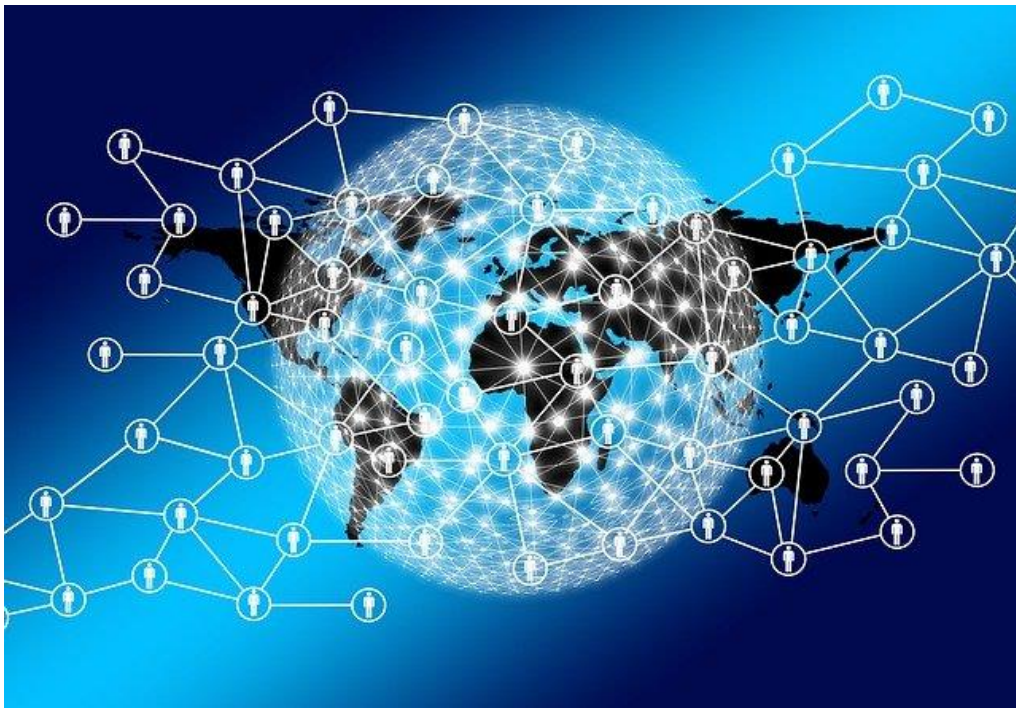


# Profiting from PDFs, Virally!

By Dennis Becker



## **Congratulations! Free Bonus!**

You now own giveaway rights to this report.

By owning give away rights, you may freely distribute this report to anyone you wish, or use it as an incentive to build your mailing list. The choice is yours.

The only restriction is that you cannot modify this document in any way without permission from the author, and you may not sell this report.

Enjoy!

**Hot Tip: If you would like to learn how to make this report your 24/7 “Digital Sales Machine,” then be sure to read the last section for full details.**

# Are You Profiting from Viral PDF's Yet?

A viral PDF is one that you create and give away. It could be a report on any subject related to your niche that solves a problem.

But here's the twist: You give it away with rights to sell or give it away.

People who receive it can use it as their own to sell or give away again and again.

The magic to this isn't just that a lot of people can see your lead magnet – it's that a lot of people can end up clicking the LINKS you've placed INSIDE the lead magnet.

You strategically place links in the PDF that lead to your landing page, your website, your products and your affiliate programs. Anything that is relevant works.

And if your PDF happens to be a newsletter or magazine, all the better. Each article can link to a product that is relevant to the article. For example, an article on how to get more traffic can link to a traffic generating plugin, course, book, etc.

An article on YouTube marketing can lead to... you guessed it, a product on marketing with YouTube.

If you want to get your links seen and make more money, viral PDF's are a must have.

Following is a \$1,267,200 case study of someone who is adding 160,000 new subscribers to her email list each year.

One caveat: If the report that you're giving away is yours, of course you can do whatever you want with it as the following case study illustrates, and license it to others however you want.

But, if you're using a PLR (private label rights) product, you need to be very careful not to violate the rights given in the license you received.

For example, many PLR licenses give you the right to give away or sell the product, but do not allow you to transfer those rights to others. Some licenses allow you to transfer the giveaway rights, but not resell rights. There are many combinations of possibilities.

So be sure to read your license carefully before encouraging others to use the report if it was not created by you.

I mention this, because some marketers don't fully utilize the private label rights reports that they own. You certainly should utilize this technique to maximize the reach of **any digital asset that you own in PDF format**.

Using this approach to make your reports turn viral will certainly explode the circulation of them, and if you've monetized those reports, as you certainly want to do, it will explode the size of your email list and your profits!

The best case is if you create something yourself, and then you have full flexibility in licensing, branding and distribution.

Now, let's see what can happen...

# Viral PDF Case Study: 160,000 New Subscribers

Joanne uses this strategy to get 440 opt-ins...

## **Per day...**

With zero ad cost.

She gives away a free 35-page report with a provocative headline that catches plenty of attention.

That's it!

Two years later, after writing the report, she gets 440 new subscribers a day just from the viral report alone, without doing anything.

Doing the math for you, that's over 160,000 new subscribers annually!

Of those 160,000 new subscribers, about 9% make their first purchase within 3 months. That's 14,400 new sales with an average first order of \$88.

Total revenue: \$1,267,200.

And that only includes initial sales. The real money comes with repeat buyers.

Her current time investment? None.

Her cost? Zero.

What are Joanne's secrets to making this work?

She offers great content that people want, and she offers giveaway rights to everyone who gets her report. That means they can give the report away, sell it, use it to build their list or do whatever they want as long as they don't change the report.

And she gives her customers branding rights to the report, so they can earn commissions when people purchase from the links inside the report.

**But only customers can insert affiliate links and make money.**

And YOU can create reports just like this that promote affiliate products, your products, your services or anything you like.

You can get free traffic and sales, your content shared, recognition, trust and credibility.

Viral marketing is powerful indeed, isn't it? 😊

If you're offering free reports or free newsletters right now, but you're not offering rebranding rights, then you are leaving money on the table.

Lots of money.

How does it work?

The first page of your report or newsletter is a title page, just like usual.

But on the second page of your content, you'll say something like:

*"Congratulations! Free!*

*You now own resell and giveaway rights to this report.*

*By owning resell and give away rights, you may freely distribute this report (or newsletter, book, etc.) to anyone you wish, resell it for any price and keep 100% of the profits, or use it as an incentive to build your mailing list. The choice is yours.*

*The only restriction is that you cannot modify this document in any way without permission from the author.*

*Enjoy!"*

You might want to word your introduction slightly differently. For example, you might not want others to be able to give away your report (which will get you the widest distribution, so think carefully about not allowing those rights). Or you might not want others to resell the report (maybe you've licensed the report from elsewhere and you don't have a license to allow others to resell the information (see the discussion about PLR licenses elsewhere in this report).

Now here's a twist to earn even more money:

Very few marketers are going to want to give away a report with YOUR affiliate links in it. And that's okay, because you'll still make money.

After the section above, you'll write something like:

*"Hot Tip: If you would like to learn how to make this report your 24/7  
"Digital Sales Machine," then be sure to read the last page for full details."*

You're going to allow them to completely rebrand your report with their own affiliate links and have a finished money magnet ready to go.

The last page includes a compelling offer for branding rights, and it might say something like this:

*"How to Make This Report Your 24/7 Digital Sales Machine.*

*I hope you enjoyed this free report and picked up your copy of (insert product name.)*

*Before you rush off to share this report with your email subscribers, Facebook friends and Twitter followers, let me ask you a question...*

*Would you like to get paid a commission when the people you share this report with also buy (insert product name?)*

*If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on social media, or even use it to build your list.*

*And the best part is...*

*Your readers will also receive 'giveaway rights' to this report. Which means, if they give it away without rebranding it, you'll get paid commissions on all of their referred sales as well.*

*If they purchase the branding rights, you'll receive a commission for their purchase of the branding rights."*

And then you explain how they order their branding rights from you.

This gives you, as the author, incredible leverage.

Let's say you've written a report promoting a new Clickbank product. You make money when people buy the product from your personally branded report, and you also make money when you sell branding rights.

In fact, you can potentially make branding rights sales from every person who comes across your report, regardless of whose name that report is branded to.

And the people who have paid for branding are highly motivated to share your report because they can earn product commissions when they do.

If you graph this out, it looks like a pyramid – a LEGAL pyramid, mind you. I know how fishy that word sometimes sounds, but I don't know how else to explain how this can potentially grow so BIG for you.

Let's say you only sell branding rights to 3 people. But each of those 3 give the report away, and only 3 people they give the report to also buy branding rights, for a total of 9 more branding rights sales.

And it keeps growing like that.

3 people

9 people

27 people

81 people

243 people

729 people

Multiply these numbers by the amount you will charge for branding rights, such as \$27, and you see that over time you can potentially earn significant money.

Of course, it doesn't happen exactly like this. 2 of those first three people might never share the report, and the other one might share it to 3,000 people, or whatever. The point is, there is a potential for this to grow exponentially.

So it won't be a simple  $3 \times 3 \times 3 \times 3 \times 3 \times 3$  thing, it might be  $100 \times 4 \times 2 \times 15 \times 3 \times 2$ !



Another option is to create a report to promote YOUR OWN product. You could offer free branding rights to anyone who purchases your product, or free branding rights to any affiliate who ‘qualifies.’ You determine how they qualify.

The point is, this report that promotes your product can go viral – super viral – and if it does a good job of preselling your product, it can make you a lot of sales for a long time.

It works as a super hot affiliate tool. Just imagine affiliates giving away your report with their affiliate link inside. You can even create a follow up email sequence to drive readers back into the report and to the product sales page, to increase sales even more.

A third option is to use the free report to build your list. Your offer might be, “Subscribe to my newsletter and get branding rights to this free report.”

A fourth option is to write a follow up report to the first report and offer it free inside the first report. This is another great way to build your list.

Is all of this getting confusing?

Just think of a viral brander this way: You write the content ONCE, and it continues to circulate around the internet, acting as your ambassador, driving traffic to your sales page or squeeze page and making you money.

And if you sell branding rights, it can make you even more money, both from selling the rights, and from building your own list of subscribers.

**Bottom line: If you’re NOT using viral PDF reports, you’re losing subscribers and money.**

Obviously, Joanne’s results are not exactly the same as yours will be. Her niche, her report that she gave away, her products that she advertised in her report, her selling prices, are all different than yours will be.

For example, we saw that her average first order was for \$88, she was getting 160,000 new signups annually, and 14,400 sales per year.

So, if your average first order was only \$7, then your income would “only” be \$100,800. If your \$7 offer had an upsell for \$27, and that upsell converted at 10%, then that would add another \$38,880 to the total.

And it took Joanne a while to achieve those numbers, while the report was going viral, which didn't happen overnight.

Two years later, she's now getting 440 new subscribers a day, so be patient and allow the magic to happen.

Once the virality did start growing, it would be almost impossible to stop, short of forgetting to renew her domain name, or removing the URL to her optin page.

**You might do better than Joanne, you might do worse, but you will almost certainly do better than you are now, when you start distributing reports with the possibility to become viral.**

Once you see how simple and lucrative this is, you certainly won't have to, or want to, only have one report growing virally, will you?

If you want to be able to create brandable reports of your own, check out the best viral PDF brander available anywhere (I've tried others), here:

<http://easyviralpdfbrander.com>



Did you enjoy this case study? Did it inspire you? Did it give you some hope that you can do the same as Joanne, who the case study was about?

Even if you don't think you can do quite as well as her (and maybe you could, whether you think so now or not), following in the steps of a good case study is always fun, and often very profitable.

I have a complete volume of case studies that came from a newsletter that I licensed rights to. I excerpted 15 more and compiled them into this:

## **Incredible Case Studies, volume 1**

For a limited time only, you can get them for less than \$3. Don't miss it!

# How to Make This Report Your 24/7 Digital Sales Machine

I hope you enjoyed this free report.

You've seen how using brandable reports can build your list and earn you money virally. All you need is either or both:

- Publications that have been rebranded with your own affiliate IDs so that you can give them away and profit from your readers
- A branding tool, like Easy Viral PDF Brander, so that you can turn your own reports into digital sales machines

Over the years, I've personally used other branding tools. None of them have stood the test of time. One didn't work for larger documents, and when I asked the owner for support, he replied that it was created by someone that he outsourced to, and that person could no longer be found.

Others only worked for Windows users. And depending on what virus checker a user might be using, the tool might be flagged as dangerous.

Another one stopped working altogether and the owner could not be reached.

Easy Viral PDF Brander has all the features of the others, is accessed through any browser (so no operating system restrictions or problems with virus checkers) and it works.

So ...

Before you rush off to share this report with your email subscribers, Facebook friends and Twitter followers, let me ask you a question...

Would you like to get paid a commission when the people you share this report with also buy Easy Viral PDF Brander, or make a purchase of any other product mentioned in this report?

You can even earn commissions for purchases made by those who purchase something from us in the future, perhaps far longer after the original purchase of something in this report.

If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. It will take you less than 5 minutes.

You can then post it to your blog, share it on social media, or even use it as a list magnet to build your list.

And the best part is...

Your readers will also receive 'giveaway rights' to this report. Which means, if they give it away without rebranding it, you'll get paid commissions on all of their referred sales as well. If they do purchase the rebranding rights, you'll get paid a commission for that purchase.

If you'd like to invest in your own rebrandable version of this case study, which I think you'd have to admit is pretty inspirational, go here:

## **Profiting from PDFs, Virally – Rebrandable Version**

Don't forget, if you purchase Easy Viral PDF Brander, you'll be able to create your own rebrandable reports and start unleashing a viral storm of email signups and sales starting today.

**[Purchase Easy Viral PDF Brander!](#)**