

“1-Page Quick PDF Creation & Marketing Guide”

How To Create Professional Looking PDF Documents Instantly, To Help Boost Your Business, Reputation & Profits!

I get this question a lot, “How can I create professional looking PDF's to give to my customers, prospects or website visitors?”

Creating a PDF is easy once you know how.

1. Log on to Openoffice.org
2. [Download](#) OpenOffice.org software
3. Save to your computer and install
4. Restart your computer

Once you've installed Open Office, open up Open Office Writer.

Next you can use the Writer to compose your documents. It has very similar functionality to it's competitor Microsoft Word™, however it has the ability to create PDF documents at the click of a button (and allow “click -able” links in the document).

To create your PDF,

1. Go to the 'File' menu,
2. Select 'Export as PDF'
3. Click 'Export'.

If you'd like to password protect the PDF, go to the 'Security' tab and select 'Encrypt PDF' and choose a password.

To change the PDF properties, such as add keywords, change the title or author. Before you export, go to the 'File' menu, select 'properties' and change the elements you want. If you have a budget to blow or need greater functionality, use [Adobe Acrobat](#).

Using PDFs to Boost your Reputation & Profits

Solve problems - Your customers and prospects usually have questions or problems that need solving, give away or sell short reports (like this one). Exchange for an e-mail address, or use as an incentive to get people to your website. Capture their e-mail address for unlimited follow-up.

Distribute - Create a short piece of compelling copy, selling the benefits of the report. Use the copy on leaflets given out in store, use in direct mail pieces, online PPC ads, [online viral marketing](#) send out to your e-mailing list, press releases (online and print) to magazines and newspapers.

The Key Ingredient

Have a lead capture mechanism in place, whether it be online or offline. This way you can follow-up and contact everyone who downloads or requests your free report. Send more problem solving or beneficial information, build trust and credibility through [consistent contact](#). When they want what you're selling, they'll remember your name.

More uses? Pre-consultation forms, time-limited coupon forms, (customer to print off to bring into your business), discount forms, FAQs, order forms, product reservation forms etc.

About the author:

Ian Canaway is a freelance internet marketer, specialising in direct response internet marketing. Ian would like to give you a free report titled, “7 Ways To Generate More Leads & Sales From Your Small Business Website”. To download it now, visit: <http://iancanaway.com/>

Information Products For Small Business Owners:

By Ian Canaway

[The Autoresponder Time-Saver:](#)

How to use the power of autoresponders to slash your workload by up to 70%, put your lead generation on autopilot and follow up with your customers and prospects for little or no cost.

[Web Traffic Strategies:](#)

Proven, powerful methods to generate a flood of targeted buying traffic to your websites.

[Permission E-Mail Marketing Exposed:](#)

How to lower your marketing costs, increase your profits - ethically, legally and in a 100% non-intrusive way, using permission e-mail marketing.

Where to go from here?

The 20 Minutes Small Business Website Tune-Up

I have developed a “20 Minute Small Business Website Tune-Up” which we conduct over the telephone with you. Here is what we accomplish together in this fast-paced, zero-nonsense session:

No Sales: If your website is not generating any sales it could be due to a few problems. These usually can be quickly and easily corrected – so long as you know what critical steps to take (and which not to take). I’ll walk you through my three-step process (which takes literally about six minutes) and show you exactly how to carry this out in no more than 1-2 weeks. This will immediately enhance the effectiveness of your website.

No Traffic: Lying awake at night worried why nobody is visiting your website? I dispel the myth of ‘hits’ and will tell you the real ‘factor’ you should be worrying about. I’ll give you a proven strategy for developing a tidal wave of traffic to your website.

No Website: Don’t have a website? Not sure where to turn? We will discuss your options and come up with a simple and effective strategy for building a profit-pulling website, without killing your budget.

The Free 20 Minute Small Business Website Tune-Up is conducted by the Ian Canaway, who runs numerous profitable websites. Please be assured that this consultation will not be a thinly disguised sales presentation; it will consist of the best intelligence Ian Canaway can supply in a twenty minute time span. Please be advised the call is strictly limited to 20 minutes.

This consult will typically take place within 1-2 weeks of your request. To secure a time for this consultation, please completely fill in this [pre-consultation questionnaire form](#) that will prepare both you and me to get maximum value in the shortest amount of time. Once I’ve received this form and assessed your situation I will advise you regarding available time slots.

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