From: awlist3760064@aweber.com on behalf of Zen Cart @ e-Start.com [zencart@e-start.com]
Sent: Saturday, 14 March 2015 12:30 p.m.
To: Alan Deverell
Subject: Installing Zen Cart

Do not skip this email even if you already have a working installation of Zen Cart.

Based on the feedback I have received so far, it seems like there is a general fear with regards to the technical tasks of managing an online store. Things like using the cPanel, changing file permissions, etc; seem daunting. I understand where that fear is coming from and also how hard it is to pick up such skills while dealing with the daily operations of running an online store. I've been through that stage myself too.

To make things easier for you, download the **attached PDF** in this email..

The information in the PDF will *come in handy* when you need to seek help from someone, hire an external contractor to help you, or need to bring a new staff up to speed quickly with regards to running your store.

If you **already** have a running Zen Cart store installed, just fill in the information in the PDF and *wait for the next email*. If someone else installed Zen Cart for you, ask that person to fill in the information for you so you can keep a copy for reference.

If you **have not** installed a Zen Cart store, follow the instructions in *Chapter 2* of the book to begin installing Zen Cart on your web host. Fill in the information as you work your way through the instructions.

Some information in the PDF may not be very clear, so I've given further explanations to them below.

- *[doc-root]* refers to your web server's document root. Refer to "Identifying the server's document root" on pg 426 for more information.
- *[zc-dir]* refers to the directory on your web server which contains your Zen Cart files. It is mentioned in the Note on pg 13.
- *[admin]* refers to the name of your Admin directory. It is used to access the Admin Console and should only be made known to you and your staff. So do **not** reveal it without good reason. It is mentioned on pg 22, Step 1.

Other information in the PDF will only make sense in the next email. So stay tuned because I will be talking about some things not covered in the book.

PS: If you have any questions regarding the installation, just reply to this email and I'll get back to you as soon as I can.

To your success!
- Walter