

HOW TO AVOID 5 RE-BRANDABLE PDF MISTAKES

Which Could Cost You Major Profits

by Nick JAMES

Distributed Worldwide by
Dan Walter



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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

REBRAND.IO TRANSCRIPT

Hi, this is Nick James of [Rebrand.io](https://rebrand.io) and, again, welcome to this audio / video presentation. I promise to keep this one short.

I just felt that it was important to share some of my experiences – *of mistakes I've made* – when using viral PDFs, so you don't have to make them yourself.

If only I had only known better, I wouldn't have made these mistakes.

But I did.

For such a small word, "if" sure does cause a lot of problems, doesn't it?

"If I had not turned off the alarm clock, I wouldn't have overslept."

"If I had paid attention to what my wife said, I would have not shrunk my 100% cotton shirt three sizes too small."

"If I would have taken the time to fuel up, my car wouldn't have run out of gas out here in the middle of nowhere."

"If I had charged up the battery on my mobile phone, then I would be able to call AAA to bring me some gas out here in the middle of nowhere!"

See what I mean?

"If" is such a tiny word.

But it's like dynamite. It packs a lot of punch.

For me, as I teach (*and learn myself!*) about viral PDFs, the phrase is this:

"If I had only known, I wouldn't have made these mistakes."

You see, I made MANY costly mistakes in my early viral PDFs. Mistakes that are **literally** costing me thousands of dollars in profits right now.

And there is nothing I can do to change them.

Once you set a viral PDF into motion, it's impossible to get it back and make corrections to things you screwed up on.

if only, I could go back into time and change some things.

I have learned the hard way some things you DON'T want to do with viral PDFs.

That's what we're going to take a look at in this presentation.

How To Avoid 5 Re-Brandable PDF Mistakes Which Could Cost You Major Profits

I've made 'them all.

You don't have to.

Don't do this...

1. Never use any link inside the content that you can't control.

I learned the hard way that where possible you should always use **redirect links** from your own domain when putting any kind of link inside your PDF.

For example: most people insert their affiliate link for an affiliate offer inside the PDF that they have put together. The one that was given to them by the affiliate program owner.

Instead, you want to link to a page at your site that refreshes and redirects the visitor to your assigned affiliate link. Something like this...

<http://www.yourdomain.com/rebrandio.html>

This is important so you can **CHANGE** the link anytime you want to in the future.

For example: If I decided to no longer use JVZoo.com to handle my affiliate program and went with a different affiliate tracking link, what happens to the thousands of copies of your viral eBook that are in place with that old affiliate link in there? They become obsolete, unusable and unprofitable.

Or, suppose you are linking to a dating service that goes out of business? What now?

Your links are toast. They are worthless to you. However, with a redirect link you can easily adjust the target page and send the traffic to a different dating service, or to a page at your site.

With a redirect link the changes are made at YOUR SITE, which you remain in control of regardless of what happens with the products and services that you linked to. Even if you change hosts or servers, you still remain in control.

You don't have to make changes to all of those PDFs -- which would be impossible to do -- you simply make a 2-minute change at your site. I can't tell you how many deadlinks are in some of my earlier PDFs that continue to give me headaches as people email me saying, "Nick, you've got a deadlink here ... can you give the correct link?"

It creates a lot of extra work in answering emails and certainly is throwing away potential profit for the countless people who never bother to ask for an updated link.

So, never use any link inside the content that you can't control.

Always use redirect links.

2. Another thing is you want to avoid using dated information by providing too specific details.

Affiliate Program A may not be offering that free 30-day trial offer very much longer. The price for admission to that special site may not always be \$29.95. That site that was "just released last week" may have become an all-time classic by the time Bob reads your viral PDF *two years* after it was released.

You want to make certain that you stay away from information that is too specific that can easily become irrelevant.

Again, I get emails all the time griping about inconsistent prices because I put a price for the [Internet Marketing Newsletter PLR](#) membership into one of my early viral PDFs and that price is no longer valid.

It hasn't been for almost two years.

I've even gotten ugly emails accusing me of fraud and false advertising, with threats to turn me in to the attorney general and all kinds of nonsense.

So, be careful that you don't date your Viral Re-Brandable PDFs if you can possibly avoid it.

3. Another no-no is to never put any information into your PDF that you don't want all over the world.

These viral PDFs quickly travel to each corner of this big beautiful planet of ours (*as the Rebrand.io Global Reach Map shows*) and can be downloaded and read in just a matter of minutes ... and certainly over time you can easily have a worldwide audience.

I made the mistake of putting my cell phone number in one of my earlier Viral Re-Brandable PDFs because everyone claimed that if I didn't have my

contact information in there, no one would buy from me... Which is nonsense I might add.

Anyway, I started getting all kinds of calls at all hours of the day – and night.

What was 3:00 in the afternoon in the Philippines was 3:00 in the morning where I live.

So, it was a nuisance. Kind of a funny story came out of it. I disconnected that number, of course, and got a new one. That was almost 12 years ago.

Well, about a month or so ago I had a lady email me and she was hopping mad. Apparently, she had ordered a cellular phone and got my old number... and people were still calling!

She told me that she was getting calls from England and all over looking for me and they were running her cellular bill up with charges. She wanted me to do something about it and all I could do was tell her *"I'm sorry, there's nothing I can do, I can only suggest asking your cell phone provider for a new number"...*

With viral marketing, it's pretty much unstoppable, which is why it is so effective. It keeps spreading and it's hard to stop the growth once it gets going.

So, never put anything into your viral PDFs that you don't want the world to know and use.

4. Another thing is this ... Always have your carriers do the branding.

You want to automate the process as much as possible.

Again, I learned the hard way. Early on, before Rebrand.io had been developed, I hand customized each viral PDF personally. And as they began to spread, the customization requests grew to be way too much for me to handle.

I was spending most of my days putting together these customized viral PDFs for each new person that requested a copy.

That had to change and so we developed Rebrand.io and some easy to follow rebranding instructions.

I give these instructions to anyone who wants to customize the PDF and I let THEM do the work. This keeps me and my team out of the loop completely.

So, unless you have some specific reason to do it yourself, place that responsibility onto the ones who want to distribute the viral PDFs.

5. One more thing I want to share. Always use a simple checklist to make sure you have packaged your Viral Re-Brandable PDF Correctly and you have missed nothing out.

In addition to the information or the content you provide within your Viral PDF report, there are also some additional “pages” that are needed in order to complete its construction and should most definitely be included. So you don’t miss any of these, let’s run through each of them together.

In order of appearance within your finished report, they are...

(1) Title page. This typically will include the title of your report, any subtitle, your name as author and possibly your website address, contact information and any graphics you might want to include.

(2) Legal page. This necessary page of your special report would include copyright information, disclaimers, terms of usage and any extra special disclosures or instructions you might have. *(Note: There’s an actual “legal page” on page 2 of this PDF for you to refer to. Please note that whilst I cannot personally provide you with legal advice, as I am not qualified to do so... You can still refer to this when perhaps creating your own.)*

(3) Author page. You should always include a page about yourself in your special report for a couple of solid reasons: it allows your readers to identify with you, thus establishing a “trust” relationship; and it also allows you to inform the reader of other resources you may offer such as your newsletter, other reports and products, web site, etc.

That is, I would mention some **free incentive** that I’ll give them as an extra bonus should they purchase an additional featured product or service related to the content of the report they are viewing.

This broadens my possibilities in that I cannot only mention an offer of my own, but can also promote an affiliate program if I want to do so.

(4) Table of contents. (Optional) This is the one page of your small report that is optional.

Typically, if you have a short report, let’s say 7 pages, you wouldn’t really need a table of contents. Only use a table of contents if your report is 25-30 pages and has distinct chapter separations that are worth noting in advance.

(6) Report. Next comes the content of the report itself. After your featured information, there is one final element to the “contents” of your Viral PDF report...

(7) Backend page. There should always be some kind of “backend” offer at the conclusion of your special report. This can be something as blatant as a

full-blown advertisement for a high-ticket product or something as subtle as a brief listing of your other special reports available for purchase.

These products could include reports, home study courses, membership sites, videos, physical products, services, coaching, workshops and similar items.

Regardless of whether you choose to include a subtle list of resources or a direct advertisement for a product, the key to success is to make sure the offer is tightly related to your short report.

Indeed, your short report can't possibly cover every aspect of some problem, so your backend offer should be the next logical step for your readers.

In the past, in a hurry to release a new Viral PDF to the marketplace, I have often forgotten to include one or more of these additional elements, so I offer them to you now as a simple checklist for how to package each and every viral PDF you create. Just check you have not missed an extra page before you set the viral PDF free.

Conclusion.

Viral Re-Brandable PDFs are tremendous tools. But, there are also some pitfalls associated with them.

I've just shared five of the mistakes that I have made.

There is just no way of measuring how much profit I have lost over the years due to those errors.

There wasn't a manual available to tell me how to do it. History hadn't really been recorded at that time to tell me what to stay away from and what to make sure I did in order to protect myself from problems.

So, you're getting something that I didn't have.

In all seriousness, don't make the mistakes that I made.

History doesn't need to repeat itself on this one.

This is **Nick James** owner of [Rebrand.io](https://rebrand.io) wishing you the very best of success with your online business.

Exploding Your Income & Reach With Professional, Re-Brandable PDF Projects Just Became As Easy As 1..2..3!



Don't Let The Ease Of Use Fool You Though!

This Is A Super Powerful, Tested & Proven Formula
& It's Already Creating Life Changing Results For Our Users!

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