



# **CartIt NT Site Design Guide**

**Version 3.2**

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## Introduction to CartIt Concepts

In order to use CartIt, it is strongly recommended that you have a general understanding of HTML forms. While many users have some knowledge of forms, most rely on Microsoft FrontPage or other HTML editors for site design. However, those users who know the most about HTML forms make the most of CartIt.

CartIt was originally designed as a product for professional e.commerce design firms. Since this time, CartIt has become known as an easy to use product for everyone. However, the more you know, the more you can do and this is the true power of CartIt!

## What are CFOs (CartIt Form Objects)?

CFOs (CartIt Form Objects) are FORM elements of a specific NAME. CartIt has many CFOs. This is what makes CartIt so powerful to the developer; you have virtually unlimited methods for adding items to the shopping cart. This may seem a little confusing to you if you are new to CartIt, but once you see some examples, it all will seem very simple.

### **PRIMARY**

The Primary CFO is required for adding a product to the shopping cart. Only one Primary (product) CFO can be added to the shopping cart at once. The name of CartIt's Primary CFO is **'cartitadd.'**

### **EXTENSION**

Extension CFOs extend the capabilities of the Primary CFO. A Primary CFO may add a T-shirt to the shopping cart, but an Extension CFO can add options such as shirt sizes, colors and even custom imprinting.

### **SYSTEM**

A System CFO is not related to a product. A System CFO usually tells CartIt to perform some sort of action. We do not discuss System CFOs in this section, see the CFO Reference at the end of this manual for more information.

### **CUSTOM**

A Custom CFO is usually a derivative of the Primary, Extension or System CFO. A Custom CFO usually acts like one of those CFOs, but has some limitation or special feature that does not allow it to fall into those categories.

## What are the CFOs' Names?

It is important to note that CFOs have specific names; they are simple HTML form elements that have specific names that mean something to CartIt. If you do not use the correct CFO name then the CFO is no longer a CFO, it will simply be a generic form element that CartIt will ignore.

cartitadd	The Primary CFO
eop	Extension CFO
quantity	Extension CFO

addit	Custom CFO
-------	------------

## How to Create Product Pages

Throughout this manual you will be introduced to the different CFOs. Your pages can be complex or simple; how you design your pages is completely up to you providing you adhere to the CFO standards defined here. You may use any HTML editor or Web page design tool you like or even choose a quick-start method with CartIt's free CommerceMonkey plug-in for Microsoft® FrontPage®.

### **Basic Elements of a Product Page**

1. Create a standard form container that points to CartIt.
2. Use the **cartitadd** Primary CFO.
3. Add a "Submit" button or image.

The following example assumes that we are selling a product called "ACME Explosives" for \$19.95 that weighs 5 pounds:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="ACME
Explosives^19.95^5">
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
</FORM>
```

That's essentially all you need to know! Next, you would place some text describing the product and optionally add an image to this form. When the shopper clicks on the Submit button, 1 "ACME Explosives" would be added to their shopping cart that costs \$19.95 and weighs 5 pounds.

### **The **cartitadd** CFO can be in a SELECT List:**

Using the **cartitadd** CFO in a select list will allow you to have several products with varying descriptions, prices and weights.

In the following example, we are selling a Pentium 200 and a Pentium 300. The user can select the computer they wish to purchase:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
<SELECT NAME="cartitadd">
<OPTION VALUE="Pentium 200^1200^40" SELECTED>Pentium 200 -- $1200.00
<OPTION VALUE="Pentium 300^3500^42">Pentium 300 -- $3500.00
</SELECT>
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
</FORM>
```

**NOTE:** The weight portion of this CFO can be excluded if you are not using a weight-based shipping method.

The **cartitadd** CFO is always required when adding an item to the shopping cart! **cartitadd** is the Primary CFO and other CFOs only extend the capabilities of **cartitadd**.

Please see the CFO Reference at the end of this guide to see the complete usage formats for this CFO.

### ***How Do I Let My Shopper Change the Quantity?***

To allow your shoppers to select a quantity, you simply use the **quantity** CFO:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
<INPUT TYPE="TEXT" NAME="quantity" VALUE="1" SIZE="3" MAXLENGTH="3">
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="ACME
Explosives^19.95^5">
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
</FORM>
```

The above will allow shoppers to enter the quantity they wish to purchase. You can also use a SELECT list for the quantity, just provide a list of quantities.

### ***How Do I Add Options to a Product?***

To add options to products where the options cost additional fees, use the **eop** (Extended Option) CFO.

We will use a T-shirt example for the Extension CFO. The **eop** CFO will be used for the Shirt Size to charge an additional \$2.95 for the XX-Large T-shirt and increase the weight by 1 pound:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">

Order a T-Shirt for $19.95
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="T-Shirt^19.95^5">

Select a Color:
<SELECT NAME="eop_Shirt Color">
<OPTION VALUE="Red^00.00^0">Red
<OPTION VALUE="Blue^00.00^0">Blue
<OPTION VALUE="Green^00.00^0">Green
<OPTION VALUE="Black^00.00^0">Black
<OPTION VALUE="White^00.00^0">White
</SELECT>
```

Above, we used the **eop** CFO, but have set the price and weight to 0. We do not charge for colors. Below, we will do the same, but we will charge \$2.95 for an XX-large T-shirt:

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Select a Size:

```
<SELECT NAME="eop_Shirt Size">
<OPTION VALUE="Small^00.00^0">Small
<OPTION VALUE="Medium^00.00^0">Medium
<OPTION VALUE="Large^00.00^0">Large
<OPTION VALUE="X-Large^00.00^0">X-Large
<OPTION VALUE="XX-Large^2.95^0">XX-Large -- Add $2.95
</SELECT>
<INPUT TYPE="SUBMIT" VALUE="Order!">
</FORM>
```

Please see the CFO Reference at the end of this guide to see the complete usage formats for this CFO.

### ***How Do I Add Text Options To A Product?***

To allow shoppers to add personalized text to their order use the **textadd** CFO. Using the T-shirt example, we will let the shopper have their name printed on the front of the shirt and optionally their company printed on the back:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
```

Order a T-Shirt for \$19.95

```
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="T-Shirt^19.95^5">
```

Select a Color:

```
<SELECT NAME="eop_Shirt Color">
<OPTION VALUE="Red^00.00^0">Red
<OPTION VALUE="Blue^00.00^0">Blue
<OPTION VALUE="Green^00.00^0">Green
<OPTION VALUE="Black^00.00^0">Black
<OPTION VALUE="White^00.00^0">White
</SELECT>
```

Select a Size:

```
<SELECT NAME="eop_Shirt Size">
<OPTION VALUE="Small^00.00^0">Small
<OPTION VALUE="Medium^00.00^0">Medium
<OPTION VALUE="Large^00.00^0">Large
<OPTION VALUE="X-Large^00.00^0">X-Large
<OPTION VALUE="XX-Large^2.95^0">XX-Large -- Add $2.95
</SELECT>
```

Add Text Boxes:

Your Name printed on the front -- \$5.95

```
<INPUT TYPE="TEXT" NAME="textadd_Your Name_5.95" SIZE="20"
MAXLENGTH="20">
```

Your Company Name printed on the back -- \$10.95

```
<INPUT TYPE="TEXT" NAME="textadd_Company Name_10.95" SIZE="20"
MAXLENGTH="20">
```

```
<INPUT TYPE="SUBMIT" VALUE="Order!">
```

```
</FORM>
```

Please see the CFO Reference at the end of this guide to see the complete usage formats for this CFO.

### ***How Do I Create Up-Sell Items (multiple item ordering)?***

We may confuse you a little with this CFO. Remember we said that you could not add an item to the shopping cart without the **cartitadd** CFO? Well, we lied to you-- well, not exactly. *We did it only to stress the importance of the **cartitadd** CFO and to save a little confusion.*

The usage of **addit** Custom CFO looks exactly like the **cartitadd** CFO:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
<INPUT TYPE="HIDDEN" NAME="addit" VALUE="ACME Explosives^19.95^5">
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
</FORM>
```

Although the **addit** CFO can add products to the shopping cart, it is not a Primary CFO since it does not communicate with Extension CFOs like **eop** and **quantity**. The **addit** CFO completely ignores them- **but this is a good thing!**

### ***You Can Use the **addit** CFO in Many Ways***

Unlike the **cartitadd** CFO, you can add as many **addit** CFOs as you like. You can have a page of 20 or 30 checkboxes with one Submit button. Your shopper can then add all the checked items to their shopping cart at once.

For example, if you are selling a computer, you can add the option of adding a monitor and more RAM (or anything) simply by using the **addit** CFO:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">

<INPUT TYPE="CHECKBOX" NAME="addit" VALUE="32 MB RAM^170.95^2">
32 MB RAM

<INPUT TYPE="CHECKBOX" NAME="addit" VALUE="17"
Monitor^300.00^50">
17" Monitor

etc...

<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">

</FORM>
```

**Note:** *&quot;*; is the HTML for a quotation mark.

You can build a standard form with the **cartitadd** CFO, include as many Extension CFOs as you like, and use an **addit** CFO to add additional products.

Extension CFOs will add options and capabilities to the **cartitadd** Primary CFO, but the **addit** CFO works alone and will not interfere with the Primary/Extension CFO relationship.

**Here is an example:**

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">

ORDER:
<SELECT NAME="cartitadd">
<OPTION VALUE="Pentium II 500^1200^40" SELECTED>Pentium II 500 --
$1200.00
<OPTION VALUE="Pentium II 750^3500^40">Pentium II 750 -- $3500.00
</SELECT>

<SELECT NAME="eop_Memory">
<OPTION VALUE="32 MB^00.00^0" SELECTED>32 MB</OPTION>
<OPTION VALUE="64 MB^89.95^0">64 MB -- Add $89.95</OPTION>
<OPTION VALUE="128 MB^189.00^0">128 MB -- Add $189.00</OPTION>
<OPTION VALUE="256 MB^384.00^0">256 MB -- Add $384.00</OPTION>
</SELECT>

<INPUT TYPE="CHECKBOX" NAME="addit" VALUE="17"
Monitor^300.00^50">
Check this box to order a 17" Monitor with it!

<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">

</FORM>
```

With this example, the shopper can order a Pentium system, select memory they want and optionally add a monitor to the cart at the same time. This is the power of **addit**. Why not just make the monitor an **eop**? Well, you want the shopper to be able to select the appropriate options they want, but you do not want to force them to buy a monitor.

***How to Make a "View Your Shopping Cart" Link***

Just create a link to CartIt; it can be a text link or button, it does not matter.

```
<A HREF="/cgi-bin/cartit.exe">View Your Shopping Cart</A>
```

And of course, you can replace that text with an image.

## Getting a Better Understanding of It All

It is recommended that you create a few example pages based on the above material before getting into the following section. This section is designed to provide further explanation and hopefully will not confuse you too much.

### Thinking CFO

The most important aspect of CartIt site design is that you can actually think in CFO; what does each CFO do, how does each CFO react to another, etc. The importance of this can not be stressed enough. Far too often we receive support questions regarding eop and addit: "Why is addit ignoring my eop?" That is what **addit** was designed to do. It is a Custom CFO that works independently from the Primary (cartitadd) and Extension CFOs.

We have seen our user base do some very amazing things with CartIt. Those who understand CFOs and forms will design the most powerful and effective pages.

### The CFO Army

Think of cartitadd and Extension CFOs as an army. They work together, the Primary CFO (cartitadd) is the general and the Extension CFOs are the soldiers. Without cartitadd, the Extension CFOs are lost and they have no purpose. The soldiers will not fight without the general. Again, Extension CFOs will work only with cartitadd.

System and Custom CFOs ignore the army and the army in turn ignores them.

Keep this in mind when designing pages:

1. CFOs have a purpose and type (or classification) such as Extension, Custom, etc.).
2. CFOs have specific names.
3. CFOs have specific values and the format must be adhered to.

### FORM Elements are FORM Elements

Other than the obvious, what are we getting at?

Far too often, even advanced users will assume that a form element must be used as a checkbox or perhaps a select list. In our **addit** example, we used **addit** as a checkbox and one may make the mistake of assuming that this is required.

For example, you can very easily make **eop** a checkbox; if it is not checked, then it will be ignored:

```
<INPUT TYPE="CHECKBOX" NAME="eop_Monitor" VALUE="15&amp;^89.95^0">  
Check this box for a 15&quot; Monitor -- $89.95
```

**addit** can easily be a select list:

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```
<SELECT NAME="addit">
<OPTION VALUE="" SELECTED>No Thanks</OPTION>

<OPTION VALUE="15" Monitor^49.95^0^^" SELECTED>15" Monitor
-- 49.95</OPTION>

</SELECT>
```

We threw a curve ball at you with this one... the first option has no value, it is empty. The user sees "No Thanks" but the actual value of the form is empty. If it is selected, then nothing goes to CartIt.

### **It works like this:**

Form *names* are very important to CartIt, form *values* are very important to CartIt, but it does not matter what form *elements* send this information. You are not sending a checkbox to CartIt, you are not sending a select list to CartIt; you are sending a *name* and a *value*, that is all. To look at it another way, when you have a drop-down menu (or select list), you have one name (let's use "cartitadd") and you have many values. However, when you submit the button, the only thing that is sent to CartIt is the *name* 'cartitadd' and the *value*, whatever item you had selected.

Keep in mind that CartIt is powerful and intelligent, but relies on you completely. CartIt is a program on the server and you are submitting information to the program in the form of a *name* and a *value*. CartIt has no idea that a Web page exists on the site. CartIt knows nothing. CartIt only sits on the server and waits for a link or a form post and when it gets it, CartIt executes and reads all of the *names* and *values* and performs the action that you have told it to:

```
cartitadd=description^price^weight
```

### **To CartIt This Means:**

*Add an item to the cart. The description, price and weight of the item follow. Also, this is cartitadd, so look for Extension CFOs.*

Now keep in mind, no matter what form element sends this cartitadd, it is still going to go to CartIt in the same format: a *name* and a *value*.

What if your form contained and submitted the wrong name, let's say, "cartititem"? Well, this is not a CFO, so CartIt would execute and say, "Your shopping cart is empty." CartIt would not do anything else because no valid command was sent.

## **Debugging Pages**

We will touch base on several of the most basic page design errors we see.

### **The Missing Form Container**

The most common is an improper form design, when the Web designer places the form elements on the page but does not surround the form elements with FORM tags. This is required.

The following example will NOT work because although the Submit button exists, it does not have any direction. The button is just a button and it has no purpose without the form container.

Example of Missing Form Element:

```
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="ACME
Explosives^19.95^5">
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
```

### **The Out of Place Form Element**

It is also common to see a form that has the form container tags and the form elements, but the form elements are not inside of the form container. Below, you can see a properly designed form WITH THE EXCEPTION that the Submit button is not a part of the form. Therefore, when you click the Submit button, the form will not work.

Example of Elements not placed in Form:

```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="ACME
Explosives^19.95^5">

</FORM>

<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
```

### **Using Improper Page Design**

When designing Web pages, it is important to note that in many versions of CartIt, certain characters should not be sent to the software. In particular, pricing such as \$1,250.00 can be displayed on the page to the shopper, however the VALUE of the form element should be written as 1250.00.

"\$" and "," are human readable characters that have no function to CartIt and in some verions of CartIt, instead of removing these invalid characters, CartIt will consider it to be an invalid number.

Example of Improper Value Usage:

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```
<FORM ACTION="/cgi-bin/cartit.exe" METHOD="POST">
```

```
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="ACME  
Explosives^$1250.00^5">
```

Buy ACME Explosives for \$1,250.00

```
<BR>
```

```
<INPUT TYPE="SUBMIT" VALUE="Add Item To Shopping Cart?">
```

```
</FORM>
```

## CFO Reference

### *cartitadd*

Type.....: Primary  
Usage.....: HIDDEN | SELECT | RADIO  
Requirements..: NONE  
VALUE FORMAT..: description^price^weight  
NAME FORMAT...: cartitadd

EXAMPLE:

```
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="T-Shirt^19.95^3">
```

COMMENTS:

The cartitadd CFO is a replacement for the description/price CFO pair method of adding items to the shopping cart.

The description and price portion of the cartitadd CFO is required, but the weight portion may be omitted if you are not using a weight-based shipping method.

### *quantity*

Type.....: Extension  
Usage.....: TEXT | SELECT | RADIO | CHECKBOX  
Requirements..: cartitadd  
VALUE FORMAT..: integer  
NAME FORMAT...: quantity

EXAMPLE:

```
<INPUT TYPE="TEXT" NAME="quantity" VALUE="1" SIZE="3" MAXLENGTH="3">
```

COMMENTS:

The most common usage is as a TEXT input as shown above. Quantity is limited to 999. CartIt will check for valid user input. Any invalid input such as "AAA" or ".02" will be turned into "1".

### *eop*

Type.....: Extension  
Usage.....: SELECT | RADIO | CHECKBOX | HIDDEN  
Requirements..: cartitadd  
VALUE FORMAT..: description^price^weight  
NAME FORMAT...: "eop\_what the option is for"

EXAMPLE:

```
<SELECT NAME="eop_Shirt Size">  
<OPTION VALUE="Small^0^0">Small  
<OPTION VALUE="Medium^0^0">Medium  
<OPTION VALUE="Large^0^0">Large  
<OPTION VALUE="X-Large^2.95^1">X-Large add $2.95
```

</SELECT>

**COMMENTS:**

The eop CFO will add options to a Primary CFO. It is best used in a SELECT list form element. You can have unlimited eop CFOs in a form. They can also increase the price and weight of the Primary CFO.

The description and price portion of the cartitadd CFO is required, but the weight portion may be omitted if you are not using a weight-based shipping method.

**CHECKBOX NOTES:**

If an eop CFO is used as a CHECKBOX, keep in mind that checkboxes do not require a selection. If the option is required such as a "T-Shirt Size," it is recommended that you use a RADIO group or SELECT list.

***textadd***

Type.....: Extension  
Usage.....: TEXT  
Requirements..: cartitadd  
VALUE FORMAT..: User Input limit 60 characters  
NAME FORMAT...: textadd\_what the text is for\_price

**EXAMPLE:**

```
<INPUT TYPE="TEXT" NAME="textadd_Custom Printing_9.95" SIZE="40"
MAXLENGTH="40">
```

**COMMENTS:**

The textadd CFO allows your shopper to enter text for personalization options. To limit the amount of text the user can input, use the MAXLENGTH value.

The textadd CFO should not be used with a TEXTAREA element. The textadd CFO can have up to 60 characters. If no text is entered, CartIt will ignore the option.

Form elements (CFOs) are usually sent to the CGI (CartIt) in the order they appear in the form.

***addit***

Type.....: Custom  
Usage.....: SELECT | CHECKBOX | RADIO | HIDDEN  
Requirements..: NONE  
VALUE FORMAT..: description^price^weight  
NAME FORMAT...: addit

**EXAMPLE:**

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```
<INPUT TYPE="CHECKBOX" NAME="addit" VALUE="Pentium
400^2000.00^40">Order a Pentium 400 for $2,000.00
```

### TYPE INFORMATION:

This Custom CFO adds items to the shopping cart independently of all other CFOs. It can be used alone to add items to the shopping cart (like a Primary CFO) or it can be used like an Extension CFO along with Primary CFOs to add additional products to the cart at the same time.

Unlike Extension CFOs, addit will not add options or capabilities to an item. Instead, it will always add an independent product to the cart.

### COMMENTS:

The addit CFO can be used in a list of checkboxes, allowing your shopper to select the items they wish to purchase and submit the form to CartIt. All of the checked items will be added to the cart at once.

The addit CFO is usually used in one of 2 ways:

### EXAMPLE 1:

If you are selling an automobile, you can also sell paint sealant with an addit CFO. You could use the eop CFO to make the paint sealant as part of the automobile, but the addit CFO will add the paint sealant as a separate product, allowing your shopper to remove it.

### EXAMPLE 2:

If you are selling camping tents, you could use the standard cartitadd Primary CFO for the tent and the shopper could select the tent color with an eop CFO. Just under these options, you could have "Add a matching sleeping bag to your order!" as an addit CFO with a checkbox. The shopper could then add a tent to the shopping cart and optionally add a sleeping bag as a separate product.

## ***recommend***

```
Type.....: System
Usage.....: HIDDEN
Requirements..: NONE
VALUE FORMAT..: description^price^weight^Long Text
NAME FORMAT...: recommend
```

### EXAMPLE:

```
<INPUT TYPE="HIDDEN" NAME="cartitadd" VALUE="Guitar^349.95^25">
```

```
<INPUT TYPE="HIDDEN" NAME="recommend" VALUE="Guitar
Strings^5.95^1^You have just added a guitar to your shopping cart. We
are having special on guitar strings, only $5.95 a pack!">
```

### COMMENTS:

The recommend CFO is rather effective! If you have products that are related to one another, you can use this CFO to attempt to sell the

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related product to your shopper. In the above example, the shopper added a guitar to their shopping cart. When that arrives at the cart, they will be greeted with the message in the above 'Long Text' portion of the CFO value and they will have the ability to add the item to their shopping cart directly.

Be careful when using this CFO. Do not assume that the shopper has purchased the guitar, as they can add the strings and then remove the guitar later. If you have priced the strings based on them buying a guitar you could lose money. In this case, you could do it like this:

```
<INPUT TYPE="HIDDEN" NAME="recommend" VALUE="Guitar Strings, *price based on purchase of guitar only^5.95^1^You have just added a guitar to your shopping cart. We are having special on guitar strings, only $5.95 a pack!">
```

This person would be purchasing guitar strings and a nice disclaimer.