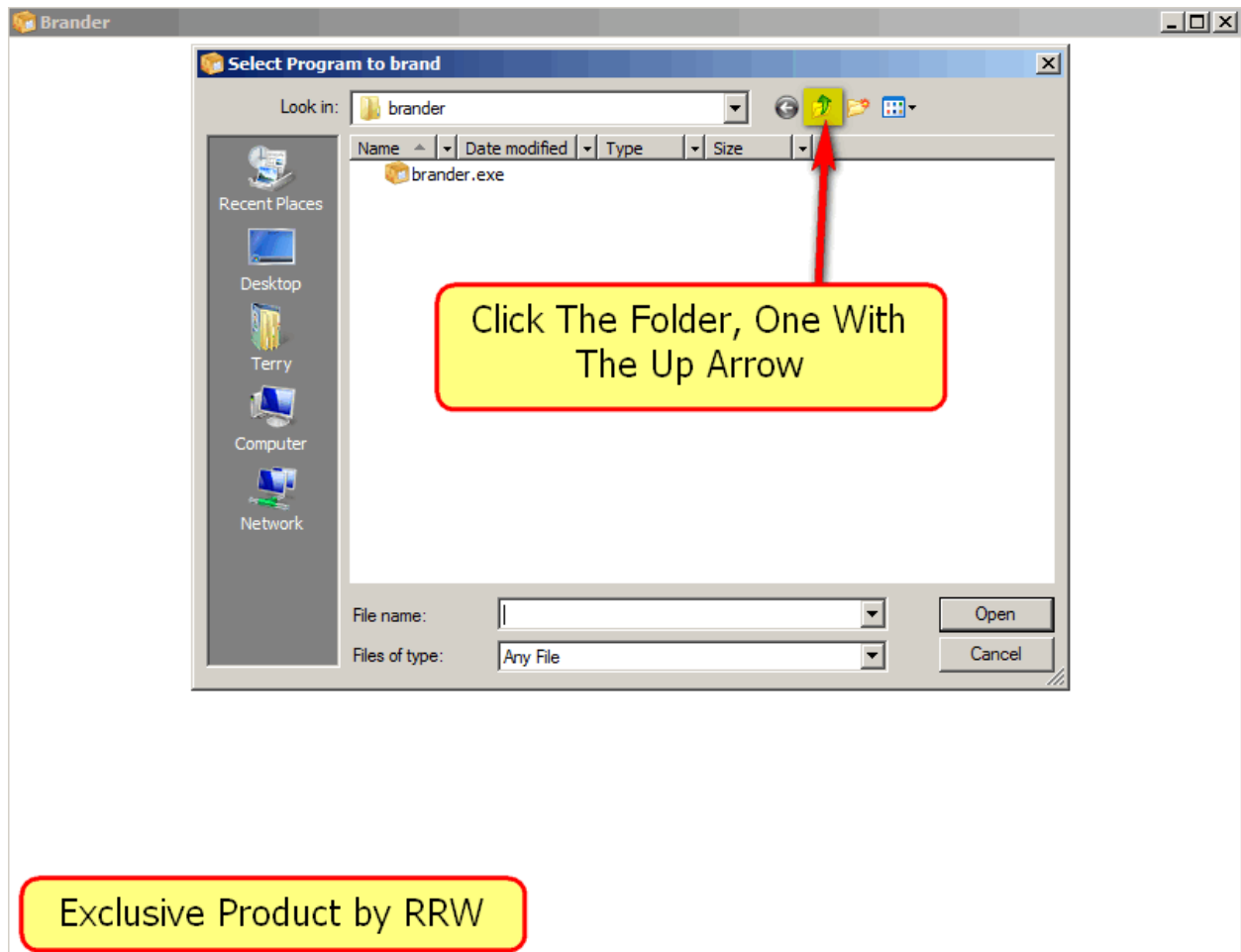# Rebranding The RRW Exclusive Software

Software includes a "brander" which allows you to personalize the help, about and link between the "next and previous" buttons.
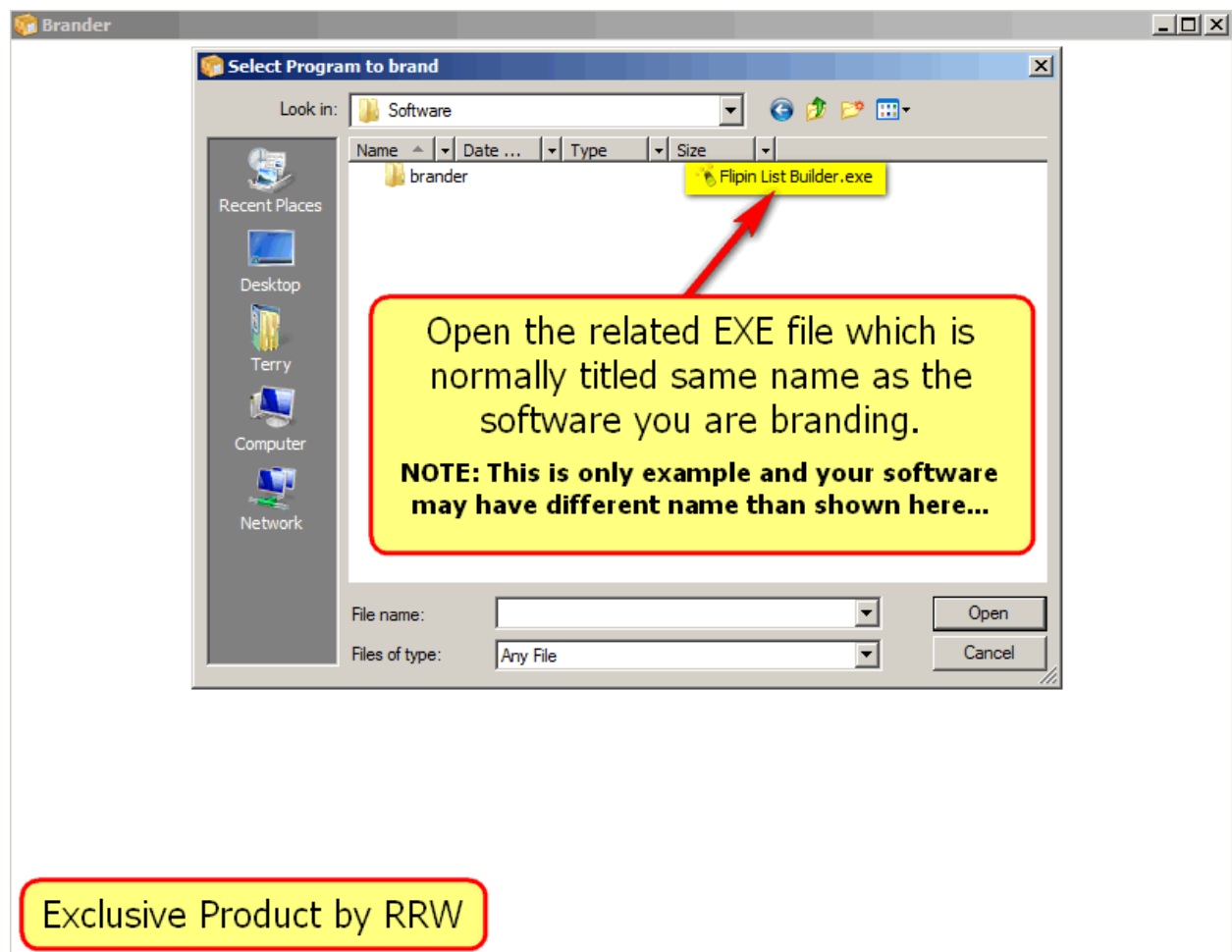
It is very simple and does not need much explanation.

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:

Click The Folder, One With The Up Arrow

Exclusive Product by RRW

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

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.