

HOW TO QUICKLY LAUNCH A PROFITABLE RE-BRANDABLE PDF

Where OTHER PEOPLE Willingly
Do The Hard Work For You

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'm not going to take much of your time today, I just want to share some ideas that will help you kick start the distribution of your Viral Re-Brandable PDF Reports and really get some quick results here.

As we begin, I've got a confession to make.

I'll be really honest with you.

I'm not a very patient person. In fact, I'm not patient at all. It's one of my character flaws.

(Yes, unfortunately, I have many.)

I want things done quickly. I just don't like to wait around. I want results, and I want them now.

Which makes it kind of ironic that I've done so well with both Re-brandable PDF and Viral Marketing, because typically speaking these marketing techniques usually take a bit of time to develop.

It starts *S-L-O-W-L-Y* and builds momentum as it goes.

Think of it like popping some popcorn. At first there are only a few pops. Then, there is a bit more "pop, pop, pop."

Soon there is a flurry of "pops" and their speed and regularity is much quicker.

Re-Brandable PDF Reports put together with Viral Marketing in mind work in exactly the same way.

I gained over 10,000 new leads and over \$100,000 in profits last year alone from viral marketing PDFs, so they definitely work, and work extremely well.

But, here's the challenge with the system.

Viral Marketing PDFs tend to take a little time in picking up speed. They start off slowly and spread over time as I just mentioned.

However, what if there was a way to launch the viral marketing tool quickly?

What if there was a shortcut that you could follow, some way of speeding up the process.

Would you like that?

Of course you would!

Well, I've got an incredible -- and this really is a huge, untapped opportunity -- I've got an incredible strategy to share with you on how to get your Viral Re-brandable PDF into circulation quickly and potentially into the hands of thousands upon thousands of prospects and potential customers.

You see, like I said, I'm an impatient person.

So, I set out to find a way to get my own Viral Re-Brandable PDFs passed around quicker than other marketers were getting their PDFs passed around.

And I found out a strategy that works very well.

I call it the "*fast forward*" technique.

Here it is...

About 15 years ago there was a very successful viral marketing campaign for a product called **Free To Sell** which was created by **Tom Hua**.

He put together a collection of several Viral eBooks a couple of years ago, and it has caught on like gangbusters...

...In fact, it's got so popular and **SO SUCCESSFUL** too many people began setting up webpages offering the **Free To Sell** collection of viral eBooks for sale.

IMPORTANT NOTE: The information contained WITHIN each of the eBooks distributed via the Free To Sell package is completely out-dated by today's standards, so I don't recommend you buy it or sell today yourself...

However, the marketing principles behind how **Tom Hua** launched his **Free to Sell** campaign is *legendary* and is still as relevant today as it was 15 years ago - which is going to be very good news for you in just a minute as you will soon discover.

The idea of the **Free To Sell** package was to offer a huge set of Viral PDF eBooks at one crazy low price.

And they soon began popping up all over the Internet.

Now, here's where you come in.

Once you've got your report in an PDF format.

What if you could find all those people who are still selling the **Free To Sell** package – *or any eBook collection for that matter* – and ask them to begin including your Viral Re-Brandable PDF to everyone who buys from them?

That would be pretty darn good, wouldn't it?

So, let's get them to include it.

Right now, if you were to visit <http://www.google.com> and do a search for "Free To Sell eBook" you would find over 3,000 listings.

Over 3,000 listings.

Search for "freetosell" and you'll find even more.

Try "reprint rights" and there are more.

Type in "free eBook" or "free eBooks" and you'll see even more listings.

So, how does that help you?

Here's how...

You begin visiting the websites that are listed, let's say 10 per day, and you find a contact email address.

Contact the owner of the website and let them know that you would like to give them a 100% free eBook that they can add to their collection to increase the value of their package.

When you further explain that they can customize the Viral Re-Brandable PDF with THEIR affiliate code to earn backend commissions from any sales generated -- at no charge to them -- , you better believe they'll be eager to include your Viral re-Brandable PDF in their package.

Do you see the incredible opportunity here?

In time, you could have your Viral Re-Brandable PDF being distributed by thousands of different websites for you automatically.

And, of course, each person who gets a copy of the "collection" has the right to pass it on themselves by selling it, which gets your Viral Re-Brandable PDF into even more peoples hands.

The potential is limitless here.

And every copy of your viral PDF that goes out, has your information inside.

----- [Sidebar] -----

Hopefully by now you've watched, listened to or read the main Rebrand.io training called: **How To Create Re-Brandable PDFs That Increase Your Social Reach, Build Your Email List & Make You Extra Sales** and know all of the things you need to include in your viral Re-brandable PDF in order to be successful.

You want to build an email list of some kind, typically offering a free Lead Magnet or eCourse. You'll then want to send out follow-up promotional emails offering affiliate products that in turn will generate affiliate income each time sales are generated.

Be sure to use all of the strategies we've talked about in the main presentation before you begin distributing your viral PDF.

----- [Sidebar] -----

Now, the question is usually asked, "won't my Viral Re-Brandable PDF get lost in a sea of other digital products?" It won't if you plan for that problem.

Here's what I would suggest...

Fast Forward Tip Number 1.

First, make sure your title of the Viral Re-brandable PDF is an attention-grabbing one. Don't just use "Joint Venture Tactics," use "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month." In my experience with these types of collections, here's what happens...

When someone buys a copy of the collection, they browse through the 5 or so titles that grab their attention. There is no way they can read them all --, so they go to the ones that interest them the most. If you're title is an attention-grabbing one, then it will get exposure on that short list of PDFs they actually read.

Fast Forward Tip Number 2.

Secondly, make a deal with the website owner. Let them know that they can contact their existing customers -- people who have already purchased the PDF collection -- and they can offer your Viral Re-Brandable PDF as **a free bonus** for those who have already bought the package. That way, it not only gets your Viral Re-Brandable PDF into the hands of more prospects, but it also gets your Viral Re-Brandable PDF into their hands **by itself**, not in a

collection, but as an individually downloaded item. That's more exposure for you.

Fast Forward Tip Number 3.

Thirdly, you can provide **MARKETING MATERIALS** for the website owner to use (*how many of your competitors are doing that?*) Give them a blog post article, a PDF cover graphic, a mini-salesletter ... all the things they can use to give away your Viral Re-Brandable PDF. Offer to let them give away your viral PDF as a "sample" of the package that they are selling. If your offer inside benefits them enough for their affiliate link, then they might be willing to go the extra mile to promote your Viral Re-Brandable PDF because they'll earn a commission from all the sales it produces.

So, that's an incredible way to get some quick exposure for your Viral Re-Brandable PDF.

But, that's not all, I've got some "variations" of this technique that you can use...

Fast Forward Tip Number 4.

Contact 10 blog owners in your niche per day and offer them **a free copy** of your **Viral Re-Brandable PDF** encoded with THEIR affiliate link ready to give to their customers and email subscribers -- even if it's an affiliate program you are promoting (*and not your own product*) let them use THEIR link instead of yours -- in the material offer two things:

A: The reader the option to also customize it (*after registering with you or sending to you for details!*) and begin giving it away, AND

B: A link to a Optin Page or Squeeze Page of yours.

(Two things will happen -- many will join your email list, and many will **INDIRECTLY** join a new list too as all those who decide to give away your Viral Re-Brandable PDF will also need to join your list -- and you can then follow up with them later by email and offering other materials - *paid and unpaid* - that benefit both parties.)

Fast Forward Tip Number 5.

A twist to this original idea is to contact 10 website owners a day who rank highly in search engines for keywords relating to your offer. Whatever the theme of your Viral Re-Brandable PDF report is,

do a search at some of the major search engines to see which websites are listed in the top 50 or so search results, for related keywords and approach these website owners with the same offer.

You end up indirectly benefiting from other people's high ranks in the search engines.

Fast Forward Tip Number 6.

Still another twist is to contact 10 website owners a day who have products similar in content to your Viral Re-Brandable PDF and ask them to consider giving away your PDF as a BONUS to anyone who buys their product.

For example, if you have a Viral Re-Brandable PDF that teaches "A simple way to train your dog to sit", then you could approach sites that offer dog obedience videos and let them know they can give away your PDF for free to any of their customers who buy their videos.

This works especially well if the product you are promoting inside the Viral Re-Brandable PDF is a "related, but not competing" product, or has a 2-tier affiliate program. The website owner gets to customize your Viral Re-Brandable PDF with their affiliate details to earn commissions inside and you get to promote your list inside the Viral Re Brandable PDF and earn 2nd tier commissions.

Imagine getting YOUR Viral Re-Brandable PDF listed on the salesletters of dozens of sites as a bonus ... what potential!

[NOTE: Don't think it can be done? Go to www.Google.com and search for "Autoresponder Magic" or "Million Dollar Emails" and see how many sites are listed with those as bonuses!]

Fast Forward Tip Number 7.

Speaking of "autoresponder magic" or "million dollar emails" just to show you how to get ideas and really milk them for all their worth, how about this ... If you check Google for those two PDF Reports, you'll find ***thousands*** of sites that offer them.

How about writing a Viral Marketing PDF relating to the topic of either of those and THEN visiting those sites indexed in Google (*begin with the one getting the most traffic and the highest ranked ones*) and offering them your free Viral Marketing PDF for them to give away.

You've got a database of thousands of people right now who are offering those PDFs ... it's just waiting for you to use.

Write a short Viral Re-Brandable PDF based on the formula we talked about in the main presentation and then approach these sites. I bet you could get dozens, if not hundreds or even thousands of those website owners to add your Viral Re-Brandable PDF to the mix if your report is of high quality.

Fast Forward Tip Number 8.

A twist to that idea is to search specifically for ANY PDF or eBook, not necessarily "autoresponder magic" or "million dollar emails." Search for other Internet Marketer's previous PDF or eBook projects or keywords.

Fast Forward Tip Number 9.

Here's one of my favorite variations to the technique. Write a report that promotes a very popular affiliate program as the main offer inside, along with YOUR product (if you have one) and / or your list. Then, visit Google (and I keep mentioning that particular search engine because it's the largest) and search for sites that promote the popular affiliate program you mentioned in your report.

Contact the owners of those sites and offer them FREE customization to the report that promotes the affiliate program they are already promoting. Do you think they'll give it away from their site? Many will, I can tell you that.

You are providing them with a FREE report to give away with THEIR affiliate links inside to a product they are already actively promoting. And you profit by either promoting your own product or by getting readers to opt-in to one of your lists that you mention inside the PDF too. Spend a few minutes brainstorming and you can find lots of ways to use this technique.

Fast Forward Tip Number 10.

A variation to an idea that we talked about previously is to approach owners of products closely related to your Viral Re-Brandable PDF and ask these publishers to give your Viral Re-Brandable PDF away as an "unadvertised bonus."

While they may already have plenty of bonuses listed on their site, there are NEVER enough "extra" bonuses to give away to their customers. Everyone knows that the MORE you "wow" your customer, the more you deliver to your customer, the more value you provide, the happier they will be.

Meaning, less refunds.

And that also means more future business. So, contact website owners of products related to the Viral Re-Brandable PDF of yours and let them know they can give your PDF away as an "extra" bonus on their download page or any follow-up emails that are sent to their customers.

Fast Forward Tip Number 11.

And speaking of "follow-up" emails, here's another great twist to the technique. Contact publishers of eCourses and provide them with a ready-made message that they can easily plug into their autoresponder sequence that provides a free download of your viral PDF that is customized with THEIR links inside.

Imagine this: you start by getting a dozen or so people who offer eCourses to insert a message into their automated messages that offers a free download link for your Viral Re-Brandable PDF...

...new subscribers join eCourse fulfilment lists every day and ultimately, they receive a message about YOUR Viral Re-brandable PDF! If your report is of high quality and you do the work up front (*writing a message for them to plug into their autoresponder and code their affiliate link – or at least tell them how to do it*) then I guarantee you that people will say "yes."

Fast Forward Tip Number 12.

A variation of the previous one is to contact newsletter publishers and offer them a short solo mailing that they can send to their lists promoting the free Viral Re-Brandable PDF that is coded with their affiliate link.

Fast Forward Tip Number 13.

How about another variation? Write a report and promote a specific product inside. Then, approach the owner of that product to see if they will give away the report at their site as a lead generation tool to convince people to buy their product.

Think about what you are doing here: you are providing the owner with something they can GIVE AWAY that promotes THEIR OWN PRODUCT! How difficult would that be to turn down?! Of course, you could mention your list inside or another offer as well in order to make it worth YOUR while.

Fast Forward Tip Number 14.

And if you want to get REALLY ADVANCED AND PROFESSIONAL, try this one. This is my favorite of them all and I will personally do this as soon as I get caught up on existing projects.

So, I'm giving you a head start! 😊

Here's what you do: Create FIVE different Viral Re-Brandable PDF Reports all related to the same general market (*I.E. Marketing, health and fitness, travel, golf, etc.*). They should all have different types of content inside that are related to the same general market (*I.E. Marketing might have a viral PDF related to affiliate marketing, another one on joint ventures, another one on PPC search engines, etc.*)

They should all promote different offers inside, preferably YOUR products or 2-tier affiliate programs. When you have them completed, put together a 5-Day eCourse that is entitled something like, "5 Completely Free PDFs You Can Customize And Give Away to Earn Automated Profit".

Of course, each message in the eCourse is going to mention one of your free Viral Re-Brandable PDFs! Inside the eCourse you let readers know that they can customize the Viral Re-brandable PDFs themselves AND how they can also customize the eCourse!

So, now what happens?

You get people giving away an eCourse that in turn gives away all of your Viral Re-Brandable PDFs which either:

- (a) earns you profits from the offers inside or, better still,
- (b) gets other people scrambling to customize the eCourse and PDFs so they can give it away.

The potential for profits on this one is *enormous* if you provide quality materials throughout the setup.

It's ULTRA-viral!

Conclusion

So, those are some ways that you can QUICKLY get your Viral Re-Brandable PDF into circulation and spreading across the Internet.

Any of them could get the job done.

And when you start doing more than one of them, you can easily see some significant results. Remember, the main idea here is to get your viral Re-brandable PDF into the hands of as many people as you can, from as many different places as you can.

The faster you get the Viral Re-brandable PDFs into circulation, the faster new prospects will download it and read it, the faster many of those readers will begin distributing the Viral Re-Brandable PDF for themselves.

And that's where viral growth and ultimately hyper-growth begins.

I encourage you to print this report out and really go over the ideas that we have looked at throughout it.

There are **literally** dozens of variations that you could come up with as you take the ones that I've mentioned and tweak them just a bit.

There really is no end to the possibilities.

Decide which one works best for you and begin there.

The important thing is to get started.

I've handed you the basketball.

It's your job to start take your best shot.

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
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