USER GUIDE

Version 1.0

Introduction

Congratulations!! You have purchased the Internet's best reverse penny auction script.

This guide will help you better understand the reverse auction script and the fundamentals behind operating a successful reverse auction site.

This guide covers site operation, admin panel operation, basic search engine optimization, advertising and support.

How it works

Your PennyAuctionClones Script is an online auction website where your users purchase credits and those are used to make bids on items you offer for sale. The format works in a penny auction type environment.

In order to participate in an auction, registered users must first buy bids (called credits, and henceforth referred to as "bid-credits") before entering into an auction. You are free to charge whatever you would like for bid credits. For the default installation Bid-credits cost $0.60 apiece and are sold in lots (called BidPacks) of 40, 75, 150, 400, and 1000. Each credit is good for one bid. Standard auctions begin with an opening price of $0.12, every time someone bids the price increases by $0.12. Other auction types use different values, penny auctions use $0.01, 6¢ auction $0.06 etc. The price of bids and the increment values vary depending on the regional version of the site used.

The auction ends when time runs out. However, because each bid extends the length of the auction by 10–20 seconds, the auction could theoretically continue on indefinitely.

Besides making single bids anytime, users can place a so-called "Bidbutler" or "autobidder", which is an automatic bidding tool. Users can employ an

unlimited number of bids each time. Once an autobidder is active it will automatically bid in the final 10 seconds of the auction in an attempt to keep the user as the highest bidder. This means if two or more autobidder are active they will repeatedly bid against each other (before the auction time increment is applied) until the one with the most bids left is the "winner". Autobidder bids hold no more value than single manually placed bids, so once the bids booked for a autobidder are exhausted a single manually placed bid can become the winning bid.

How you make money using PennyAuctionClones Script
The money collected by Pennyauctionclones consists of the cost of bids placed and the final auction amount. As an example, a MacBook Pro with a suggested retail price of $1,799 was sold on Pennyauctionclones for $35.86. However, a total of 3,585 bids were placed, so the total price to Pennyauctionclones customers was $2,151.

Your profit is calculated using the following formula:
($999) wholesale cost – ($2,151) amount collected from bids = Profit

The profit collect on one auction therefore is $1,152

Wholesalers suggested later on in this guide usually drop ship items sold for you, so you additionally collect the shipping amount charged in the auction. This usually covers your handling and time dealing with wholesalers.

Types of Auctions offered by this script
It is important to note Pennyauctionclones offers several types of auctions. These are:

1. Fixed Price Auction
Fixed Price auctions allow the auctioneer to sell an item at a predetermined price to the first bidder who places a bid. As soon as a successful bid is

placed, the auction is closed and the bidder wins the item. If you win a Fixed Price Auction, you only pay the price indicated in the heading of the auction (plus delivery costs), regardless of the level the bidding reaches.

2. Cent Auction

Cent auctions are the classic penny auction format. Whereby you set an auction to start at a very low amount ($0.01) and all bids increase the sale amount by one cent, 10 cents, 20 cents etc.

In the typical case, players are asked to pay a non-refundable fee each time to purchase "bids." These "bids" can then be spent on "auctions." The act of spending a "bid" on an "auction" raises the cost of the item by a fixed amount. Additionally, the act of spending a "bid" on an "auction" typically also extends the deadline of the "auction," providing an opportunity for a competing player to place another "bid", thus extending the "auction" again. The game is a brinksmanship game: each successive "bid" lowers the value of the "reward", and the last player to decide to place a "bid" and lower the value of the reward wins that reward.

Once the "auction" has been won, the auctioneer collects the final cost of the item in addition to the monies already collected by selling "bids".

3. NailBiter Auction

Nailbiter auctions are where automatic bidding is not allowed. This forces the bidders to stay connected and manually bid, making the auction a more stressful (and therefore, supposedly, more fun) experience, and gives all bidders a fairer chance of winning.

Profits from these types of auctions will be much smaller then autobidder auctions so it is not recommended to run these types of auctions often. The reason behind offering these types of auctions is to add excitement and as a marketing tool.

4. 100% off

Where an auction is marked "100% off", the winning bidder does not have to pay the final price. That's right: the price is zero! You just need to pay the

delivery charges."

5. Night Auction

This allows you to specify a time where the auction will run. Choosing popular times such as 5 PM – 12 AM makes sure the specified auction time is in a primetime spot when home users are most likely to be home from work and online.

6. Open Auction

If you have set a limit on the number of auctions your users can win in a given month. Open Auctions allow users to bid regardless of how many other auctions they've won that month.

7. Reverse Auction

Watch as the price of each auction decreases down to $0.00 (or whatever currency you prefer). You can even set it to finish at whatever price you want. Much more affordable, and equally as profitable for you, the website owner. This is a very popular feature and is included as standard into all versions of our software.

8. Seated Auction

A Seated Auction has a predetermined amount of seats that need to be sold before the auction starts. The auction start date and time will be displayed if you are logged in as a customer.

If the auction is for a $100 item, maybe the seats will be set at 20. In this scenario the seats might cost 2 Seat Vouchers, equal to $2. If you are lucky enough to purchase a seat for this auction you know that you will be bidding against only 20 other users, not hundreds or thousands! This gives us the option to offer great deals to a smaller amount of customers, therefore increasing everyone's chances.

9. Buy it Now Auction

Allows users to buy the product at whatever discounted price you have set.

10. Beginner Auctions

As well as having all of the characteristics of penny auctions, Beginner Auctions only allow **new members to bid on items**. Members who have been registered on your website for less than 30 days (or any other amount that you set) can bid exclusively on these auctions, and members older than this cannot.

Beginner Auctions level the playing field and prevent new members from being demotivated by experienced members winning auctions.

User View

This part of the guide will walk you thru the basic operation of your site from a user point of view. When users visit your site they are presented with numerous live auctions with countdown timers, latest news, latest winners, a menu navigation bar, search field and category drop down bar.

Navigation around the site is easy using the overhead navigation bar. The site is divided into seven parts, these are:

1. HOME
This is the home bidding page and the main page that is shown to a user when they first visit your site. Users can navigate to live auctions, view they're account, buy bids, visit the community, forum and help pages.

2. MY ACCOUNT

From this menu users can see auctions they are currently bidding on. Using the left navigation bar they can view Auto bids, buy bids, bids placed, edit user details, change password, subscribe to the site newsletter, cast referrals, redeem points bids and pay for won auctions.

The bid account bar below the top navigation bar shows the bid account balance and available free points.

Points are divided into two parts. Paid points are purchased and used on the site for regular auctions. As users perform the action of buying bids,

logging into the site, referring others and other key functions they earn free points (this can be setup in the config.php file of the script and in the admin panel). These free points can be used to redeem on offered items or free point auctions. This becomes a valuable marketing tool.

3. BUY BIDS

Users in the buy bids menu can purchase bid packs from your site. This allows them to buy bids in bulk in turn place bids on auctions. The user clicks "BUY BIDS" next to an auction pack they wish to purchase.
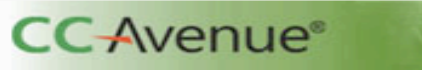
Payment methods

- ( ) moneybookers.com and money moves
- (•) PayPal
- ( ) Credit Card MasterCard Maestro VISA AMEX PayPal PRO
- ( ) Authorize.Net ™
- ( ) Google Checkout — Fast checkout through Google
- ( ) Payflow™ Powered by PayPal™
- ( ) PaymentAsia
- ( ) CC-Avenue®

Buy Bid

Users have the option of purchasing bids by Paypal or Paypal pro (Credit card directly on the site), Auth.net and Google Checkout, Payment Asia, CC Avenue, Moneybookers.

4.) LIVE AUCTIONS

Users viewing a live auction can see the following information displayed:

- Auction type – This tells the user what type of auction is currently running.

- Price – Shows the current price

- Bidder – Shows the current highest bidder

- Bid Button – Allows the user to click this button to easily place a bid

- Buy it now – If enabled this allows the user to buy it now for the price set in the admin panel.

- Book Auto bidder – Users can place an autobid by accessing the menu on

- Bidder – Shows the current highest bidder

- Bid Button – Allows the user to click this button to easily place a bid

- Buy it now – If enabled this allows the user to buy it now for the price set in the admin panel.

- Book Auto bidder – Users can place an autobid by accessing the menu on the right. To do this they enter the price they would like to begin using the autobidder and the amount to bid up to. They also must specify the proper amount of bids to ensure they can cover the bidding process. For instance:

Current auction price is: 0.01. User thinks this auction will end at 1.00. User starts the auto bidding at 0.02 and sets it to end at 1.00

Each bid is reflective of a 0.01 increase. So the user must allocate half of the 98 bids to ensure the bidding process so he or she enters 49 bids. Other bidders would counter the bid butler with 49 additional bids. If there are not sufficient counter bids then the user wins. Additionally if the auto bidder allocated bids runs out from the users account then the other bidder wins. It is important that users know that they must have enough bids to cover an autobid function. If they do not then the autobidder will not on they're behalf.

Bid History	My Bids	
Bid	Height Bidder	Type
$0.02	webturbo	Single Bid
$0.01	darkknight	Single Bid

$0.02

1874:37:26

Height Bidder

webturbo

PLACE BID

With each bid price will increase by $0.01
This auction will end latest on1/05/2012 at 00:00:00

Savings:

Worth up to:	$900.00
Auction Price:	-$16.00
0Bids:	-$0.00
Savings:	$ 884.00

The "worth up to" price reflects the manufacturers suggested retail price.

Book AutoBidder My AutoBidder

| Bid From	Bid To	Bids
$	$	$

Auction Tips   Book

Book a Autobidder menu on the auction page. Also seen in this menu are the auctions savings menu and bid history. Users can see current autobidders in use by clicking "My autobidder" and see their bid history by clicking "My Bids".

ADMIN PANEL
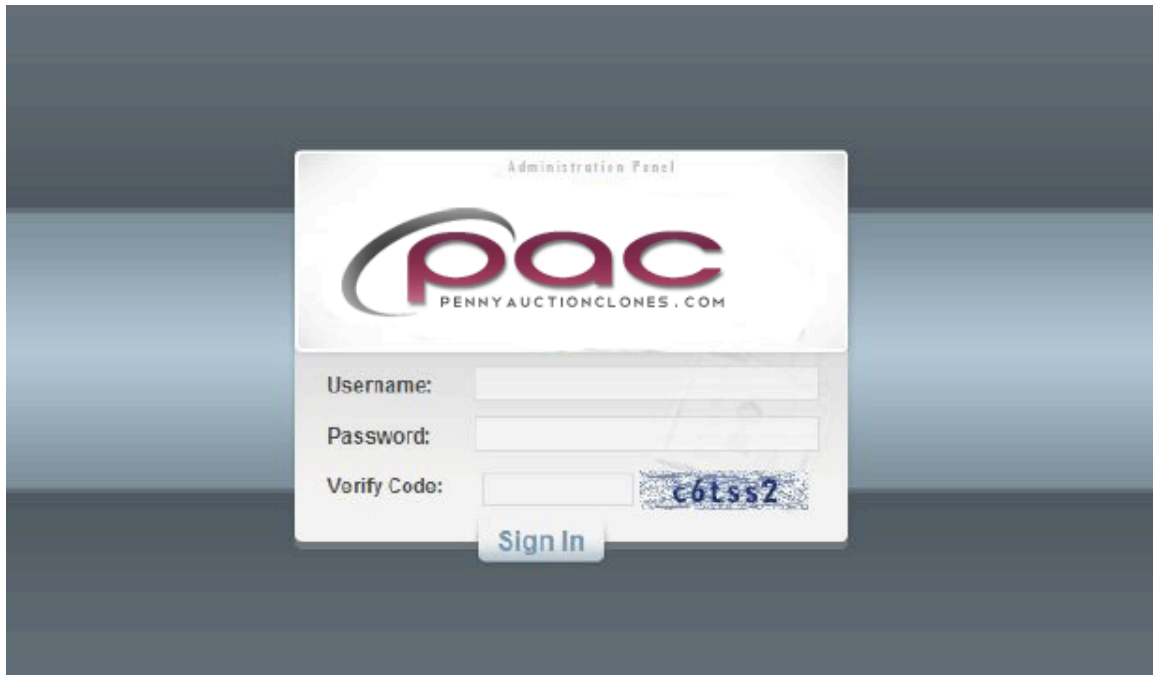
Operating your new Telebid Auction starts with the admin control panel. This manual assumes your site is already setup (if not please see the setup guide).

Basic admin panel Navigation
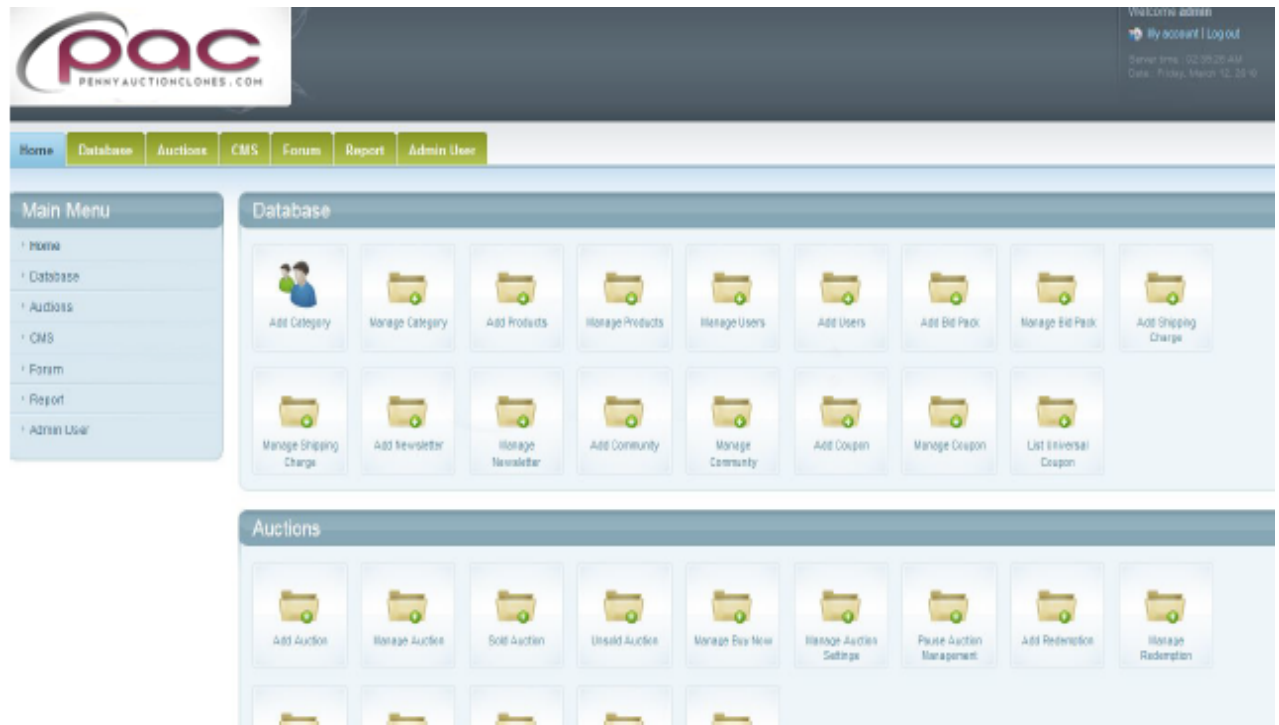
Once you have logged in you will be presented with the admin panel CMS. This menu allows you to navigate different functions of the admin panel.

The time showing at the top right corner of the admin panel is reflective of your server time. To change this you must change the time on your server.

To do this login to your server VIA SSH or local access. This is usually done when the server is setup. To change your time zone configuration after you have completed the installation, use the Time and Date Properties Tool.

Type the **system-config-date** command in a shell prompt to launch the Time and Date Properties Tool. If you are not root, it prompts you for the root password to continue.

To run the Time and Date Properties Tool as a text-based application, use the command timeconfig.

The default username and password upon installation is:
Login: admin
Password: admin

IMPORTANT: AFTER YOUR FIRST SUCCESSFUL LOGIN CHANGE YOUR PASSWORD IMMEDIATELY. FAILING TO DO SO MAKE'S YOUR SITE VULNERABLE TO HACKERS.

To change your password, login to the admin panel and follow these steps:

1. Locate Admin User Heading (Top right corner of the admin panel)

2. Click on Admin Password

3. Enter a new password and click edit.
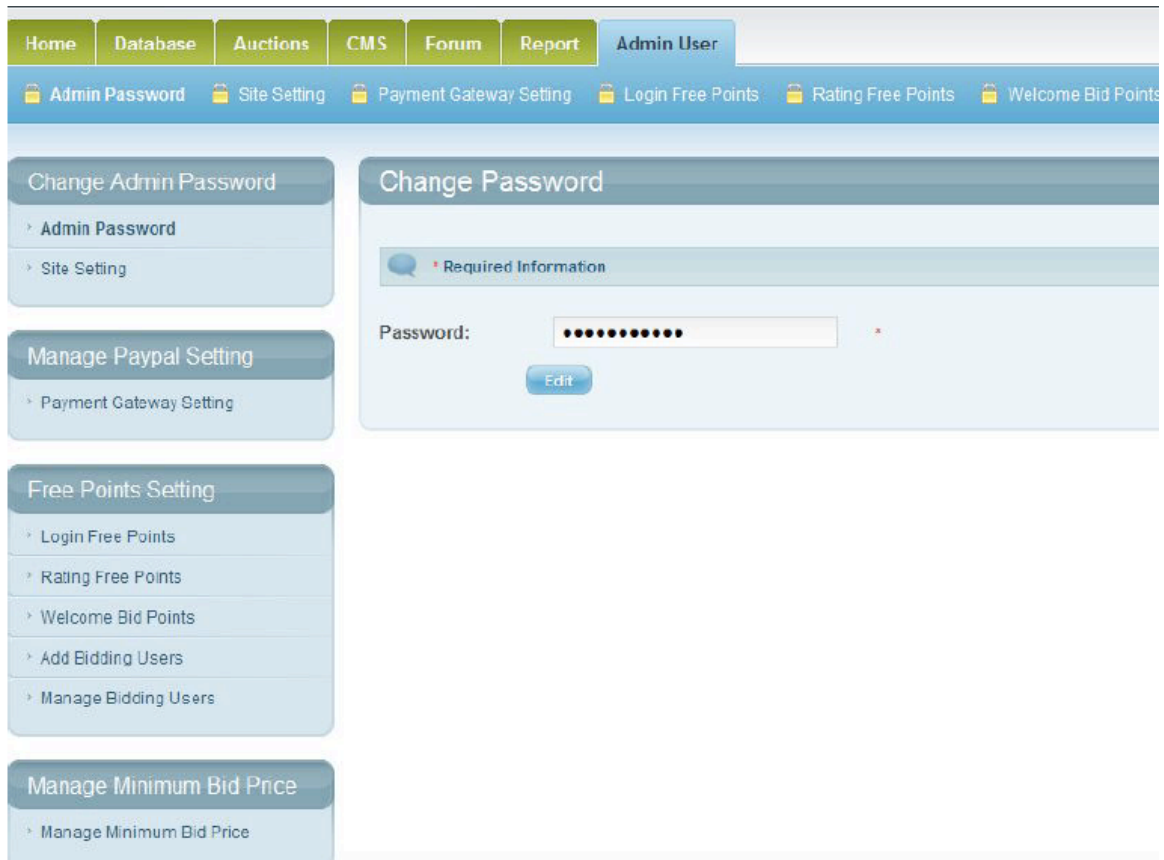
This guide will now take you thru the admin panel.

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Product Category Management

Add Category

This allows you to create product categories for your auction. If you are selling electronics for instance then you will want to create auction categories for Televisions, Game Systems, Computers etc. Once you have created your categories you can then add new products to them.

Manage Category

This allows you to manage already created categories. It is important to note that you do not want to remove the featured category as this will remove functionality from the site. Here you can edit already created auction categories.

Products Management:

Add Products

To Add products select "Add Products" from the admin Panel Menu.

Product Code:		*
Category:	Select one. ▼	*
Product Name:		Remain Characters: 40 *
Product Status:	Enable ▼	*
Market Price:		$ *
Actual Cost:		$ *
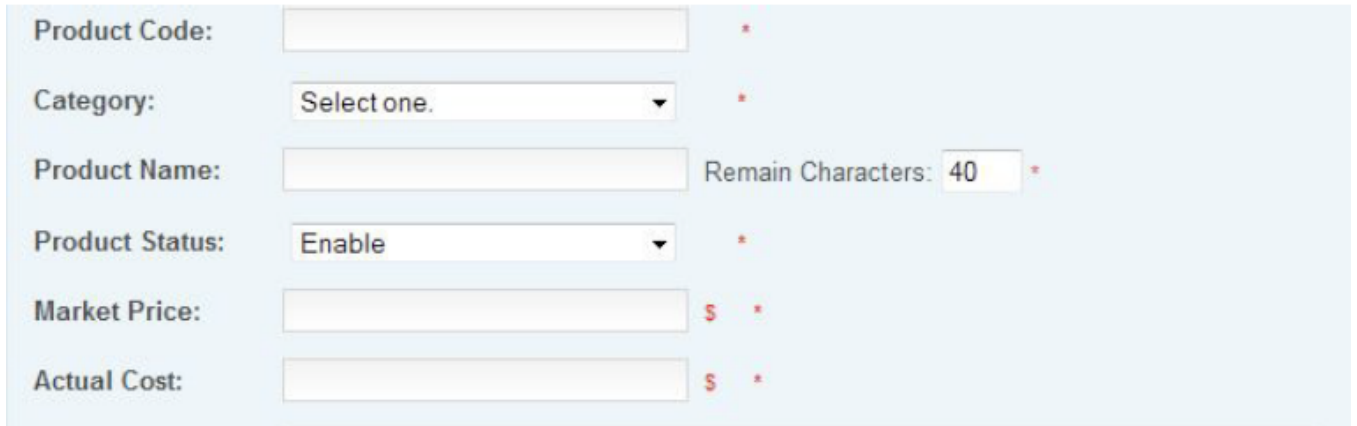
Enter a product code (Random letters or numbers or product code from a wholesaler eg. SNYTV).

Select a category for the product (If you do not have a category for the designated product first create a product category).

Enter a Product Name (Sony LCD TV)

Leave Product Status as "Enable" If you want the product to be available for auction. In some cases you might not have access to a given product because of back orders. Selecting disable in the product status prevents any listings.

Enter a market price. This will show in the auction listing as the current market price. After the auction closes and someone wins the system will subtract this amount from the sale price showing substantial savings.

Under actual cost enter your actual wholesale cost. This amount will be used for financial reporting in the admin panel allowing you to keep track of cost vs profit.

Short Description:

Enter a short description of the product you are adding.

Full Description:

In the full description field you can enter the body of the auction listing. It is important to note that this entry field supports full HTML and support table rows and other HTML tags such as **BOLD** and *ITALICS* . In this field you want to enter as much detail about the product as possible. This gives the bidder as much information as he or she needs to begin placing bids on your items.
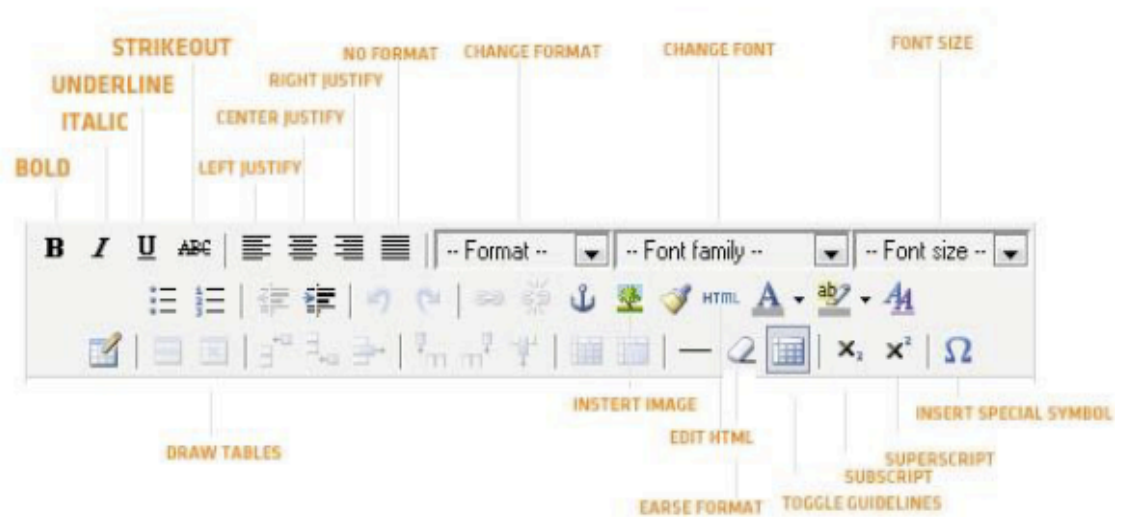
Menu bar functions

Enter META TAGS for the product. This is primarily for the search function on the site as well as search engine optimization.
Meta

Meta Tags (Description) is also for search engine optimization. Each auction can be tagged with specific auction tags (ie. Cheap Sony TV, discount TV's)

To upload product images upload them using the image uploader. Thumb nails will automatically be generated from the images uploaded and will appear on the left side of the product listing. Recommended image size is 350X275.

Manage Products

This option allows you to edit and manage already created products. You can use this feature if you need to edit or add additional information to existing listings.

To edit a existing product select the category where the product exists and then select Edit next to the product listing you would like to edit.

Manage Users

Add Users

If you need to manually add a user at anytime this can be done by selecting Manage users from the admin panel menu then selecting add user. Adding a user from this menu will send an email confirmation email to the user.

Manage Existing Users

To manage existing users select manage users from the admin panel menu. Existing users can also be searched for using the search function or alphabetically. If you need to export your user database for marketing purposes you can select the export to CSV button.

To edit an existing user select EDIT beside the username. DELETE removes the user from your website and STATISTICS shows user bid stats.

Bid Pack Management

Add Bid Pack

Users purchase Bid packs from your site. These bid packs contain a specified amount of bids. To create a new bid pack specify the bid pack name, free point title (if you are giving free points) , bid size (amount of bids in the pack), Free bids you will give to the user in addition to the purchased bids, the bid price (should match the pack price), Bid pack price

(price you are charging for the pack) and bid pack banner (image seen in the member area).

To better understand how these work you can reference the bid packs already setup with the script by default.

Manage Bid Pack

To edit existing bid packs select manage bid pack from the admin panel. Next to each existing bid pack is an edit button allowing you to change bid pricing and bid assignments.
The graphics included with the script (Bid pack banners) are not editable. If you wish to use different banners then you will have to create new banners yourself.

Shipping Management

Add Shipping Charge

To setup a new shipping method such as Fedex overnight, UPS next day etc click on shipping management in the admin panel then select Add shipping charge.

You can specify the shipping title (Eg. Fedex overnight) and the charge associated with this.
Manage Shipping Charge

To edit existing shipping charges and titles select Manage Shipping charge

Manage Newsletter

Add Newsletter

To create a new newsletter that can be emailed to all of your auction members select add newsletter under Manage Newsletter in the admin panel menu.

Enter a Subject (Will appear as the email subject) and enter the content of the newsletter.

This is a good way of making announcements about your site as well as market new features and discounts. To send your newsletter click send. To send and save the newly created newsletter and select Send & Save. To save a newsletter without sending it click Save.

Manage Newsletter

To send an existing newsletter that was previously created or one you have just created select Manage Newsletter from the admin panel menu then select resend next to the desired newsletter.

Manage Communities

Add Community

Community's is a feature of the site where you can introduce new additions to your site such as new staff or products. As examples we have created three default community listings. Your users can comment and rate these posts with a thumbs up or thumbs down poll. This gives you valuable feedback about specific products.

To add a new community listing from the admin panel select Manage communities then add Community.

Enter the new item title, enable the listing, give a short description, full description and item image.

Manage Community

To edit an existing Community poll select Edit next to a posting.

Auctions

Auction Management

   Add Auction

Adding an auction is an essential part of managing your Telebid site. The add auction function creates an actual auction.

To create an auction select add auction from the admin panel Auction Management menu.

Next select a category (previously created). Featured auction category's are shown on the site's main page. Select the product you would like to list (also previously created from the add products menu).

Select an auction type by checking an appropriate box. Auction types are listed at the beginning of this manual.

Select an auction start price. Remember with penny auctions the lower price is better as you get more bids which in turn will bring more profit to your site.

Select the start date from the calendar (today button in the calendar) and a finish date. If you wish to start the auction immediately select the "start immediately" box after you select today's date in the calendar. Select the auction time you wish to end the auction (24hr format) and the auction duration (see auction time management of this manual for more details). Press the add auction button once you are ready to start the listing. Visit the main page of your site to verify it has been listed correctly.

Manage Auction

To manage an existing auction from the auction management panel select "Manage Auction". From this menu you can edit, delete or clone previous auctions. To run a proper penny auction it is not necessary to list thousands of auctions, rather list each item once then clone these existing auctions weekly.

Sold Auction

To view all recent sold auctions select "Sold Auctions" from the Auction management menu. This allows you to view the winner of the auction, price and date it sold.

Unsold Auction

All unsold auctions can be viewed by selecting "Unsold Auction" from the Auction management menu in the admin panel. This section shows you auctions that did not sell and gives you the option to relist that particular auction.

Auction Time Management

Manage Auction Settings

This allows you to set the time management in each auction. Bid price increases can be set as well as the final reset timer. In Swoopo style auctions each bid that is placed toward the auction adds time to the auction. This increases the time of the auction allowing more bids to be placed.

These changes will be reflective in the auction setup menu shown previously.

Pause Auction Management

If you decide to pause your auctions this section allows you to specify the amount of time the pause should take place. It is important to note auctionpauselog.txt in your public_html folder should be writable or the auction pause system will not function correctly.

Manage Redemption Products

Add Redemption

To add redemption products to your site click "add redemption" from the admin panel menu called Manage Redemption products. This is a marketing tool that allows users to redeem saved redemption points for redemption products.

Manage Redemption

To manage created redemption products select "Manage Redemption" from the admin panel menu called Manage Redemption Products. In this section you can edit previously created Redemption products. The options are edit, delete and details.

Credit/Debit Bids Management

Credit/Debit Bids

To add or remove credits (bids) to a users account select Credit/Debit Bids from the admin panel menu called Credit/Debit Management.

This section allows you to add or remove bids from a users account by selecting the user name, entering the credit amount (enter the – negative symbol to remove bids). Select the type of points (bids) you would like to add and the reason why you are adding them manually.

Manage Referral Bonus

Referral Commission

Each user can refer others to your site. This allows them to earn a referral commission. To set this bonus commission select "Manage Comission" from the admin panel section called "Manage Referral Bonus."

Manage Vouchers
      Add Voucher

Various vouchers can be created on the site. These take the form of money vouchers (like gift certificates). To create a voucher for issue select "add voucher' from the manage vouchers menu in the admin panel.

Enter a voucher title (ie. Welcome voucher). Select the voucher type (currently money vouchers are the only type available) enter the voucher amount. Enter the number of days you would like to have it valid for and if the voucher is combinable with any other vouchers.

Manage Vouchers

To manage vouchers select "Manage Vouchers" from the Manage Vouchers menu. Here you can edit previously created vouchers.

Issue Voucher

To issue vouchers that have been created above, select "Issue Vouchers" from the admin panel menu "Manage Vouchers". If you would like to issue vouchers only to new subscribers select the voucher you would like to issue and click "SET" in the new subscriber portion of the menu.

If you would like to issue vouchers to all users or specific users use the menu below "All users", select the voucher type and the users and click issue voucher.

If you are issuing on a user by user basis the menu will change showing you member names, select each member you would like to issue the voucher from and add them to the send field.
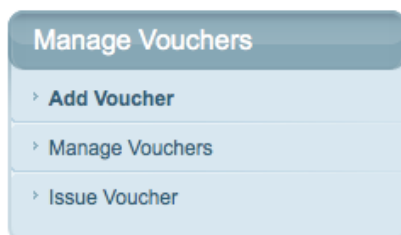
CMS

Static Management:

Terms & Conditions
Here you can edit the terms and conditions of your website.

About Us
Here you can edit your about us information page.

Contact
Here you can edit contact us information.

Privacy
Here you can edit your privacy statement.

Jobs
If you have any job openings on your site you can add them here.
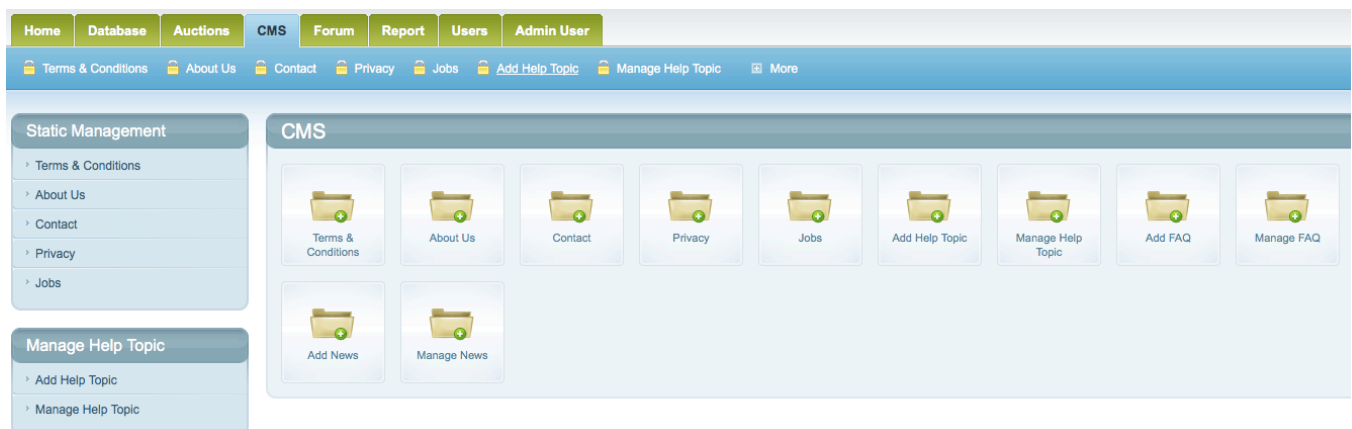
Manage Help Topic

Add Help Topic

To create a new help topic select "add Help Topic" from the manage help topic section of the admin panel. This topic header is your title. These titles appear as title topics for the FAQ section of the site (listed below).

Manage Help Topic

To edit Help topics select "manage help topics" and click edit to change topic titles. You may also delete any topics you see listed.

Manage FAQ

Add FAQ

To add a FAQ or help topic item, select the help topic you created above then enter your help information or answer.

Manage FAQ

To edit the Frequently asked questions created above select manage FAQ from the admin panel menu. Click edit and make the specified changes and select save.

Manage News

Add News

To add a news item that will be displayed on the main page of the site select "add news" from the admin panel menu. Enter a News title and date. Add a short description and long description then select add news.

Manage News

To manage previously created news items select "Manage News" from the admin panel and select edit next to the item you wish to alter. When finished click save.

Forum
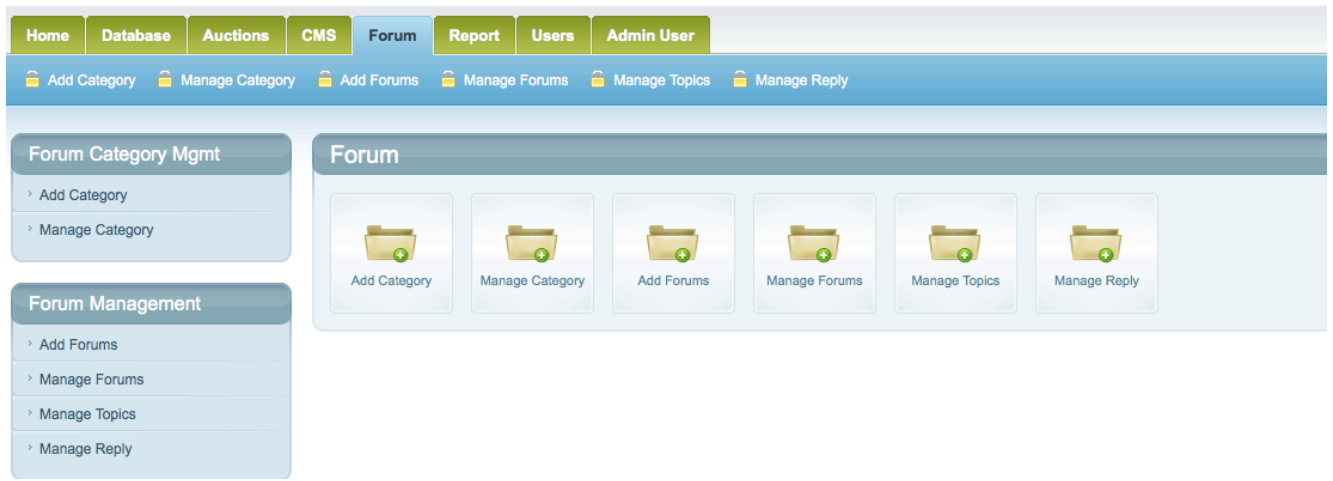
The forum section of the site allows members to communicate with each other. This creates an open community and lets everyone know thoughts and suggestions from your members.

Forum Category Mgmt

Add Category

To add a Forum category enter a category title and select enable. Click add category to save.

Manage Category

To manage a forum category select manage category in the admin panel. Click edit to make changes to the category topic you wish to edit

Forum Management

Add Forums

To add a sub forum below the topics you created above select add forums from the admin panel. Enter the forum name, select a previously created forum category, enable the forum and enter a forum description.

Manage Forums

To manage a previously created forum select "Manage Forums" and select edit next to the forum you would like to edit.
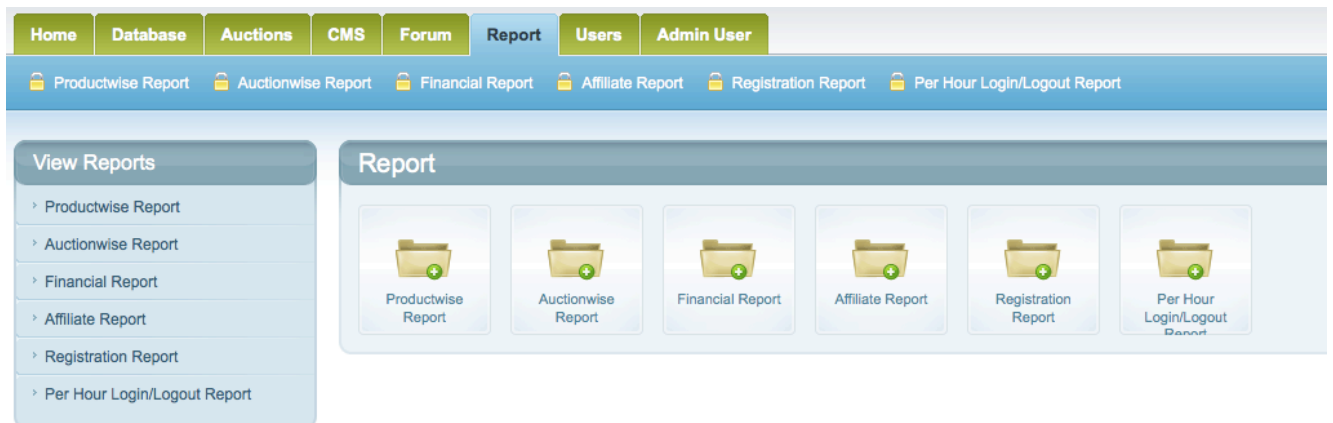
Manage Topics

To manage forum topics select "Manage Topics" from the admin panel. Select edit next to the topic you would like to alter.

Manage Reply

To manage or moderate topic replies select "Manage reply" from the admin panel and select edit next to the reply you would like to edit.

REPORT

Telebid Auction Script comes with a complete reporting system that gives you accurate day to day reports on a variety of aspects of your sites overall performance.

View Reports

Productwise Report

To view a product wise report (product sales and performance report) select a to and from date in the calendar.

Auction wise Report

To view auction performance reports select "Auctionwise report". Select the dates you wish to view and the specific product type. Select open auctions or sold. The resulting output will be shown as:

Auction Name : $50 Starbucks Gift Card   (Product Name)
Auction Type :   Cent Auction   (Auction Type)
Auction Status :   **Sold**   (Auction Status)
Auction Duration :   Default   (Duration used in that auction)
Auction Start Date :   03/11/2009   (Start date)
Auction End Date :   16/11/2009   (Auction End Date)
Auction Start Price : $0.05   (Start Price)
Auction Fixed Price : $0.00   (Fixed price if any)
Auction End Price : $0.05   (End price)
Winner : testtest   (Winners Name)
Profit/Loss : **-$47.45**   (YOUR PROFIT OR LOSS)

User bidding history is also shown. This will give you an idea of the items popularity and can help you develop a product selling strategy.

Financial Report

The financial report shows you clearly auction prices and number of bids vs. your profit. This is the best way to tally your overall auction business model success. To view a report select a to and from date from the calendar selection menu and a product (all products for the whole auction site) and click search.

Affiliate Report
To view affiliate totals select "affiliate report" from the admin Menu

Registration Report

To view all users that have registered on your site select "Registration Report" from the admin panel. In depth user statistics can be viewed by selecting the stats button on the user name.

Per Hour Login/Logout Report

To view specific login activity on your site select "Per Hour Login Report" from the admin panel menu. This will show you specific stats on how many times users visit your site and how many bids were placed by that particular account.

Admin User

Change Admin Password

To change your admin password select "Change Admin Password" from the admin panel. We recommend you change your password right away to prevent tampering.

Manage Paypal Setting

Manage Paypal Setting
To change your Paypal email (where payments are made) select "Manage Paypal setting" from the admin panel. In Paypal business accounts you are given a Paypal token (Viewable when you first login to paypal).

Additional payment gateway plugins can be purchased from our site. Contact support for more details.

Free Points Setting

Free points are a way to award users on your site for bidding and using your site features. For instance when a user logins to your site, the more logins to your site the more bids you can give away or when they rate a product.

Additionally youc an give away free points when users first sign up for an account. To setup how these points are given out set the points systems below:

Login Free Points :

Enter how many points will be given when a user logs into your site.

Rating Free Points :

Enter how many points will be given to a user when he rates a product in the community part of your site.

Welcome Bid Points :

Enter how many points will be given to a user when he or she first signs up on your site.

Add Bidding Users :

To add bidding users to your site enter the bidder details and select add.

Manage Bidding Users :

To manage bidding users select them from the Manage Bidding User panel.

Manage Admin Bidding Users:

Manage Minimum Bid Price

To manage the Minimum bid price for the dummy calculation enter this amount in "Manage Minimum bid Price".

Additional Payment Plug-ins Available

To add one that isn't included with you script
Price $200