

# PsychoScript Installation and Use

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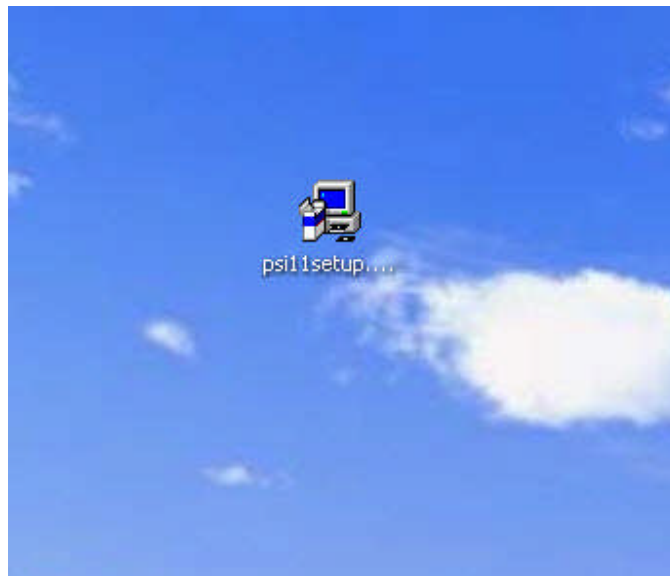
## Components

The Psychoscript itself is simply a collection of PHP and Java scripts used to facilitate a “Front of the Line Pass” type system for your product launch. The Psychoscript Installer is a Windows program (exe file) that provides easy configuration and installation of your Psychoscript.

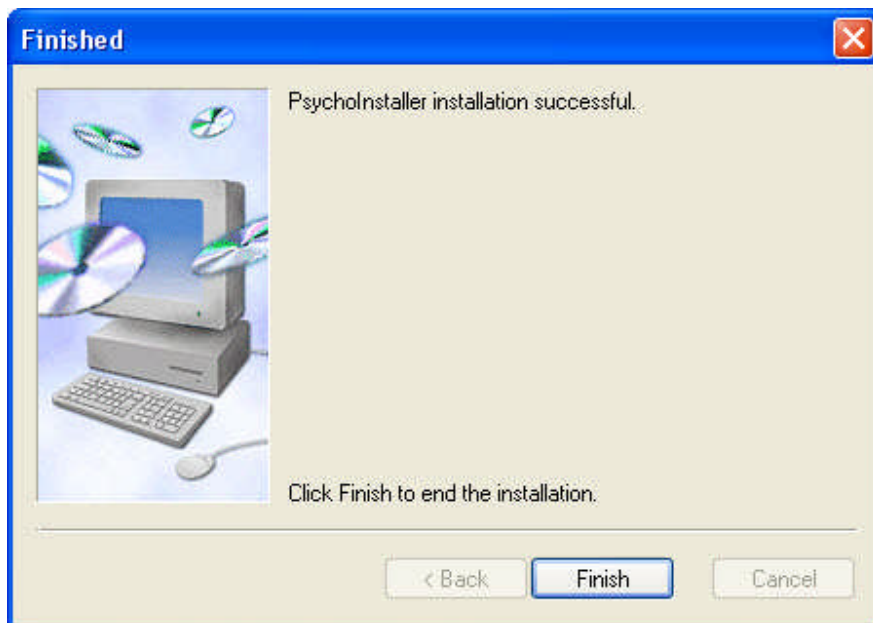
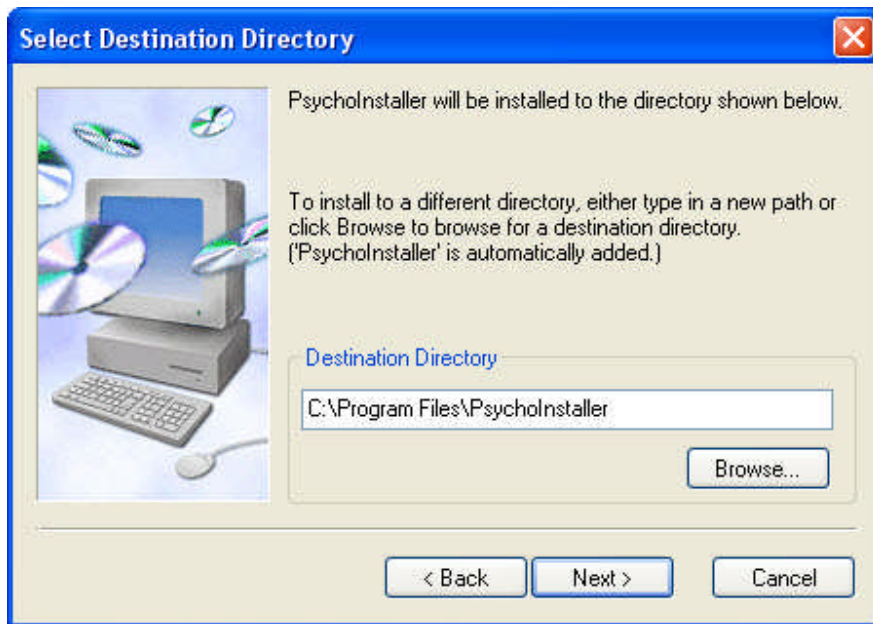
This document discusses the installation and use of the Psychoscript Installer and Configuration utility. The Psychoscript which runs on your website is built by the Configuration utility using the options you’ve specified.

## Installation

You have downloaded a file which will install the Configuration Utility onto your desktop or laptop computer (Windows only).



Double click this file to begin installation of the Psychoscript Configuration utility.



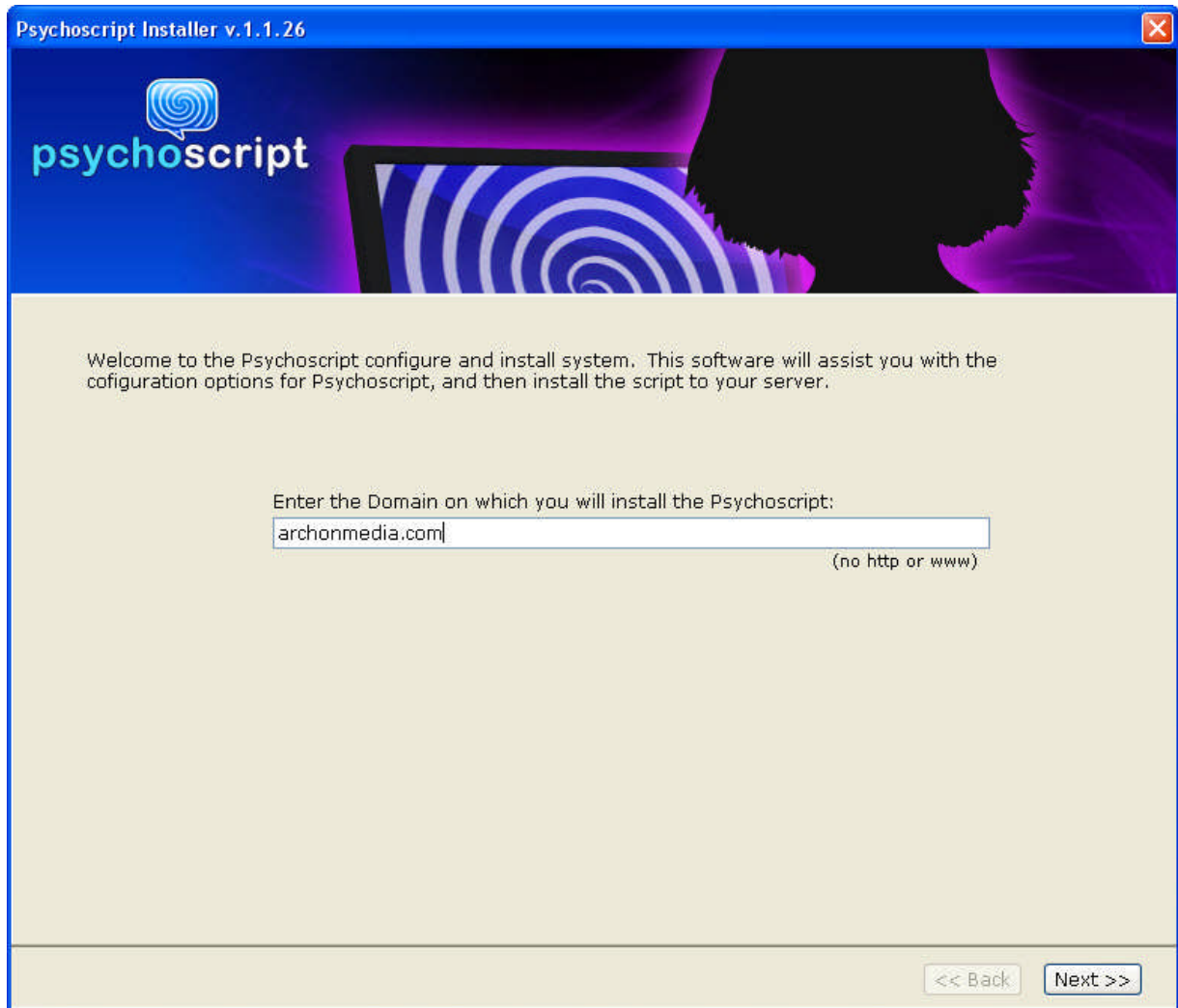
Once installation is complete, there will be a new icon on your Desktop:



Double click this new icon to run the Psychoscript Installer.

### **Configuring the Psychoscript for Your Site**

When you run the Psychoscript Installer, the first thing you will need to enter is the domain name where you want the Psychoscript installed. Don't enter http:// or www.. just the base domain name where you want the Psychoscript to reside



After entering your domain name, click Next in the lower right.

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**Maximum Passes**  
Enter the maximum number of FOTL passes to give away. The script will automatically shut off when this number is reached.

200

**Start Time**  
The date and time you want the FOTL script to begin accepting signups. (Server time)

Date: Wednesday, September 03, 2008  
Time: 12:00:00 PM

**Ajax Refresh**  
 Use Ajax  
Ajax Refresh Interval: 30 seconds

**Stop Time**  
The date and time you want the FOTL script to stop accepting signups, assuming they do not run out. (Server time)

Date: Friday, September 05, 2008  
Time: 12:00:00 PM

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On the next page, enter the number of Front of the Line Passes you want to give out. The script will automatically stop accepting signups once this number is reached.

Select whether you wish to use Ajax to refresh the dynamic data on your Front of the Line Pass page. You'll be able to dynamically insert the number of passes left, and a list of the people who have already gotten passes onto your pages – normally, people would need to hit F5 to refresh the page to see the latest numbers. Using Ajax allows your page to automatically update at the interval you specify.

Warning: Using Ajax can be very bandwidth intensive. If you are expecting a lot of traffic or do not have an extremely hefty hosting plan, using Ajax can bring down your website. Use this script at your own risk – we cannot be held responsible for your use of the script.

Enter the date and time that you want to start giving out Front of the Line passes – the script will display a “Sorry, you’re too soon” message until that date and time. This message is fully customizable on a later screen.

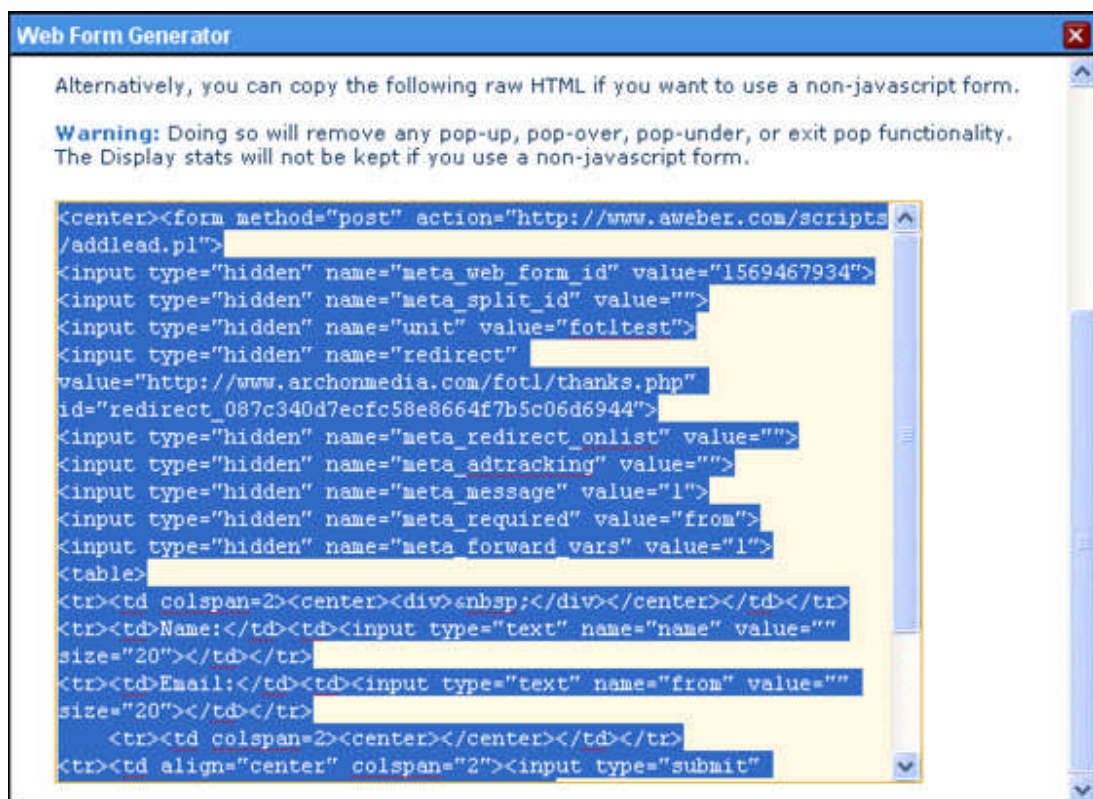
Enter the date and time that you want to stop giving out Front of the Line passes – the script will display a “Sorry, you’re too late” message after that date and time, or after you’ve given out all the passes you’ve made available. This message is fully customizable on a later screen.

### Integrating Your Autoresponder

The Psychoscript Installer can configure your Psychoscript to automatically integrate with most major Autoresponder systems. Simply copy the Web Form autoresponder code that your service provides you and paste it into the next screen. The Psychoscript Installer will do all the work making sure signups get into your autoresponder.

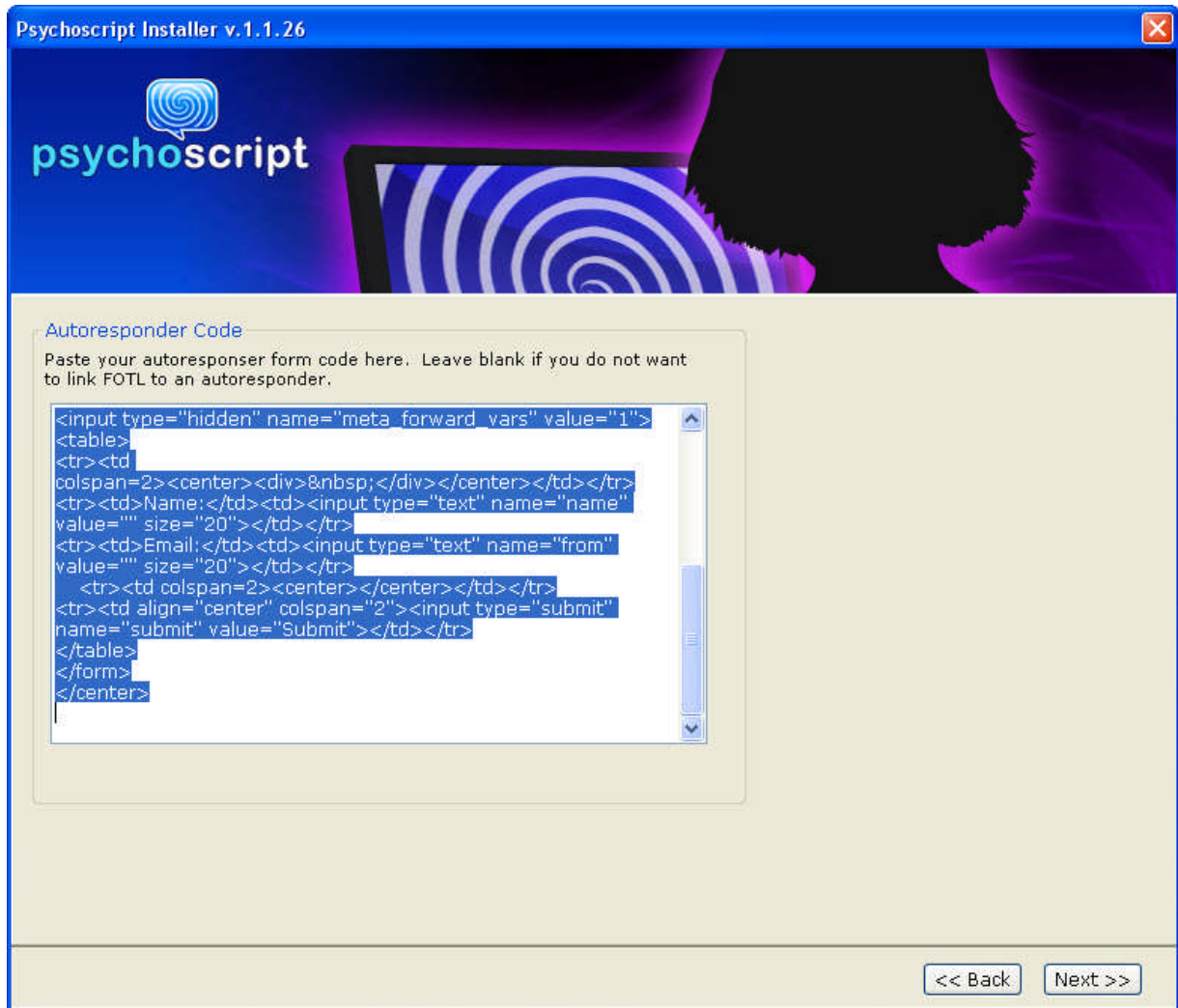
Make sure that you set the redirect page to the Psychoscript thank you page.

Here’s the code from our AWeber autoresponder:

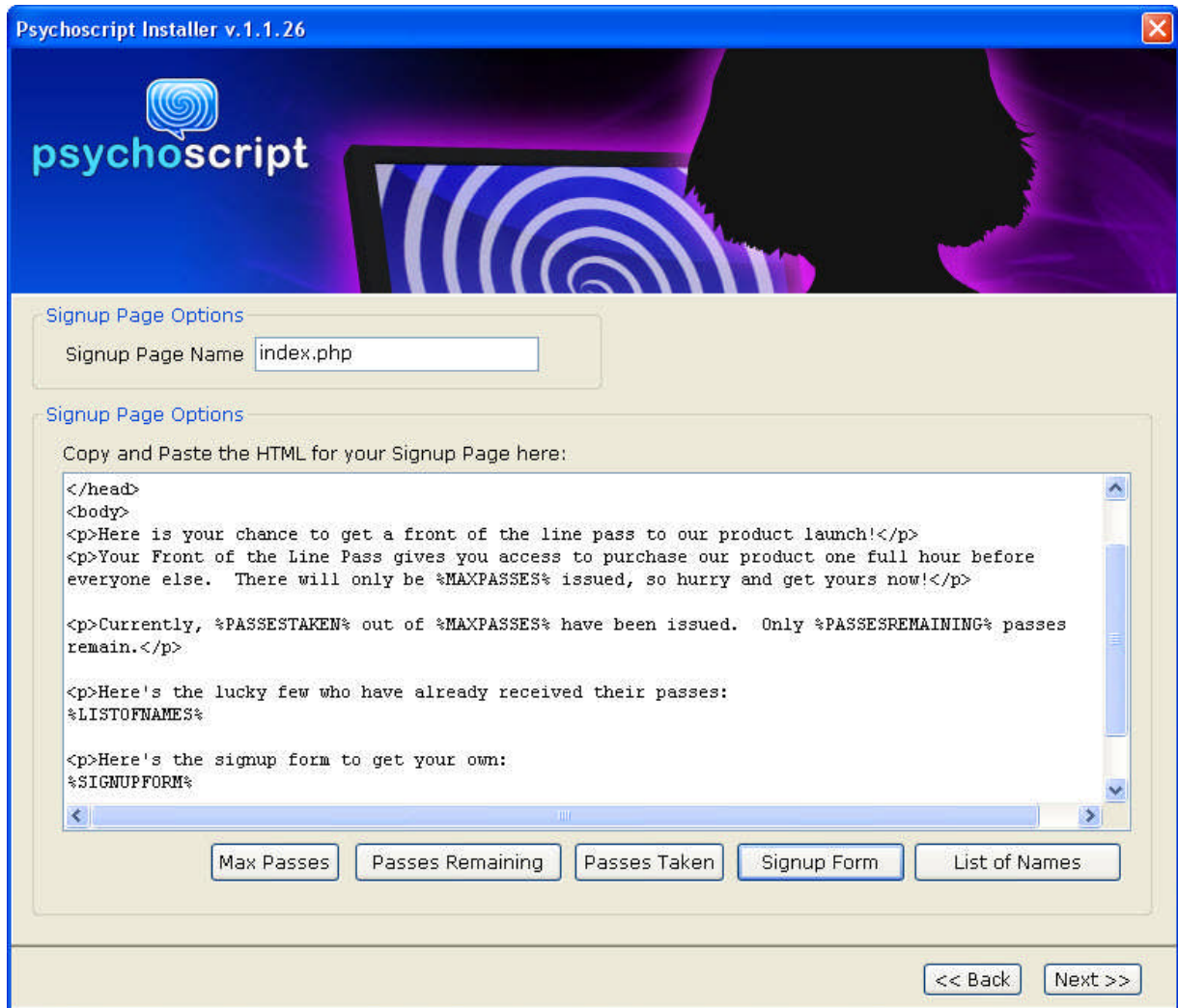


```
Alternatively, you can copy the following raw HTML if you want to use a non-javascript form.  
Warning: Doing so will remove any pop-up, pop-over, pop-under, or exit pop functionality.  
The Display stats will not be kept if you use a non-javascript form.  
  
<center><form method="post" action="http://www.aweber.com/scripts  
/addlead.pl">  
<input type="hidden" name="meta_web_form_id" value="1569467934">  
<input type="hidden" name="meta_split_id" value="">  
<input type="hidden" name="unit" value="fotltest">  
<input type="hidden" name="redirect" value="http://www.archonmedia.com/fotl/thanks.php"  
id="redirect_087c340d7ecfc58e8664f7b5c06d6944">  
<input type="hidden" name="meta_redirect_onlist" value="">  
<input type="hidden" name="meta_adtracking" value="">  
<input type="hidden" name="meta_message" value="1">  
<input type="hidden" name="meta_required" value="from">  
<input type="hidden" name="meta_forward vars" value="1">  
<table>  
<tr><td colspan=2><center><div>&nbsp;</div></center></td></tr>  
<tr><td>Name:</td><td><input type="text" name="name" value=""  
size="20"></td></tr>  
<tr><td>Email:</td><td><input type="text" name="from" value=""  
size="20"></td></tr>  
<tr><td colspan=2><center></center></td></tr>  
<tr><td align="center" colspan="2"><input type="submit"
```

And here’s that same code pasted into the Psychoscript Installer:



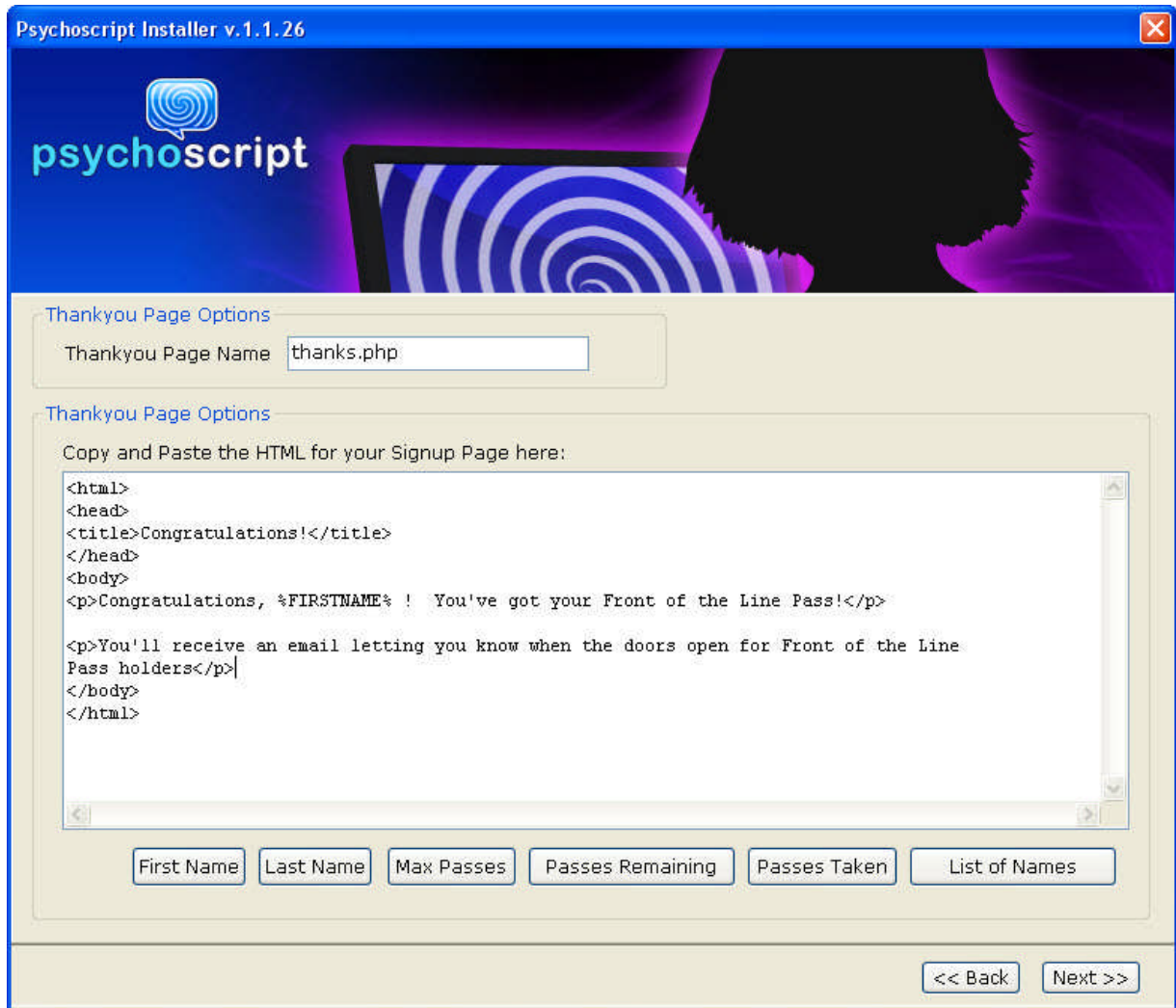
No modifications to the autoresponder code should be needed – just copy and paste it. If you don't want to integrate an autoresponder, just leave it blank. Click Next to continue to the next screen.



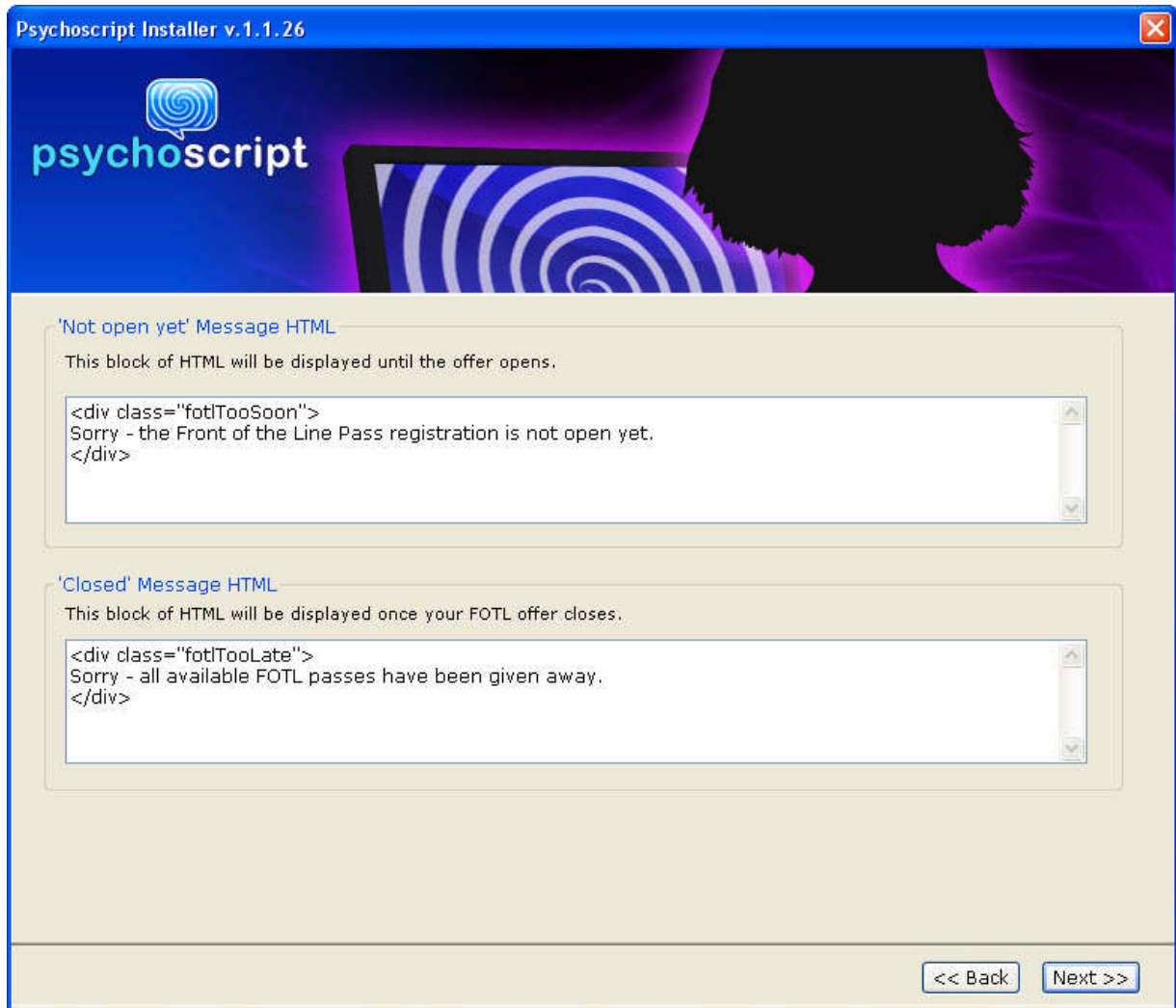
There are two main pages that make up the Front of the Line script – the Signup page, and the Thank You page. This screen is where you customize your Signup page. This is the page where your visitors will fill out a form to get their own Front of the Line Pass. You can design the page in Dreamweaver, Frontpage, or your favorite HTML editor. Then, copy and paste it into the Psychoscript Installer.

The buttons in the lower part of the screen represent dynamic data tokens – clicking on one of them will insert a token into your HTML at the cursor's current location. These tokens will be replaced later with PHP and Javascript code that will actually do the work.

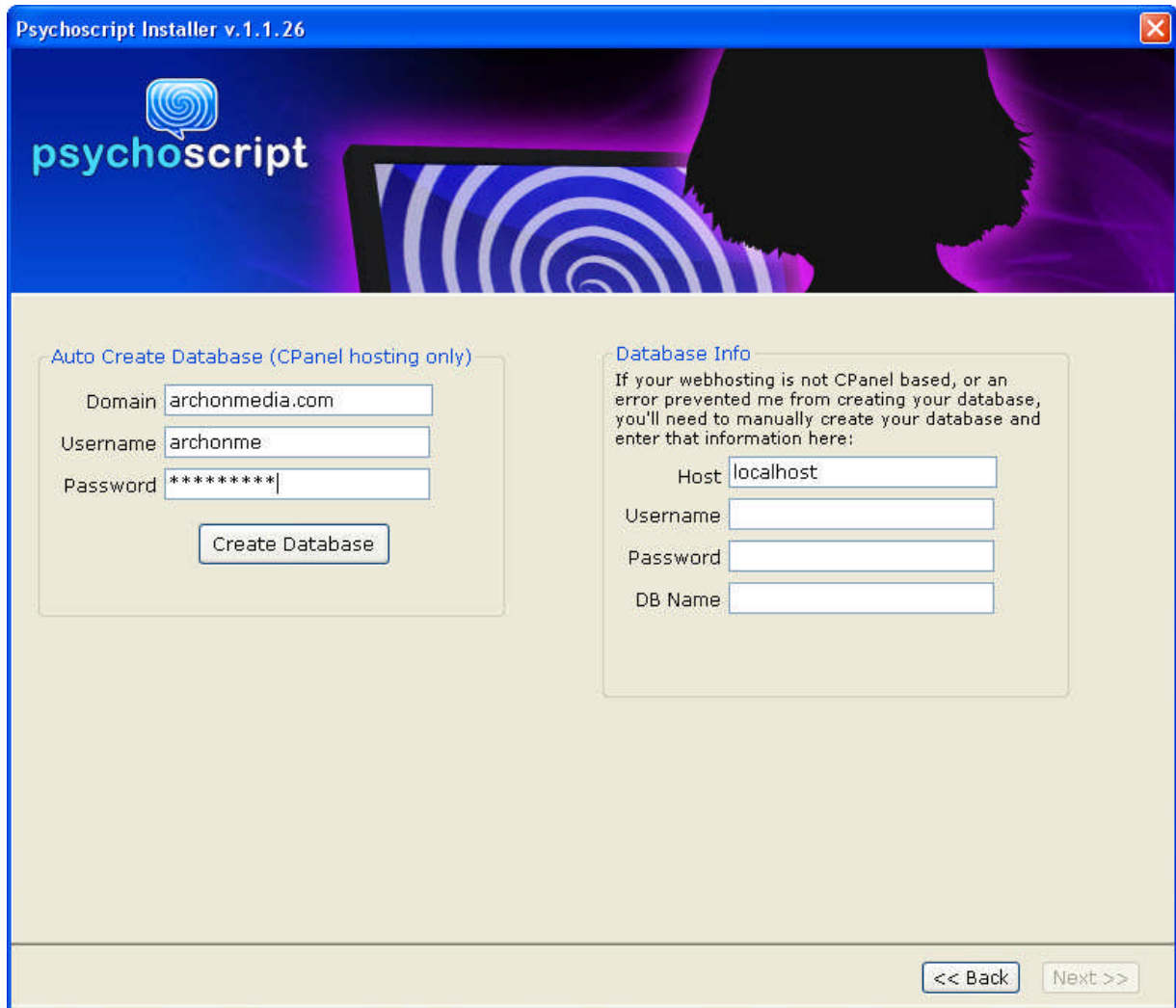
All of the tokens are optional, but without the Signup Form somewhere on your page, visitors will not be able to sign up to get their Front of the Line pass. Do not use your own signup form – use our signup form to ensure everything is hooked up properly, and then edit it as needed.



The Thank You page of the Psychoscript is also fully customizable – design it in your favorite HTML editor and then copy and paste the HTML code here. You may also use the tokens listed to insert dynamic data.



This screen allows you to customize your “Not Open Yet” and “You’re Too Late” messages. The “Not Open Yet” message is displayed instead of the signup form when someone visits the page before your opening date and time. The Closed message is displayed when someone visits after the closing date and time you specified, or after all available passes have been given away.




The Psychoscript Installer can automatically set up your MySQL database if you are using cPanel based hosting. cPanel is a specific brand of website hosting software that is very widespread among webhosts.

The automatic MySQL setup will only work with cPanel brand hosting, and only if the control panel has not been significantly altered by your webhost.

Fill out the domain where you log into your cPanel, your cPanel username, and your cPanel password – the Psychoscript installer will log into your cPanel and set up your database for you.

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**Auto Create Database (CPanel hosting only)**

Domain

Username

Password

**Database Info**

If your webhosting is not CPanel based, or an error prevented me from creating your database, you'll need to manually create your database and enter that information here:

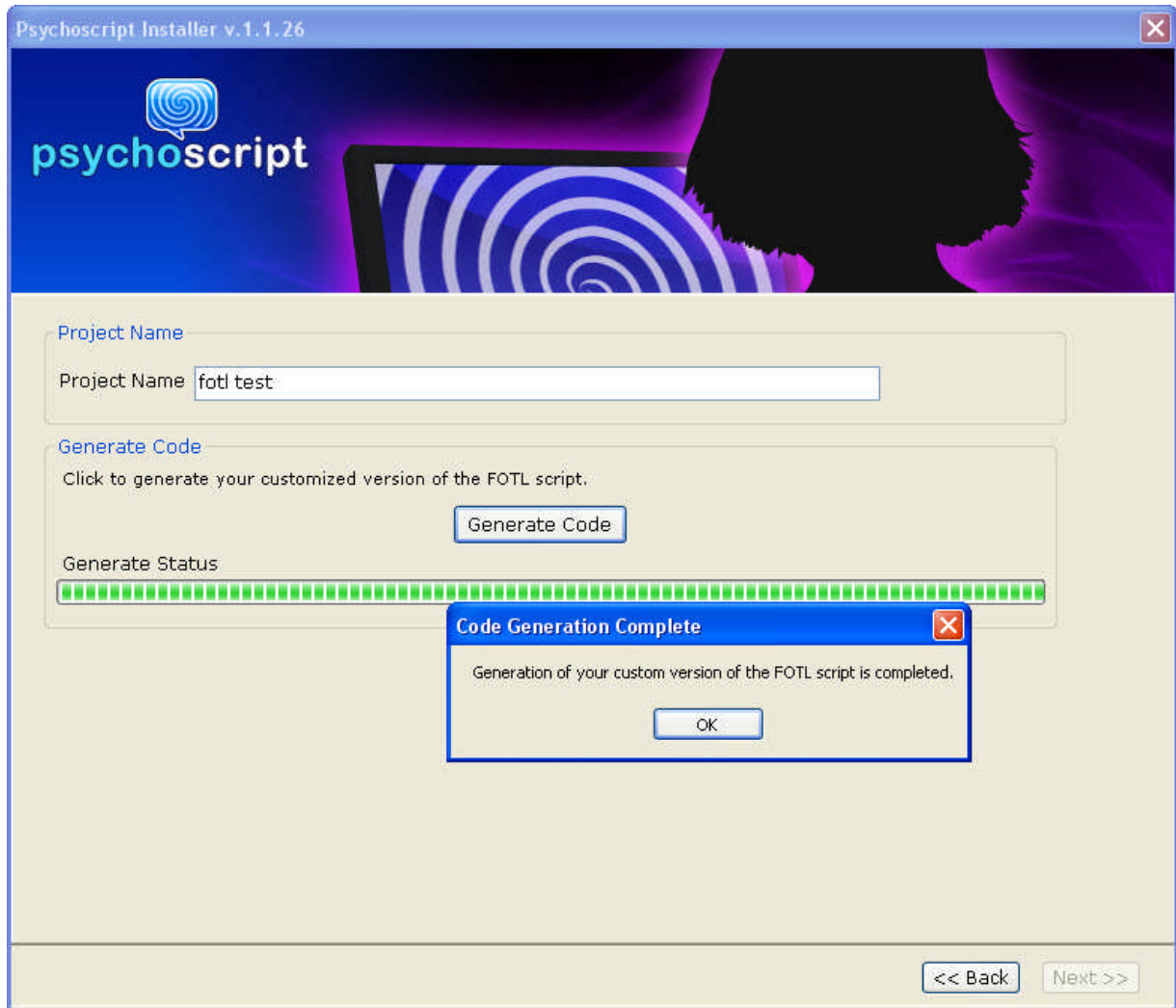
Host

Username

Password

DB Name

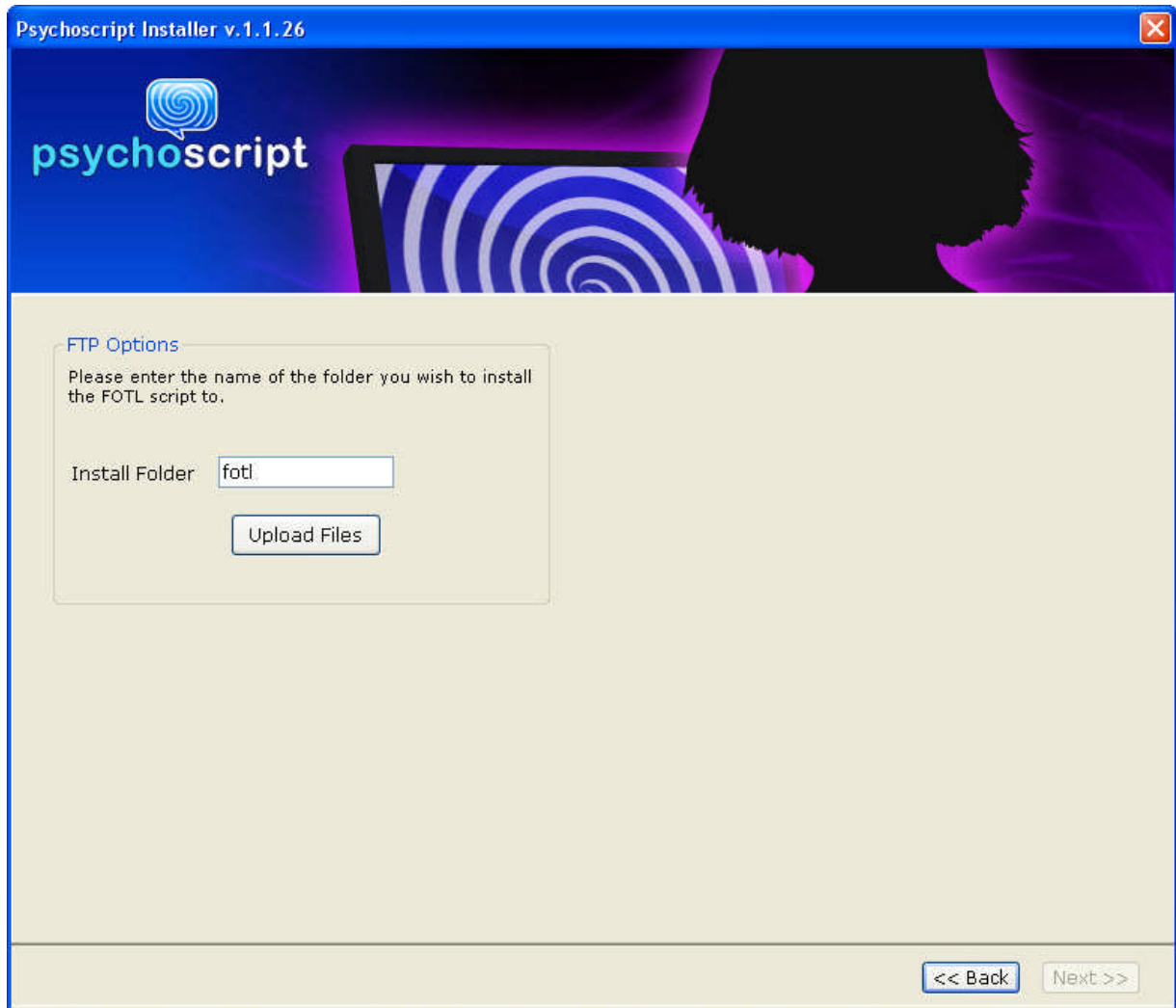
The MySQL setup was successful if your database info on the right fills in. If the info on the right does not get filled in, then the Psychoscript Installer was unable to automatically set up your database. In this case, or if you don't have cPanel hosting, you'll need to set up the MySQL database yourself and enter the information manually. Click Next to go to the next page.



The Psychoscript Installer now has all the information it needs to generate your custom version of the Psychoscript. Give this project a name (I entered fotl test here), and then click Generate Code.

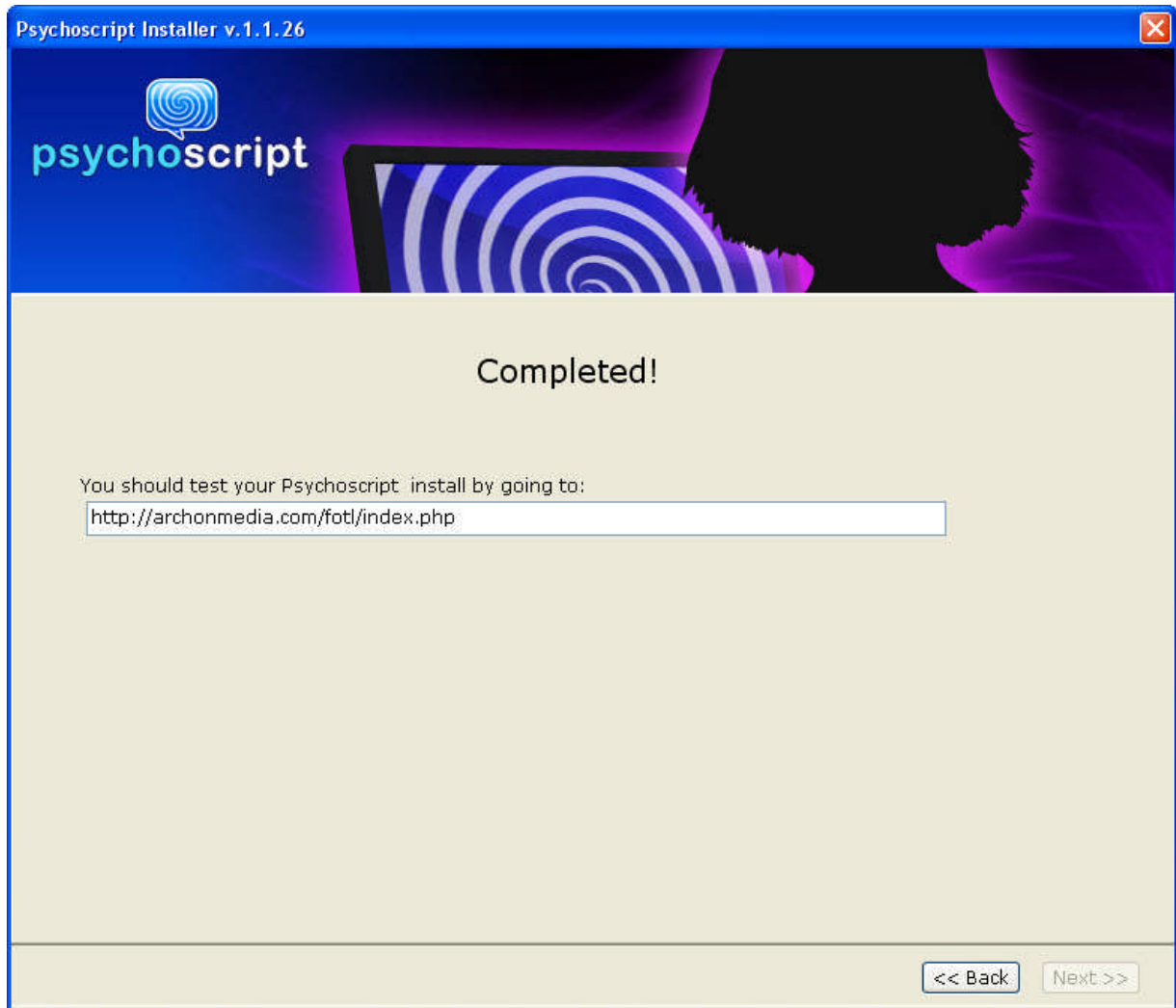
All of the files needed to run your Psychoscript will be saved to your hard drive.

Click Next to continue.



The Psychoscript Installer can automatically FTP the files to your server for you if you are using cPanel webhosting. Simply enter the name of the folder where you want the files installed.

If you're not using cPanel, or if the Psychoscript Installer was not able to automatically create your database, you'll be prompted to enter your FTP information (host, username, password, and web root)



Once your files have been uploaded, the Psychoscript installer will create your database tables, and display this Completed message.

You are now ready to run a Front of the Line Pass promotion.

## Troubleshooting

### **I have cPanel hosting, but the Psychoscript Installer can't automatically create my database**

Ensure you're giving the Psychoscript Installer the proper information to log into your cPanel.

It's possible that you've reached your limit of available databases, or that you have a hosting plan that does not include databases – check with your hosting provider.

cPanel is extremely customizable by your webhost. If your webhost has done customization work to cPanel, the Psychoscript Installer may not be able to recognize that it is indeed cPanel. Unfortunately, we are unable to support every conceivable cPanel customization. In these cases, you'll need to setup your database manually, and enter the information into Psychoscript Installer yourself.