



Getting Started Guide

A guide to selling with MCP4

This guide will explain all the steps that are needed to go from a fresh install to selling your first product.

MCP4

Introduction

The purpose of this guide is to explain the steps going from a fresh install to setting up your first Product and making your first Order.

By the end of this guide you will be able to,

1. Protect folders and files on your website
2. Create users and give them access to protected folders/files
3. Create products
4. Generate HTML code to be able to sell your products

This guide is the “minimum” needed to start selling, so much of the advanced features and options are not discussed.

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Getting Started

Basic Assumptions

In writing this guide we have made some small assumptions.

1. MCP4 has been installed successfully on your site.
2. You are able to log into the Admin Area of MCP4 on your site.



Top Tip

MCP4 Admin Area is usually installed at: <http://www.yoursite.com/mcp4/admin/> (change the *yoursite.com* bit, to your own site name)

If you do not meet these assumptions you should first check the other guides in the [Support Area](#) or contact MCP4 Support Department directly.

Understanding how MCP4 works

In order to be able to use MCP4, it is important to understand how MCP4 works. There are 5 basic concepts in MCP4 that one should know,

1. **Protected Area** – a folder on your site that you wish to protect and sell access to.
2. **Product** – a group of 1 or more Protected Areas that has a price, that a customer agrees to pay in order to access the Protected Areas.
3. **Order** – probably the most important entity in MCP, an Order has two meanings,
 - a. Financial, a transaction from a credit card processor (e.g. PayPal)
 - b. Permission, an Order for Product, grants the User access to the Protected Areas of that Product.
4. **User** – your client, a member who has signed up or who you manually created.
5. **Buy Button** – A snippet of HTML code that allows a user to sign up for a Product.

To explain how MCP4 works in one line, you could say,

A **User** clicks a **Buy Button**, creating an **Order** for a **Product**, that grants them access to one or more **Protected Areas**.

Step 1. Create a Protected Area

Generally speaking, a Protected Area is a folder that contains all the member only content (text, images, PDFs, zip files, etc...). It is a valuable resource that you want protected and have “paid for” access to.

Normally this folder is called “members” or “subscribers” (e.g. www.yoursite.com/members/ or www.yoursite.com/subscribers/), but it can be called anything. For this guide, we shall call it “members”.

MCP4 currently offers two protection methods, to see a more detailed comparison of the two protection methods please see the [wiki](#). For this guide, we shall use the default (.htaccess/.htpasswd) protection method.

Step by Step Guide

1. At the Main Menu of the Admin Area, from the menu go to, “Products & Protection” -> “Add New Protected Area” (see Figure 1).
2. Enter a *name*, Users who log in, will see this name, so use something understandable, e.g. “Acme Soap: Premium Members Area”.
3. Enter the full *URL* to the folder. MCP4 provides a default.
4. Leave the default value for *Protection Method*.
5. Click on the cog icon beside the *Protected Folder* field, (see Figure 2).
6. From the popup, select the folder you wish to protect and press “Select Folder” button. You can also set the *.htpasswd File Name* on this screen, (see Figure 3).
7. Finally press “Add” button.

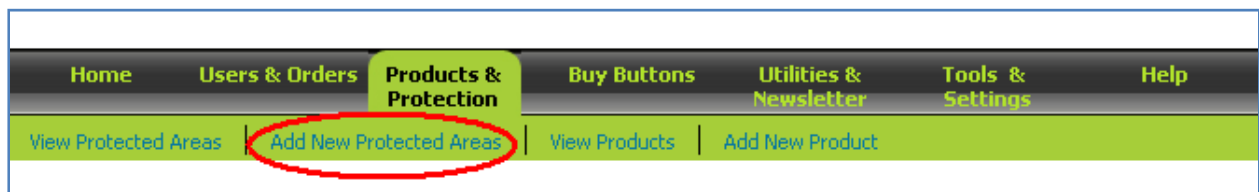


Figure 1

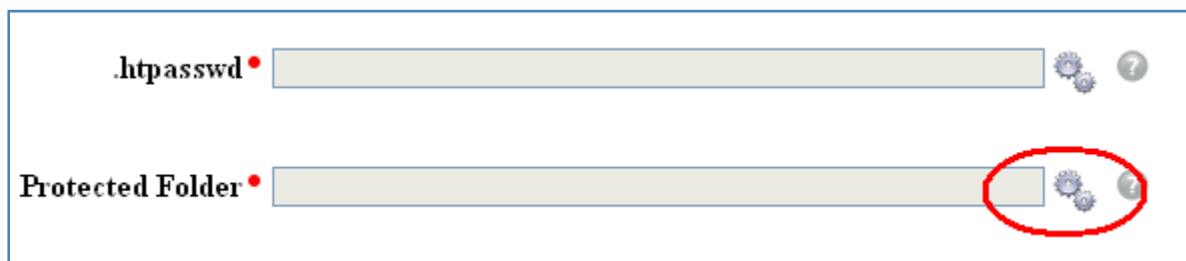


Figure 2

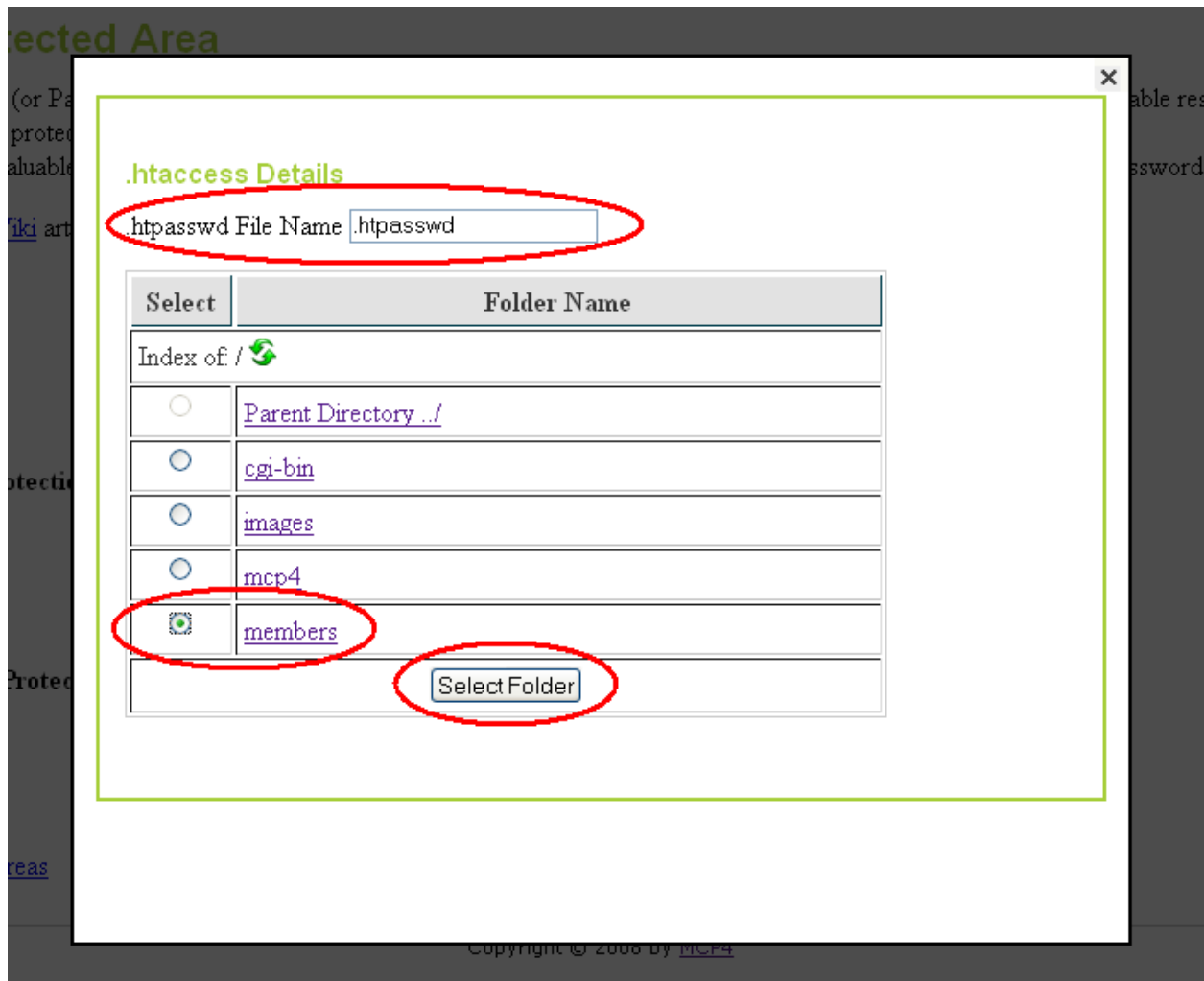


Figure 3

The folder you selected has now been password protected.



Top Tip

- 1) MCP4 creates the .htaccess file for you in the selected folder.
- 2) All sub folders in the protected folder, are by default protected (i.e. /members/images/ would be protected automatically also)

Step 2. Create a Product

A Product group's one or Protected Areas together. It also controls such details as price to access protected area and period/length of access.

There are a number of different 'Product types', by far the two most common are,

One off (non recurring): Use this option if the product is a once off / one-time fee to access. Products that use one off billing, tend to have a limited "Membership Period", 30 – 90 days, but can also be unlimited.

Subscription: For products where the user is charged regularly for access to the Product. For subscription Products, it is a very good idea to leave the "Membership Period" as "unlimited". This is because, as long as the user keeps up payments, they have access forever. Only if they cancel would access be suspended.

Step by Step Guide

1. At the Main Menu of the Admin Area, from the menu go to, "Products & Protection" -> "Add New Product" (see Figure 4).
2. Fill in the fields (see Figure 5)
 - a. "Instant Access" – Should buyers get instant access after payment?
 - b. "In Demo mode" – If enabled, then ALL sales will be attempted to be processed in Demo Mode. Not all processors support demo mode. See the wiki for more details.
 - c. "Product Signup Email" – The email to be sent on successful signup. You can edit or create your own via the Template Menu.
 - d. "Price" – The guide price. Only used by non recurring Products. Should be set to the total price been charged at signup time.
 - e. "Membership Period" – The period (length of time), in seconds, that a User has access to this Product for after signup.
 - f. "Related Protected Areas" - the areas (folders) that a user has access to by purchasing this Product.
3. Finally press "Add" button.



Figure 4

New Product

Name • Premium Site Access ?

URL • http://www.yoursite.com/members/ ?

Description • Monthly subscription to the Acme Soap Premium Members Area ?

Instant Access? • ?

In Demo mode? • ?

Product Type • Subscription ▾ ?

Product Signup Email • Default Product Signup Email ▾ ?

Price • 49.00 ?

Membership Period • Unlimited ⚙️ or Unlimited ?

Related Protected Areas ?

Acme Soap: Premium Members Area

Figure 5

Step 3. Create an Order

When a user purchases a Product, an Order is automatically created for them. This Order grants the User permissions to access the Product and the related Protected Areas of that Product.

Normally Orders are created automatically by Users when they signup via a payment processor (PayPal, 2Checkout, etc...), however administrators can manually add an Order to the system to cater for offline payments (checks, wire payments, gratuities, etc...) as well.

In order for an administrator (admin) to access the Protected Areas, they too must have an Order for the Product, so let's add one now.

Step by Step Guide

1. At the Main Menu of the Admin Area, from the menu go to, "Users & Orders" -> "Add New Order" (see Figure 6).
2. Fill in the fields (see Figure 7)
 - a. "Trans ID" – A unique identifier that allows you to identify the transaction. Usually generated by the payment processor, for manual orders, enter in the check number or some other payment identifier.
 - b. "Amount" – The amount paid by the User to create the Order.
 - c. "Status" – Unless this is set to "Completed (Active)", then the User will **not** have access to the Product.
 - d. "Processor" – For reference only, set to Manual Payment for manually processed orders.
 - e. "IP Address", the IP address of the User who signed up.
3. Finally press "Add" button.

Now the "admin" user has access to the Product created in Step 2. It is now time to configure a payment processor in order to be able to process sales automatically.



Top Tip

It is a good idea to always create an Order for each Product that you have for the "admin" user, so that the "admin" user can access the Product / Protected Area.

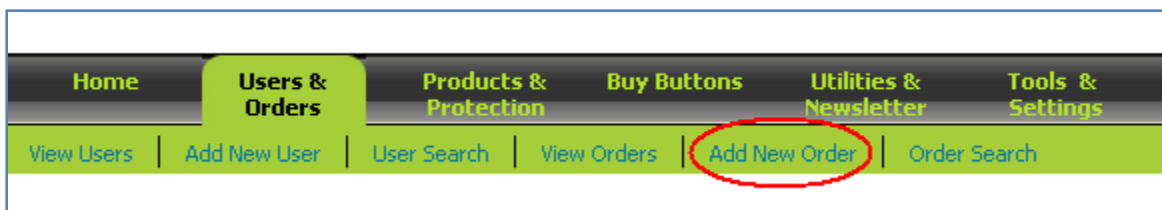


Figure 6

New Order

Product • Premium Site Site Access ?

User • admin or admin ?

Trans Id • 123 ?

\$ Amount • 49.00 ?

Status • Completed (Active) ?

Processor • Manual Payment ?

IP Address • 127.0.0.1 ?

Email ?

Add Note • Manually created order ?

Figure 7

Step 4. Configure a Payment Processor

Payment Processors are 3rd party companies, like PayPal or 2CheckOut, that process credit cards and e-checks on your behalf. If you wish to accept payments online, you will need to have an account already setup with your desired processor, before continuing.

For the purpose of this guide, we shall setup the most common payment processor “PayPal –Recurring Billing”.

Step by Step Guide

1. At the Main Menu of the Admin Area, from the menu go to, “Tools & Settings” -> “Processors” -> (PayPal –Recurring Billing) “Configure” see Figure 8.
2. Enter in the settings as required.
 - a. “Enabled” – Make sure this is checked.
 - b. “PayPal Email Address” – This **must be** set to your **Primary PayPal Email Address**, setting to anything other than your primary PayPal email address will result in payment failure.
 - c. “PayPal Recurring Payments” – PayPal will set orders to “pending” for a number of reasons, check the boxes to allow these pending payments. Pending means that money has not been lodged into your account. Example: e-checks normally take 3-4 days to be processed and appear in your account. See Figure 9
3. Finally press the “Save” button.

Figure 8

Edit Processor - PayPal -Recurring Billing

Enabled 

PayPal Email Address 

PayPal Recurring Payments Allow E-checks
 Allow non enabled currencies
 Allow sales from international (non USA) buyers
 Allow sales from unverified buyers
 Allow sales from buyers with an unverified billing address
 Allow sales set to pending for an unknown reason

Save

Figure 9

Step 5. Creating a Buy Button

A Buy Button is merely a link (URL) that allows visitors to signup and become customers. Buy Buttons can be links (for emails) or <form> objects (for HTML pages).

Each Buy Button has to be configured individually.

MCP4 has a “Buy Button Wizard” that guides you through the process of collecting all the required info, before generating a unique Buy Button. Depending on the payment processor been used, the wizard will collect slightly different info.

For the purpose of this guide, we are using the “PayPal –Recurring Billing” payment processor as configured in [Step 4](#).

Step by Step Guide

1. At the Main Menu of the Admin Area, from the menu go to, “Buy Buttons” -> “Add New Buy Button” (see Figure 10).
2. Select the Product and the payment processor that you want payment processed through and click “Next ->” (see Figure 11).
 - a. The “Buy Button Text” is only a preference and can easily be changed later.
3. Carefully fill out the next page as needed. MCP4 will put in defaults.
 - a. When using “PayPal –Recurring Billing” there are a number of fields to fill out. Trial periods are optional and can be left blank. The “Regular billing Cycle” section is the most important. See Figure 12.
 - b. If you are using a different payment processor, then the wizard will display a slightly different screen than Figure 12.
4. Next press the “Save ->” button.
5. Success! MCP4 will then display some sample HTML (see Figure 13) code that you can use.



Top Tip

In order for a user to signup via MCP4, they **must** use a MCP4 generated Buy Button.

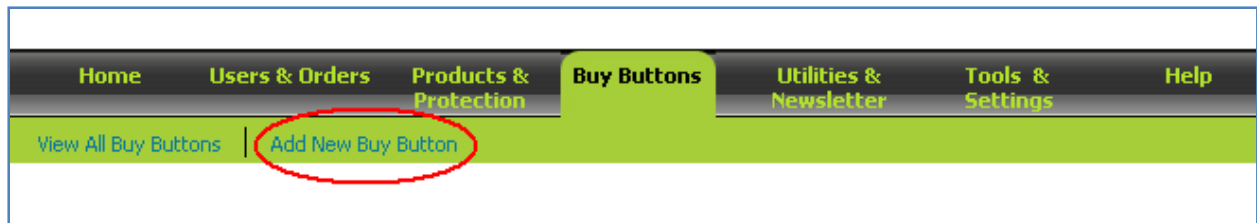


Figure 10

Buy Button Wizard

Step 1 of 3

Please pick the product and the credit card processor you want to use and press 'Next'.

Product • Premium Site Site Access

Processor • PayPal -Recurring Billing

Link Text • Buy Now!

Figure 11

... | This trial period should last | |

Regular billing cycle •

Subscription price: | Bill the subscriber for (This amount will be billed now, or as soon as any trial periods are over)

| Length of each [billing cycle](#) |

Figure 12

Buy Button Wizard

Step 3 of 3

Your *Buy Button* has been created. To use, please put the HTML below into your Join / Sign Up page.

Using Link Method

```
<a href="http://www.yoursite.com/index.php/buy/button/1" target="_BLANK">Buy Now!</a>
```

- Example -

[Buy Now!](#)

Using <form> Method

```
<form action="http://www.yoursite.com/index.php/buy/button/1" action="post">  
<input type="submit" value="Buy Now!" class="button" />  
</form>
```

- Example -

Figure 13

Step 6. Integrating MCP4 with your website

The final task in this “Getting Started Guide” is to integrate MCP4 with your website. MCP4 has been specifically designed to require as little changes to your site as possible. There are only two changes/additions,

- 1) A signup page, which contains all the MCP4 generated Buy Buttons.
- 2) A member login link, which links to the “members only area” or MCP4 User Control Panel




Signup Page



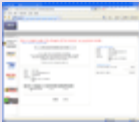

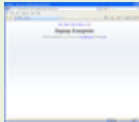

The “signup page” is a page on your website that contains the links/HTML to signup. It is usually called “signup.html” or “join.html” (i.e. <http://www.yoursite.com/signup.html>), but can be called anything.

- If you don’t have one already, you should create it before continuing.
- A signup page normally contains promotional text and images, along with Buy Buttons.
- If you already have payment processor Buy Buttons (like PayPal generated Buy Buttons), then it is a simple swap, swapping the payment processor generated Buy Buttons for MCP4 generate Buy Buttons.

The Signup Process

Below is a screenshot walkthrough of the signup process. MCP4 adds 2 new pages

	Pages that you create and control
	Payment processor generated pages, created by PayPal, 2Checkout, etc...
	MCP4 generated pages (based on templates)

A	B	C	D	E	F
					
Signup Page (signup.html)	Payment Processor		MCP4 on Your Site		Your Site (/members/index.html)

A - User comes to your site, goes to the signup page you create (perhaps <http://www.yoursite.com/signup.html>) and clicks on the MCP4 generated Buy Button that you created and have put on that page.

B – User enters in their payment details

C – Payment processor displays a payment complete confirmation page

D – MCP4: The user is automatically prompted to pick a username / password

E – MCP4: Username signup complete page is displayed, along with a link to the Product page.

F – User follows the Product link and enters the “member’s only area” (perhaps <http://www.yoursite.com/members/index.html>), this is your page that you created that contains all the valuable content that the user is paying for.

Login Link

Regardless of which protection method selected while creating the protected area (Step 1), the simplest and best solution is to link directly to the “Members Only” page directly.

Example:

Already a member? Go straight to the [Members Only Area](/members/index.html).

If the user is not logged in, then the user will **automatically** be prompted to enter in their username / password. They will remain logged in until they close all their browser windows.

Lost Password Link

MCP4 comes with a built in lost password retrieval tool. To allow your users to retrieve their own lost password, simply link to /mcp4/login/recover/ (assuming MCP4 was installed in default location)

Example

Lost your password? [Retrieve it](/mcp4/login/recover/).

Conclusion & Resources

If you have successfully followed the above steps, then you are ready to start selling! Most people will probably want to create one or two additional Products. To do so, just follow the “Create a Product” steps again. You will also then create a matching Buy Button for each Product (Step 5).

We hope that you have found this guide useful. It is the first step in discovering the power and benefits of MCP4. Any comments or suggestions about this document (or any other MCP4 support document) are welcomed via our [contact page](#).

Resources

If you have additional questions, you may find the following resources useful,

<http://www.mcp4.com/membership-software/support/> - MCP4 Support Area

<http://www.mcp4.com/wiki/> - Wiki

<http://www.mcp4.com/helpdesk/> - MCP4 Help desk