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HOW TO CREATE RE-BRANDABLE PDFS

That Increase Your Social Reach,
Build Your Email List &
Make You Extra Sales

by Nick JAMES

Distributed Worldwide by
Nequan Jordan



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Table of Contents

About the Author Nick James.....	5
More Free Training.....	5
Question 1.....	6
What are Viral Re-Brandable PDFs and what is viral marketing? Everyone seems to talk about them, but no one can give me a really good explanation. Can you explain them in simple terms so I can understand?	6
Question 2.....	7
How can I use viral PDFs to automatically generate traffic to my website?	7
Question 3.....	10
If you had to narrow down the entire strategy of using viral PDFs to generate more traffic, subscribers and sales into three keys, what would they be?.....	10
Question 4.....	12
How can I get people to pass around my Viral Re-Brandable PDFs to other people so I can truly get free advertising for my online business?	12
Question 5.....	14
What about other kinds of branding inside the PDF?.....	14
Question 6.....	14
What is the ONE SECRET to getting readers of the Viral Re-Brandable PDFs to actually buy something from me so I can make money from viral marketing?	14
Question 7.....	17
How can I get people to pass on my Viral Re-Brandable PDF instead of other people's PDFs?	17
What is the easiest way to stand out among the crowd and get the maximum amount of people promoting My Viral Re-Brandable PDF?	17
Question 8.....	19
I want to put together a Viral Re-Brandable PDF as quickly and easily as possible ... Can you give me the exact steps I need to take in order to create a successful viral marketing campaign with free PDFs ?	19
Question 9.....	20
I want to get this right the first time, so how do I know that I've got a great idea for a Viral Re-Brandable PDF that people will want to pass on to others?.....	20
Question 9.....	23
What equipment do I need in order to create a Viral Re-Brandable PDF? Is there special software or tools I should download?.....	23
Question 10.....	23
What is the fastest way to get my Viral Re-Brandable PDF spread around on the web?	23
Question 11.....	25
How can I use Paid Viral PDFs to really turbocharge my viral profits and increase my lists?.....	25
Question 12.....	27
What do you consider to be the easiest way for me to make money with Viral Re-Brandable PDFs ?.....	27

I want to make money on "autopilot" ... What is the best way to see REAL profits from these PDFs ?27

Question 13. **28**
 Are there any rules that I need to remember with my viral PDFs in order to protect myself against problems?.....28

Question 14. **29**
 What is your one "secret weapon" that allows you to be so successful with Viral Re-Brandable PDFs ... and how can I personally use it to build my profits and lists with my own Viral Re-Brandable PDF?29

Question 15. **30**
 What is the absolute most important part of Viral PDF marketing ... the one thing that I must do?.....30

Question 16. **30**
 How can I use viral PDFs to build large optin lists?.....30

Question 17. **32**
 Are eBooks or PDFs becoming devalued?.....32
 How can I make certain that I continue to generate traffic and sales with viral PDFs even though there are tens of thousands of them out there?32

Question 18. **33**
 Nick, I know that you make an incredible 6-figure income with Viral Re-Brandable PDFs and Publishing Information products that come with reprint rights. Can you give me some keys to seeing that same kind of success myself?33

About the Author Nick James

After starting his first Internet business in 2001 **Nick James** is widely considered one of the Internet's leading independent information publishers and Viral Re-Brandable PDF marketing consultants.

He recently was awarded *Internet Marketer of The Year* by **The Profit Coalition**, is the author of best-selling book: [Six Figures A Year In Info Publishing](#) and, together with his wife Kate, is also a contributor to [Rise of the JVZoo Super Hero's](#).

More Free Training...



If you enjoy this report, and you would like to receive **additional free training** from Nick James, then you will be pleased to know that we have a total of **FOUR PDFs** in this series:

- **High Value Report 1.** How To Create Re-Brandable PDFs That Increase Your Social Reach, Build Your Email List & Make You Extra Sales
- **High Value Report 2.** 116 Profitable Ideas For Re-Brandable PDF Reports That Can Start An Avalanche Of Non Stop Traffic
- **High Value Report 3.** How To Avoid 5 Re-Brandable PDF Mistakes Which Could Cost You Major Profits
- **High Value Report 4.** How to quickly launch a Profitable Re-Brandable PDF where OTHER PEOPLE willingly do the hard work for you.

Simply visit the following page to get access and download the complete collection:

www.Rebrand.io/extra

Hi this is Nick James from [Rebrand.io](https://rebrand.io) and I want to welcome you to this audio/video presentation.

During the next hour and a half or so we're going to talk about viral marketing and more specifically **Viral Re-Brandable PDF Reports** which can be easily distributed online and quickly give you unprecedented global reach.

Throughout this presentation, I will answer the top 10 questions we've received from our clients about increasing global reach, generating targeted traffic to your website and increasing the number of subscribers on email autoresponder lists as a result of using **Viral Re-Brandable PDFs**... And if we have time I will see if I can answer a few extra questions too.

However, before we get into our presentation today, I want to remind you to drop by the [Rebrand.io](https://rebrand.io) website and invite you to create your software account which gives you immediate access to both the powerful [Rebrand.io](https://rebrand.io) software itself and also **a growing collection of ready-to-go Re-Brandable PDF reports** on various topics, which you may wish to make full use of for your own projects.

I highly recommend this so you can also benefit from the additional reports, manuals, audios, videos and other resources to help you get the most out of viral marketing and distributing Re-brandable PDFs online. Again, the website to join is [Rebrand.io](https://rebrand.io)

Okay, so with that said, let's go ahead and dive into the first of our question and answer brainstorming session.

Our first question is...

Question 1.

What are Viral Re-Brandable PDFs and what is viral marketing? Everyone seems to talk about them, but no one can give me a really good explanation. Can you explain them in simple terms so I can understand?

That's a great place to begin, so let's start by kind of defining what viral marketing is and then look at what Viral Re-Brandable PDFs are as marketing tools.

Really, to put things in very basic terms, viral marketing is nothing more than word of mouth advertising.

Offline we call it "word of mouth", online we call it "viral marketing." It's basically "digital word of mouth advertising" or "electronic word of mouth advertising" since it takes place online.

The idea is simple: viral marketing is any kind of strategy that utilizes one person passing on a marketing message to others who in turn pass it on to others which continues to spread the message exponentially.

Steve Jurvetson and *Tip Draper* are usually credited for coining the phrase "viral marketing" way back in 1997 after Hotmail was formed and it experienced such hyper growth. They likened it to the spread of a virus.

If you think of it in terms of the common cold, you get the idea of viral marketing. If someone has the cold, they pass it on to others by shaking hands, sneezing or even breathing the same air in confined spaces.

Viral Marketing works pretty much the same way: one person passes your marketing message on to others who in turn pass it on to others and so forth until your marketing has reached a wide audience that you never personally came into any kind of contact with.

So, that's basically what "viral marketing" is – you might call it "digital word of mouth advertising" ... one person passes on your marketing to others who in turn pass it on to others.

Now, there are many, many different KINDS of viral marketing methods that can be used. And, by far, my favorite has been "Viral Re-Brandable PDFs."

Based on the explanation of viral marketing that we've already talked about, it's easy to define what a "Viral Re-Brandable PDF" is: it's any PDF that you can customize and pass on to people who are authorized to pass it on to others who in turn pass it on to still others and so forth.

That brings us to question number two which is...

Question 2.

How can I use viral PDFs to automatically generate traffic to my website?

Like I said, Viral Re-Brandable PDFs are PDFs that are specifically intended to be distributed by anyone who obtains a copy of it.

You want every person who downloads a copy to pass it on to their contacts, who in turn you'd like to pass it on to their contacts and on down the line.

I like to call them "**Automated Profit Generators.**" It's an original phrase which describes exactly the main benefit that my Viral Re-Brandable PDFs provide.

Since these PDFs expand my global social reach and help to build my email subscriber list they also enable me to generate extra front end sales ... which as you can imagine quickly turns into an extra cash. Even if a sale is not

made, they also help to raise the awareness of my presence in the marketplace which again turns into even more profits later...

They work automatically to grow my business, which again turns into even more profits...and since it was all done **automatically** without any continued work on my part once I release them...

...I came up with the term "*Automated Profit Generators.*"

If you create and use ***Viral Re-Brandable PDFs*** in the way that we are going to talk about today, that's what they will soon start to become for you too.

Viral Re-Brandable PDFs can quickly generate profits for you, without any further involvement on your part once you set them up and release them.

You put them together, get them distributed and other people do the rest. They ...

- Generate website traffic for free.
- Build enormous lists for free.
- Get your name plastered all over the web for free.
- Grow your business for free.

We'll talk about some specific case studies later in this presentation, but let me say up front that Viral Re-Brandable PDFs are incredibly powerful tools that I have personally seen staggering results with, when I've taken the time to set them up and use them.

Through Viral Re-Brandable PDFs alone, I'm listed several hundred thousand times in Google.com and I generate hundreds of thousands of visitors to my various websites every month using the same technique.

Which automatically also ads thousands of new subscribers each and every month to my email subscriber list.... and we won't even mention the profits generated.

And so it continues to grow day after day. And so I really want to share HOW anyone can setup the same kind of viral marketing system that I use and also be able to create their own "***automated profit generators***", by creating one of these Viral Re-Brandable PDFs just like the ones we're going to be talking about today.

I can tell you this, it's all about **a system**. I think we'll talk about specifically how to setup the system a little later, but basically what I do consists of four steps that haven't changed since I released my first ever Viral Re-Brandable PDF.

Step 1: I create the new Viral Re-Brandable PDF. I put together a Viral PDF that I intend to be passed on by all who grab a copy of it. Sometimes it's my own content, sometimes it's other people's content. I put it together and always have some kind of offer inside that leads the reader to one of my various websites.

Step 02: I launch it to viral partners. Through the past couple of years, I have put together an opt-in email list of people who WANT Viral Re-Brandable PDFs and so that's where I go first.

As soon as I have a new Viral Re-Brandable PDF ready, I send them an email from my autoresponder system letting them know the details. They are what I refer to as "viral marketing partners" and if you are going to use Viral Re-Brandable PDFs, you need a network of "viral marketing partners" – people who have contacts of their own that they can immediately send the PDF to.

This is going to allow you to generate **a quick buzz** and get virtually **instant global reach** with any new viral PDF you release.

We'll talk more about that later. The important thing is, I get the PDF into circulation and start the virus spreading. It starts with my network of "viral marketing partners" and of course, I also send an email broadcast to every email subscriber on my list. Including prospects, customers, affiliates and JV Partners.

Step 03: I analyse the results and look for ways to improve. I've released around thirty(ish) Viral Re-Brandable PDFs and I don't think any two are alike. Each new viral PDF is kind of like toothpaste or laundry detergent: *it's new and improved.*

I always look at what worked and what didn't. I brainstorm for new ideas, with my emphasis always being on getting more traffic, subscribers and sales.

Some ideas I try work, some don't... there have been those that failed and didn't produce anything, but there have been those that worked incredibly well that continue to pull in thousands of dollars in profits every month, so I consider it critical to keep experimenting. I'm always looking for new ways to improve.

Step 04: I tweak the next PDF and repeat the process. There's always another Viral Re-Brandable PDF in the making. At any given time I have 10-15 Viral Re-Brandable PDFs on the table. And I keep releasing them month after month and they all work together to continue building viral traffic and viral profits.

As the PDFs continue to spread, new partners come in to help distribute them, new sales are made through the various offers and the business just continues to grow on its own.

I'm always looking for two things, and they are "**carriers**" and "**customers**."

- A **carrier** is someone who passes on my Viral Re-Brandable PDFs to their contacts.
- A **customer**, of course, is someone who buys something from me.

When you're talking about Viral Re-Brandable PDFs, those are the crown jewels. Carriers and customers. The more carriers you have, the more customers you'll have.

Ideally, you want someone to become both. You want them to spend money with you AND distribute your viral PDF.

Which is a perfect place for our next question which is...

Question 3.

If you had to narrow down the entire strategy of using viral PDFs to generate more traffic, subscribers and sales into three keys, what would they be?

That's a great question and it just so happens that I really believe that there are **three keys** to really being successful with Viral Re-Brandable PDFs .

And I want to share these with you because they are at the very heart of Viral Re-Brandable PDFs. You simply must have all three actions from your PDFs or you'll never turn them into marketing viruses and you'll never see the kind of traffic and profits that we're talking about here.

You want to focus in on three actions: **Request**, **Read** and **Respond**.

Let me say that again, "request, read and respond." First, you want your target audience to **REQUEST** your PDF and download it to their computer.

Whether it's a free PDF distributed as a lead generator for a product on the backend, or an Product offered with **Private Label Rights** that you want to permit other people to sell as their own product, you want the most likely people that will buy from you to request that PDF ... either by obtaining it free of charge, or by paying for it, depending upon what kind of Viral Re-Brandable PDF you are launching.

We'll talk later about how to get them to REQUEST your Viral Re-Brandable PDF and actually download it.

Secondly, you want them to **READ** your PDF in its entirety, absorbing all of the content you included within it. After all, it does you absolutely zero good to have your PDF downloaded a million times if no one **actually reads it**.

One of the biggest challenges facing those who want to create Viral Re-Brandable PDFs today is the fact that the web is becoming overrun with free PDFs that provide little value to the reader.

As such, they become lumped in with a bunch of other PDFs and bundled into some kind of collection that is often passed around *but never actually read*.

You've got to be different so you actually get people to consume your content. They won't buy from you unless they read of your offer inside. And they won't read of your offer inside unless they open your PDF and start reading the content.

So, you've got to encourage them to consume what's inside your PDF after they have download it.

There are many things you can do to accomplish this: Have them register up front in order to receive the PDF and then send out follow-up messages via autoresponder in order to convince them to read certain chapters to find specific information you've included.

Imagine receiving a follow-up mailing to an PDF you download on traffic generation and it says something like:

"I got an amazing 2,200 new visitors to my site last month without spending a penny by using a little-known traffic generation tool that I've been keeping a secret. Have you started using it yet? I share all about it in Chapter 3 of the PDF Report you downloaded yesterday..."

Do you think the reader is going to open up that free PDF Report and take a look at Chapter 3 now?

Of course they are. By using these teaser follow-up mailings – which can be setup to automatically be delivered via autoresponder – you'll get a greater number of those who download your PDF to actually read it.

Something else you can do is with regard to the promotional materials you create for your Viral Rebrandable PDF, perhaps you could consider highlighting specific benefits to the reader and give the exact page number the information is found on inside the PDF. That's also going to encourage them to at least look at portions of your PDF immediately after they download it in order to find something that is of particular interest to them.

Bottom line: you've got to get people to not only request your PDF, but to actually read it as well.

Thirdly, you want them to **RESPOND** to the offer or offers that you have placed inside the content ... which is where you make your money.

Your PDF needs to be structured in such a way that the reader will fully expect desired benefits from whipping out their credit card to pay for whatever you are promoting inside ... and they need to be convinced of some kind of benefit in passing your PDF on to others.

Remember, you want both *customers* and *carriers*. Ultimately, you want every reader to respond by becoming both a customer and a marketer of your business by distributing the PDFs as a carrier of your marketing message.

We'll go into greater detail on a specific strategy that I use to encourage readers to respond as we answer another question later in this presentation.

Next up we have...

Question 4.

How can I get people to pass around my Viral Re-Brandable PDFs to other people so I can truly get free advertising for my online business?

That's a good question, so let's talk about it for a few minutes.

There are two basic categories of viral marketing. There is "*automated*" viral marketing and "**activated**" viral marketing.

"Automated" viral marketing describes the viral spread of a marketing message by those who simply use the product or service.

In other words, it isn't their *intention* necessarily to spread your marketing for you, but it's done automatically through using your product or service.

Hotmail and Gmail are both perfect examples: Everyone who uses these services automatically promotes whatever Hotmail or Gmail chooses to append at the bottom of each outgoing email message.

"Activated" viral marketing, on the other hand, describes the viral spread of a marketing message by those who are actively wanting to spread the message, typically because of some *incentive* or *benefit* that they receive by doing so.

Viral Re-Brandable PDFs fall into this 2nd category, where folks willingly and voluntarily promote your business because they anticipate some kind of *incentive*.

The **strongest incentive** used when we're talking about Viral Re-Brandable PDFs is usually that of some way to make money, oftentimes by customizing

(or Rebranding) any affiliate links which lead to a paid product offering with you have included within the PDF.

Which in turn gives the opportunity for anyone distributing and forwarding the PDF the opportunity to earn a sales commission should anyone that reads the PDF decide to buy an offer that's been mentioned inside.

Or... Perhaps by being able to actually license and then sell copies of the PDF and keep 100% of everything they generate through selling it.

Of course, the best monetary incentive would be a combination of both: They could sell the PDF and keep what they earn on the front end AND customize the contents to include their own affiliate links so they could earn affiliate commissions on any backend sales generated as well.

There are actually several other ways that I can think of that I personally use and other marketers that I know use, in order to incentivize people passing around Viral Re-Brandable PDFs.

Obviously, money is the key motivator in most cases, but there are many other reasons why people might also distribute a Viral Re-Brandable PDF.

One such reason could be because a marketer requires *a bonus* to accompany their own product or service that they're selling. If you ever need an extra bonus to add into one of your products, then make sure you consider this next time too.

Another reason people might pass around your Viral Re-Brandable PDF is simply as an incentive to get people to their site. Think about it: You publish a newsletter every week and you want to get as many subscribers to click the links in your email messages and re-visit your site as possible ... So you can try to get them to order. You've got a viral PDF here that you can give away.

So, instead of making the mistake that most people make and giving the download link right there in the email itself... Send your subscribers back to your website to download your PDF.

And better yet, put the download information for that PDF inside the ad copy for a product at your site. What a great way to use a Viral Re-Brandable PDF.

Another way that people use Viral Re-Brandable PDFs is to give them an incentive when inviting new website visitors to join your email list.

What once was a rarity has become almost the norm now.

"If you join XYZ Newsletter, I'll give you a free copy of ABC Newsletter, valued at \$17.00."

If you use a Viral Re-Brandable PDF correctly, you can actually get quite a few people to join your list simply to receive a free copy of the PDF you are giving away. So, that's another reason people might pass on your Viral Re-Brandable PDF, in order to get people to join their list in order to obtain a copy.

Question 5.

What about other kinds of branding inside the PDF?

Re-branding a PDF isn't limited to simply customizing some kind of affiliate link inside to adjust which affiliate will be rewarded with Affiliate Commissions.

Another thing that people really want to be able to do is re-brand the viral PDF with their name, email address or website details.

If carriers are given the ability to Rebrand the PDF and include additional contact details saying, for example something like: "Brought to you by ~AFF_FIRST_NAME~ ~AFF_LAST_NAME~ of ~AFF_WEBSITE~, that gives them an incentive to pass it on, because they can actually see some traffic to their website as it gets into the hands of other people.

There are also many other reasons why people might want to pass on your Viral Re-Brandable PDF, likewise there are also many different ways to use Viral Re-Brandable PDFs to generate fantastic results for the person who is distributing it.

And, truthfully, *smart marketers* will incorporate many different uses for each Viral Re-Brandable PDF they decide to distribute.

Let's move on to another question and the next one is...

Question 6.

What is the **ONE SECRET** to getting readers of the Viral Re-Brandable PDFs to actually buy something from me so I can make money from viral marketing?

Let me answer that on a couple of different levels. I use two kinds of Viral Re-Brandable PDFs, those that are given away for free and those that are actual products available with master reprint rights and are to be sold.

I think there is definitely a place for both in every viral marketer's arsenal. I use them both and will continue to use both kinds.

I use free Viral Re-Brandable PDFs that are intended to be given away because they are excellent for soliciting a specific response for a backend

offer. It's a very controlled environment that really is intended to get one specific response to one specific offer.

And the conversion rate is very high if you setup your Viral Re-Brandable PDF in such a way that it encourages the reader to respond to your offer. And I think it's important that we talk about that because it's critical to success with free Viral Re-Brandable PDFs .

In order to get the reader to respond as you wish – namely, buying a product or service, saying “yes” to whatever offer you have inside the PDF – you need to

- (a) provide them with believable, understandable and useful information that
- (b) leads them to make a decision to spend money.

That's not an easy thing to accomplish.

Give too much information and they don't need to buy something from you.

Give too little information and they won't trust you enough to believe they need to buy something from you. So, what's “enough, but not too much” when it comes to free PDF content?

What is the **ONE SECRET** to getting readers of these types of Viral Re-Brandable PDFs to actually buy something from you so you can make money from viral marketing?

Since I began working with rebranding viral PDFs, I've been using a phrase that I coined to describe how much is “enough, but not too much”. And that phrase is “useful, but incomplete.”

In order for a Viral Re-Brandable PDF to accomplish what it is designed to accomplish, it must provide “useful, but incomplete” information.

That simply means this: the content by itself is useful to the reader. It has value. It is beneficial on its own. It teaches, it trains, it educates. In other words, the reader gains something they can use simply by reading it. That's the “useful” part of the equation.

But, there's something missing. The information can be **MAXIMIZED** by responding to an offer inside the content.

It's good ... but it could be made better by obtaining something additional.

Let me give you some examples...

"7 Easy Ways to Landscape Your Lawn For Free" would be useful information to someone.

Inside that free Viral Re-Brandable PDF might be an offer for a \$29.00 product entitled "*101 Easy Ways to Landscape Your Lawn For Free.*"

See how it works? The content itself is useful ... but, it's also incomplete.

There are only **7** free landscaping tips shared, when there are **101** available.

Do you think the reader is likely to purchase the \$29.00 collection if the 7 ways from the viral PDF was useful to them?

Of course.

What about a Viral Re-Brandable PDF that shares "*7 Sure-Fire Ways to Earn Monthly Profits With Autoresponders*" That's useful information to have.

But, what's missing?

The autoresponder software itself, right?

So, the Viral Re-Brandable PDF contains details of a recommended autoresponder service.

So, I love free Viral Re-Brandable PDFs. PDF Reports that are specially written and designed to be given away as we've just described. And I highly recommend you begin to use them as well...

... Just make sure you remember the "useful, but incomplete" formula. That's how you produce results with free Viral Re-Brandable PDFs. Give them "*enough*" content, but not "*too much.*" Lead them to make a purchase.

If you'd like to discover more details about this strategy, then you might want to take a look at a dedicated training I've published on the subject at www.FreeToFee.com

In addition, for free Viral Re-Brandable PDFs there are also a few more options for distribution:

Carriers can give them away to get new prospects to join an email list, give them away to existing subscribers who have already joined such a list, offer them as a free as a download on a thank you page as an unadvertized bonus, etc.

Now, let's take a look at using Paid Viral Re-Brandable PDFs. PDFs that are actual short products that are available with **Master Reprint Rights**. We'll talk about those a bit later, but the reason why I like them is because they are great for generating money up front and weaving in multiple offers throughout the content since there is usually more content space available.

There's *less* of a requirement to keep things focussed to having just ONE offer inside, you can promote several different offers without appearing too blatant, since there is a lot more information as far as pages go. Also, there tends to be a flurry of promotion activity when something is released because everyone wants to sell it to make as much money as possible as quickly as possible before everyone else gets a copy of it.

So, you can see a much faster viral marketing effect with a good PAID Viral Re-Brandable PDF that comes with master reprint rights.

And again, we'll talk about reprint rights later on during this presentation. But, for now, let's get to our next question which is...

Question 7.

How can I get people to pass on my Viral Re-Brandable PDF instead of other people's PDFs?

What is the easiest way to stand out among the crowd and get the maximum amount of people promoting My Viral Re-Brandable PDF?

I think it's critical to offer as much standard training as possible if you really want to get the maximum number of people distributing your Viral Re-Brandable PDFs as possible.

I've written a lot about viral marketing over the last couple of months and I teach **six laws of viral marketing** that can never be broken if you want to see exponential viral growth and the first law is always the **LAW OF EASE**.

That is, you must **make it as easy as possible** to pass on your viral marketing message. The *easier* it is to pass on, the *more likely* it will be passed on.

If it's *difficult* to pass on, then *it probably won't be passed on*. So, I think it's critical to the success of your viral growth to explain exactly how to actually distribute each Viral Re-Brandable PDF you release.

I've said many times, "To grow your business virally you must provide your contacts with the ways (*training*) and means (*tools*) to promote you."

They would include explaining both how to "*technically*" and "*strategically*" distribute your PDF.

"*Technically*", you might explain how to upload the PDF to any of their Social Media accounts or perhaps make the PDF available via their website, including details of exactly how to upload the file to the server, create a download link for customers to click on, how to customize a social media post, email broadcast or landing page, etc.

"Strategically", you might provide the carrier with **IDEAS for distribution**, such as giving it away as an incentive on their site, sending mailings to their email list, offering it as an unadvertised bonus on their thank you pages, posting links in their email signature files or signature files within online discussion forums, etc.

In short, you must provide as much information as you reasonably can. You can even include this inside the actual PDF itself if you wish. Consider the addition of a couple of extra pages towards the end of your written content that is written with the primary purpose of educating and training the reader about exactly how to distribute the PDF they just read to others. And bear in mind, this type of information you'll only have to create ONE time.

Later you can simply re-use these instructions again and again as you simply 'copy and paste' them into **ANY** new Viral Re-Brandable PDF you create in the future.

It's definitely worth the small investment of time to setup a quick tutorial – preferably with *step-by-step instructions* and screenshots where applicable.

I can guarantee you that it will give you an edge in getting your Viral Re-Brandable PDF distributed further and wider than anyone that doesn't go the extra mile to do this.

I would suggest creating such tutorial with newbies in mind ... Make sure you include **very basic steps**. This is because anyone that's already pretty clued up and has been running a successful online business for any substantial amount of time will probably not bother reading this particular chapter or page in your project, so they won't get bored with it. *It's not meant for them.*

So, make it as *newbie friendly* as possible for the inexperienced. You'll probably have to tweak it a bit over time as you learn of different challenges that new users face that you hadn't thought of, but that's okay.

The idea is to take your most "*frequently asked questions*" and answer them ahead of time. Now, for those who need personalized training above what you are able to provide in a tutorial, I recommend charging for assistance.

And you don't even have to provide the assistance yourself. You can find someone at [Upwork.com](https://www.upwork.com) to setup things for your contacts who wish to pay to have someone else do it. That's what I do. So that's another option.

Okay, our next question up is...

Question 8.

I want to put together a Viral Re-Brandable PDF as quickly and easily as possible ... Can you give me the exact steps I need to take in order to create a successful viral marketing campaign with free PDFs ?

OK, let's talk about FREE Viral Re-Brandable PDFs , since they are the easiest to put together and the most commonly used.

I don't want to oversimplify things, but there really are only 6 steps to creating a free viral PDF.

Let's take a look at each step one at a time.

Step 1.

Step one would be to choose a topic based on a hungry, eager crowd. The first thing you want to do is choose a topic for your Viral Re-Brandable PDF and you do that by identifying a large market to target.

That's right, you want to identify a LARGE market to target. It's interesting that with just about **everything else** you do online, folks tell you to look for a NICHE -- a small market to target. Everywhere you look you see that -- create a niche product, a niche newsletter, niche keywords for pay-per-click advertising. Niche, niche, niche.

However, the exact opposite is true for viral marketing. You don't want a niche, you want a LARGE market. And that only makes sense. If you went after a niche audience, you could have 100% complete market saturation and only have reached a few thousand prospects, or even perhaps just a few hundred people.

For viral marketing to work, you want to have a large audience to reach. The bigger the better. The more the merrier. You want the absolute maximum amount of carriers possible to become partners in spreading your Viral Re-Brandable PDF across the web.

So, the first step is to identify a LARGE market to target. Sure, your topic may be on a niche subject like "how to profit from email autoresponders" but your target audience isn't people looking to profit from autoresponders. Your target audience is people looking to profit online.

You just happened to choose email autoresponders as what you are going to educate them on in order to profit. So, you look for the largest audience you can find, based on whatever it is that you are hoping to sell. Whatever your particular field of expertise is or perhaps what your area of interest is, whether it's internet marketing or travel or weight loss or dating.

We'll continue on with our steps in just a minute, but I want to interrupt here and answer the next question on our list because it fits perfectly with where we are at here and that is this...

Question 9.

I want to get this right the first time, so how do I know that I've got a great idea for a Viral Re-Brandable PDF that people will want to pass on to others?

I'm a big believer in two things:

1. Knowing your target audience.
2. Surveying your target audience.

That's how you know if you've got a great idea for a Viral Re-Brandable PDF. First of all, you invest time getting to know your audience. You interact with them through your email communication, via social media channels and by their comments left on your website. You read other related newsletters. You look at what the hot products are in your field. You spend time at message boards. You get to know your target audience. Learn what they want.

Here's the thing: if you know your target audience, then you'll know when you've got a great idea, because chances are, the idea came from them in the first place.

And you also got to survey your target audience. The absolute best way to know that you've got a great idea for a Viral Re-Brandable PDF is to ASK your target audience what they'll consider to be valuable information.

What do they want to know?

What void is there right now that you can fill? What consistently is their biggest challenge? Simply ask them what they want. You can do that through surveys to your email list and through surveys published on message boards or discussion forums. This is very easy and very inexpensive to do. SurveyMonkey.com is an excellent free resource if you want to use surveys to get into the mind of your target audience.

Okay, back to our steps of the process here.

Step 2.

Secondly, you'll want to decide upon a title that grabs the attention. I can't stress how important this is. You don't want some boring, whiny, lame-old title that sounds like something that came from your 95 year old high school Economics teacher. You need something enticing. Something alluring. Something that reaches out and grabs your

attention. You want readers locking their eyes on you, not rolling their eyes at you.

Think about this: Let's say I'm putting together a free Viral Re-Brandable PDF based on some of the things that I've talked about. Which would make you want to download it: "The Power of Viral Re-Brandable PDFs " or "How to Create Automated Profit Generators"? Both of them cover the same topic, but obviously "How to Create Automated Profit Generators" is a sexier title than "The Power of Viral Re-Brandable PDFs ".

Go for a title that is attention grabbing. You want that baby in as many hands as possible and generating interest goes a long way to generating downloads which goes a long way to generating profits.

Step 3.

Next, you'll want to outline the content with a specific response in mind. Remember, it's all about *"useful, but incomplete."* So, you'll want to decide what response you want. What product you want them to buy, what list you want them to join, what you want the reader to do...and organize your content to get them to that call to action.

If you have a 101 tips PDF, give them 7-10 tips and promote the 101 tips PDF. If you are promoting a webhosting company, give them a tutorial that shows how to create a webpage and point them to the hosting.

Start with your end response, or the preferred "call to action" you want the reader to take – start with this in mind and organize your content around that ultimate response.

Step 4.

After you've done that, you'll want to actually write the content. You can either write the content yourself. You can hire a ghostwriter at UpWork.com. You can conduct interviews with experts. You can use other people's existing content – for example Private Label Rights Content ... with their permission, of course. You can excerpt portions of your existing product.

There's all kinds of options. While you can include as much as it takes to be "enough, but not too much" – to be "useful, but incomplete" – I personally tend to use about 7-12 pages of content for my free viral PDFs . So, get your content together...

If you're struggling to find something, then you may be interested in using some of my written content. There is a growing collection of

short reports included on the [Rebrand.io](https://rebrand.io) website for users of the [Rebrand.io](https://rebrand.io) software which you could also make use of.

Step 5. When you've completed that, it's time to actually create the PDF with some strategic details inside. You need a cover page, a legal page outlining your agreement terms, a table of contents and the actual content pages. Those are the basics. Now, I also think every PDF needs to have some strategic details inside. First, you'll want to make certain that you include some kind of offer for a list. Make that a priority.

You'll also want to mention any offer you might have as far as customization goes...if you allow the reader to insert their brands into the Viral Re-Brandable PDFs, then let them know how to do this... Especially if you charge for the right...Make your offer. I like to include unadvertised bonuses inside the PDF, which are almost always either other Viral Re-Brandable PDFs or an eCourse... Which, of course, gives me more selling opportunities. I also use what I call "Recommended Resources" on the last page of a PDF, these resources are related products. So, there are some specific things you want to include inside your Viral Re-Brandable PDF beyond the actual content itself.

Step 6. Finally, it's time to write a "mini-salesletter" and start distributing. Always, always, always put together a mini-salesletter for your free Viral Re-Brandable PDFs . It separates the men from the boys so to speak. I guarantee you that it will increase the spread of your marketing virus. More people will request the PDF as a result of this, and more people will begin distributing the PDF too.

if you include a mini-salesletter that has a headline, bullet list of benefits and call to action. I guarantee it.

Spend ample time putting this together. It needs to be compelling... Just as if you were trying to encourage a customer to make a purchase, you've got to provide enough information that explains all the benefits so that they are compelled to take immediate action and to download your free PDF.

After that, it's time to start distributing it. Offer it first to your contacts – those who have connected with you via your various Social Media channels, subscribed to your email autoresponder list, your previous customers, your affiliates, your JV partners ... Your network of contacts.

Then, you can begin offering it from your website, perhaps add a download link on your homepage or in a popup style window, you can mention it in your signature file within any of the emails you send out, with Twitter Tweets or Facebook Posts etc, etc.

Next up we have a kind of technical question that reads...

Question 9.

What equipment do I need in order to create a Viral Re-Brandable PDF? Is there special software or tools I should download?

There are just some basic tools that they'll need in order to put together a Viral Re-Brandable PDF. First, you'd need a basic Word Processor software program, such as Microsoft Word (*which I am using to create this report right now*), and then just add a sprinkling of professional graphics to make it look professional.

If you have graphic design skills yourself you can create these types of images yourself by using a software program such as **Adobe PhotoShop** or **PhotoShop Elements** or some similar software, or you can select some royalty free images at one of the various image sites online like:

PhotoDune.net, Unsplash.com or PixaBay.com

Another option is to have a graphic design artist create the cover artwork or any other illustrations for you. You can find freelance graphic designers at very reasonable prices on website such as Upwork.com, Freelancer.com and even Fiverr.com

So, that's basically what you'd need to get started. If you're starting from scratch and you don't even have Microsoft Word installed on your computer you could even try using Libre Open Office or perhaps Google Docs.

It's very inexpensive to get started with viral marketing and putting your first Viral Re-Brandable PDF report together as you can see.

So, let's move on and we've got a really good question here that I know people are really interested in...

Question 10.

What is the fastest way to get my Viral Re-Brandable PDF spread around on the web?

Nothing spreads a Viral Re-Brandable PDF faster than giving the *carrier* a compelling reason to pass it on. Nothing. And the most compelling reason for the majority of people is that of **branding**.

There was a time when free Viral Re-Brandable PDFs weren't very common and you could successfully encourage people to pass them on with much less resistance ... However, today there are hundreds of free Viral Re-Brandable PDFs available, so you should consider the addition of a few extra reason why a carrier would choose to distribute your Viral Re-Brandable PDF over and above a Viral Re-Brandable PDF belonging to anyone else.

One way to do this is to both allowing and encourage the carrier – the distributor – to Re-Brand the Viral Re-Brandable PDF with their own affiliate links PLUS other contact information both on the cover and within the content to give them a feeling of pride and ownership in what they are providing to their customers and subscribers.

They now they have something extra to gain by sharing the Viral Re-Brandable PDF with others.

How does that work mechanically?

I have THEM (the carrier), do all the Re-Branding in almost all of the cases. I write and save my new report using Microsoft Word and when doing this, I also include specific **branding merge fields** (aka merge tags) ... so that when I create a new Viral Re-Brandable PDF project in the next step of the process everything happens 'auto-magically' for the carrier. – Remember the **LAW OF EASE** I mentioned earlier?

Then, I provide my contacts with a copy of the Viral Re-Brandable PDF itself, along with a special link to a page where they can quickly and easily insert their unique information into those specific **branding merge fields** that I previously setup in the PDF content.

I also provide them with complete, detailed instructions on exactly how to create a customized version of the Viral Re-Brandable PDF that includes their personal details and UNIQUE affiliate tracking links. Ready to be distributed.

Again, the more detailed you are in your tutorial instructions, the less questions you'll have and the faster your Viral Re-Brandable PDF can spread across the Internet.

In years gone by, there were several software programs available to rebrand PDFs in this way, but in recent times that number has virtually all but disappeared. There is only one that I personally recommend. Obviously, I recommend the Rebrand.io PDF Re-Brander which is my own software which you can see at Rebrand.io ... It includes all the PDF Rebranding capabilities you need. And the good news is, that being an online software solution, it works effortlessly for both Windows PC and MAC users.

You don't even need your own PDF software such as Adobe Acrobat. You simply create your report in your favorite Word Processor, log into Rebrand.io, answer 5 simple questions and that's it!

Should you ever get stuck, there are video tutorials for each and every step in the process and a fully illustrated user-guide for detailed written instruction.

Question 11.

How can I use Paid Viral PDFs to really turbocharge my viral profits and increase my lists?

Master Reprint Rights are actually used in two different ways that I know of. The idea of buying a master reprint rights license is that you are able to sell the product to your customers **AND** you can also offer regular reprint rights licenses to your customers at a premium price.

Let me give you an example. I sell regular reprint rights license for my Internet Newsletter Profits product for \$97.00. I sell master reprint rights licenses to the product for \$497.00. What the master reprint rights license allows you to do is (a) Sell the product itself, which in this case sells for \$24.97, but it also allows you to sell the \$97.00 reprint rights license to your customers, and they in turn can sell the actual product for \$24.97.

That's one way that master reprint rights are used.

However, there's another way that I and other successful marketers use them and that is to **include master reprint rights** with the product itself.

In other words, when someone pays 24.97 for a product, then they **automatically** have master reprint rights and everyone they sell the product to also has master reprint rights and can continue to pass the license on to everyone who buys the product.

These are typically known as **viral marketing products** and you don't have to pay an additional fee for the license -- it is part of the product itself. The author of the product wants it to be distributed to as many different people all across the web, so he allows everyone who purchases the product, regardless of who they purchase it from, to in turn sell it to still others without paying an *additional premium*.

And you can definitely get a huge viral spread by using this approach. Two of the most successful examples of all time would be Yanik Silver's original eBook entitled **Autoresponder Magic** and then the **Million Dollar Emails** follow up PDF.

If you go to Google.com right now and search for them, you'll find each of them are indexed on over 11,900 sites.

There's just no telling how many copies are actually in circulation, on how many different computers they've been downloaded to.

The reason they work so well is because you get to SELL the product and earn profit from the sales up front.

Let's be honest – which would you rather do... give away 100 copies of a free PDF, or sell 100 copies of a paid PDF at \$24.97 each?

There's a definite incentive to push the paid PDFs. So, using the master reprint rights is definitely an angle worth considering.

But, you know, anytime there is something that works there are always going to be some drawbacks. You just want to make certain that you have a **license agreement** that comes with the "master" resell rights that you are prepared to enforce.

You want to make certain that the distributor of your Paid Viral Re-Brandable PDF product doesn't illegally or immorally promote the product, that they don't SPAM, that they don't make any false claims that might get **YOU** as the author and copyright holder in trouble with the FTC.

You want to make certain they don't attempt to change the copyright or alter the content in any way. Basically, any kind of terms you want the user to abide by, you need to have them listed in a license agreement ahead of time to protect yourself.

There are always abusers out there, so you want to protect yourself by making customers and licensees agree to the license agreement before they begin distributing your product.

It depends upon what they want to accomplish with your products whether or not you offer master reprint rights. Obviously, if the purpose is to launch a viral campaign, then resell rights can go a long way to accomplishing that.

If you have affiliate programs you want to promote inside the PDF or you have a higher priced product offerings aimed at the same marketplace listed inside the product, then I do like to use master reprint rights to products.

On the other hand, if you have some little-known information that makes your product highly sought after, then I don't necessarily recommend using resell rights because you bring competitors to the table who are competing for money that you could otherwise be exclusively making for yourself.

So, it really depends upon what you want to accomplish. If the goal is a viral campaign with backend sales and building your name recognition, then absolutely, including resale rights are a great tool for that.

What might work best is a combination. If you have a very thorough product, you might extract portions of it to make a "lite" or "entry level" product that you offer with reprint rights to promote the higher-ticket product. That's what I've done with several of my products and it works very well.

Okay, our next question is...

Question 12.

What do you consider to be the easiest way for me to make money with Viral Re-Brandable PDFs ?

I want to make money on "autopilot" ... What is the best way to see REAL profits from these PDFs ?

One of the ways that I do this is by positioning "backend offers" within the content of my PDFs reports. In many of my paid Viral Re-Brandable PDFs I allow the carrier or distributor to Rebrand the hyperlinks to these "backend offers" inside the PDF with their own unique affiliate tracking links. I do this in order to further involve them in our affiliate partner program.

Think about it: If you include the ability for your customers new affiliate tracking links to be included within your Viral Re-Brandable PDF... and a few sales are made as a result... then your customer will have made some money back on their investment in your product and so will you.

I cannot tell you how many times I have seen a passive affiliate turn into an active affiliate because of the ability to rebrand and distribute a product that they'd been given.

They get a few dollars commission for doing nothing other than selling or giving away a PDF, and when someone buys an offer listed inside, they get rewarded and inspired to keep going!

The next thing you know they've done broadcast an email promotion to their growing email list and they've published some links and banners on their website and they're steadily bringing in a few extra sales for you each week on their own.

So, you can actually use master reprint rights to turn passive affiliates into more active affiliates through the rebranding and customization of your PDFs.

Another extra way to make money with your Viral Re-Brandable PDFs is to charge customization fees. In other words, if you want to put your affiliate links inside one of my Viral Re-Brandable PDFs then you have to pay a \$39.95 or more fee in order to do this.

And I give the affiliate who brought you into the customization a 50% commission.

So, there's a strong motivation for affiliates and JV Partners to encourage new customers to customize and rebrand the PDF, which encourages people to pass it on further because now it's their affiliate link in place and the cycle continues, and new affiliates are actually brought in. I make more money on

customization fees than I do on anything else related to Viral Re-Brandable PDFs.

So I highly recommend that you consider charging customization fees on some of your Viral Re-Brandable PDFs. If someone wants to insert their affiliate links into the PDFs, then have them pay **a premium price** in order to do it.

This is especially effective on PAID Viral Re-Brandable PDFs that come with **master reprint rights** because the person who has bought the product is naturally going to sell it to others ... So they want to have their links inside it when others download it.

To me that's the easiest way to make money with Viral Re-Brandable PDFs. Making customization of the links inside available at a premium price.

Let's move on.

Next up we have...

Question 13.

Are there any rules that I need to remember with my viral PDFs in order to protect myself against problems?

Well, I have my free PDFs that people can give away for free and I actually encourage them to give them away for free. And then I have my paid PDFs – the ones with master reprint rights – and I am very particular about what they can and cannot do. One thing is they cannot give *them* away for free.

With my paid Viral Re-Brandable PDFs, I don't allow them to be given away for free because it devalues the product. If diamond rings were given away in the front of every restaurant, they wouldn't be valuable, anymore would they?

The same thing goes with paid Viral Re-Brandable PDFs... if anyone starts giving them away, then they lose their value.

I also don't allow them to be bundled with other products. I don't allow them to be included in any kind of membership site and I don't allow them to be sold on online auctions such as eBay.

Again, part of that is because it devalues the product, but also because my purpose in allowing the PDF to be distributed in the first place is to get a response to offers inside.

If my PDF is bundled in with dozens of other PDFs in some kind of package or collection, what's the chance of mine getting read at all?

Not much.

I require that my paid Viral Re-Brandable PDFs – the ones with master reprint rights – be sold as stand-alone products so they maintain their value and so folks are likely to actually read and respond to the offers inside.

If they violate your license agreement then they have violated the law and can be subject to legal penalties.

At a minimum, you can get their website shut down by contacting their hosting company to let them know they are illegally distributing your PDF from their site. Almost every hosting company would rather suspend the hosting account rather than allow illegal activity and open themselves up to legal action.

Usually – not always – but usually an email to the person will take care of things and any misuse will be resolved. Just let them know that they are not allowed to give away your PDF and if they don't cease and desist, they risk legal action being instigated.

Okay, we're getting close to the end of our presentation here and we have a really good question up next...

Question 14.

What is your one "secret weapon" that allows you to be so successful with Viral Re-Brandable PDFs ... and how can I personally use it to build my profits and lists with my own Viral Re-Brandable PDF?

Again, like I said earlier, "To grow your business virally you must provide your contacts with the ways (*training*) and means (*tools*) to promote you." The "secret weapon" is to provide them with the tools to promote your PDF. You simply got to provide them with the marketing materials to help keep the word about your PDF spreading further and wider than previously.

Let's be honest here ... presentation is just as important as the offer itself. A quarter pounder with cheese at McDonald's is going to cost you a few bucks. The exact same quarter pound of beef at Ruby Tuesday's or Applebees or Chili's is going to cost you \$9.79.

Why?

Presentation.

You've got to have marketing materials to promote the Viral Re-Brandable PDF. And not just your paid Viral Re-Brandable PDFs either. Everyone knows that you need sales materials to sell something, but I'm here to tell you not only that, you also need a sales materials to give something away too.

I may not have been the first, but I was among the first to use sales letters and sales videos for FREE PDFs.

This is especially important now with so many free PDFs available, there is so much competition. You need a sales presentation for your freebie. I'm talking headlines, bullet points, call to action ... the works.

A mini version of a regular sales presentation. I use them for every free PDF that I give away and the results speak for themselves.

I develop all kinds of marketing materials: Graphics, Blog Post Articles, eCourses, popup windows, signature files, solo mailings, audio files, etc. As much as you can create.

And again, remember this always, you only have to create these materials ONE time for the Viral Re-Brandable PDF and thousands of people can use them, over and over again. So, it's definitely worth your time and energy creating these yourself, or perhaps the relatively low cost to have them professionally written or created for you by a freelancer.

That's your secret weapon: providing marketing materials with your Viral Re-Brandable PDFs so your carriers and distributors have ready-made resources to help them do the marketing.

People inherently want the *easiest* way to do things.

Think about things this way, If you provide them with an purpose written article to publish to their blog or use within an email broadcast which promotes your Viral Re-Brandable PDF ... As opposed to being required to write their own article to promote someone else's Viral Re-Brandable PDF, which do you think they are most likely to do?

You separate yourself from the competition by delivering more than the competition.

Okay, a few more questions here – I'm actually going to answer two at the same time because they are linked together. And they are...

Question 15.

What is the absolute most important part of Viral PDF marketing ... the one thing that I must do?

Question 16.

How can I use viral PDFs to build large optin lists?

The absolute most important part of Viral Marketing is to build a list. It's the absolute most important thing that you can do with a Viral Re-Brandable

PDF. It's more important than making money from your PDFs, because it gives you multiple opportunities to make money.

Successfully invite subscribers to join your email list and you'll have many chances to sell them the same offer you have included within the pages of your PDF, along with many other offers over time.

So, it's critical.

It's priority #1. Really, it's more important than trying to make money with an offer... Get prospects to join your email list.

I've used many different ways of building lists throughout the past 2 dozen or so Viral Re-Brandable PDFs. If we've got time, I'll go ahead and mention a few of them.

One thing I like to do inside the Viral Re-Brandable PDFs is to offer another free report via autoresponder or perhaps offer a free eCourse. I'll include a short salesletter for the freebie and a link that will allow them to subscribe.

Usually this can be found on the second page of the PDF, right after the legal agreement. So, I get a lot of email signups and optins from that.

This is especially effective if the free report or mini-course is directly related to the content of the Viral Re-Brandable PDF itself.

Another thing I like to do is setup announcement lists. I make announcement lists for all kinds of things.

For example: I begin putting together an announcement list entitled "PLR Updates" and the whole purpose of this list is to let the subscribers know when I have a new product available with Private Label Rights.

The list has around 800 members on it, was built 100% virally through these PDFs and is responsible for about \$7,000 in profits every month.

So, announcement lists are extremely profitable to include within your PDFs. You can build announcement lists to announce new resources, new articles, new viral PDFs, new updates to the existing PDF, just about anything you can think of.

You can also offer additional bonuses, setup special member sites, put together JV projects, in fact create any kind of list you can imagine. You can put some kind of notice inside your Viral Re-Brandable PDF that will get as many people as possible to join.

Again, the key is to SELL them. Give them a mini sales presentation to convince them to join the list. We're talking headlines, bullet points, call to action, give them a compelling reason to join your list.

Definitely something you want to do with **ALL** your Viral Re-Brandable PDFs. I consider it priority #1. Is to include an opportunity to get something extra for free in return for opting in to join your email list.

You won't find any Viral Re-Brandable PDF that I put together that doesn't have such an opportunity somewhere prominently located inside.

So, that's what you need to do in order to get people to join your list. From there you simply send broadcast and follow up messages to monetise your list and generate even more profits ... But that's an entirely different presentation in itself.

If you want more to learn how to really get results with your email lists, then

I recommend dropping by www.EmailMarketingGamePlan.com and take a look at the special home study course available to you there.

Okay, we've got two questions left in our presentation.

The next one is...

Question 17.

Are eBooks or PDFs becoming devalued?

How can I make certain that I continue to generate traffic and sales with viral PDFs even though there are tens of thousands of them out there?

Let's be honest, you can buy 100 PDFs for just \$1 if you scour the Internet. However, you'll not be able to tell just how valuable the information contained within those PDFs will be.

On the other hand, I sell a collection of PDFs for as much as \$497 per set.

It's the contents of the PDF that's key here. Retaining the value is under the control of the author. Good information is still good information and a good sales presentation can still sell a good product as well as it ever did.

Good marketing can still sell good PDFs.

However, what I have realised is that I now longer draw attention to how the information is packaged. **I certainly never use the word eBook in any of our marketing** and I rarely refer to the term PDF unless it's useful to do so.

Instead I refer to phrases such as “instant access” or perhaps “digitally downloadable”

I’m certainly not concerned about whether or not the term “PDF eBook” has lost a bit of its luster. Technology continually changes and good marketers will always be able to sell good information.

PDFs are here to stay. They may not still be put together with the same software we used 10 years ago, but information delivered digitally is here for the long haul.

Well folks we’ve made it to the last question.

And I think it’s a good one here to close out with...

Question 18.

Nick, I know that you make an incredible 6-figure income with Viral Re-Brandable PDFs and Publishing Information products that come with reprint rights. Can you give me some keys to seeing that same kind of success myself?

Yes... I think there are several keys:

1. First, I don’t have to spend a lot of time trying to advertise and find new customers. Two reasons why:

Firstly, I am able to sell multiple PDFs to the SAME customer. They may start out in a marketing campaign by spending \$7.95 with me, but they end up spending hundreds of dollars as they are introduced to several other useful PDFs from my growing product portfolio. So, instead of trying to find new customers all of the time, the same customer continues to buy additional products from me because they love what they see. It’s much easier to sell to existing customers than it is to find new ones.

Secondly, because 80% of my PDFs have some type of viral in nature, my customer list grows on its own. As customer begin to sell my PDFs to their customers, it introduces their contacts to me ... And due to my marketing inside the PDFs, they end up being my customer for my other products. So, everything grows on its own.

2. Another reason it works so well is that I always work towards a higher priced item. For example: I have four viral PDFs out there that all promote my \$97.00 [**Email Marketing Game Plan**](#) home study course.

I don’t know of anything business wise that gets me more excited than to see multiple \$97 orders coming when I invested nothing to promote them, other than mentioning the product a couple of times inside one my recent viral PDFs. The PDFs do all the pre-selling for me. As a result, I

make a lot of money from mid-priced backend products, and higher priced \$497 products as a result of these ultra-low prices and even free front-end Viral PDF packages.

3. I also charge for customization on a lot of my PDFs. I sell 50-75 of them a month for \$40 - \$100 depending upon which one we're talking about. Someone buys the \$19.97 front end PDF and decides to sell it themselves... only they want the backend commissions to the various offers inside. So, they pay me \$39.95 or more for that right. And I never even knew the customer beforehand, because they bought the initial PDF from one of my distributors. So, I made \$39.95 from them - automatically - without any interaction at all.

That's a large chunk of change over the course of a year... and it comes in on autopilot. The customer can **instantly and automatically** download the Re-Branded version of the PDF thanks to the [Rebrand.io](https://rebrand.io) software we use on the Thank You page of our website when the customer completes their order. I don't have to do a thing. So, you may want to consider charging for customizations.

4. Of course, I build large lists that I can use to make other offers. I invite new prospects and customers onto a list, then, afterwards, I can literally promote anything I want to them. And it's completely free. The subscribers join through the Viral Re-Branding PDFs and the list just keeps growing whilst I don't have to spend a penny on marketing.
4. I make a lot of money through additional affiliate income myself, particularly residual generating programs like Aweber.com and infusionsoft.com. This additional income can quickly soon start to add up to substantial amounts. As an example, I decided to allocate this income to fully pay for two first class tickets to Africa for my wife and I to enjoy a week-long Safari in Kenya followed by a second week of Scuba Diving in Zanzibar. All paid for in cash thanks to the affiliate payments from these two companies.

So take full advantage of promoting the software that you use daily in your business. Just add one or two graphical buttons or banners inside your PDFs as well. You'll be surprised at what kind of results they can produce. And focus on including software that pays out a monthly recurring payment, so you continue to get paid over and over again for the same referral.

5. But what makes it all really work is the cross promotion. It doesn't matter what product of mine you buy, or from who you buy it, sooner or later you'll be exposed to every offer that I have on the table. It's a great big funnel. You buy one PDF and it promotes another one. You buy it and you find another list to join. You join the list and you are notified about a free PDF. You download the free PDF and there's a paid upgrade. The paid

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