

# How to Brand PDF files using Viral PDF

Dedicated to marketers that would like to know how to step into viral marketing and brand their own PDF documents

## Free Brandable Report

By Michael Nicholas

Build your list & make money giving this in-demand report away  
**FREE!**

**Sponsored by:**  
<http://www.Desktop-Wealth.com>



**You may give this FREE Branding Report away!**  
**(It cannot be sold)**

At the end of this report... see Resource information to get **FREE** PDF Creator Programs...

**If this report has already been branded, it can easily be verified if you see the brander's name in the following box...**

**Scott Parat**  
**scott@desktop-wealth.com**

However, if you see the following code in the box: **--insert-name--**, then this is an **unbranded** PDF ready for branding. You can follow the easy instructions in this report and brand it. Then YOUR name will show up in the box!

If this report came to you branded, it cannot be re-branded. You must request YOUR own FREE report from **Michael Nicholas**. When you download your own report, you will also receive special branding software.

**To receive your own free brandable copy of this report just like this one... [click here now!](#)**

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**My 1<sup>st</sup> Free viral report received an explosive 692 download requests in just 48 hours... then skyrocketed to over 1600 new subscribers in less than 7 days!...**

**Read this [Special Report](#) to find out more about how Free Viral Reports can *skyrocket your marketing...***

**Now YOU too can profit by spreading  
*FREE Special Reports* around like a  
*Marketing Virus!*...**

- **Dramatically increase your email list signups**
- **Boost your affiliate commissions with the power of “viral diversity” at YOUR fingertips**
- **Autopilot YOUR marketing efforts by branding yourself into a distribution wave that multiplies all on its own (*without more effort*)**
- **The internet’s #1 best “No Selling” approach that offers YOU incredible sales opportunities**
- **Step up to a new platform of viral marketing by branding PDF files reaching the widest audience**

What you will discover in this FREE report is a clear step by step tutorial on “***How to Brand PDF files using [Viral PDF](#)***”.

*It’s YOUR jump start guide* into viral marketing...

Here’s how to get great results online by leveraging your marketing efforts. You can start your own viral campaigns immediately once you learn how easy it is to brand PDF files...

After *YOU* brand this report... simply pass it along for FREE and watch YOUR marketing Explode!...

***So, what are you waiting for?... >>>***

## Viral Marketing

This report illustrates how to brand PDF files using Michael Wagner's breakthrough software... [Viral PDF](#).

“**Viral Marketing**” is a coined term in internet marketing which indicates a passing from one to another - like a virus.

**PDF** is an acronym that stands for, **P**ortable **D**ocument **F**ormat. The Adobe company at [Adobe.com](#) has created PDF as a standard to make information easy to access through digital transmission.

PDF has been adopted as the main format for ebooks and reports throughout the internet. Marketing with PDFs, and specifically ***how to brand them***, is the focus of this report.

In today's marketing on the internet, there has never been a better time to use brandable PDF files to distribute digital information products like, ebooks and reports, etc.

With the advent of [Viral PDF](#), you are now able to make PDF files brandable. This gives others a great incentive to help you distribute YOUR information. It creates an opportunity where everyone involved can benefit by passing it along.

This offers you a viral marketing edge that transcends previously limited channels of distribution.

The key to viral marketing is “**branding**”. This is a form of personalization that can be passed along from marketer to recipient. Then the recipient can also pass it along as a marketer to his recipients, and so on...

This forms an ongoing cycle that carries with it an incentive to keep the distribution in motion. Now YOUR personalization can travel being passed along by literally hundreds, even thousands carrying links that lead back to YOU... *and the products YOU represent!...*

So... how does this viral marketing information get into so many hands? Again, it's the **incentive** that everyone involved can achieve something by offering it... This propels the viral distribution...

And it's all possible because of **branding!**

Now you can brand PDF files, like this one, and give it away with YOUR own affiliate information coded into it...

I am allowing a generous 50% of the links in this report to be branded. All you have to do is open up the special branding software, fill-in your affiliate ID(s), web address & name into the requested fields. Then click the brand button and you will have your own **FREE** branded give-a-way product to market...

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Again... you will need your own **brandable** copy of this report to brand it. It's **FREE**, so [Click here now](#) if you haven't already downloaded it directly from Michael Nicholas.

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## So... what's in branding PDFs for YOU?

*Great question... Let's go over it...*

For example:

- In return for joining YOUR email list, you can use Free branded reports as YOUR own, *offering them to your signups...*
- You can let others give them away adding useful content to their websites... or even as an added bonus with products that you sell.
- You can make affiliate commissions when someone buys from YOUR branded links Inside the report(s)...

***This makes PDF branded reports - a great bonus idea !***

## **12 ways to market brandable information as *FREE Bonus reports:***

- Give them away as Free bonuses to get new subscribers
- Offer them to your current newsletter subscribers
- Offer them at your website as free content downloads
- Present them via a popup / pop under or pop over screen
- Submit them to free search engines
- Post them in forums & announcement directories
- Advertise them in ezine ads & pay per click campaigns
- Create your own special reports based on affiliate products
- Promote others ebooks & reports branded by you (*like this one*)
- Base an article on a report linking it to the report signup page
- Let others give them away
- Use them in JV deals

Imagine offering several brandable PDF reports through your marketing channels...This kind of diversity is known to start income streams coming in which has an autopilot backend built into it if done right.

By giving Free Reports away, you can dramatically build your email list and boost YOUR affiliate commissions. The more viral reports you use in your marketing, the more it will increase your opportunities!

Another great incentive for you to pass along free viral reports is the fact that more and more people are becoming interested in knowing how to brand PDF files. They want to know how they can create their own viral marketing funnel by branding ebooks and reports.

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**NOTE:** You must sign up for the related affiliate program(s) in this report to brand links. You will need an official affiliate ID to participate in getting paid for affiliate sales. When you sign up for the affiliate programs in this report, you can then brand your own links. When you receive your affiliate confirmation(s), please have your affiliate ID info available when you brand this report. **At the end of this report you will find various links to signup for the related affiliate programs** You will need a Clickbank ID for most of them. [Click this link to get a FREE Clickbank ID](#) if you do not already have one. When any products are purchased through your branded links - you make commissions.

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By offering FREE Reports, you are supplying useful information at no cost. This alone can accelerate building YOUR email list...  
And... if you are branding someone else's report as your own...  
(like this one) there's about zero work involved!...

***YOU can offer this Free Report as YOUR own... It's a great solution on how to brand using [Viral PDF](#).***

Here is some great insight to also keep in mind. I tend to agree with my good friend, [Yanik Silver](#), on viral marketing. He recently contributed on [Michael Green's discussion forum](#) with some thoughts along with [Michael Wagner](#), myself & others addressing this subject.

***Yanik forecasts that more viral marketing will be done using the PDF branding format.***

People like the capability of branding when they learn that they can build their lists and generate affiliate commissions by personalizing information.

With Michael Wagner's breakthrough software, [Viral PDF](#), the prospect of branding using the most universal ebook platform is at YOUR finger tips. ***This means you can reach the widest audience with your branded PDF information!***

Now it is possible for YOU to build your email list and make money just by passing along PDF files that YOU brand!

Branding PDF ebooks & reports that others create, allows YOU to reap the benefits of someone else's work. And that's not a bad proposition at all when it helps everyone involved... 😊

To brand PDF information, a free branding software application comes along to process the branding. This allows you to pass along PDF files with *YOUR own personalization branded in*.

This is a win-win venture for the PDF brander... (YOU) as well as the recipients downloading it...(Your prospects)

## There are 2 ways to position yourself as a marketer with branded ebooks & reports...

1. You can brand pre-written ebooks & reports created by others and market them as your own. Give them away to build your own email list and make commissions. (*Like this pre-written report that YOU can market*)
2. Create YOUR own original ebooks & reports and allow scores of others brand & give them away as free bonuses, etc.

To *create* your own PDF reports, you will first need a PDF authoring program... The main Adobe program that authors PDF files is quite expensive. However, I have some alternative solutions for you...

See the special featured resource at the end of this report. I found some **FREE** PDF creator programs that author PDF files. They will save you up to \$300 or more... *Incredible but true!...*

If you want to be able to create YOUR own viral PDFs that can be branded by others... you will also need the full [Viral PDF](#) program... It allows you to brand PDF files so that you can personalize affiliate links, and more...

The full program comes with an additional piece of software called a **PDF Signer**. This is an important piece of software that allows you to digitally sign a PDF file so it can be made brandable. Then you can have *others* brand YOUR original PDF files...

**Note:** The PDF signer makes giving out your own *original reports* possible for others to give away. However, If you just want to pass along pre-written PDFs (*like this one*), you will not need to do digital signing as it has already been done by the original author...

Do you think it's hard to create a report?... Well, it it's not as hard as you think. Here's one easy way... Gather some nice articles (on your topic) that you can easily compile together into a report. You should be able to find these kinds of articles in a web search... Then you can easily compile your own FREE report(s) and have scores of others give it away for YOU... (*They can give it away as their own, which is a win-win!*)



Now that's not too hard at all... However, If you want more help on creating your own special reports, check out the [Special Report Bible](#). Also, check out [CB Resources](#) to search for top affiliate products to write reports about. **TIP:** Write about any of the *hot products* in the top 10 listings. These products are **in-demand** - *and so will YOUR reports!*

Previously, the PC .exe ebook format could only be branded. While this HTML format can be distributed as branded information, it is a somewhat more limited platform. i.e. **Operation System compatibility issues, printing issues, etc.** *You read .exe ebooks like a web page where PDF ebooks are read more like books...a BIG plus for PDFs!*

PDF branding gives super access to viral marketing reaching a new, higher platform. Thanks to [Michael Wagner](#), this is possible.

Since the bulk of internet users already have the basic Adobe Acrobat Reader installed on their PCs & Mac computers alike... this makes PDF documents the hands-down number 1 choice for the ebook format. **The Adobe Acrobat Reader allows users to view PDF files on a cross-platform of computers. To grab the latest FREE update... [just click here.](#)**

A while back, I asked a few top marketer friends why they offered free ebooks in the.exe format, but none in PDF. The common answer was because the .exe format could be branded and at that time and PDF files couldn't...

So, they gave away branded ebooks in the.exe format but *sold* their PDF ebooks. One good thing about this is it has raised the bar on the perceived value of PDF ebooks. Now that PDF branding is available, more and more marketers are using it by choice.

And still to this day, PDFs are regarded with a higher value over .exe ebooks. Now that [Viral PDF](#) has come along and opened up the branding market to PDF files as well... they will play a much bigger role in the new frontier of viral marketing on the internet...*Be a part of it!*

**My own case history:** After creating my 1<sup>st</sup> FREE SPECIAL REPORT, I made a smart decision to make it brandable...>>>

**“My 1st free special report received an explosive 692 download requests in just the first 48 hours! Then skyrocketed to over 1600 new signups in only 7 days!...”**

After I received a ton of targeted download requests through a great cross-promotion at [Mark Hendricks](#) site, the viral multiplicity in sheer numbers hit me like a ton a bricks... If just a fraction of these people would start giving away my [FREE SPECIAL REPORT](#), it could not only multiply my email list x fold, but it could also provide an incredible backend sales potential with absolutely no extra effort on my part...*Branding with [Viral PDF](#) made it possible!*

Look at this very modest example:

If just 3 people give a FREE report away to 3 people and they do the same down the line, lets look at what happens through 8 levels deep.

**3x3=9 copies**  
**3x3x3=27 copies**  
**3x3x3x3=81 copies**  
**3x3x3x3x3=243 copies**  
**3x3x3x3x3x3=729 copies**  
**3x3x3x3x3x3x3=2,187 copies**  
**3x3x3x3x3x3x3x3=6,561 copies**  
**3x3x3x3x3x3x3x3x3=19,683 copies**

If that sounds good to you... you should grab your own copy of [Viral PDF today](#) ... Remember, these are modest calculations based on just 3 people giving away the branded report passed along down the line. And while I can't predict how deep your level of branded free reports will go... this kind of viral marketing does happen on the web in much bigger numbers...

Take marketers like Terry Dean or Jimmy D. Brown for example. Their numbers explode on the viral marketing playing field... While your numbers most likely will not pull what theirs do... the table chart above looks pretty good even from as low as level 4!...

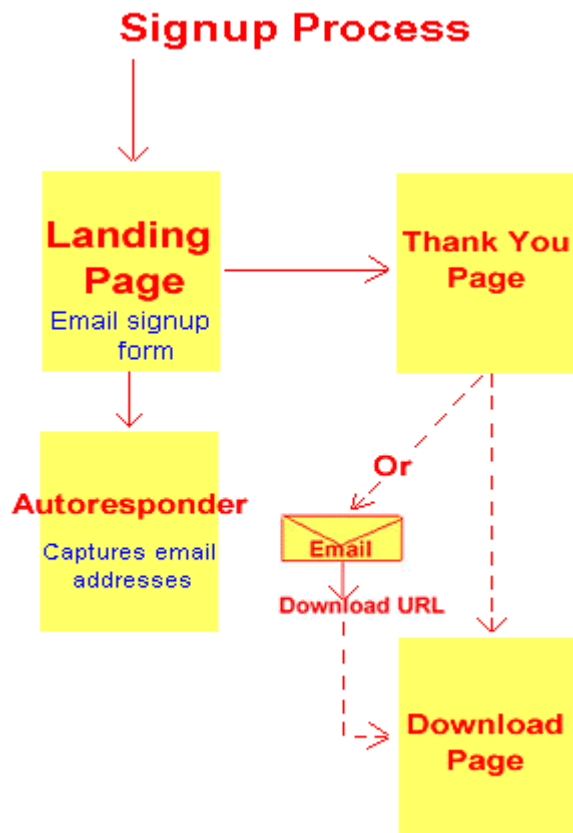
I can tell you that I certainly would not want to pass up a shot at passing out a couple of hundred to potentially thousands of copies of any report that I brand! Would you?... *Of course not...*

What if you had just 5 branded reports that you could use to build up your mailing list, and they made it to level 5?...

This would mean **3645 new subscribers!** All you have to do is follow the branding illustrations in this report, and offer free reports to attract new signups. **The ultimate goal here is to first help people by giving them FREE usable information which will build your mailing list at the same time... Then you are in line to earn real commissions... and without any hard selling!**

(See page 5 to recap 12 ways to market brandable ebooks and reports)

**You can create a non-stop viral marketing machine that can rapidly multiply! with Viral PDF!**



## **Branding PDF Files**

Now let's get started to see how branding PDF files is done!... Always make sure when downloading the PDF related branding software, that you keep all downloaded files in the same folder/directory.

For example: When I created my folder/directory, I pre-named it "**PDF Branding Folder**" because it's related to this project. Then, when I was ready to download the PDF branding files, I was able to download it directly into the folder/directory named "**PDF Branding Folder**".

The folder/directory name itself doesn't really matter as far as what you name it. It's just important that you can easily navigate to it and access the PDF files for branding purposes. We are going to go through the branding process, step by step.

You will learn how to easily brand PDF files as we go through the illustrations in this report.

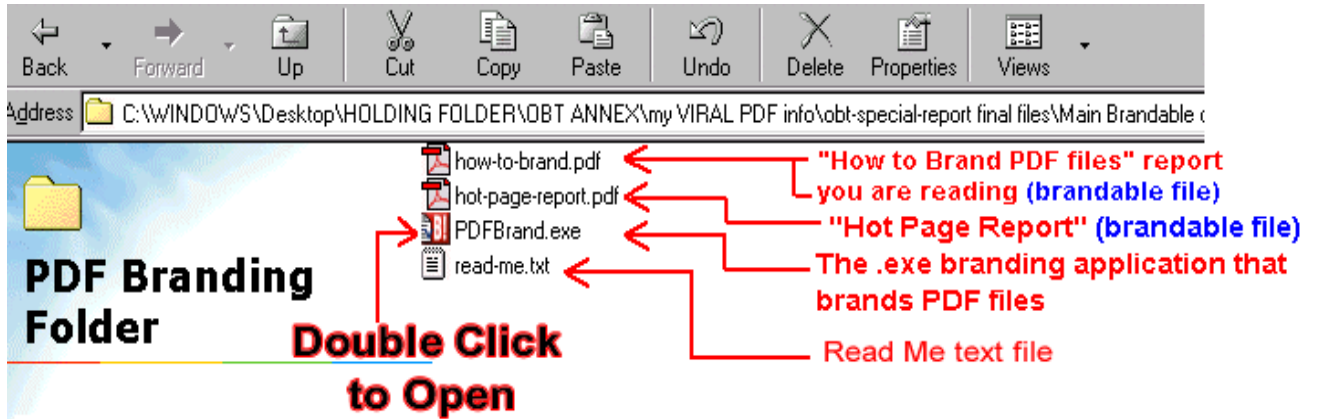
**Assuming you have all of your PDF branding files in the same folder/directory on your hard drive, and know how to navigate to it, we can begin...**

**Note:** You can use this information to brand any PDF files that are compatible with [Viral PDF](#) software.

***Let's Scroll >>>***

## Step 1.

Double click to open the folder/directory where your PDF branding files are located. Then double click on the **PDFBrand.exe** file to open it.



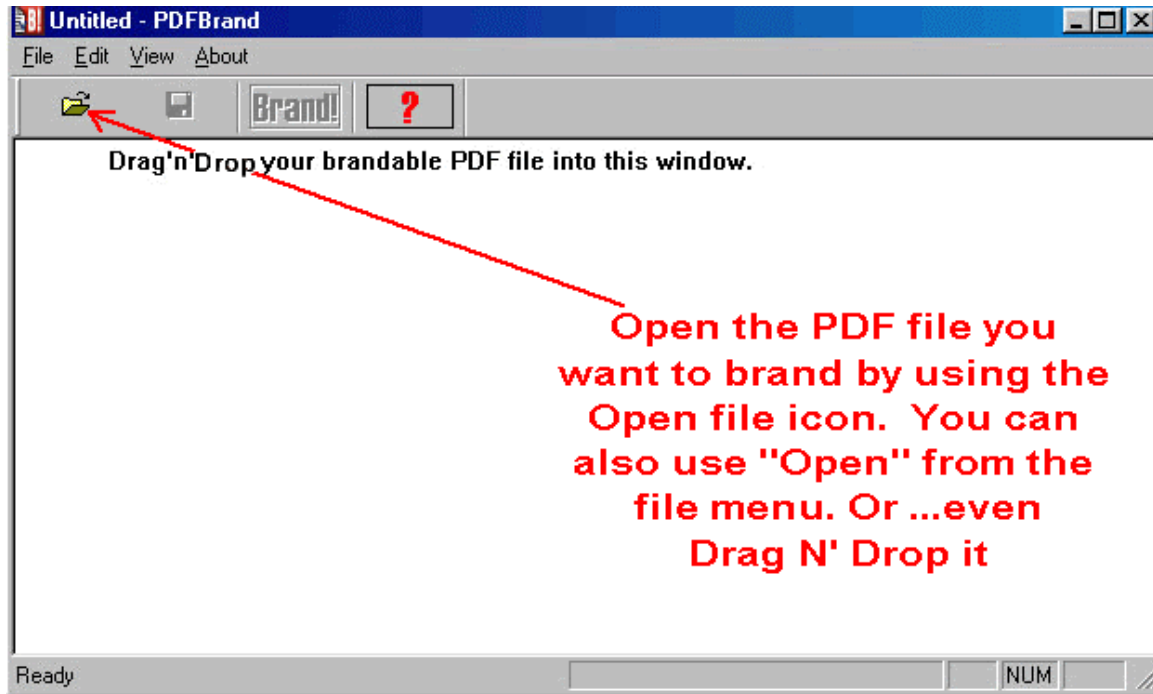
Notice if you have downloaded the **full branding package**, there are 2 brandable PDF files that came with it as seen above. The one you are reading now is: **How to Brand PDF Files Using Viral PDF** (**how-to-brand.pdf**) and the other is the bonus: **The Hot Page Report** (**hot-page-report.pdf**). They are both **brandable** reports.

**Note:** In your download, if you have only received the **how-to-brand.pdf** report (or the **hot-page-report.pdf**)... you can get the full branding package as shown in the above screen shot by [clicking here now](#). You will need the **PDFBrand.exe** file that comes along with it to brand YOUR own report(s).

**~Side Note~** The PDF branding application which actually creates the branding, is a .exe file. Therefore, this branding application software cannot be used on a Mac computer to process the branding. However, if a Mac computer is robust enough and sports PC emulation software, it may be possible that this .exe program could do the branding on a Mac. Check with [Michael Wagner](#) to be sure. However, for the most part, branding PDF files at this time are done on a PC Windows based computer using this .exe branding software. The final branded PDF product is universal as the end user can open and read the branded PDF files on a PC (Windows based computer) or a Mac.  
**~End of Side Note~**

## Step 2.

Next, we can see the interface of the opened **PDFBrand.exe** application.



To brand a PDF file with your own affiliate links, navigate to a brandable PDF file by selecting and opening it through the **PDFBrand.exe** application shown above.

( i.e. Simply select the a PDF file by double-clicking on it which will open it ).

**Note:** You can open the PDF through File > Open or the Open icon method for branding PDF files. You can also Drag 'n' Drop the file to open it. *(Open it with whichever method works best for you)*

After selecting a PDF file to open, the brander software will begin its opening process...

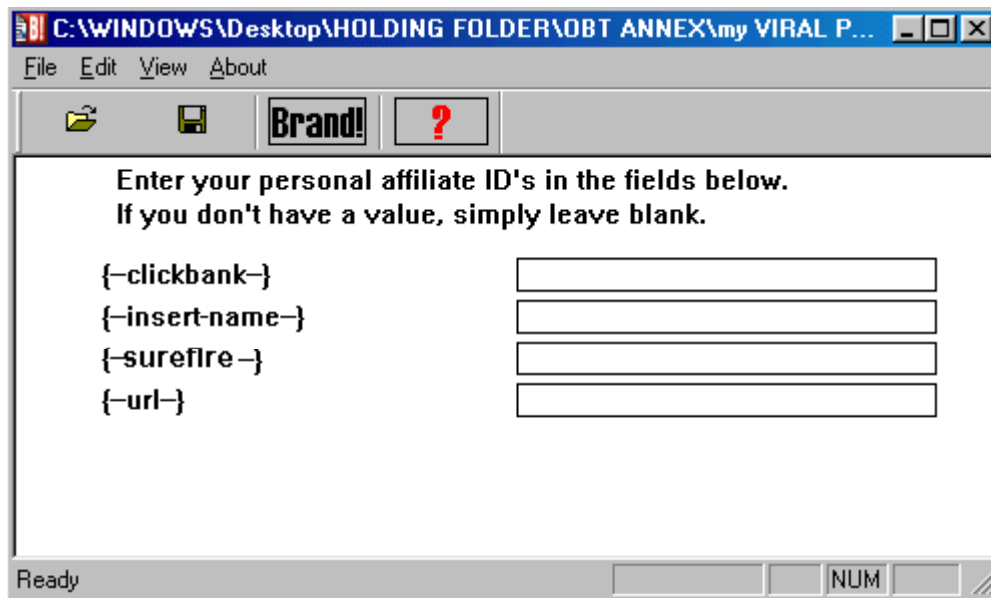
>>>

### Step 3.

After you have selected and successfully opened a brandable PDF file using the **PDFBrand.exe** application... you should now see something similar to the following screenshot...

*You will not see normal PDF pages when opening this PDF document through the branding software. What you WILL see is some curly brackets with "tags" similar as shown. By filling-in YOUR affiliate ID info into the adjacent boxes, this will personalize and brand your PDF copy after you click the **BRAND** button and save the file.*

You will see a list of "tags" as well as correlating empty text fields to the right of each "tag". (Notice that the **BRAND** button is now active)

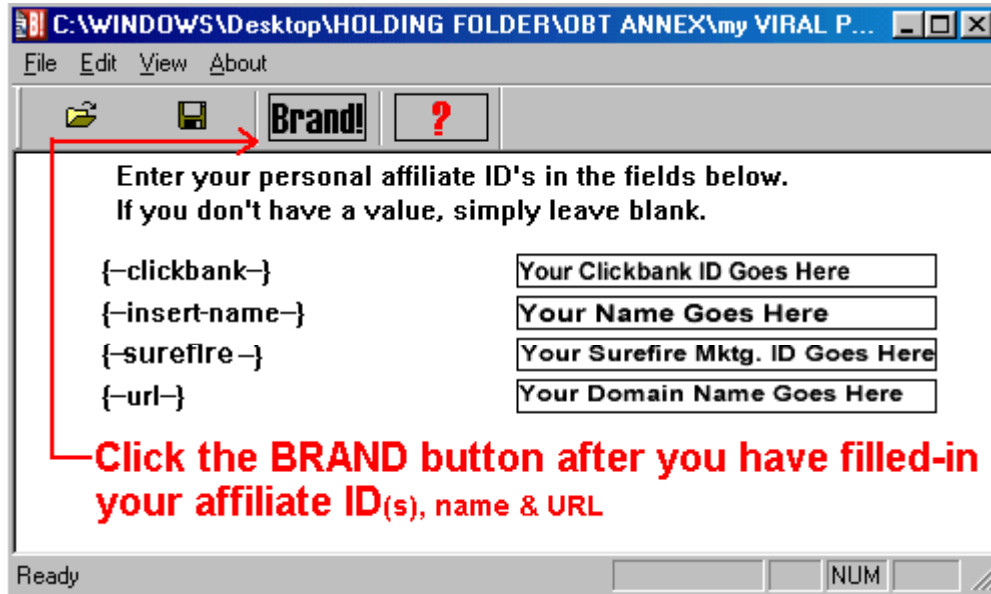


There could be fewer or more fields to fill-in according to the products offered that can be branded. The brandable tag fields will be listed in alphabetical order.

>>>

## Step 4.

Just type in your branding information into the blank adjacent fields. Fill it in according to what affiliate ID(s) are appropriate for the given product(s). If you have no affiliate ID for a given product, just leave the field blank. Fill-in only the ones you want. Then put in any other criteria requested like your name and web address.



Now click the **BRAND** button. This hard codes your branded information into the PDF file.

**Note:** In the **url** bracket in the above screenshot, make sure to type in your website like this: **yourdomain.com**.

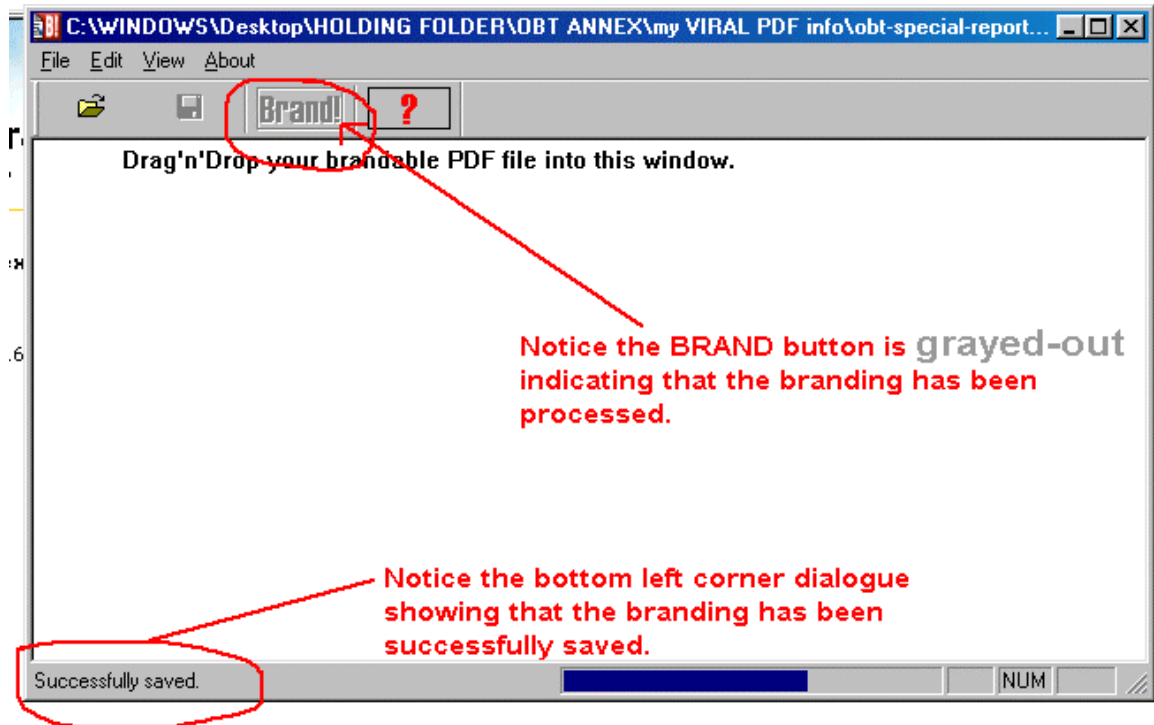
**Leave off > http://www.** as it is already hard coded into the domain name URL.

>>>



## Step 5.

Save the file and it will be processed as a branded PDF file.



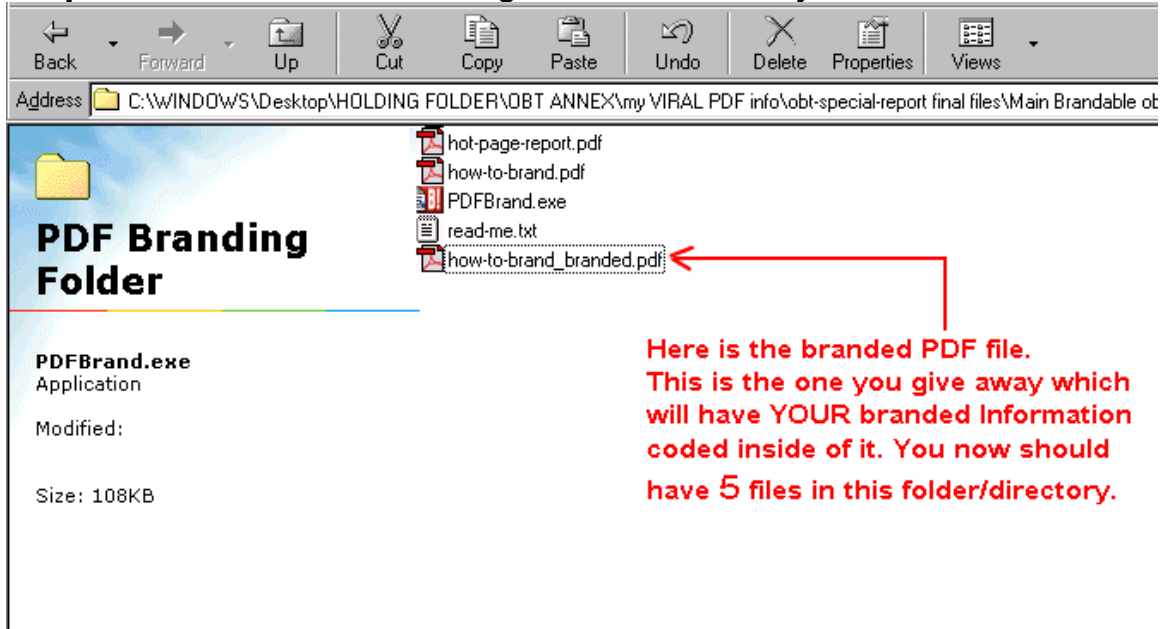
Your newly branded PDF is successfully saved with YOUR branded information coded into it. You will be prompted to overwrite the file of the same name in that same directory/folder. Just go along with it as it actually saves a second PDF file by the same name adding the term “**branded**” to it.

Therefore, you can easily identify which file has been branded with YOUR information. This is the branded file that YOU can give away.

**Note:** When you open up your branded file, hold your cursor over the various links throughout the PDF document and you should be able to see your branded affiliate ID(s) coded into the hyperlinks.

**You now have a truly “viral” product ready to go... >>>**

**Step 6. You are done branding! Wasn't that easy? *Now let's Rename!***



You should rename the branded file back to its root name. You probably would not want it to say “branded” in it’s name when you offer it. i.e. “**how-to-brand.pdf**” is a better name rather than “**how-to-brand\_branded.pdf**” You should save the renamed branded PDF file in another location so it will not overwrite your original unbranded “**how-to-brand.pdf**”. If you save it in the same folder, you will be prompted to overwrite the original file and therefore cannot re-brand it if you would need to change something.

Simply right click on the PDF icon and select Rename. Always remember to end it with **.pdf** (type the file name in all lowercase).

Now... all you have to do now is upload your branded file to your website via FTP software and start promoting it! I use a super easy program called [Cute FTP](#) to upload files. If you have never uploaded files to a server before and think it’s difficult or have been told it’s too complicated... *Now it’s easy!*

With Cute FTP you just open the files on your computer (PC or Mac versions available) and Drag ‘n’ Drop them easily to your server location in no time flat. I use Cute FTP several times a week and would not be without it. I have tried several demos of other stand alone FTP products as well as used built-in FTP features from web authoring programs. While Cute FTP is easy to use... it’s quite robust just the same. [Click here to see more specs on Cute FTP.](#)

***That's it!...*** You just read my easy *jump start guide* on using the number 1 preferred branding software on the internet...

**→ [Viral PDF](#).**

**With this knowledge... you are now ready to *jump start* YOUR own viral marketing funnel with **Free Reports**. You can allow others to brand YOUR own original reports or *YOU can brand other reports as YOUR own!***

I suggest doing both. This is what I do as well as many other online marketers... Don't let this opportunity pass you by *because*, you don't have to sell anything... Just give away free information that includes your branded affiliate links and there will be takers that you can profit from in diversified ways!

Viral PDF requires that you have a Clickbank affiliate ID before you can signup for their affiliate program...

If you haven't previously signed up for a FREE Clickbank affiliate ID, get yours easily by [clicking here](#).

***Tip: Remember... don't just offer one Free Report... Diversifying is the answer to the kind of income & list building streams you need to be successful on the internet! ... Offer several FREE branded PDF reports and let the multiplicity of the internet work for YOU!***

**To receive your own free brandable copy of this report just like this one to give away & make money... [click here now!](#)**

**["Make Sales from the Visitors Leaving Your Site, and Earn Juicy Commissions, FOR FREE – And it only takes 7 minutes!"](#)**

*As promised...*

*Here's... Resource information to get **FREE** PDF Creator Programs **and other PDF authoring solutions.***

The FREE resources listed are for PC Windows users that need to convert text to PDF files. The last link option is for Mac users and is shareware. These solutions are available at the time of this writing. If you need PDF writing software to create your original PDF files from text files... you will want to take advantage of these resources...

As you may know, Adobe's PDF creator program that authors PDF files costs about \$300.00 & up... However, to crank out your own PDF files... you can use Freeware and Shareware PDF creation solutions to do basically the same thing...

If you want to create your own original PDF documents, you will need a PDF creator program to author your PDF files.

**Viral PDF** brands PDF files that have *already been authored* using a PDF creator program. Adobe Acrobat Reader (which comes standard on most computers) is not to be confused with PDF creator programs that do the authoring of PDF files. Adobe Reader allows you to *read* PDF files like ebooks, etc, but does not allow you to create PDF files.

**This represents 3 different pieces of software:**

- > **Viral PDF** allows you to brand an ebook, etc, that has been authored on a
- > **PDF creator program** which can be read using > **Adobe Acrobat Reader.**

Your main work will begin as a text file. Then you convert it to PDF with a PDF creating program that authors PDF files.

>>>

Visit the following list of software solutions if you want to create your own original PDF files...

**Note:** If you only want to brand and pass along PDFs that others create (as your own) you do not need this software. The following PDF solutions are beneficial only if you intend to create original PDF files of your own.

### **Gymnast**

<http://www.oakworth.demon.co.uk/gymnast.htm>

For PC Windows users and is a **FREE** download PDF software.

### **PDF995**

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Neevia Document Converter eXPress is a **FREE** web-based service that lets you convert your documents into PDF files.

### **Happy Freebies**

<http://www.happyfreebies.com/pdf/index.jsp>

Pdf Generator is a **FREE** online tool that allows you to generate PDF files by either submitting **Microsoft Word** files (.doc) or **PostScript** files (.ps).

### **Print To PDF**

<http://www.jwwalker.com/pages/pdf.html>

This one is for **Mac users** and is **Shareware**.

You can download it and try it for free. Then pay just \$20 to the software developer only if you like it. ( Still an incredible discount – almost FREE )

I can offer no support for the above PDF software resources. See each respective company if you need any support questions answered. However, if you find that you need more 'how to' knowledge in the area of creating PDF files... I highly recommend that you [see this ebook](#). It has just about every known PDF method and tech solution translated into an easy to understand format.

**And last but not least...** A good autoresponder is a must-have to facilitate your viral marketing list building...The unlimited autoresponders at [ProAutoResponder](#) make it possible to handle *unlimited campaigns*. This is the backbone of automating much of your online marketing... Build your list up with the right tools... because it's so true... *the money really IS in the list!*

**Viral PDF** is amazing *branding software* and is the perfect companion to successfully marketing your PDF files...

***Wishing the best at Internet Success!***  
**Michael Nicholas**

[Michael@OrderButtonTriggers.com](mailto:Michael@OrderButtonTriggers.com)

<http://www.OrderButtonTriggers.com>

Discover Insider Secrets That Drive People To Your  
Order Buttons On Impulse To *Buy* What YOU Sell!

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[Success Triggers Newsletter...](#)

## <<< FEATURED AFFILIATE PROGRAM LINKS >>>

<http://www.jooz.com/affiliates/> **Viral PDF**

<http://www.howtocorp.com/affiliate/> **How To Corps**

<http://www.surefiremarketing.com/affiliate/> **Surefire Marketing**

<http://www.reportsecrets.com/affiliates.html> **The Report Bible**

<http://www.hunteridge.com/crazy/makemoney.htm> **The Inner Circle**

<http://www.orderbuttontriggers.com/affiliates.htm> **Order Button Triggers**

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