Simple Conversion Commander
User & Installation Guide

Brought to you by: **NAMS, Inc.**

Team | Tools | Training

NAMS
ToolKit
Tools That Simply Work

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Welcome

You've joined an exclusive club.

This is the **Simple Conversion Commander** community. It's a group of people, including you now, dedicated to gathering as much information about our traffic, community and conversions as possible while providing as much value as possible with the least technology overhead as possible.

In other words, we keep it simple.

Today, too many software developers focus on the bells and whistles without delivering the functionality that delivers the goods. And the reason for all the sparkly stuff on most solutions is because they *can't* deliver the functionality that's really needed.

It's the old marketing sleight-of-hand trick.

Focus on the sizzle, not the steak.

We don't do sizzle, but the steak is thick, juicy and cooked to perfection.

And it tastes so good!

I'm David Perdew, the CEO and Founder of NAMS, Inc. We've focused on delivering real solutions from Day 1 (more than 12 years ago) when we began NAMS. We've narrowed our focus to 3 broad areas:

Team | Training | Tools

Welcome! You're a part of the Team now. And this Users Guide will help Train you on the Tool – **Simple Conversion Commander**. Let's get started.

Hope you enjoy it.

David Perdew

Why a WordPress plugin?

Most people are in love with SaaS (Software as a Solution) tools hosted in the cloud on a 3rd party platform.

So, why did we decide to create a WordPress Plugin and not go the SaaS route.

WordPress Plugins have gotten a bad reputation for one reason: *Developers often create a plugin to sell and then abandon it without supporting it in the future.*

I hate that. I've been the victim of orphaned WordPress Plugins too.

But one thing that scares me even more is a concept known as *"Single Point of Failure."*

That happens when a business owner puts all their eggs in one basket and the basket crumbles, or is stolen, or is abandoned by a new owner.

And it happens more than you think. We've all heard the horror stories.

Third party platforms are notorious for fast, mad success. And then they get sold or the technology changes, and you're left scrambling to figure out what a new solution while you try to sift through the smoldering mess.

The truth is that those victims made a simple mistake of putting the future of their business into someone else's hands long ago.

That's business suicide waiting to happen.

So, again, why did we decide to create a WordPress Plugin and not go the SaaS route?

We like to control our future with the software on our domains and servers, while we control the businesses we run.

You should too.

And you should make damn sure that the developers of the software you use have a vested interest in the software you invest in.

We do.

We use this software.

We update it to improve it regularly, not just for our users, but for ourselves.

And our clients appreciate it.
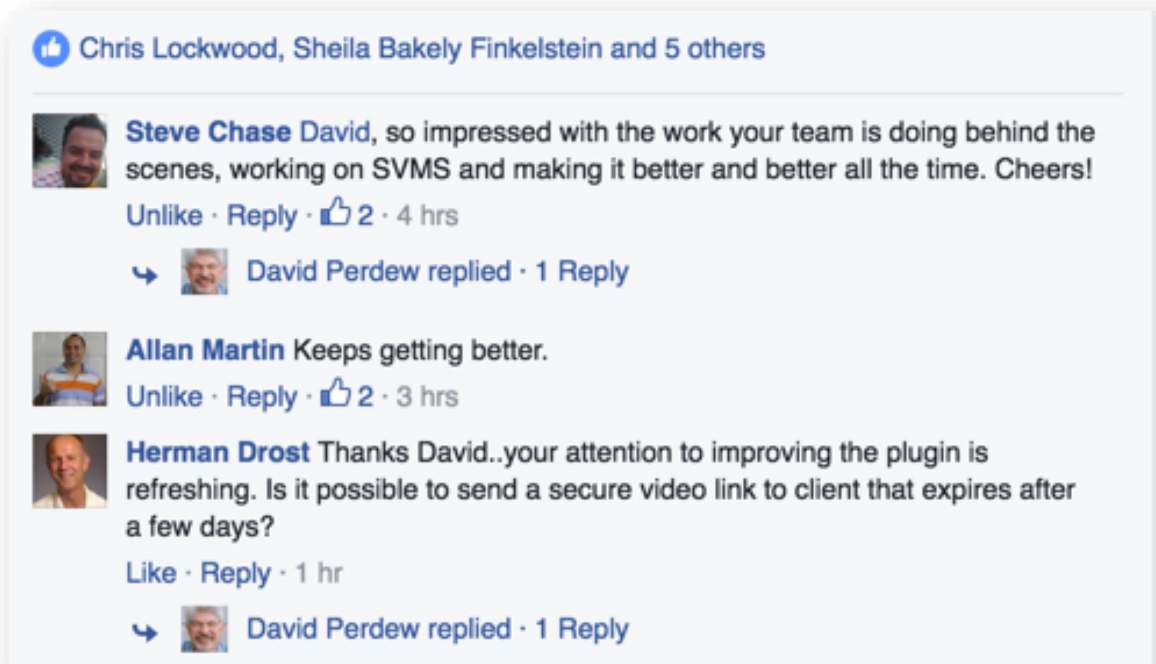
Here's the reality:

This is a User's Guide. And we hope it will be very helpful to you.

But it's obsolete.

We're **making changes to the software every day** to improve, streamline it and keep it highly functional with features you need without creating the unnecessary software bloat that's rampant in most overblown products today.

We'll update this Guide regularly, but you'll always find more functionality in the software than is described here.

Where's the Real Power in SCC?

This is NOT just a countdown timer, even though that is a major piece and the most visible element of the software. This is about creating *scarcity-driven marketing campaigns*.

With this plugin, you'll have the capability to schedule promotions such as flash sales, launches, and rolling campaigns with a set-it-and-forget-it system.

Three primary fields show up in EVERY campaign:

1) Landing Page
2) Next Page
3) Countdown Timer

The key concept behind SCC is this:

- The prospect is on a specific **Landing Page**.
- We want them to take a specific action within a specific time frame using a **Countdown Timer**. (Purchase, use a coupon, optin, or any other Call-To-Action we request.)
- At the end of the time, send the prospect to the **Next Page** automatically.
- When the prospect tries to go to the original **Landing Page** after the **Countdown Timer** has expired the first time, they can no longer reach the original page because they automatically land on the **Next Page** so the "special offer" is gone.

That is REAL scarcity.

After purchase, what's next?

Once you've completed your cart purchase of SCC, you'll receive 2 emails from NAMSToolkit.com.
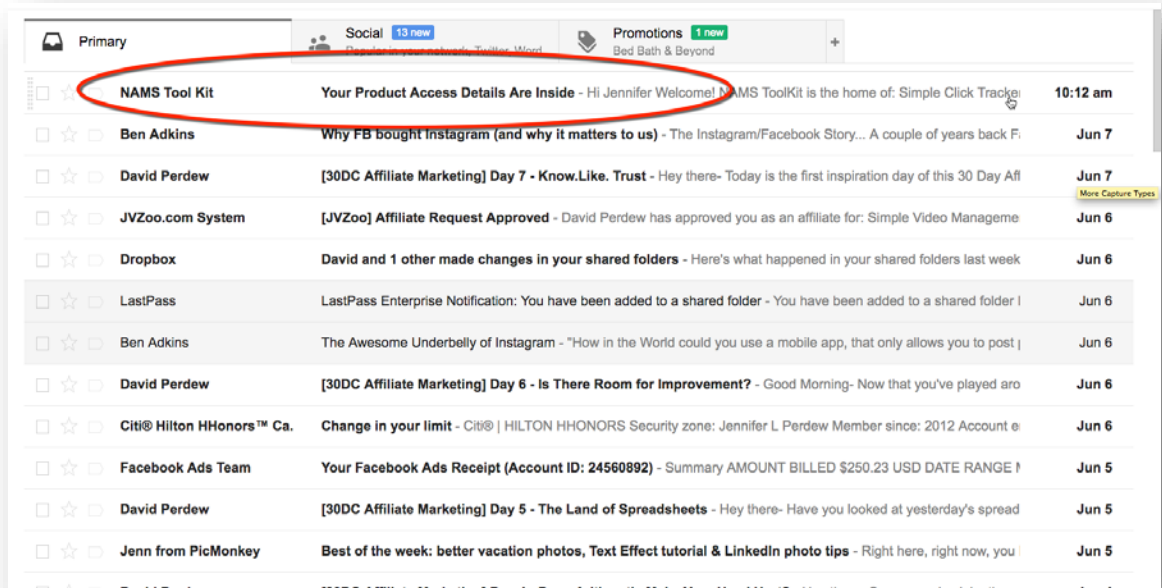
1) The first asks you to confirm your purchase by clicking the link. That ensures you receive notices of updates and special tips on using the tool.
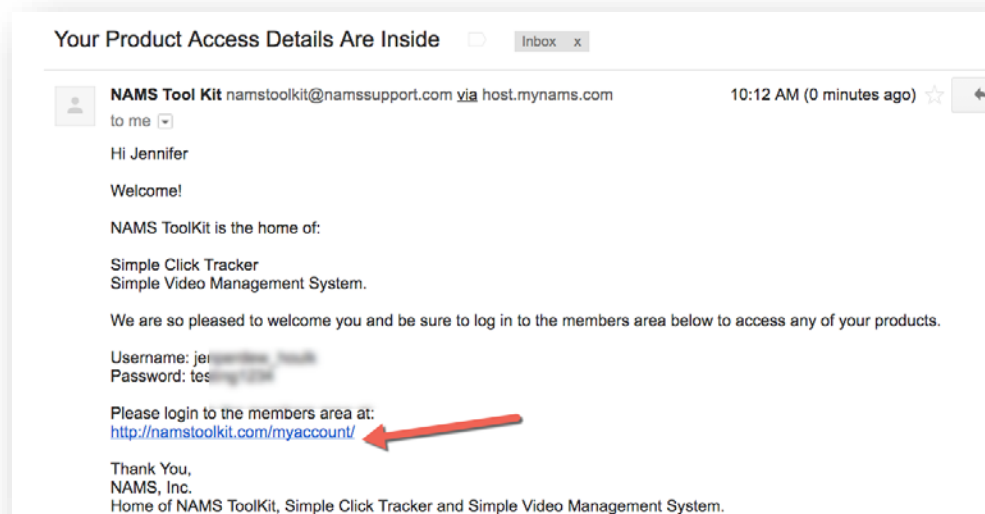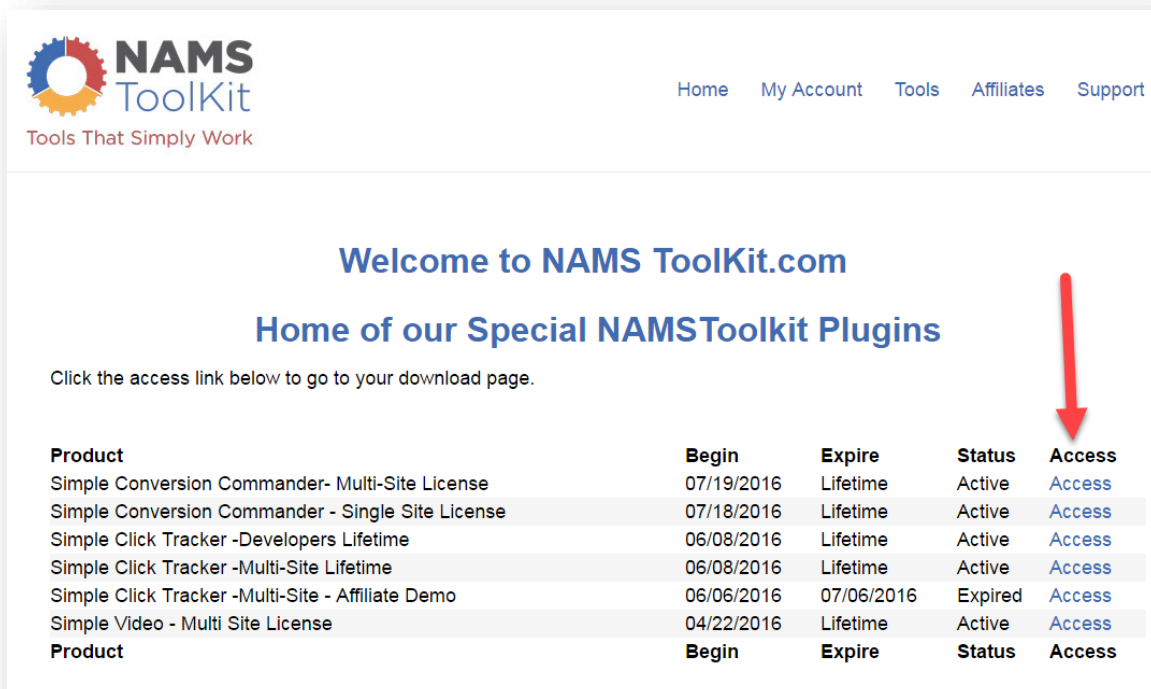
2) The second contains your member login information including:
   a. User Name
   b. Password
   c. And Member Site Link

Click the member access link and you'll land on the member site login page at NAMSToolkit.com

The adventure begins.

Login and Download the Product

Copy the user name and password to input into the login widget on the MyAccount Page.

The next screen is an access screen. We've included all our **NAMS Toolkit** products in this centralized location so you can access them here with one single login.

Click on the "Access" link to go to the tool download page.

Now, you're on the download page. You'll always have access to this page to download the product and any bonuses that we've included.

If you purchased from an affiliate who provided additional bonuses, you'll have to redeem those bonuses from that affiliate.

Download your plugin to your computer.

Save it in a place where you'll find it in just a few minutes when you're ready to install.

First Things First:

Your License Key Is: ⬛⬛⬛⬛⬛-⬛⬛⬛⬛⬛⬛-zfbo (status: Active)

This is very **important**: *You must register your license key to get updates and use the software.*

IMPORTANT: Make sure that you see your license key on this page.

You'll need that key to complete the plugin install. Keep it handy.

Installation

The Simple Conversion Commander plugin installs like most other WordPress plugins. Simply and successfully.
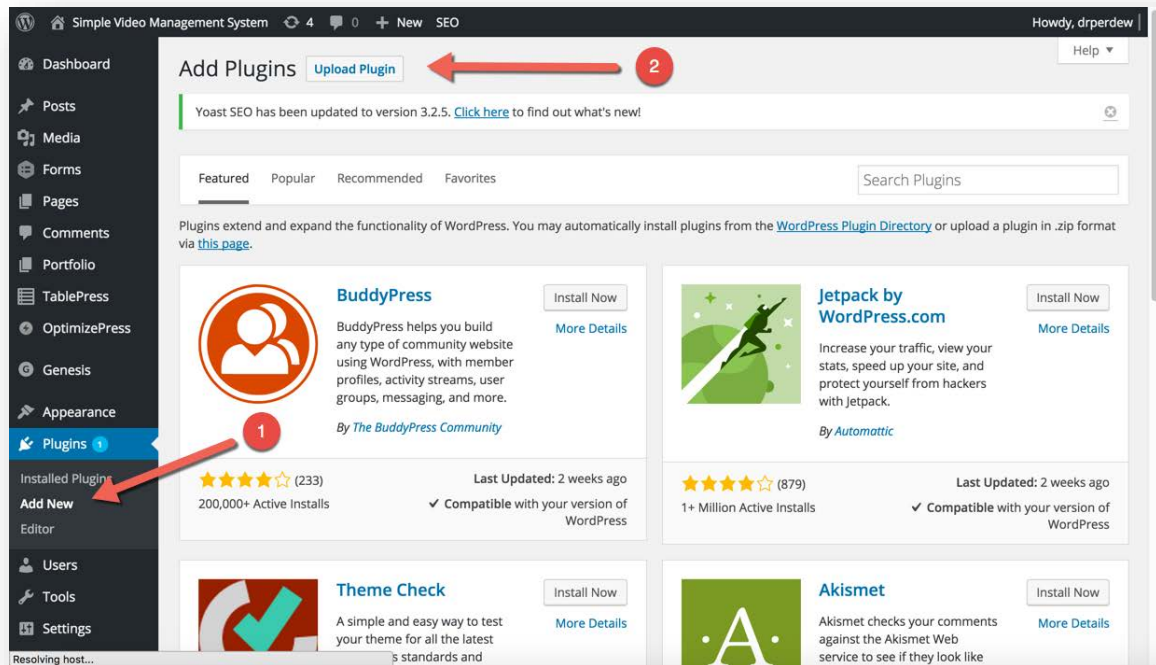
After you've download the plugin, you'll upload the zip file titled "simple_oto.zip"

Login to your WordPress backend – most people use the WP_Admin login to access the plugins.

1 You'll see "Plugins" on the left column. If you click on that, you'll see a sub-menu that includes "Add New" – Click that.

The screen above will come up with the heading at the top "Add Plugins."

2 Next, click "Upload Plugin" to go to the next page.
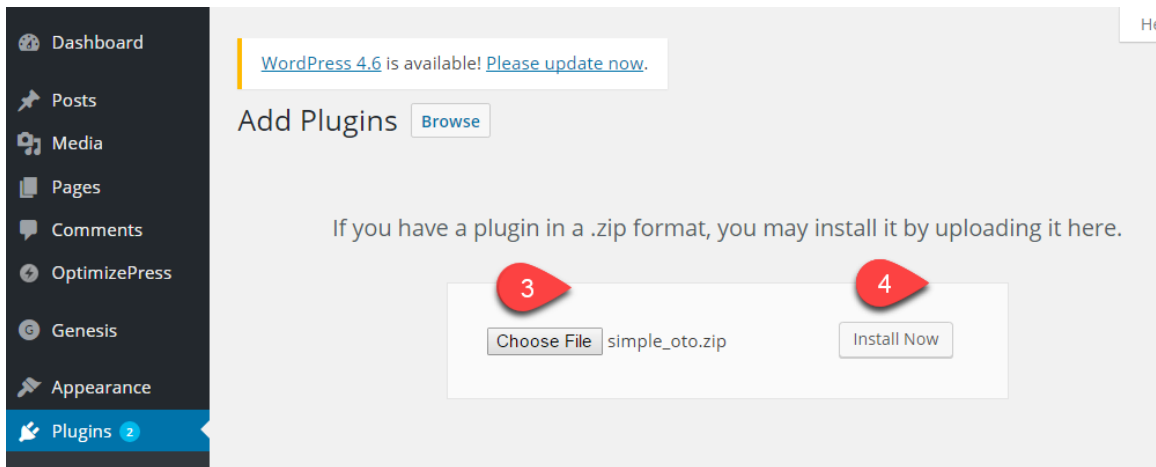
3 On the next page, shown above, you'll select the plugin file to upload from your computer with the "Choose File" button.

Remember, you downloaded to a folder and saved the zip file. You don't have to do anything to the zip. Just choose the file - "simple_oto.zip"

4 Once you've selected the file and it is displayed as shown above, click the "Install Now" button.
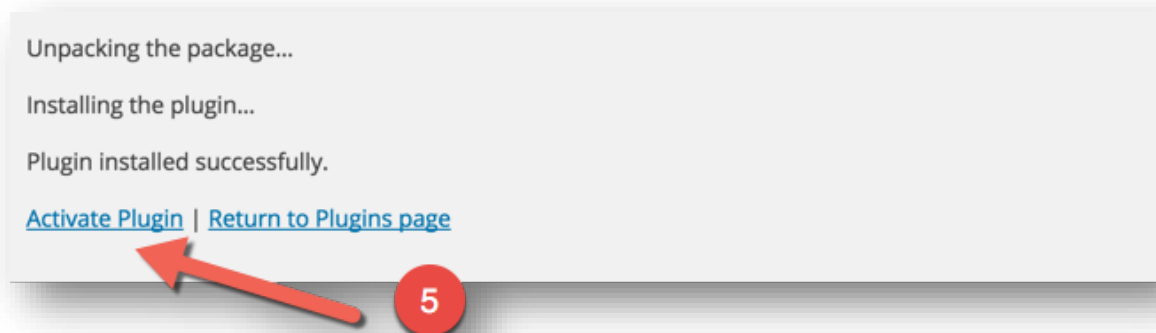
The next screen above displays and usually it only takes a few seconds for it to complete loading the zip.

5 When you see the "Activate Plugin" link, click that and the plugin will be activated, but you're not done yet.

Now, we get to licensing to make it functional.
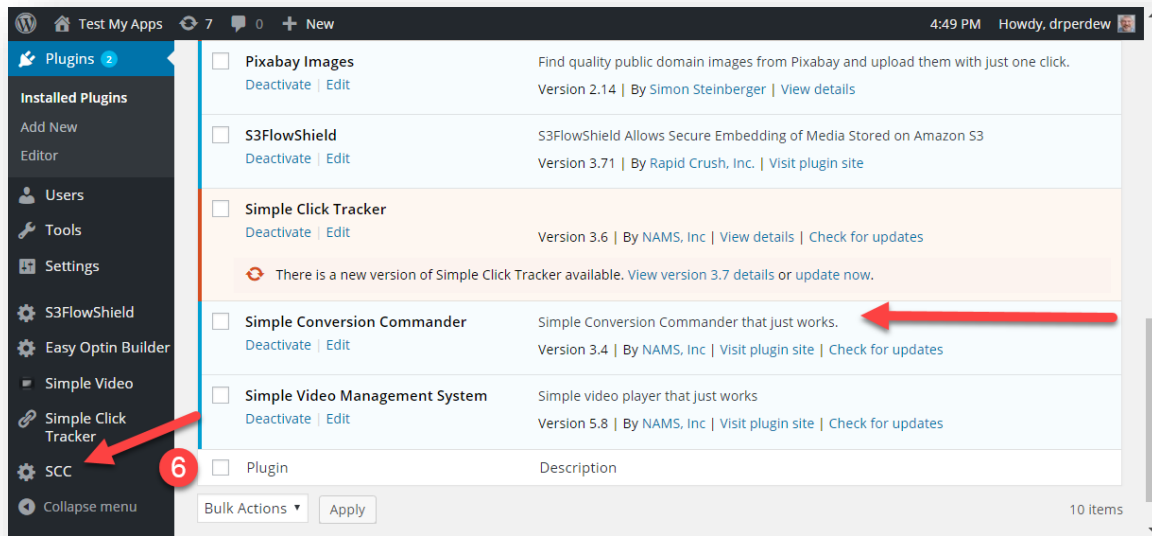
Simple Conversion Commander now shows up in the left sidebar and in the "Installed Plugins" section.
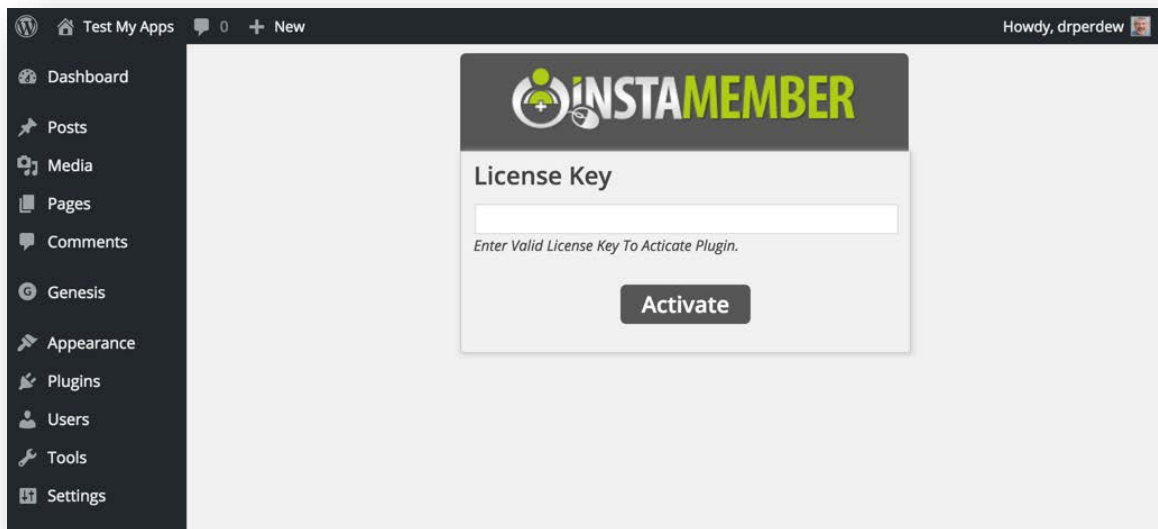
6   Click the "Simple Conversion Commander" in the left sidebar, and since it's your first time, you'll see an Instamember license box.

Copy the license you received when you accessed the member site earlier and paste it in the text box. Be sure you don't have any trailing spaces in the front or back of the key. Click "Activate".

If the license is valid and you've input it correctly, you'll see a congratulations message like the one above.

Click the blue button that says "Go to Simple Conversion Commander" and you'll be taken to the main tab on the Simple Conversion Commander software pictured below.

User Interface – Plugin

The Simple Conversion Commander has a very intuitive user interface. We'll go over that and what to expect from the user interface below.
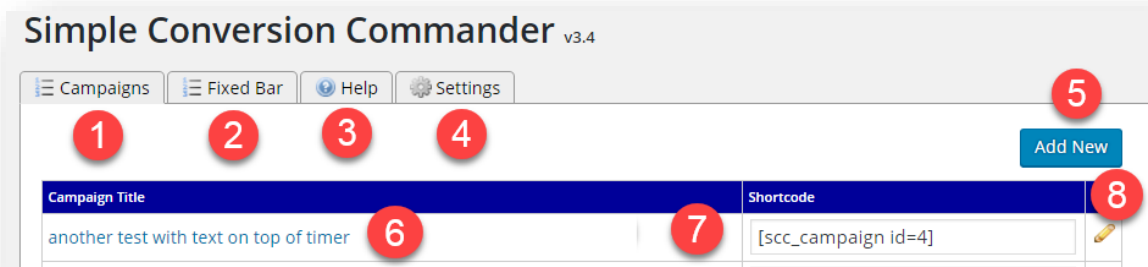
Tabs represent different functionality in the program.

Think of these as marketing campaigns. The first two tabs represent two different types of campaigns.

Campaigns – This the primary page. It contains all your campaign information for the three types we support:

1. **Scheduled** – this is a marketing campaign that has a fixed beginning and fixed end date. This is great for running scheduled promotions.

2. **Duration** – as an IP and Cookie based timer, you can set this to a specific amount of time. And when the time is up, take another action, either redirecting to another page or removing the information in the timer system.

Example Campaign: "Flash Sale"

When we do a Flash Sale - a very short duration, deeply discounted pricing sale, we create a duration campaign, select the number of minutes (1 to infinity) someone has to take advantage of the offer and put the fast action timer on the page.

If the prospect doesn't take advantage of the sale during the allotted time, it flips to the regular-priced page and the prospect has lost the opportunity to buy again.

3. **Repeating** – this is really powerful. With this option, you have the capability to set repeating promotions. Think automated! We'll go through some examples on the blog.

Example Campaign: "Fast Action"

With a Fixed Bar campaign, you can create a scheduled or duration special offer in a bar across the bottom of the browser that gives the user added incentive to take action. We like to use the Fast Action bonus coupon (not shown on the regular sales page) for those who take action in 20 minutes.

If they don't take advantage of it then, the bar and the coupon disappear leaving only the regular sales page.

②Fixed Bar – This is a special type of campaign and it requires a little extra care, so we've set it up as its own campaign tab.

> ## Example Campaign: "Rolling Launch"
>
> This is brilliant. With a Repeating campaign, you can create a sale with a timer that happens on a repeating schedule. This can be used in a number of ways. For example, we get new people who optin to our system every week. In a weekly repeating sale, only the new people see an opportunity to purchase product at a special discount using our repeating sale setup.
>
> Only new prospect see this and they only see it once.

③ Help – Get help with tutorials, this guide and access to our support desk on this tab.

④ Settings – Add your license key or upgrade to multi-site or developers license here.

⑤ Add New – With this button, we go inside the tool to add a new campaign.

⑥Campaign Title – Click campaign title to open editor

⑦ Shortcode – The shortcode is the piece that goes on the landing page to drive all the functionality of the automated campaign

⑧Edit Pencil – Open the campaign editor to make changes to the campaign

The Marketing Campaign

There's three things at play here in the Simple Conversion Commander plugin:

1) **Scarcity** – Adding scarcity to any promotion will improve results. The easiest way to add scarcity is to limit the time the promotion is available.
2) **Automation** – With a real marketing campaign, automation is the key to planning and implementing knowing that everything will work when it's supposed to work so you can build a campaign months and years out with confidence.
3) **Integrity** – With scarcity and automation, you actually improve your perceived and real integrity because the automated campaign closes or changes price or redirects to another page exactly at the time you said it would.

Get the Settings Right First!
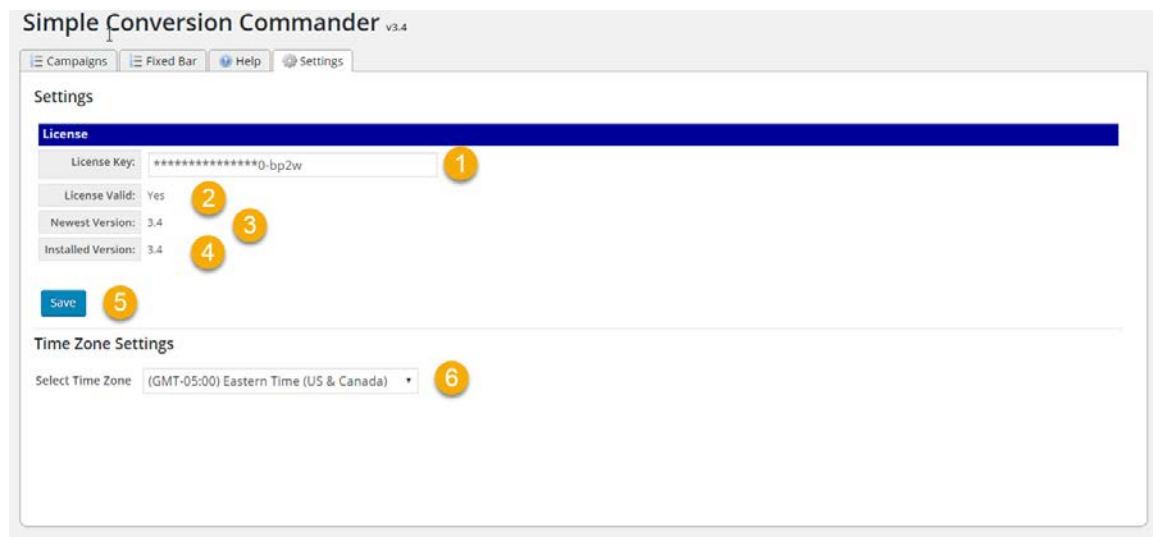
First time you open the plugin after you've installed and inserted your license and everything is working, you'll want to go to the Settings Tab and add your Time Zone.

Most of the content on this page is for information only, but you will want to select the correct Time Zone from the Drop Down box.

5 Save it with the save button.

You can make changes here anytime and save the changes.

Settings Informational elements

1 **License Key** – this is an indicator that your license is installed in the plugin.

2 **License Valid** – indicator that your license is current and valid.

3 **Newest Version** – this will always indicate the latest version of the software.
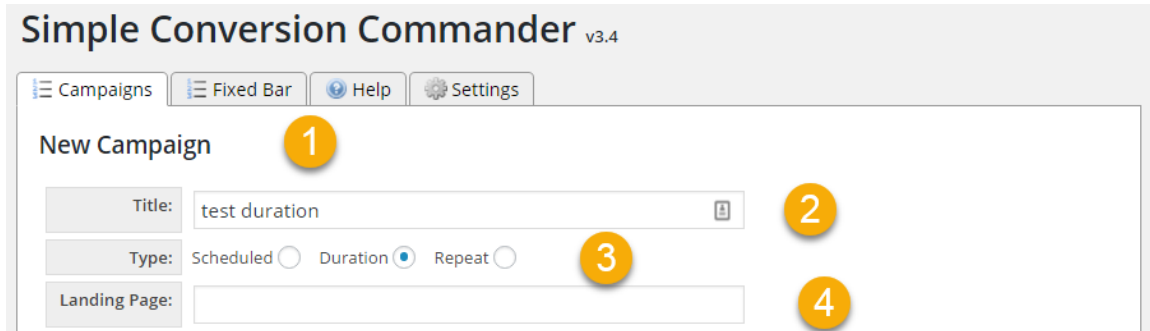
4 **Installed Version** – if your installed version is older than the newest version, you should go to the active plugins screens in Wordpress and update the software.

Campaigns Tab

Top of the Screen

This doesn't change. No matter which Campaign Type, the top of tab as shown is constant.

This is where you build and edit your scarcity campaigns. Each scarcity campaign incorporates a Countdown Timer.

1 **New Campaign Tab** – the reason we call this a campaign is that every timer is really a scarcity marketing campaign.

2 **Title** – Give the campaign a meaningful title that you can find in the list when you have dozens of campaigns.

3 **Type** – You'll select one of the three types of campaigns in the New Campaign tab. We also have the Bar Campaigns that show a timer bar across the bottom, but that's in the next tab.

4 **Landing Page** – This is the page where the shortcode for the Countdown Timer functionality will reside. This is where you send the prospect.

Changing Screen Based on Selection

When you select one of the three radio buttons, you get a different interface for each.

Scheduled Type:

① **Scheduled** – When the scheduled radio button is selected, Scheduled Campaign interface appears.

③ **Next Page** - This is incredibly powerful. Notice that there are multiple "Next Pages". You can add as many next pages with scheduled dates as you want. The software processes where to send the prospect when they hit the landing page and moves them there instantly.

④ **Start Date** - Choose the date and time your promotion starts with the popup calendar.

⑤ **End Date** – Choose the date your promotion ends with the popup calendar.

⑥ **Add** – click this Add button to add additional Next Page lines to create longer promotions.

Duration Type:

7 **Duration** – The image below is for the Duration campaign. When you select the Duration button that screen changes.

8 **Duration Time** – Input the amount of time in minutes that you want to run a campaign. At the end of that time, the page will redirect to the Next Page in the sequence.

(Tip, if you want to combine this with a Scheduled Campaign, just input the landing page for a campaign that you've already created. A good use of this is to put a Fast Action Bonus with a timer of 10-30 minutes. If the user doesn't take advantage of it, the timer goes away and the scheduled promotion takes over.)

Repeat Type:

9 Repeat - The image below is for the Repeat campaign. When you select the Repeat button that screen changes.

10 **Next Page** – Add that page where the prospect goes after the countdown timer expires.

After this, the screen changes again depending on the frequency changes in the next box called "Repeats." The three choices in Repeats are:

Daily

A **Repeats** – Daily selected from the dropdown box.

B **Repeat Every** – Select the number of days to repeat.

C **Starts On** – Select the date to start the repeat campaign from the popup calendar.

D **Ends** – Never selected.

E **Ends** – After number of occurrences.

F **Ends** – Select the date from the popup calendar.

G **Summary** – Shows the repeat summary for this campaign.

Weekly

Repeats:	Weekly ▾ **A**
Repeat Every:	1 ▾ Weeks **B**
Repeat On:	☐ S ☐ M ☐ T ☑ W ☐ T ☐ F ☐ S **C**
Starts On:	_____ **D**
E Ends:	● Never
	○ After _____ occurrences **F**
G	○ On _____
Summary:	Every 1 Weeks on Wed **H**

A **Repeats** – Weekly selected from the dropdown box.

B Repeat Every – Select the number of weeks to repeat.

C Repeat On – Select the day of the week to repeat

D Starts on – Select the date to start the repeat from the popup calendar.

E Ends – Never selected

F Ends – After number of occurrences.

G Ends – Select the date from the popup calendar.

H Summary – Shows the repeat summary for this campaign. (Notice, this one says Every 1 Week on Wed)

Monthly

Repeats:	Monthly ▾ **A**
Repeat Every:	1 ▾ Months **B**
C Repeat by:	⦿ day of the month ○ day of the week
Starts On:	**D**
	⦿ Never
E **F** Ends:	○ After [ ] occurrences
G	○ On [ ]
H Summary:	Monthly on Day

A Repeats – Monthly selected from the dropdown box.

B **Repeat Every** – Select the number of months to repeat.

C **Repeat By** – Day of the month is the selected

D **Starts on** - Select the date to start the repeat from the popup calendar.

E **Ends** - Never selected

F **Ends** - After number of occurrences.

G **Ends** - Select the date from the popup calendar.

H **Summary** - Shows the repeat summary for this campaign. (Notice, this one says Monthly on Day)

Repeats:	Monthly ▼
Repeat Every:	1 ▼ Months
Repeat by:	◯ day of the month ⦿ day of the week **I**
Starts On:	
Ends:	⦿ Never
	◯ After occurrences
	◯ On
Summary:	Monthly on the 5th Wednesday **J**

I **Repeat By** – Day of the week is the selected

J **Summary** - Shows the repeat summary for this campaign. (Notice, this one says Monthly on 5th Wednesday)

Bottom of the New Campaign Screen does not change

Position   Below ● Above ○   **8**

HTML to show   Add Media   Pixabay   **10**   Visual   Text

9

B I ABC ≡ ≡ " — ≡ ≡ ≡ 🔗 ✂ ▤ ⤢ ⌨ 🔤
Paragraph ▼ U ≡ A ▼ 📋 ⬦ Ω ⇥ ⇤ ↶ ↷ ❓

p

Choose Timer: Skin Simple ▼   Style metallic-red ▼

11

04	19	18	37	**12**
Days	Hours	Minutes	Seconds	

13   **14**   **15**   **16**   **17**

Save   Save & Add New   Delete   Copy Timer   Cancel

Raw Code   **18**

```
<script type="text/javascript" src="https://code.jquery.com/jquery-3.1.0.min.js"></script><div id='scc_timer'>
</div><script type="text/javascript" src="http://testmyapps.com/wp-admin/admin-ajax.php?
action=scc_rawCode&id=2&c_type=raw"></script>
```

Iframe Code   **19**

```
<iframe height="400px"  scrolling="no" frameborder="0" type="text/html" style="overflow:hidden;border:0px
!important; width: 100%; " src="http://testmyapps.com/wp-admin/admin-ajax.php?
action=scc_iframCode&code=2"></iframe>
```

Pages/Posts Used on...   **20**

8 **Position** – Where to put the HTML code in the WYSIWYG editor. Select *Below* to display buttons or text below the timer. Select *Above* to display buttons or text below the timer.

When that information is added here, it will disappear when the timer goes to 00:00. That's great for adding fast action bonuses, coupons, etc.

9 **HTML to Show** – Use the standard Wordpress editor to create content that will go above or below the Countdown Timer.

10 **Choose Timer** – This had two parts. Select the Timer Skins from the dropdown box. Styles in the Style dropdown box will change automatically based on the Skin selection. You can see a sample of all the timer elements on the Help Tab.

11 **Save** – Saves your work and closes the Tab.

12 **Save & Add New** – Saves your work and opens a new blank tab.

13 **Delete** – Deletes your timer. Be careful. This is permanent. Be sure to check the bottom Pages / Posts to see where the timer is being used.

14 **Copy Timer** – Duplicates the current tab to another timer to be used elsewhere.

15 **Cancel** – Cancels your work without saving.

16 **Raw Code** – Code to be used in some 3rd party tools such as ClickFunnels or Leadpages.

17 **iFrame Code** - Code to be used in some 3rd party tools such as ClickFunnels or Leadpages.

18 **Pages/Posts Used on** – Displays the pages and posts where the timer is currently being used.

Fixed Bar Campaign

The fixed bar campaign is especially cool. Look at the image below. That's the result of a simple campaign setup using SCC and adding a shortcode to the landing page.

We've added a special bonus coupon in the bar that will disappear after the timer expires.

This could be a simple fast action bonus with a timer of just a few minutes or as long as you want.

Great for launches… or adding bonuses to your optin pages.

Fixed Bar Overview

This is a special tab for creating the Fixed Bar campaigns.
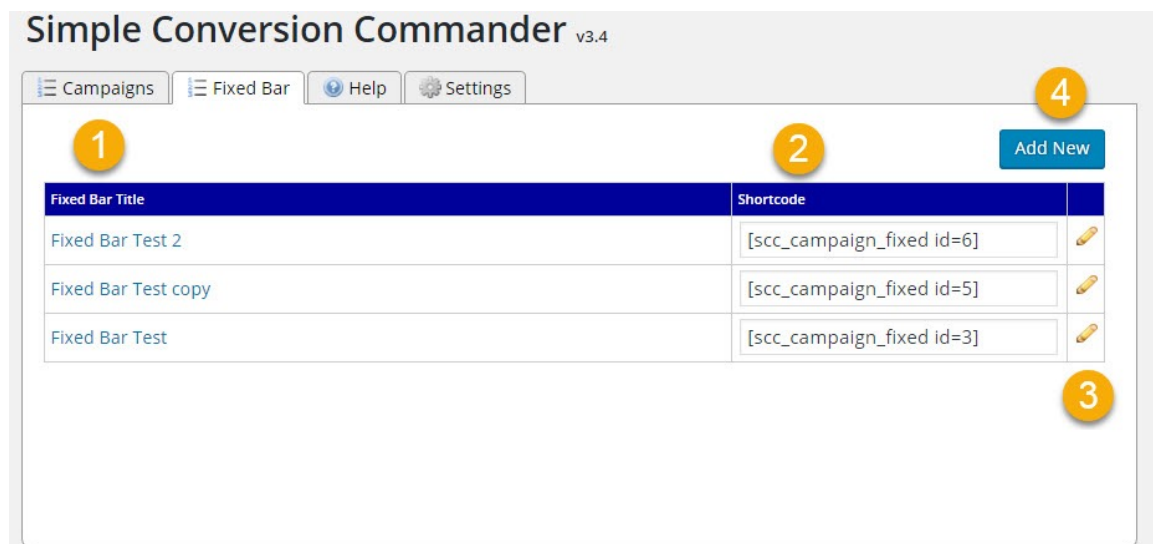
1 **Fixed Bar Title** – Title of the Fixed Bar Campaign. Remember to make the title something that makes sense and to start with a meaningful letter so that it's easy to find in a long alphabetical list. Click the name to open for editing.

2 **Shortcode** – This is the code that goes on the page when creating a countdown timer. It will contain all your programming processing.

3 **Pencil** – This is the edit icon. Click the icon to open the campaign for editing.

4 **Add New** – Click this button to open the New Campaign screen.

Fixed Bar New Campaign Duration Selection

The New Campaign has a dynamic screen based on the "Type" choice. We'll look at both.

5 **Title** – Title of the Fixed Bar Campaign. Remember to make the title something that makes sense and to start with a meaningful letter so that it's easy to find in a long alphabetical list.

6 **Type** – Choosing the radial button shows the appropriate screen based on the choice. This choice is Duration and shows this screen.

7 **Landing Page** – This is the page where the shortcode for the Countdown Timer functionality will reside. This is where you send the prospect.

8 **Create Duration Event** – Label for the Duration event.

9 **Next Page** - The software processes where to send the prospect when they hit the landing page and moves them there instantly after the timer expires if they don't take the action you require.

10 **Duration Time** – Input the amount of time in minutes that you want to run a campaign. At the end of that time, the page will redirect to the Next Page in the sequence.

11 **Preview Icon** – Click this icon to see how the timer looks at the bottom of the screen.

Fixed Bar New Campaign Scheduled Selection

11 **Type** – Scheduled radio button selected displays the screen below.

12 **Landing Page** – This is the page where the shortcode for the Countdown Timer functionality will reside. This is where you send the prospect.

13 **Next Page** - The software processes where to send the prospect when they hit the landing page and moves them there instantly after the timer expires if they don't take the action you require.

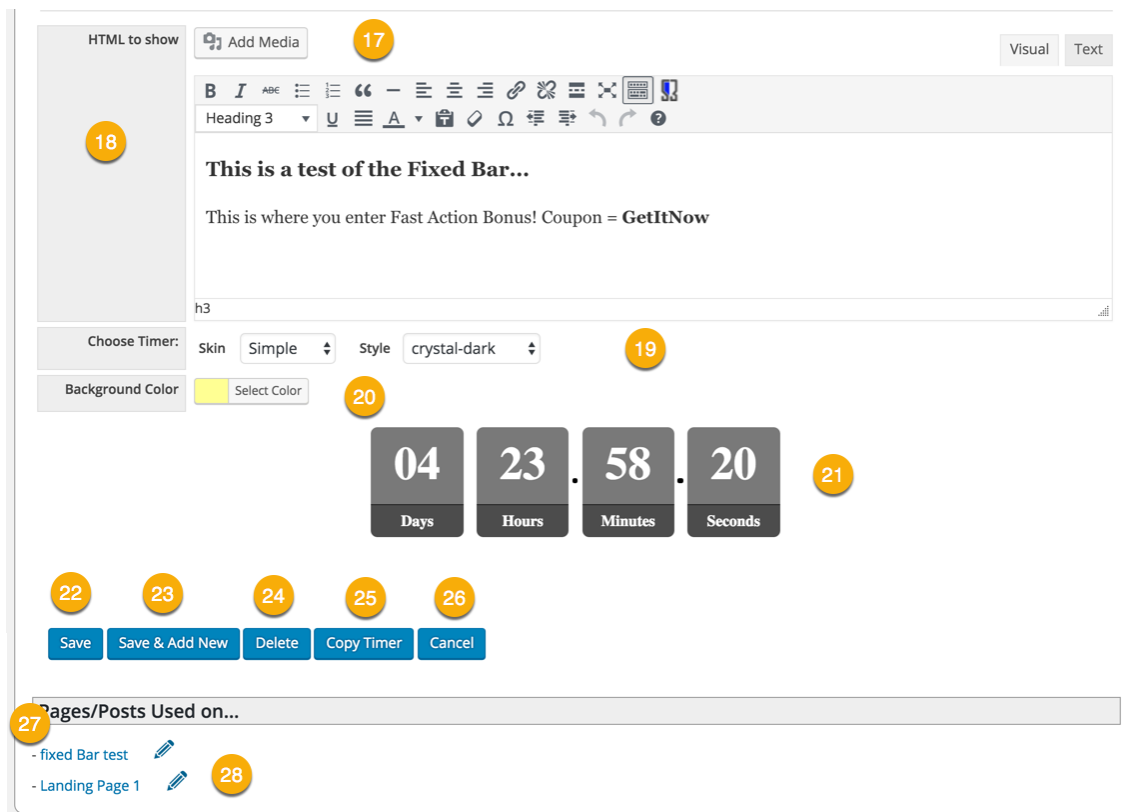**14** **Start Date** – Choose the date and time your promotion starts with the popup calendar.

15 **End Date** – Choose the date your promotion ends with the popup calendar.

16 **Add** – click this Add button to add additional Next Page lines to create longer promotions.

Bottom of the Screen

This does not change depending on the radio button selection, but is consistent through the campaign.

HTML to show   📷 Add Media   ⑰   Visual | Text

⑱ **This is a test of the Fixed Bar...**

This is where you enter Fast Action Bonus! Coupon = **GetItNow**

h3

Choose Timer: Skin Simple ⇕   Style crystal-dark ⇕   ⑲

Background Color   Select Color   ⑳

04 **23** . **58** . **20**   ㉑
Days Hours Minutes Seconds

㉒   ㉓   ㉔   ㉕   ㉖

Save | Save & Add New | Delete | Copy Timer | Cancel

Pages/Posts Used on...
㉗
- fixed Bar test ✏️
- Landing Page 1 ✏️   ㉘

⑰ **Add Media** – As with any Wordpress WYSIWYG editor, click this button to add images or video to the screens.

⑱ **HTML to Show** – – As with any Wordpress WYSIWYG editor, click this button to add images or video to the screens.

⑲ **Choose Timer** – This had two parts. Select the Timer Skins from the dropdown box. Styles in the Style dropdown box will change automatically based on the Skin selection. You can see a sample of all the timer elements on the Help Tab.

㉒ **Save** – Saves your work and closes the Tab.

㉓ **Save & Add New** – Saves your work and opens a new blank tab.

24 **Delete** – Deletes your timer. Be careful. This is permanent. Be sure to check the bottom Pages / Posts to see where the timer is being used.

25 **Copy Timer** – Duplicates the current tab to another timer to be used elsewhere.

26 **Cancel** – Cancels your work without saving.

27 **Pages/Posts Used on** – Displays the pages and posts where the timer is currently being used. Click the page name to view in a new tab.

28 **Edit Pages Icon** – Click this icon to edit pages where the timer is being used.

Fixed Bar Result

Below you'll see a test example of what a fixed bar campaign looks like on a page.

Help

In addition to links to Tutorials, this User Guide, FAQ, Tips, Articles and Helpdesk Support will display when you click the Help Tab.

Plus you'll see a listing of the current timers available in the software.

○ crystal-light

22	14	36
Hours	Minutes	Seconds

22	15	33
Hours	Minutes	Seconds

○ chrome-light

22	15	46
Hours	Minutes	Seconds

○ chrome-dark

22	15	58

○ chrome-green

22	16	09
Hours	Minutes	Seconds

○ chrome-sky

22	17	34
Hours	Minutes	Seconds

- metallic-orange

22 Hours **17** Minutes **55** Seconds

- metallic-blue

22 Hours **18** Minutes **22** Seconds

- metallic-red

22 Hours **18** Minutes **52** Seconds

- metallic-gray

22 Hours **19** Minutes **23** Seconds

- round-gray

22 Hours **19** Minutes **51** Seconds

Animated Skin Styles ③

- default

4 1 Days **2 3 .** Hours **4 8 .** Minutes **1 0** Seconds

○ crystal-light

4 1 **2 3** . **4 7** . **5 3**
Days · Hours · Minutes · Seconds

○ crystal-dark

4 1 **2 3** . **4 7** . **4 4**
Days · Hours · Minutes · Seconds

○ chrome-light

4 1 **2 3** . **4 7** . **3 2**
Days · Hours · Minutes · Seconds

○ chrome-dark

4 1 **2 3** . **4 7** . **2 3**

○ chrome-green

4 1 **2 3** . **4 7** . **1 4**
Days · Hours · Minutes · Seconds

○ chrome-sky

4 1 **2 3** . **4 7** . **0 3**
Days · Hours · Minutes · Seconds

○ gradient-white

7 1 3 **0 2** . **2 3** . **4 5**
Days · Hours · Minutes · Seconds

- gradient-black

7 1 3 0 2 . 2 5 . 1 1

Days   Hours   Minutes   Seconds

- button-gold

7 1 3 0 3 . 4 8 . 2 4

Days   Hours   Minutes   Seconds

- button-red

7 1 3 0 2 . 2 5 . 3 1

Days   Hours   Minutes   Seconds

- button-blue

7 1 3 0 2 . 2 5 . 2 3

Days   Hours   Minutes   Seconds

Circular Skin Styles (4)

circular

23   23   2   26   2

Inline Skin Styles (5)

inline

like this: **23 Months 23 Days 01 Hour 36 Minutes 00 Seconds.** Very easy

We take a lot of pride in our customer support AND our responsive to feedback and incorporating that into our products.

Bring your smiling face and your nice voice to our service staff. We're here to help you with any issues.