

# **“WP Price Bumper Pro” WordPress Plugin**

## **User Manual**

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# Installing The Plugin.

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 it.

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# Quick Plugin Overview.

"WP Price Bumper", is a WordPress Plugin that Allows You to quickly implement Price Bumps "Per Visitor".

## Here's an Example:



*The system uses a cookie system that works on a "Per Visitor" + "Per Browser" basis.*

To get started, you need to create different "Products" under the sales platform of your choice (for example: PayPal, WarriorPlus, JVZoo etc).

You'll be creating 1 product for the "default" price (first visit) and up to 3 additional products with different prices for the "Price Bumps".

Comment: In the “Pro” version you can run up to 6 Price Bumps (which can help you to get more control over your price bumping strategy).

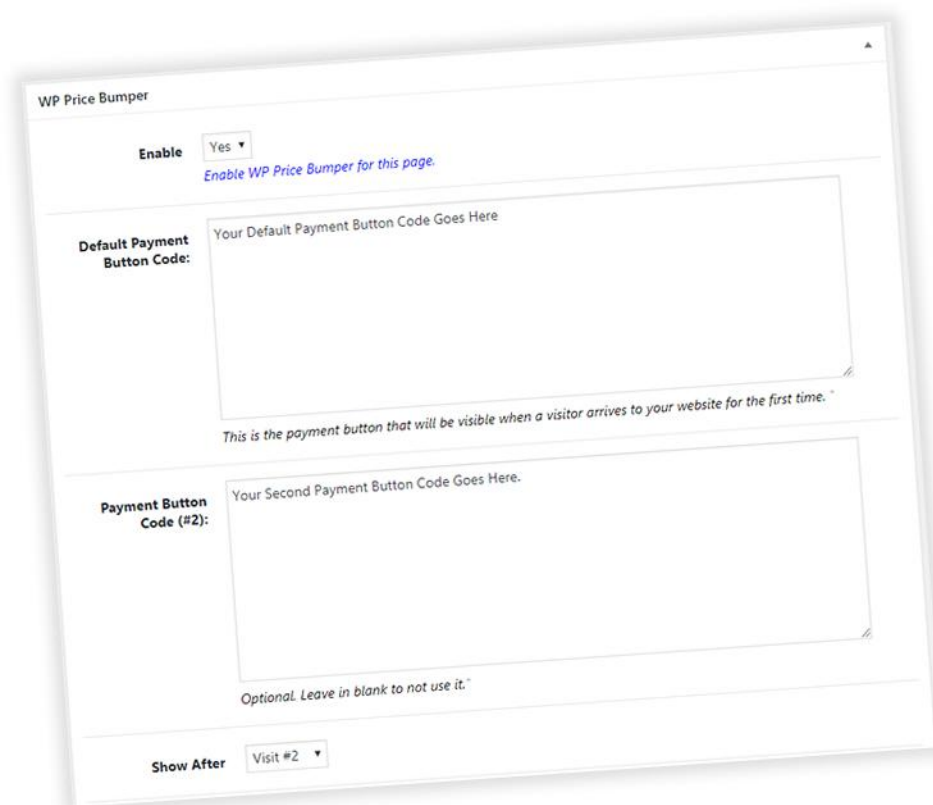
## Using The Plugin.

Using the plugin is really easy.

First, go to any wordpress page / post...



Below the “Content Editor” you will find the “WP Price Bumper” settings  
For that Page / Post in particular.



First, you need to “Enable” the plugin for that Page / Post.

Then you need to add your Payment Buttons (default “Payment Button” For the first visit and up to 6 Payment Buttons).

For each price bump you can set “when” do you want to start showing it.

If you don’t want to use one or more price bumps, simple leave the boxes In blank (for example: if you want to use only one price bump, add your default payment button, a payment button for the price bump #1 and leave the rest price bumps in blank).

Make sure that your price bump sequence is in ascending order.

Finally, add the following shortcode to your page / post in the place where you want to show your payment button (add it only once):

[pmbtn]



## Also in the Pro Version

In the “Pro” version you can also create a text that can be linked to your payment button and that can be displayed on a different place of your Website.

Here's an example:

An example of a dynamic headline and payment button. The headline, "Hurry Up, Less Than 5 Copies Left at \$17", is shown in a red banner at the top of a product page. Below it, a circular callout shows a detailed view of the product page, including the headline, price information ("Regular Price: \$98- Today: \$17"), a yellow "BUY NOW" button with a shopping cart icon, and payment logos (VISA, MasterCard, Discover, PayPal). A blue arrow points from the headline in the callout to a blue box on the right. The blue box contains the text: "Show a Dynamic Headline..." and "... That's Connected To the Payment Button That The Plugin Shows.". Below the blue box, it says: "And of course, You're Free to Show Any Text of Your Choice Anywhere on Your Page."

To use this option, you need to...

1) Enter your text here...

<b>Text Linked to this Button Code (Optional):</b>	<input type="text" value="Your Text Goes Here"/>
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*Optional (leave it empty to not use it). Comment: This text is linked to this payment button (default payment button).  
Use the following shortcode where you want to show it: [pmbtn show="title"].*

and

2) Insert the following shortcode where you want to display your text:

[pmbtn show="title"]

Then save your Page / Post and that's all!