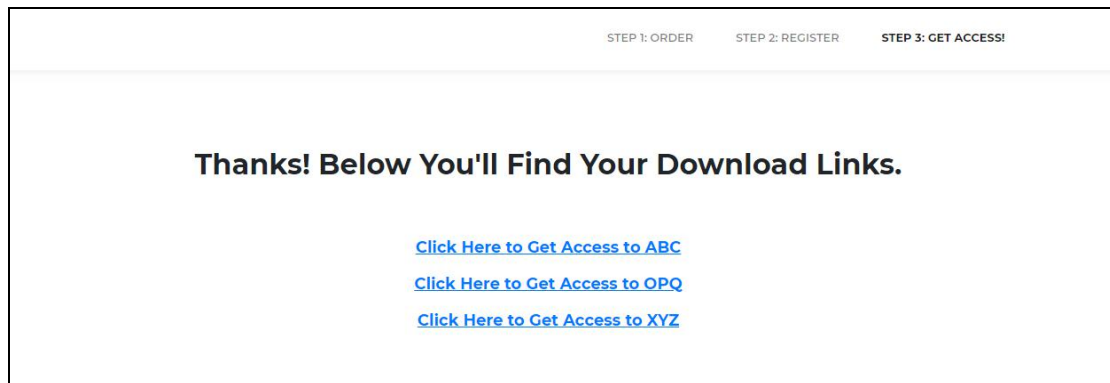


After collecting a lead, you can redirect your new subscribers to this soft redirect page. What is a soft redirect page?

It’s a page that redirects your visitors to any url of your choice (affiliate offer etc), and before doing this, it shows a quick msg (like the one that you see) for some seconds.

This is a great way to keep on making money. And if you don’t want to use a soft redirect page, you can perfectly connect your “Bonus Pre-Access” page with your “Bonus Delivery Page”.

Bonus Delivery Page



From here, the people who purchased a product through your affiliate link, can get access to your bonus (or bonuses).

You can link to this page directly, or you can use a bonus “Pre-Access” page.

Installing “WP Affiliate Funnel Builder”.

Installing the plugin is like installing any other WP plugin.

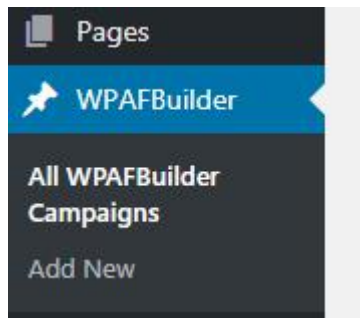
Step 1: Go to the "Plugins" section and click.

Step 2: Click "Add New" and Upload the included zip file.

Step 3: Activate "WPAffiliate Funnel Builder".

Using “WP Affiliate Funnel Builder”.

After activating the plugin, you can start creating mini funnels by going to the WP Affiliate Funnel Builder Menu (Admin Sidebar) ---> Add New.

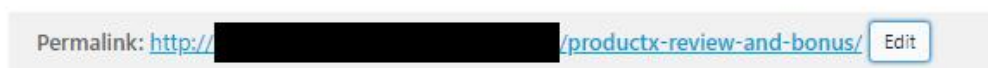


Then assign a name to the new affiliate funnel. Example.

A screenshot of the 'Add New WPAFBuilder Campaign' form. The title 'Add New WPAFBuilder Campaign' is at the top. Below it is a text input field containing the text 'Product X Review and Bonus'.

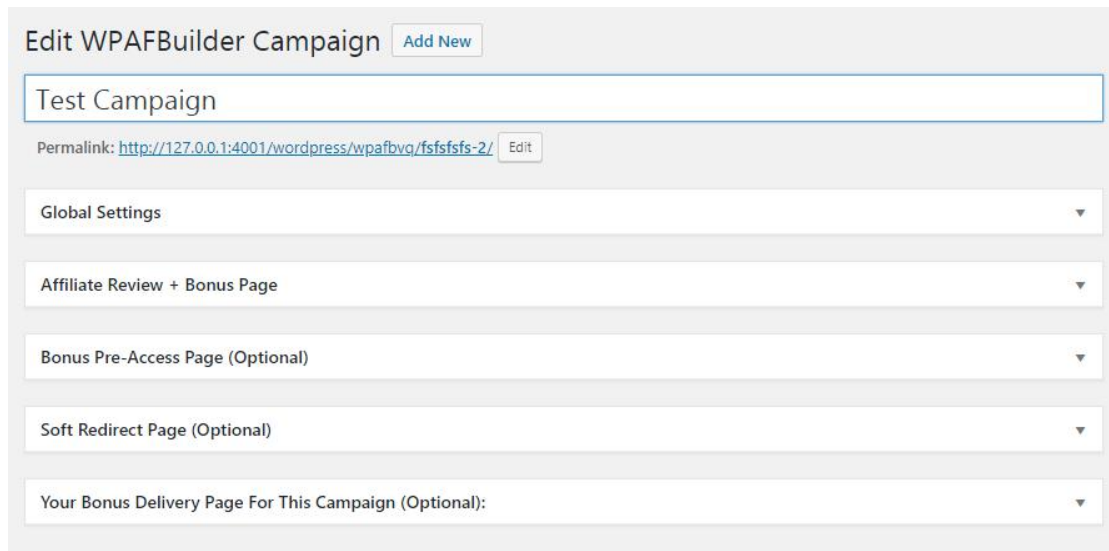
What you use here will be used for the “**permalink**” of your affiliate funnel.

Here you can see an example of this...



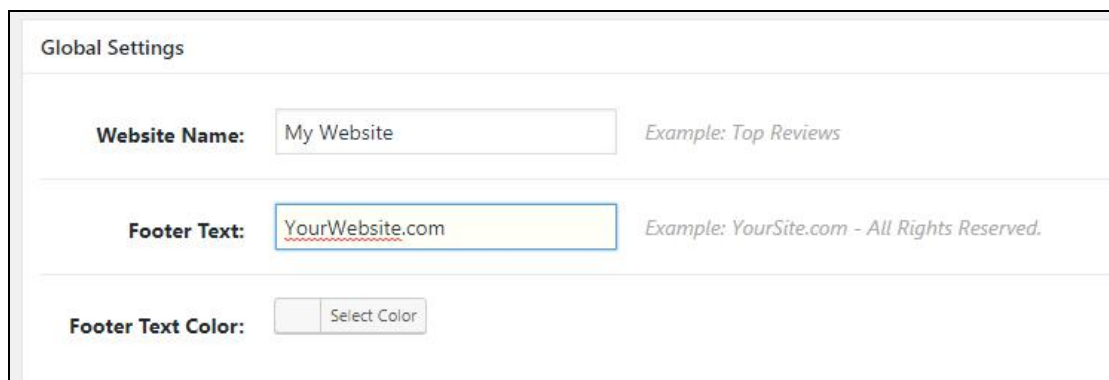
If you click that link (we recommend you to open it using CTRL + click to open it on a new window so you don’t have to leave the WP Editor), you will have a preview of your affiliate page (which may be empty until you add some info to it).

Each affiliate funnel has 5 areas (you can see an image of them below).



Comment: Each area can be expanded/collapsed by using the right arrow.

The first area lets you tweak simple common things that will be applied to the 4 pages.



And each one of the remaining areas lets you configure a specific funnel page in particular.

Preparing the pages of your choice is really easy: just fill in the blanks (each field has a description that will help you - later i'll talk about some specific fields) and then click the "Publish" button (upper right area of your page).



Using the Color Picker Control:

Most of the pages include one or more color pickers for different elements. If you're new to this color picker control, you can select a color by following these steps:

Step 1: Click "Select Color".

Step 2: Select the color.

Step 3: Click "Select Color" again.



Tip: Each color has a code number. If you want to use the same color on different areas, you can copy/paste the code.

Getting Access to the Different Pages of the Funnel.

You can get access to the main page (affiliate review + bonus page) by simply clicking the permalink (as we've described before).



That's the link that you'll use on different sites (emails, pay per click ads etc).

Now, how do you get access to the rest of the funnel pages?

Simple: by adding a parameter at the end of the url.

Let's suppose that you have the following permalink for your affiliate campaign:

<http://www.yoursite.com/wpafbvg/mytest/>

If you don't add a parameter at the end of your permalink, you'll get access to the affiliate review page.

If you want to see the **“Bonus Pre-Access Page”** you need to add the following parameter at the end of the permalink:

?prekey=yourkey

Comment: You need to replace “yourkey” with the access key that you've added under the “Access Key” field (“Bonus Pre-Access Page”).

Here's a screenshot of this field.

Access Key:	<input type="text" value="123"/>	To get access to this page, you need to pass the following parameter to your main page: <i>?prekey=yoursecretkey . Example: http://127.0.0.1:4001/wordpress/wpafbvg/my campaign/?prekey=yoursecretkey. Your secret key must not contain spaces or strange characters. Remeber to replace "/my campaign/" with the name of your campaign (you can see this value by making a preview of your campaign - the name of the campaign will be visible in the url.) Please read the user manual for more details.</i>
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So, if we use the access key is “123”, then our example (including the parameter with the access key), will look like this:

<http://www.yoursite.com/wpafbvg/mytest/?prekey=123>

This will give you access to the “Bonus Pre-Access Page”.

If you want to see the “**Soft Redirect Page**” you need to add the following parameter at the end of the permalink:

?thanks=1

Following our example, you would get access to this page in this way...

<http://www.yoursite.com/wpafbvg/mytest/?thanks=1>

Now we need to get access to the last page (the “Bonus Delivery Page”).

This page also has a protection key that you can add from the “**Bonus Delivery Page**” area:

Access Key: To get access to this page, you need to pass the following parameter to your main page:
*?dldkey=yoursecretkey . Example: http://127.0.0.1:4001/wordpress/wpafbvg/my campaign/?
dldkey=yoursecretkey. Your secret key must not contain spaces or strange characters. Remeber to replace
"/my campaign/" with the name of your campaign (you can see this value by making a preview of your
campaign - the name of the campaign will be visible in the url.) Please read the user manual for more
details.*

To get access to the “**Bonus Delivery Page**” you need to add the following parameter at the end of the permalink:

?dldkey=yourkey

Following our example, if your key is “555” you would get access to this page in this way...

<http://www.yoursite.com/wpafbvg/mytest/?dldkey=555>

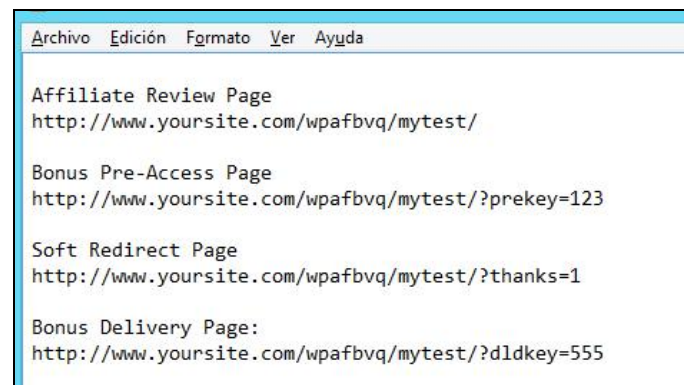
How To Connect Everything

If you'll be only working with an affiliate review page (without bonuses), things are simple (just promote your url and that's all).

But if your funnel will be using more pages, we need to see how to connect them.

First of all, i strongly suggest you to paste the links of your funnel pages Inside Notepad (or any other editor).

Example:



This will help you to get organized.

Comment: If you won't use some of the pages, you don't need to list them here.

Ok, there are 2 possible scenarios here:

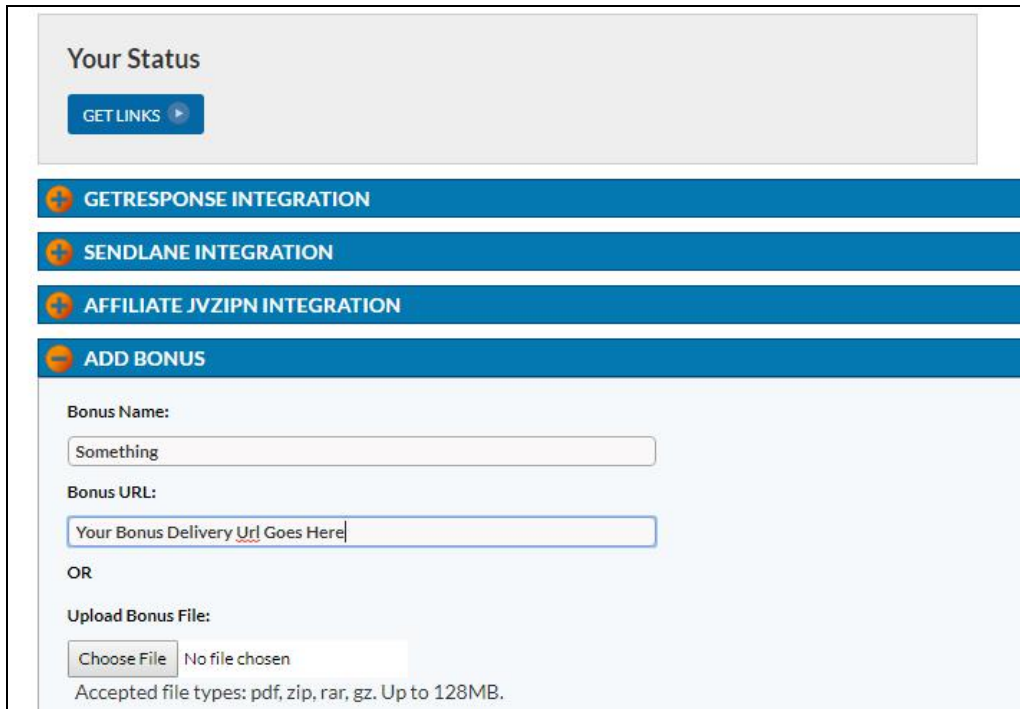
1) **Scenario 1:** You Won't Be Collecting Leads through a "Bonus Pre-Access Page".

2) **Scenario 2:** You Will Be Collecting Leads through a "Bonus Pre-Access Page".

If You Won't Be Collecting Leads Throgh a "Bonus Pre-Access Page" (Scenario 1)....

Things will be very easy, just pick your "Bonus Delivery Page" and add it to your Affiliate Link.

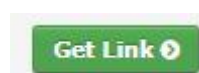
If you want to do this for a JVZoo product, go to the product page from where you get the affiliate link, add your page under “Add Bonus”.



The screenshot shows a dashboard titled "Your Status" with a "GET LINKS" button. Below this are four blue navigation bars: "GETRESPONSE INTEGRATION", "SENDLANE INTEGRATION", "AFFILIATE JVZIPN INTEGRATION", and "ADD BONUS". The "ADD BONUS" section is active and contains the following fields:

- Bonus Name:** A text input field with the value "Something".
- Bonus URL:** A text input field with the placeholder text "Your Bonus Delivery Url Goes Here".
- OR**
- Upload Bonus File:** A section with a "Choose File" button, the text "No file chosen", and a note: "Accepted file types: pdf, zip, rar, gz. Up to 128MB."

If you want to add your bonus delivery page to an Affiliate Product from the WarriorPlus Platform, just click the “Get Link” button that belongs to the product that you want to promote (you must have been approved to do this)...



... and add your “Bonus Delivery” url.



The screenshot shows a section titled "Your Affiliate Link" with a text input field containing the URL "https://warriorplus.com/o2/a/r34tc/0". Below this is a label "Buyer Bonus URL (optional)" and a text input field with the placeholder text "Your Bonus Delivery Url Goes Here".

Something similar happens with other affiliate platforms that have an automatic bonus delivery mechanism.

Comment: If you're using bonuses i recommend you to only work with those affiliate platforms that have an automatic bonus delivery mechanism, otherwise, manually delivering your bonuses may be a nightmare.

If You Will Be Collecting Leads Throgh a “Bonus Pre-Access Page” (Scenario 2)....

In this case, you will use your “Bonus Pre-Access” page as your “Bonus Url” (instead of using your “Bonus Delivery Page”).

If you're using JVZoo or WarriorPlus, the steps are the same as those that we've described before but remember, you'll enter your **“Bonus Pre-Access Page”** not your “Bonus Delivery Page”).

Ok, now the buyers will get access to the “Bonus Pre-Access Page” and we have to decide what will happen (what page will they see), after they register.

There are 2 options here:

1) Redirect Your New Subscribers to “Your Bonus Delivery Page”

Or...

2) Redirect Your New Subscribers to Your “Soft Redirect Page”.

You're free to use any of these options.

If you use the first option, you need to go to your autoresponder and enter your **“Bonus Delivery Page”** url as your “Thank You” page (all the autoresponders have a field called “Thank You Page” or “Success Page”) so the autoresponder can redirect your new subscribers to this page.

If you use the second one, you need to go to your autoresponder and enter your **“Soft Redirect Page”** url as your “Thank You” page (all the autoresponders have a field called “Thank You Page” or “Success Page”)

so the autoresponder can redirect your new subscribers to this page.

In this case in particular (if you redirect your new subscribers to your “Soft Redirect Page”), you will need to configure a “Welcome Mail” (also under your autoresponder) and send your “Bonus Delivery Page” link on it.

Pro Version: Retargeting + Back Button Control.

Retargeting:

In the “Pro” version you can add a “**Retargeting**” ad code (Facebook etc), To keep on selling related products to all the people who visit your review page.

This is really cool and it could put more money in your pocket for years to come!

If you plan to use this feature, simply paste your retargeting code (please check with your advertising platform - for example: facebook ads - for more details on how to get your retargeting code) under the ”Affiliate Review + Bonus Page”.

Facebook Retargeting (Optional):

Facebook Retargeting Code.

Back Button Control:

This is another cool feature included in the “Pro” version.

The "Back Control" feature, is a feature that Allows You to Redirect

Your Visitors to ANY URL.... When They're On Your Site and They Click the "Back Button" of The Browser.

You can redirect these visitors to...

- A) A Discount Page
- B) An Affiliate Url

Or Any Url.

If you want to use this feature, you need to enter your redirect url of your choice (affiliate url etc) under the “Back Control Url” field (Affiliate Review + Bonus Page):

Back Control Url (Optional): If you want to redirect your visitors to another url (another affiliate url, lead capture page etc), when they click the back button of their browsers, then enter the redirect url here. Please remember to enter it with http:// or https:// (for SSL protected websites).

Comment: The redirect action will be triggered when the “Back” button of the browser is clicked and if the person visited a website before on that tab (or if the person arrived to your site through another url).

Tip: The “Pro” version also includes additional “Backgrounds” for the hero section, so you can quickly pick one without wasting your time.

That’s all!