Product Presto Step-by-step User Guide

This guide is a Step-by-step textual guide. For a visual guide that matches closely to the text, see the tutorial videos.

However, there is more information here in the textual guide about using "Kompozer" (see Step four below)...

And we also have more information about "Starting Out" (see the first entry below)...

And about "Using the Finished Software" (see the entry at the bottom of this guide).

We are open to suggestions for future tutorials. Please contact us at support@productpresto.com to send us your suggestions. Also contact us if you have any issues or if you simply want more information about how something works. We'll be in touch with you promptly when you do.

Starting Out

1. Unzip all of the folders you downloaded from the download page.

2. Install the Product Presto Brander.

3. All files you will be branding have a .tsb extension.

4. The brander has a preview button called "run software" (you'll see in the tutorials).

5. We have not provided copies of already branded software with our branding in it. The software is easy enough to brand with your own branding.

6. But if you want to quickly create an already branded copy of the software

with our branding to see how the software looks and functions before branding your own copy, follow the first step in the video tutorials or step one below, and then click the “model” button, then click the “tools” tab, then click “create setup”.

That will create a fully functional install file of whichever software you want, but it will have our branding in it. You can install more than one type of software, so create and install 1 of the 8, or all of them.

We would encourage you however to just get started branding and creating your own software. It doesn’t take long at all.

7. Keep in mind the tutorials are complete, but we know some of you might have further questions about the usage, including the usage of the finished software. Until we can make more tutorials, feel free to contact us with any questions you have.

We are depending a lot on your questions and feedback to let us know what kind of tutorials are needed or desired. Thank you!

Step one - load the software inside the brander.

Click on the Product Presto Brander icon on your desktop to start the brander.

Now, inside the brander window, click the “new” button at the top of the menu.

All of the information you include here is only seen by yourself, not your customers.

First, give the software a name. This is not the official title of the software - it’s simply the name of your project.

Next, choose the current “status” of this project.

Choose “preliminary” if you are going to load the software but not work on branding it right now.

Choose “in development” when you start working on branding the software.

Choose “finished” when you have completed branding the software.

You can change the status any time and it’s purely optional to use the status feature or ignore it.

Because you can load more than one software inside the brander, the “status” is simply an option to help you stay organized.

Next, give this software project a “category” name if you like.

Now, click the blue folder icon.

Navigate to one of the software file folders, and select the “.tsb” file of the software you want to brand, and click “open”.

Give the project a description if you like.

When you’re finished, click “save and close”, or click “save and new” to load another software file.

To see the information of the software file you loaded, or to change the information, double-click the software name inside the brander.

To load another software file, click the “new” button again and repeat the process.

Step two - start branding

Now we can start branding the software file.

With the brander window open, select the software file you want to brand, and then click on the “model” button at the top of the menu.

Begin by giving your software a new name. This will be the official name of the software your customers will see.

Use only letters and numbers for the name.

Next, give your software a new version number. Typical version numbers are “1.0” or “1.0.1”.

Now choose a new skin design for the software or keep the design it already has.

You can preview the new design by clicking the “tools” tab, and then clicking “run software”.

Type a new help url website address for the “help file path”.

If you click in the text field, it will open the website address in your browser...

...So to get rid of the website address already in there, keep your left-side mouse button pressed down, and then swipe across it to select it.

Then you can type a new address, or paste a new address from your clipboard.

Next, load a new icon by double-clicking in the “icon” window.

This will show up as a shortcut icon on your user’s computer desktop.

The icon should be forty-eight pixels wide and forty-eight pixels long.

The icon must also be in the “.ico” format.

You can have someone on fiverr create a custom icon for you, create one yourself, or use one of ours you’ll find in the icons folder.

Next, load a new splash screen by clicking the “splash screen” tab and double-clicking inside the window.

The splash screen displays for a few seconds when your user starts the software.

We have several ready-to-use splash screens for you inside the splash screens folder, but if you want to create one yourself or have someone do it for you, you can.

The splash screen should be four hundred pixels wide and three hundred pixels long.

After you finish, click the “save” button at the top of the window.

Step three - change the software browser home page

First, decide what page you want for your home page in the software browser.

It can be any page you like, and even your entire website, but it should be a responsive design, so that it looks good in the browser at any size.

To change the browser home page, click the “software objects” tab.

Look under the “object name” column and find where the word “browser” is included in the name.

Now look at the “caption” column, and then the “navigation category” column.

The browser you need to change will always have the word “home” in the “caption column”, and the word “home” in the “navigation category” column.

Now you can see that the browser you need to change is called “home browser object”.

Double-click on it.

In the window that displays, click on the “browsers” tab.

Now double-click on the website url you find there.

Change the url to the url you want to display in the browser.

Now click “save and close” and then “save and close” again.

Now click on the “tools” tab, and then click “run software” to preview how it will look.

If you see that everything looks the way it should, you’re good to go.

Keep in mind, however, that the internal browser uses internet explorer, and it displays your page according to the version of internet explorer the user currently has on their computer system.

If some elements of your page don't look good in the browser, you'll need to make changes to the page on your site for it to display properly.

Version two of the software will be released sometime after mid-2016, and that version will use google chrome for the software browser.

Step four - set up a free trial

This step is optional and you can skip it if you like.

If you want to offer a free trial for your software, start by clicking the "trial" tab.

Click the up-and-down arrows to set the "trial usage" number.

The number you set here will be the number of times the free trial user can start the software, before they can no longer use it unless they purchase it.

We recommend setting this number to no more than 10.

The goal is to allow the user enough times to use the software to see how it works, and to check out the features long enough to make a buying decision.

However, because some people don't use software as frequently as others, you don't want them to become complacent and put off buying your software.

Setting a low number of times they can start the software prevents that from happening.

Next, type a serial code for the "trial activation serial". The code can be a combination of numbers, letters, and hyphens.

This is the serial number the free trial user will need to activate the software and become a non-trial user.

The serial code you set up here is a master serial code that applies to all users.

Next, set up a pop-up form that will display each time the free trial user starts the software.

The purpose of the form is to provide a call-to-action to buy the software, and to serve as a reminder to the free trial user about the number of times he has remaining to start the software.

You can use any html code you want, and you can display an i-frame if you like...

...But we recommend keeping it short and simple.

A brief call-to-action in the form of text displays fast and doesn't seem as annoying.

We have included a sample for you that has been tested and proven to work.

You can download a free website editor called “kompozer”, and easily change the text and link in the sample.

With your html code pasted in the “html” section, click the “save” button.

Now click the “tools” tab, and then click “run software” to preview how the form works and what it will look like.

To load the template we provide into Kompozer and make changes, first download Kompozer.

Then open the Kompozer application and click “File” and then “Open File”.

Navigate to the “free trial expires” template we provided and select it, then click “Open”.

Now click inside the Komposer window and change the text as you like. We recommend keeping it short like we have it.

Replace the “Here” link with your own by highlighting it and then clicking “Insert” in the Kompozer menu and choosing “Link...”

After you are satisfied with your changes, save the file.

Then in the Kompozer window, click on “Source” at the bottom of the Kompozer window where your form text is displayed.

You should see the code begin with “<!DOCTYPE...”.

Now click “Edit” in the Kompozer menu, and choose “Select All”.

Copy the selected code and paste it inside the HTML form window under the “Trial” tab of the Product Presto Brander.

Click “Save” and then preview the form by clicking the “Tools” tab and “Run Software”.

Step five - installation options setup

To set up the installation before you create the software, click the “installation” tab.

Provide a “company name”. This can simply be your software name or your website name.

The “company contact” name can be your own name, your website name, or product name.

The “update url” should be a page on your website where customers can find out information about update news for the software.

If you don’t have an update page, you can provide a url to your support or contact page.

The “help url” should be your support page or contact page.

You can skip adding a “comment” if you like, or you can provide a brief description about the software.

Next, set an “installation password” if you want, or skip it.

The installation password simply prompts downloaders of the software to provide the password before the software installation will continue.

Like the free trial password, it is a master password that applies to all downloaders.

If you want more protection than that, you can use what is called a “wrapper” that some companies provide online.

For the “build mode”, leave it at the default, unless you want to create an installation cd or dvd.

Keep the default for “compression type” as “best”.

If you want to create an installation cd or dvd, choose “uncompressed directory layout” for the “build mode”, and choose “none” for the “compression type”.

Under the “shortcuts” section, we recommend checking “desktop” and leaving “quick launch” unchecked.

Step six - license agreement setup

The “license agreement” shows up during the installation of the software on the user’s computer.

The user must agree to the license terms before the software will continue installation - just like you see with other software.

You can skip adding a license agreement if you want, because each software already has a generic license agreement programmed into the installation file.

But if you want to display your own license agreement, you can compose it in the word processor you see here, and the generic license agreement will be overwritten by your own.

Just type your license agreement terms like you would using any text editor.

Step seven - create the software file

After completing all of the previous steps, it's time to create your fully branded software file.

But first, we want to run the software and check a few things.

Click the "tools" tab, and then click "run software".

The first thing you want to check is that the size of the software window is how you want your customers to see it when they start the software.

You can adjust the size of the software window by simply hovering your mouse cursor on the bottom-left-corner of the window until you see the double-sided arrows.

Then, with the left-side button on your mouse pressed down, drag the window to the size you want it.

Whatever size you drag it to will be the size your software user sees when they start the software.

You don't even need to click "save". The software remembers the size you drag it to automatically.

Next, click on some of the sections, and some of the icons inside the sections, and make sure the display windows are at the size you want them to be.

If any of the display windows seem too narrow, you can drag the side of the windows to adjust them to the size you want, and the software users will see them at that same size when they start the software.

Last, if you want to include pre-filled content for your software users, such as photos, pre-filled data, and so on...You can do that now while in “run software” mode, and the pre-filled content will be included for your software users during the installation.

Just fill in the data fields as your software user would.

Now you can create your software application file!

Click “create setup” under the “tools” tab.

Navigate to a folder on your computer where you want to save the software.

Give the software file a name, and then click “save”.

Creation of the software takes about a minute to complete, but the total processing time will depend on how powerful your computer system is.

After you have completed creating the software, you can install it on your computer system to test it. Installing it works just like any other software you install.

Simply double-click the application file of your newly created software (.exe) and the installation will begin.

If you set up an installation password during the branding phase, you'll need to provide it when prompted, just like your users would. Same thing if you set up a free trial for the software.

Providing updates and different versions

Start the brander and select the software you want to provide an update for.

Next, click the "clone" button at the top of the menu.

Give the new software branding file a name.

This file is an exact copy of the original ".tsb" file you loaded inside the brander during step one.

You might want to name it the same as the original file, but with the number "two" at the end of the file name.

If your original file name is "plrmanagersoft.tsb", you can name the clone file "plrmanagersoft2.tsb". (The ".tsb" extension is already added for you - you don't need to type ".tsb" anywhere.)

After you name the file, click the "save" button.

Now you can see the cloned file inside the brander window.

Select the cloned file and then click on the "model" button at the top of the window.

This is the same software, so keep the software title the same.

The only thing you want to change here is the “version”.

Let’s imagine the version for the software in this example is “3.5.0”.

This is an update, so your version number should be set higher than the current one.

You can change the version number for this example to “3.5.1”.

If this were a major update, and not a minor one, you would probably want to change the first or second number of the version instead of the last number - to something like “4.0.1” or “3.6.0”.

Updates are appropriate when changing the software to a different skin design, or adding new pre-filled content as an update, or even adding a new browser url.

After you’re finished, click “save”, and then click the “tools” tab, and click “create setup” to create the new version of your software for distribution.

When a software user downloads the new version and clicks to install, the previous version will be uninstalled by the new version and replaced.

None of your software user’s personal data will be affected by the update.

Cloning is also used for creating something like a “lite” version of the software and a “pro” version.

But in a setup like that, you would not change the version number.

You would keep the same version number, and give the software title for your “lite” version a name like “plr center lite” or “plr center basic”, and then for the cloned version something like “plr center pro” or “plr center complete”..

A setup where a lite and pro version would be appropriate, for example, would be when you want to offer a lite version without pre-filled content, and a pro version with pre-filled content.

In each case, whether you use cloning to provide updates, or set up lite and pro versions, the new version or new upgrade will not destroy your software user’s personal data already in the previous version.

Changing sidebar icons and captions

With the brander, you can change both the software icons you see in the sidebar and the caption titles under the icons.

To do so, select the software project you want to work on inside the brander window, and then click on the “model” button at the top.

Doing this correctly takes a little bit of note-taking, but not too much.

Click on the “tools” tab, and then click “run software”.

Let’s say you want to change both the audio icon and the caption title under the icon for the PLR Manager software.

You simply need to take note where it is located in the sidebar navigation pane.

First, write down the “caption”, which is “audio”.

Second, write down the “navigation category” name where it is located.

The audio icon is located in the “my plr” navigation category.

Now close the “run software” window and click on the “software objects” tab.

Under the “caption” column, look for “audio”.

Now make sure the “audio” caption you are looking at has “my plr” in the navigation category column next to it.

In this example, with the PLR Manager, you know that “audio plr object” is where the icon is located that you want to change.

Double-click on “audio plr object”.

For the “caption” field, give “audio” a different name.

Then double-click inside the icon “image” area.

Use the “categories” sidebar to navigate the available images for a new icon.

Select the image you want to use, and then click “ok”.

Then click “save and close”.

Version one of the brander only allows you to use our preloaded icons.

When version two of the brander is released in

Mid-2016, you'll be able to load your own custom icons.

Now click "run software" to preview your changes.

Your should see the new icon displayed and your new caption under it.

Simply follow the same procedure for each icon and caption you want to change.

Using the Finished Software

We won't be discussing specifics with regard to data fields of each of the software. If some of you would like to have some tutorials about that, however, please contact us to let us know those are needed, and we'll create tutorials about it.

Generally, you're customers will know what kind of data they want to keep and what kind they want to ignore. You can't assume that about everyone, however.

Here, we are simply going to go over the functions each software has in common and how to get started using them, regardless of the "niche-specific" aspect.

1. When you first open any of the software, you automatically see the browser page.

2. Along the left side is a navigation panel with different labeled categories.

3. Each navigation category contains icons and captions under the icons.

4. When you click an icon, the display panel is seen. This is simply a mirror of the actual data field windows.

5. When starting out, click any of the icons and then click the “New” button at the top of the software menu..

6. This opens a popup window. Take a look at the window that pops up and you’ll see that it looks exactly as the corresponding display panel.

7. Inside each popup window is where you type into the data fields, or add a file or photo, set a name and category, prices, dates, etc...

8. After you add an entry, click “Save” and now all of the data you provided shows up in the display panel for that entry.

9. You’ll also see that your new entry is listed in the window as a list entry.

10. You can use the horizontal scroll bar at the bottom of any window to see some of the information listed. This information will match most of the fields in the display panel.

11. Except for the “Home” icon, when you click any of the other icons, and then click the “Tools” tab, you’ll see options for “Backup”, “Restore” and “Repair”. These are for the database. So your customers can always backup their database files, and then restore or repair them if they ever need to.

12. When you click on any icon and then click the “New” button, you’ll see some windows that have a group of tabs in a box-like area, and you’ll see to the far left of those tabs a very white symbol with a small arrow pointing down.

This is how you associate one type of file to another type of file.

You click the white symbol with the arrow pointing down, and it brings up the popup window, which you add information to.

If the tab you clicked corresponds to a different icon in the software, when you finish adding information, that information will be seen in that icon's display panel also - not only in the display panel of the icon you currently have open.

This makes it easy to list and see related files, and one file may have many related files under different navigation categories and icons.

Future tutorials are coming soon about this and many other functions of the 8 software.

Again, we appreciate any feedback or suggestions you can give us to make everything more easy to use and understand, if needed.