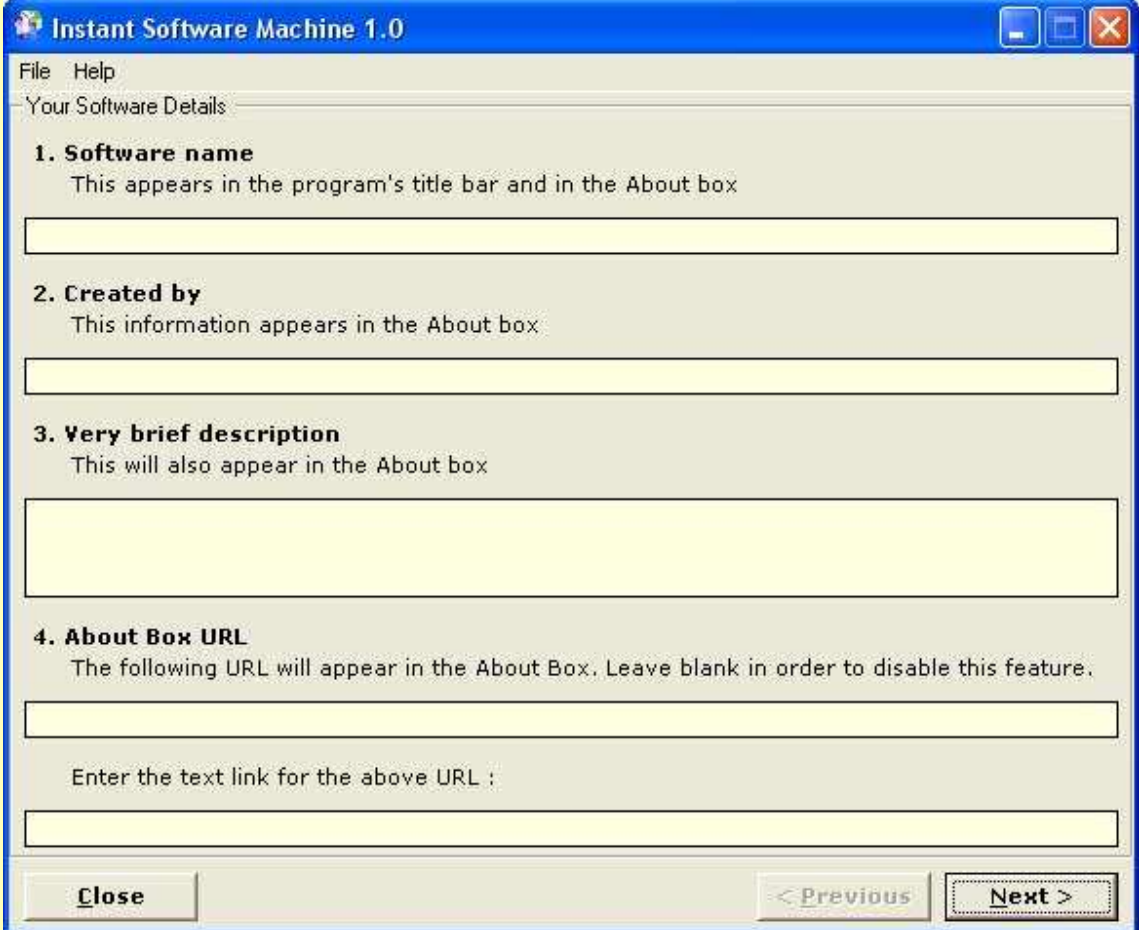


Instant Software Machine 1.0 Guide

Here is the main interface of 'Instant Software Machine 1.0'.



The screenshot shows a Windows-style application window titled "Instant Software Machine 1.0". It has a menu bar with "File" and "Help". Below the menu bar is a tab labeled "Your Software Details". The main area contains four numbered sections for entering software information:

- 1. Software name**
This appears in the program's title bar and in the About box.
- 2. Created by**
This information appears in the About box.
- 3. Very brief description**
This will also appear in the About box.
- 4. About Box URL**
The following URL will appear in the About Box. Leave blank in order to disable this feature.

Enter the text link for the above URL :

At the bottom of the window are three buttons: "Close", "< Previous", and "Next >".

Step 1.

Enters the name of your software and the details that you want to appear in the 'About Box' in your software.

You can include a dynamic link to your own website. This is great for creating a viral element within your software.

Instant Software Machine 1.0

File Help

Your Software Details

1. Software name
This appears in the program's title bar and in the About box

SalesLetter Automator

2. Created by
This information appears in the About box

Joe Cooper

3. Very brief description
This will also appear in the About box

Finally you can automatically produce profit-pulling salesletters in a matter of minutes!

4. About Box URL
The following URL will appear in the About Box. Leave blank in order to disable this feature.

www.joecooper.co.uk

Enter the text link for the above URL :

http://www.joecooper.co.uk

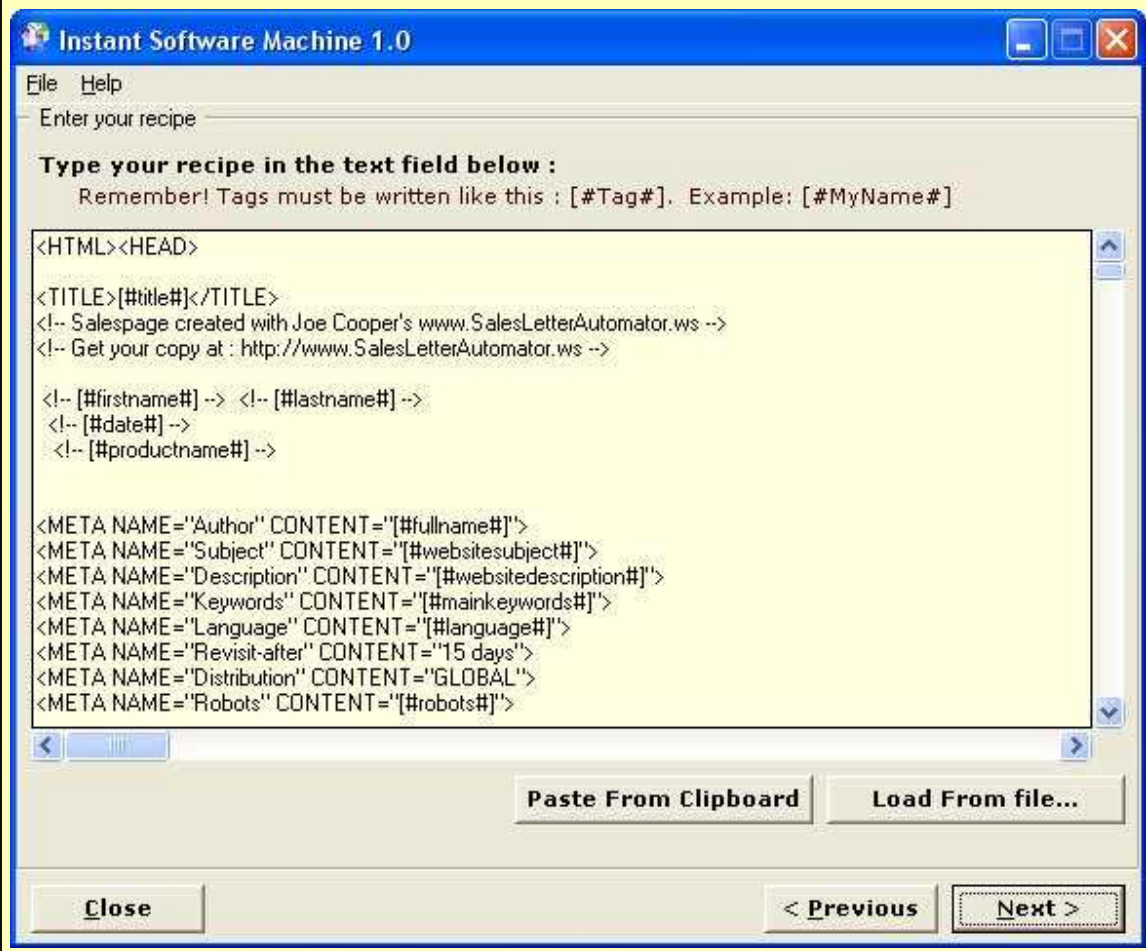
Close < Previous Next >

Step 2.

You then need to enter what we call a 'recipe'. This is the basis of the software that is being created - and one of the reasons why we can make 'Instant Software Machine 1.0' so simple to use.

At the end of this guide, there is a section entitled 'Recipes', which fully explains everything there is to know about 'recipes' - from what you are, to how to create them.

Simply copy and paste your recipe into 'Instant Software Machine 1.0' and click next.



The screenshot shows the 'Instant Software Machine 1.0' application window. The title bar is blue with the text 'Instant Software Machine 1.0' and standard window controls. The menu bar has 'File' and 'Help'. Below the menu bar is a text input field labeled 'Enter your recipe'. A bold instruction reads: 'Type your recipe in the text field below :'. Below this, a reminder says: 'Remember! Tags must be written like this : [#Tag#]. Example: [#MyName#]'. A large text area contains a sample HTML template with various tags like <HTML>, <HEAD>, <TITLE>, <!--, <META NAME=, </META>, and </HTML>. At the bottom of the window are several buttons: 'Close', '< Previous', 'Next >', 'Paste From Clipboard', and 'Load From file...'. The 'Next >' button is highlighted with a red border.

Instant Software Machine 1.0

File Help

Enter your recipe

Type your recipe in the text field below :

Remember! Tags must be written like this : [#Tag#]. Example: [#MyName#]

```
<HTML><HEAD>

<TITLE>[#title#]</TITLE>
<!-- Salespage created with Joe Cooper's www.SalesLetterAutomator.ws -->
<!-- Get your copy at : http://www.SalesLetterAutomator.ws -->

<!-- [#firstname#] --> <!-- [#lastname#] -->
<!-- [#date#] -->
<!-- [#productname#] -->

<META NAME="Author" CONTENT="[#fullname#]">
<META NAME="Subject" CONTENT="[#websitesubject#]">
<META NAME="Description" CONTENT="[#websitedescription#]">
<META NAME="Keywords" CONTENT="[#mainkeywords#]">
<META NAME="Language" CONTENT="[#language#]">
<META NAME="Revisit-after" CONTENT="15 days">
<META NAME="Distribution" CONTENT="GLOBAL">
<META NAME="Robots" CONTENT="[#robots#]">

</HTML>
```

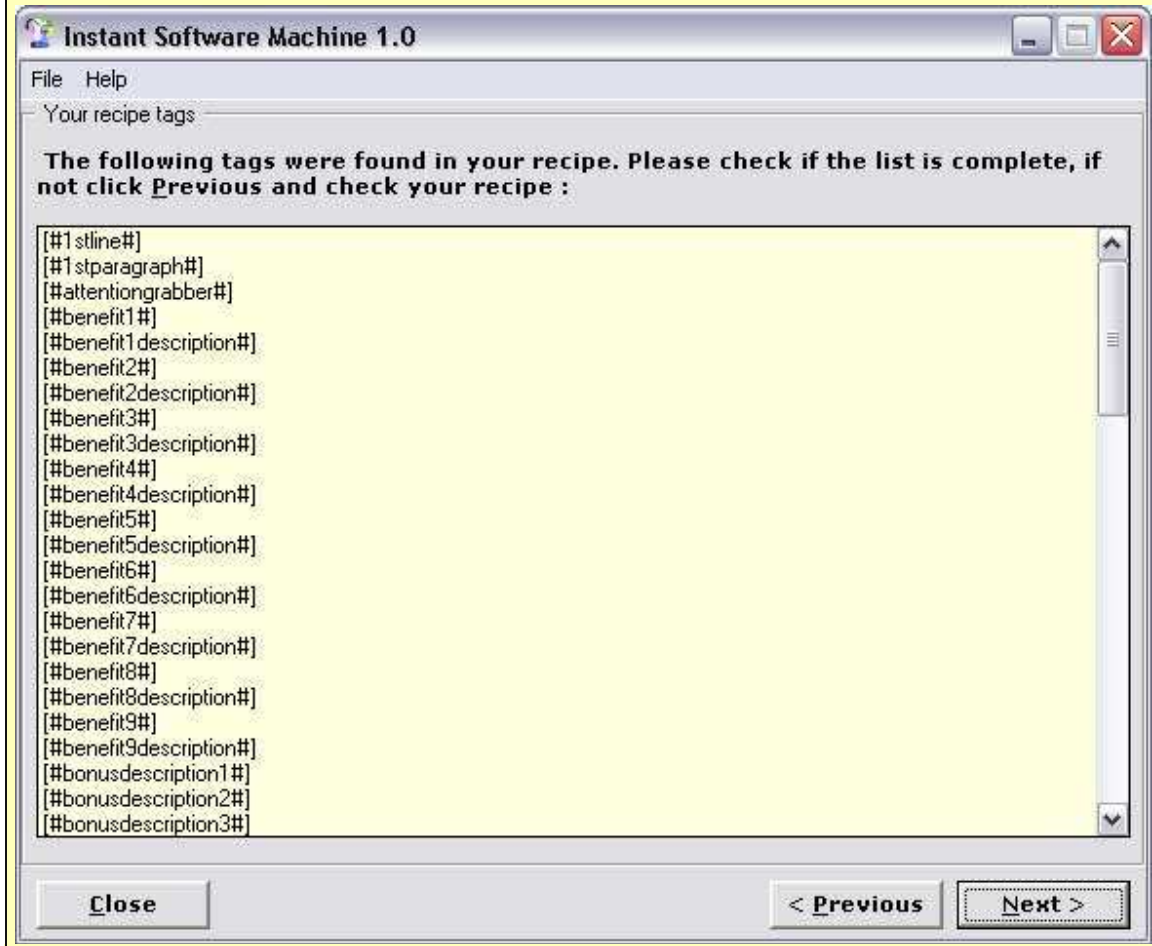
< Paste From Clipboard Load From file... >

Close < Previous Next >

Step 3.

Within the 'recipes' are a number of tags. These are pieces of text in the format [#Tag#] that can be replaced with new text automatically.

During this step, 'Instant Software Machine 1.0' detects and displays all the tags within the given 'recipe'.



Step 4.

You then need to enter a question regarding each tag in the 'recipe'. This needs to tell the person using your software exactly what information they have to write in the box.

Whatever they write in the box will replace the respective tag when your software generates the final output.

You can also add a short help/description. This will appear below the text box that your software user has to enter information into.

For each tag, you can choose whether the question/tag is optional or whether the software user can choose to skip it.

You can also choose whether they enter their answer into a single line box, or whether they need a multi-line answer.

You need to enter a question for every tag within your recipe before proceeding to the next step.

Instant Software Machine 1.0

File Help

Edit tags

Current tag : [#title#] (1 of 83)

< Previous Next >

Please enter the question for this tag :

Enter the title of your website (make sure you include your main keywords).

Please enter a short help or description for this question :

Example:
SalesLetter Automator - Generate Profit-pulling Sales Letters Instantly!

☐ This question is optional

☐ This question requires a multi-line answer

Clear all tags

Close < Previous Next >

Step 5.

You then need to choose what output options your new software will have. This really depends on what sort of software you are creating.

You can choose for the user to be able to save the software output as:

- Save as an html file – useful if you are creating web pages.
- Save as a text file – useful particularly if you are creating scripts or codes.
- Print result – useful for things like creating letters.
- Save to Windows Clipboard – useful for pretty much anything.



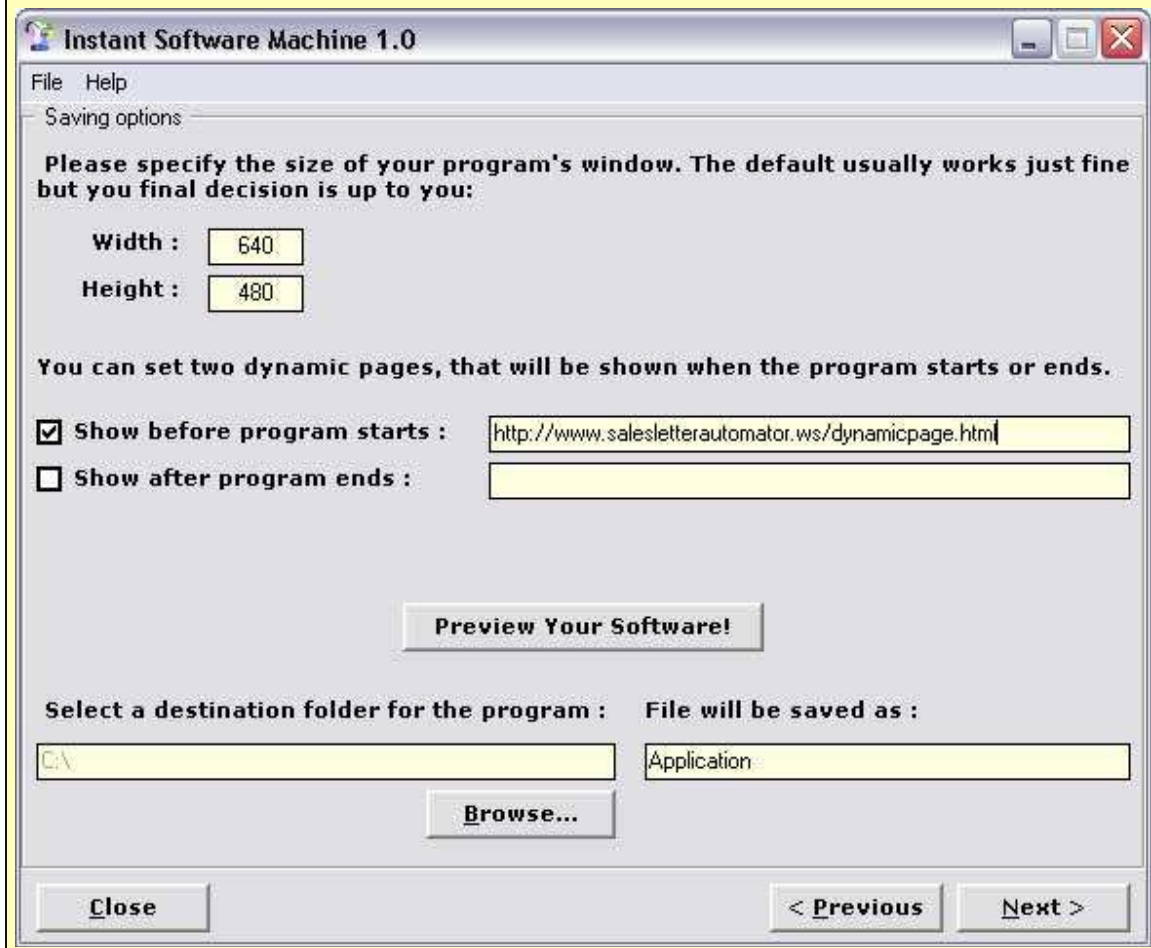
Step 6.

In this step, you can decide what size window your software is displayed in.

You can also decide to show a dynamic webpage every time your software is started or ended. This is a very powerful feature of 'Instant Software Machine 1.0' as this allows software to contain viral or backend possibilities.

Keep an eye out for 'Instant Software Machine 2.0' – it will have an incredible extra feature here!

You can now preview what your software will look like, so you can make any changes if you need to.



The screenshot shows a window titled "Instant Software Machine 1.0" with a menu bar containing "File" and "Help". The main area is titled "Saving options" and contains the following elements:

- A message: "Please specify the size of your program's window. The default usually works just fine but you final decision is up to you:"
- Input fields for "Width" (640) and "Height" (480).
- A message: "You can set two dynamic pages, that will be shown when the program starts or ends."
- A checked checkbox "Show before program starts" with a text field containing "http://www.salesletterautomator.ws/dynamicpage.html".
- An unchecked checkbox "Show after program ends" with an empty text field.
- A button labeled "Preview Your Software!".
- Two labels: "Select a destination folder for the program :" and "File will be saved as :".
- A text field containing "C:\\" under the first label.
- A text field containing "Application" under the second label.
- A button labeled "Browse..." below the first text field.
- At the bottom, there are three buttons: "Close", "< Previous", and "Next >".

Step 7.

You can choose what you want to save your software as, and also select the destination to save it to.



Step 8.

A new piece of software has just been created!

The project settings can now be saved for future use.



Step 9.

Start selling the software!

The software that I created in the example above, is currently selling for \$197 at www.salesletterautomator.ws.

Recipes

Remember the “fill in the blank” exercises that your teacher used to give you way back in school? You could take a small paragraph and by filling in the blanks with different words, create different sentences.

Well, ISM works in just the same manner. It lets you create the same kind of “Fill in the Blanks” paragraph (lets call it a ‘recipe’ for the time being) and have it filled out automatically with the right words.

Let’s take an example

Tom was late for _____ because he met _____ on the way. As a result, he got scolded by the _____ of the _____ because he had already been late quite often in the past _____.

Now we can take this same recipe (our special word for this fill-in-the-blank) and fill it out like this

Tom was late for school because he met his friend Dave on the way. As a result, he got scolded by the principal of the school because he had already been late quite often in the past week.

You could also use different words and make the same recipe look very different...

Tom was late for work at the factory because he met an old friend on the way. As a result, he got scolded by the manager of the factory because he had already been late quite often in the past month.

So you see, as long as you have a ‘recipe’, and some words for turning it into a complete sentence or a paragraph, it’s quite simple really. You define the outline in a recipe and then using a different set of words, you can create entirely new things with it.

Let’s use the same concept of ‘recipes’ in something that you could really use in everyday life.

Here’s a recipe:

Dear [#contactname#],

I had recently visited your site at [#siteurl#].

I was impressed with it, and wanted to suggest something.

I have a new product called ‘[#product#]’, which I will be selling at [#producturl#].

This is what the product does:

[#productdescription#]

I was wondering if you wanted to do a joint venture and promote ‘[#product#]’ for a share in the profits?

If you are interested please send me an email at [#myemail#].

All the best,

[#myname#]

[#myemail#]

Did you notice anything different about this 'recipe'? That's correct. Instead of using blanks, we have used special "tags" to denote places that need some words or phrases to be filled in.

So instead of indicating the name of the recipient with a blank ("_____"), we indicate it with the special tag [#contactname#]. This is a simple way of ensuring that the correct words find their way into the correct blank space.

These tags let you define where words have to be inserted and at the same time, let you re-use the information.

Did you see that we have used the [#product#] tag in several places? This means that whatever has to be placed in this blank in the first place is simply to be copied to the other locations – making your task that much easier and convenient.

The computer does not need to know the name of the recipient. It will just ask you for the words that go into this blank and will reuse them everywhere we place this tag.

So in the letter example above, the tags we have used are

- [#contactname#]
- [#siteurl#]
- [#product#]
- [#producturl#]
- [#productdescription#]
- [#myemail#]
- [#myname#]

Using these tags, you will make it easy to write a letter to contact potential affiliates.

It's not that hard to get people to fill out these forms to get the right answers that will result in a clear and useful letter.

You just need to frame questions that will get the right responses.

For example

- *What is the name of the person who you will be contacting?*
- *What is the URL of their site?*
- *What is the name of your product?*
- *What exactly does your product do?*
- *What is your email address?*
- *What is your name?*

The moment you ask these questions, you have sufficient data to fill out the recipe and to complete the letter.

Now you only have to tell the computer what to do with the completed letter – save it, print it, email it etc. Your software program is complete

That's all there is to it!