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Introduction

First let me start out by saying:

Many of you may think this software makes a simple job complicated… <u>BUT keep in mind</u> *that the common online marketer does not have the first clue about "hand coding" a Flipbook*.

Secondly, at the time of making this software only a handful of marketers are using this method to capture email subscribers! Mark my word; you will see many variations of this software over the coming months. Would not surprise me to see a WSO by someone who profits from others ideas (you know who you are)...

As someone I respect very much, Mr. Willie Crawford says:
"*Git Off the Porch! And Embrace Your Destiny*"

Take action now and be part of the "do'ers" or just keep on downloading products and doing nothing with them… Your choice!

Action takers also "learn" what they are selling by actually using the software so they can support their customers. So if you plan on selling, at least learn a little about the product. It will improve your reputation and also reduce possible refunds…

Getting Starting Using Flip'in List Builder

The simplest way to learn how to use this software is:

1) Load up the example flipbook from the "Example Project / Ready Flipbook" folder. Take a close look at it.

2) Start the software up from the "Software" folder. Double click on the "Flipin List Builder.exe" file.

3) Load the sample project file which is the same flipbook from step 1. With software open, go to "File / Open" and load project file in "Example Project" folder called "dream-job.jet".

4) Look at the ready made flipbook example while navigating the software. It should become clear as air if you will compare the two.

Rebranding The Flip'in Software

The software includes a "brander" which allows you to personalize the help, about and link shown between the "next and previous" buttons.

It is very simple and does not need much explanation.

1) Open folder of main software and locate the folder within called "brander". Open the exe file titled "brander.exe".
2) After opening brander software you will see:

Brander

Select Program to brand

Look in: | brander

Name ▲ | Date modified | Type | Size

brander.exe

Click The Folder, One With
The Up Arrow

File name: |

Files of type: Any File

Open

Cancel

Recent Places

Desktop

Terry

Computer

Network
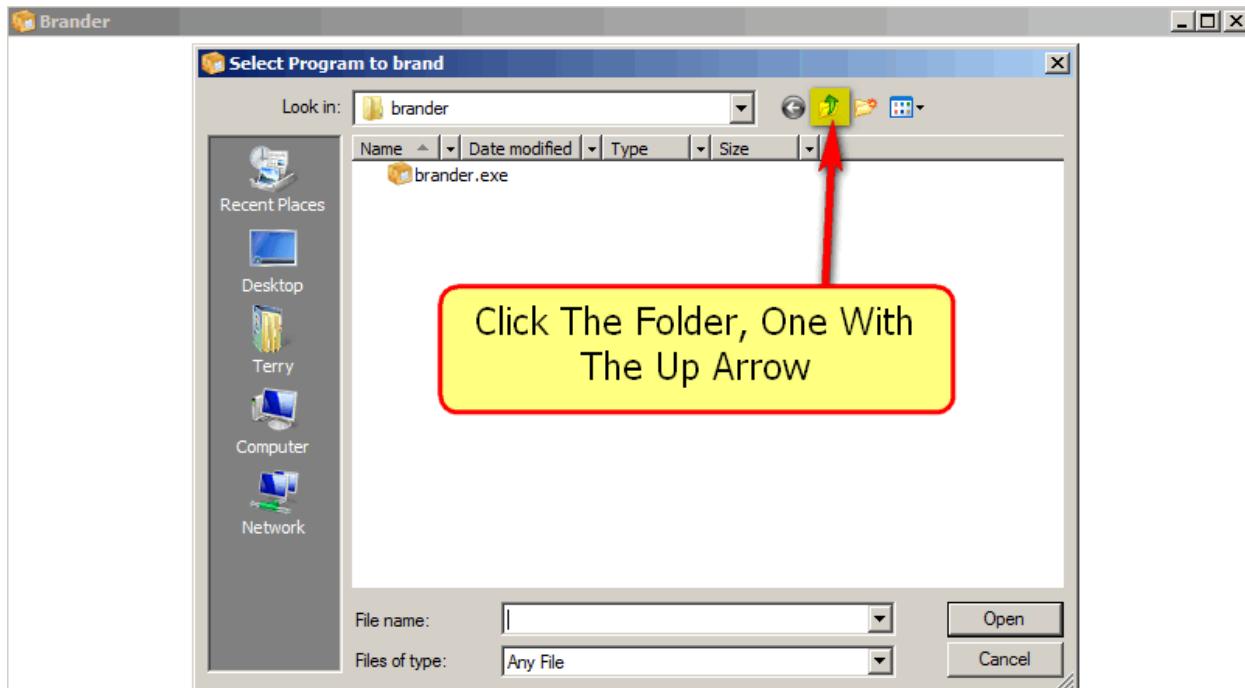
Exclusive Product by RRW

3) Then after clicking the folder with up arrow you will:

Open the related EXE file which is normally titled same name as the software you are branding.

NOTE: This is only example and your software may have different name than shown here...

Exclusive Product by RRW
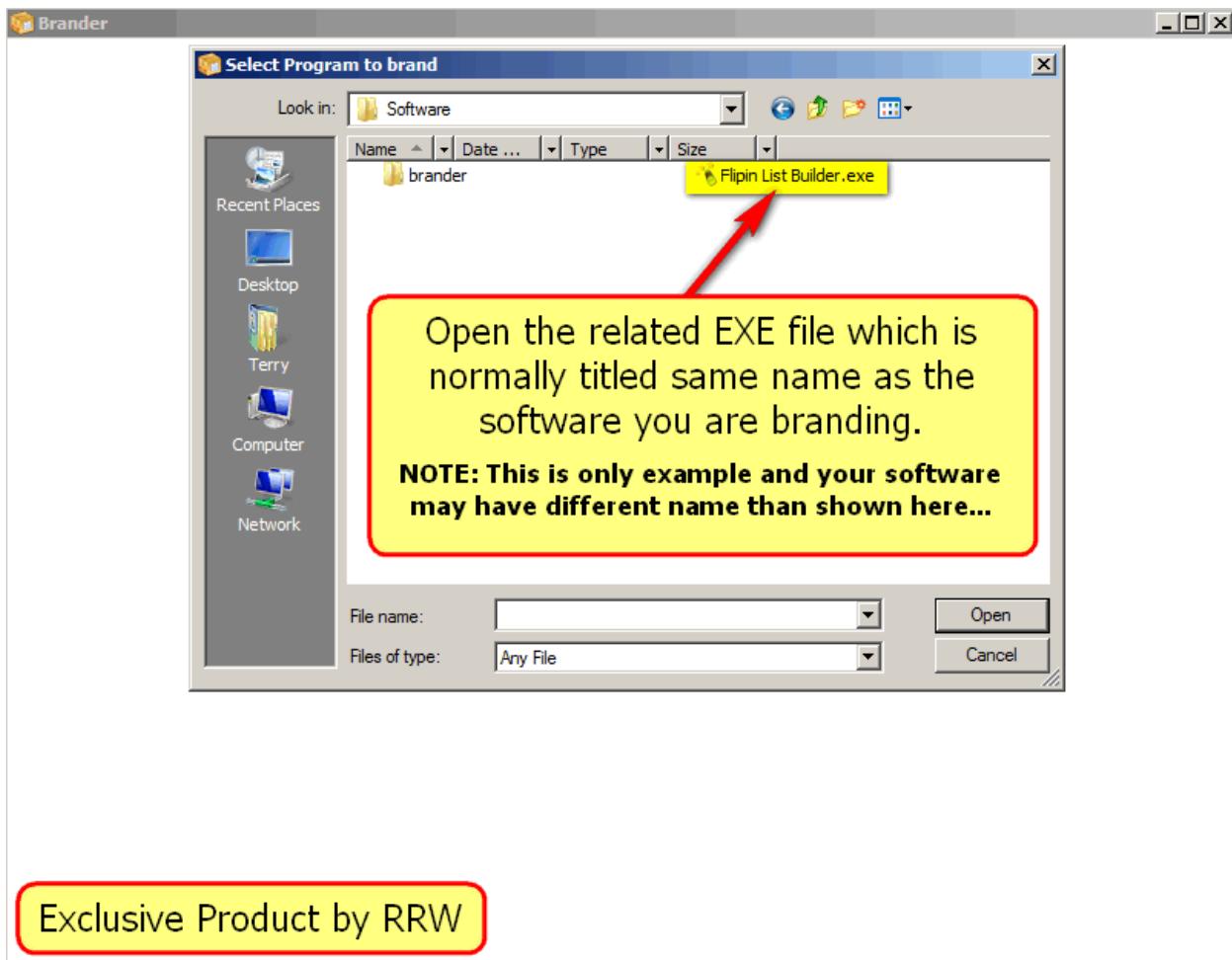
4) The rest is pretty straight forward (note: the images here reflect a product called "flip'in list builder" but branding is the same for all softwares of this type):
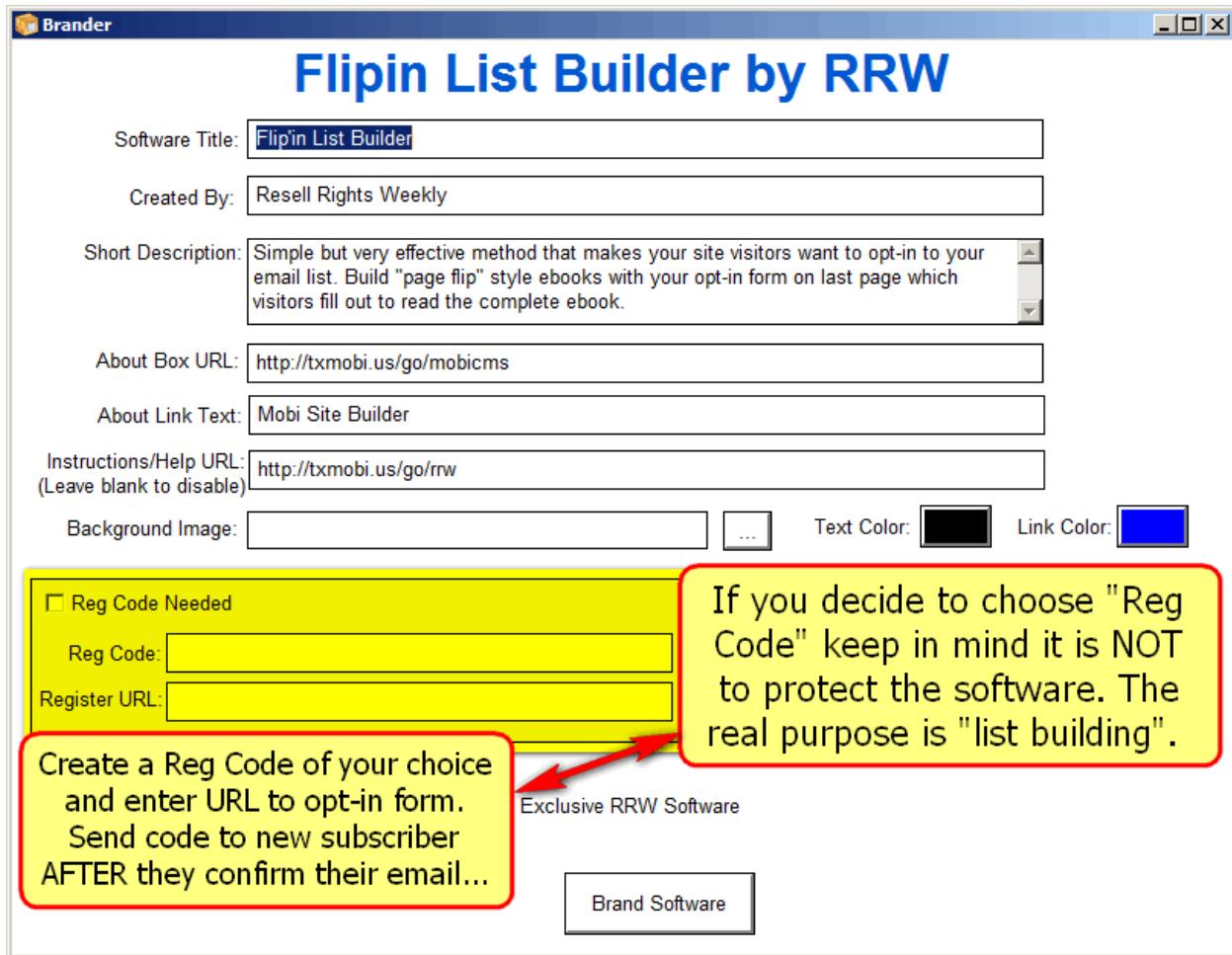
Simple as can be and you can rebrand the software as many times as you please with different names. Same goes for the "Reg Code". Use different reg codes and opt-in forms to build laser targeted lists!

Note about the background image: Since many of your smart marketers will be renaming the software, you will also want to replace the background image. Most all of the software includes either a blank JPG an/or the PSD file. Ideal image size is 640px X 480px and MUST be in JPG format.

Creating Windows Installer Package

As you may have noticed there are other files in folder along with the EXE file. This can be confusing to "Windows Rookies". Once you reband the software recommend you make your own installer.

Fortunately there many free methods to solve this issue and make your software more user friendly. I use "Inno Setup" for three reasons: free, simple to use and will create a link of YOUR choice in the users start menu.

[Here is a YouTube video](#) (little old but still applies) that will walk you through the steps of packaging your software.