



This eBook is proudly brought to you by

Saul A.J. Burton - HowToSell.info

Order ON THE FLY PDF

[Click Here To Order Today](#)

Disclaimer Notice: This publication is distributed with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. Also note that this publication guarantees no amount of money to be made and the author, cannot be held responsible for any actions taken. All external links are provided as a resource only, and the author, cannot be held accountable for dealings with these companies. By using anything found in this program and using it, It is at your own risk, you take full responsibility for your actions, if you don't agree or don't want to take your own risk than I suggest you over look this report.

Table of Contents

BRANDING YOURSELF

VIRAL MARKETING WITH E-BOOK OR REPORTS

CREATING A PDF FOR VIRAL MARKETING

CREATING BRANDABLE PDF FILES USING ON THE FLY BRANDING

MARKETING YOUR NEW BRANDABLE PDF

BONUS SECTION

Press Release Your PDF

Conference Calling Your PDF's

Link Exchanges

Pay-Per-Click Search Engines

Blogs

BRANDING YOURSELF

Imagine having to deal with people without having the benefit of a name.

Difficult, isn't it?

Not only will you suffer from the seeming lack of a recognizable identity, it would also be hard for others to trust you. Anonymity, after all, is not an option when it comes to personal affairs. And the same is truer when it comes to doing business.

Perhaps the most primary consideration in establishing an online venture is branding yourself. This should be one of your first thoughts before creating your online venture. Formulating your marketing strategies and automating your system with your good name.

Remember your brand is your badge of credibility and reliability while your online because you're not going to be dealing with anyone face to face.

Brand Your Identity - is the promise that you're making to your target market. It's everything you want your organization's brand to be seen as.

- What services do you offer?
- How do you perform in delivering those services?
- Establish yourself as an expert in your field
- Build a solid reputation within your industry
- What values does your organization stand for?
- If your organization was a person, what character traits would you want it to possess (such as trendy, professional, fun, trustworthy, responsive, etc.)?

It is what prospective clients would look for before they decide on dealing with you. If they deal with you at all, so you need to get this part right.

Your brand would play a vital role on how other people would perceive your business. Allow me to illustrate. Supposing you're choosing between two enterprises: one who gives you the impression of being strictly business-focused because of its lack of a PR machinery; and one who is clearly trying to assure you a good business relationship by offering free products and discounted packages.

Which would you choose?

Naturally, you'd favor the one which has branded itself as a friendlier entity. This is the power of branding. It can make or break business deals even before propositions are formally laid on the table.

The key to establishing a personal brand identity in the cyber world is focusing on who you are and what you stand for and then getting the word out through a variety of Internet channels.

Here is a good starting point that you can employ in making a great decision in your brand.

An six part-branding test before creating the name, making sure it:

- Is easy to recognize and remember
- Communicated essential, congruous concepts
- Related to the product
- Is appropriate to the product category
- Is available
- Translates globally

The problem in this day and age of viral marketing is the preponderance of rebrandable products that are not easy to brand. Too many times, people are exposed to trying to brand products that are out dated or not a good format. You might even fell into this yourself buying an item that is not a very good one. The only differences are the affiliate links that are contained therein and sometimes too many that hurt the real content. This is the ugly side of persistent advertising: the demise of originality and the loss of proper identity by filling with to many affiliate links.

The first cannot be helped. It is what makes viral marketing carriers "viral."

You need to pass on your items and you need to let others pass them on as well.

Much can be done about the second issue, however. There are ways to stamp your own brand on viral marketing paraphernalia. There are ways to leave your own mark on potential consumers. You can even let others pass your brand on while passing their brand on as well.

Easiest Way to do a Viral Marketing Brand is:

Create your own brandable product. Develop it to an extent that some day if somebody thinks of your product they will remember your name or company.

HTML2PDF On The Fly Branding is a program that would ensure the integrity of your business brand. This powerful tool can create any PDF document on the fly (in real time download). No matter how many times it is downloaded, a viral marketing paraphernalia has circulated around the net, you will get your brand out faster and more efficient while others do the work for you.

HTML2PDF On The Fly Branding can make sure that the ones which passed through your business are stamped with a unique and distinguishable signature befitting your excellent image.

Whats best is that the program does this automatically. Simply prepare your e-book, special report, or other viral documents as HTML files, and the program will automatically generate it (PDF) for you including imprinting your customized tags.

In these fast times when product perception are as fickle as the changing climes, branding yourself provides the key to sustained success. And the HTML2PDF On The Fly Branding program is the edge that would establish your business as a cut above the rest.

HTML2PDF On The Fly PDF Branding is a dream come true.
Visit its official site at www.ontheflypdf.com

Read the testimonials of the many online businessmen it has helped in recent months. They have achieved some generous earnings because of how the HTML2PDF have branded their names and their businesses. Their viral marketing campaigns are still going strong to this very date, thanks to this cutting edge technology.

This is not a false promise. This is not an unsubstantiated claim. This is not hype.

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

Real Live Testimonial

This is a must have tool for any marketer or publisher who needs to be able to create brandable PDF's

Hi Richard,

You have surpassed all my expectations. I have always found PDF creation to be time consuming, overly complicated and subject to all sorts of bugs and gremlins! In fact, I was beginning to think that I would need to get a "Degree In The Dark Arts" to come anywhere near to being able to create PDF's that I could pass on to my affiliates and resellers!

Now, I've discovered just how easy it can be... your system is superb, it's really user friendly and the instructions and documentation are of an exceptionally high standard.

The bottom line?

This is a must have tool for any marketer or publisher who needs to be able to create brandable PDF's on the fly. My affiliates and resellers are soon going to be flooded with viral PDF's that will make them, and me, lots of profit!

John Taylor
Test And Track.com

VIRAL MARKETING WITH E-BOOK OR REPORTS

The term viral marketing is best defined as any promotions strategy that inspires other persons to distribute your business message to members of their respective networks, resulting in a continuous spread of the said message to as many people as possible. It is the online equivalent for word-of-mouth advertising, albeit, more powerful, as the idea that is being marketed would reach a wide coverage at a more rapid pace.

Inspired by the exponential growth of a virus life cycle from which it has garnered its apt title, viral marketing operates on a very similar concept: continuous progenies through self-replication. Just as how a virus would infect a host, your business venture would penetrate an initial number of individuals. Through clever marketing techniques, these first targets would then distribute your business message to people in their respective network. The result would be a rapid growth rate of potential clientele that could reach millions.

To illustrate, if you deliver your business message to five people and give them enough encouragement to pass it on to five more people in their respective network, you'll immediately have garnered the attention of thirty potential customers. But it doesn't stop there, because the new tiers could spread the word to even more individuals, and this same cycle would go on and on while you concentrate on other matters of your venture.

The best way to employ viral marketing is through the use of e-books and special reports. E-books convey information, and are generally received as credible resources. To offer these e-books for free would be good in two ways. First, the recipient would feel indebted to you for offering a good product free of charge. This will compel them to support your other products, and spread the word about your business. Second, if the free product is good, they'll get a taste of what your business could offer, and they would have less hesitation in considering your contingent propositions, that is, your main products.

E-books are also good promotional tools. You could populate its pages with links to your affiliate programs, advertisements for your products, or directions to your site. The fact that these viral e-books would spread by themselves would only mean that whatever you're promoting would reach many people at a very fast rate.

You could write e-books yourself, or you could hire a ghostwriter if you don't have the time. They don't have to be long, they just have to be informative. 30 to 50 pages would usually suffice. Shorter ones can be packages as special reports that aim to impart something novel and useful.

And now you're equipped with the proper tools that would aid you in your crusade for maximum profit and product eminence. As they say, knowing is half the battle won, so you're almost there. What remains to be conquered is the execution of what you have learned into actual practice.

This is where On The Fly PDF comes into play and turns your Viral Marketing efforts into an easy to use solution that is a set it and forget it type system.

Once you set your on the fly pdf download into play, all you do from that point on is start telling everyone about your landing page and how easy it is to fill out a simple form to get your free ebook or report. Branded PDF files, are the most used files. This allows any Computer to open the PDF up and view the contents.

HTML2PDF On The Fly PDF Branding is a dream come true.
Visit its official site at www.ontheflypdf.com

Read the testimonials of the many online businessmen it has helped in recent months.

This is not a false promise. This is not an unsubstantiated claim. This is not hype.

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

Real Live Testimonial

Well Richard what can I say but "Bloody Brilliant"

I run several web sites for different clients, and every time I write a new report I have to manually edit it to suit each customers details.

Now all I have to do is run my original document through the script and "Bingo" all done.

This is a huge time saver for me as I am sure it will be for anyone else that purchases it.

Best of all, thanks to you I now have more time on my hands to produce my material as opposed to editing and preparing it for clients.

Best Regards
Jason Hill
Australian Furniture Removals

CREATING A PDF FOR VIRAL MARKETING

A strategy that would spread your business message like wildfire.

The premise behind viral marketing is undeniably tempting, hence the wide usage of this particular strategy as of late. But all is not a bed of roses for the business owner who wishes to adapt this approach. Many ventures have failed for investing too much on viral marketing. They have pinned their hopes on what it can harvest, but the campaign did not deliver. Let us analyze the three top reasons why some of them were unsuccessful:

A. Business message isn't presented well. No matter how many free gifts you bestow to attract more and more people in checking out your products and services, they wouldn't equate to sales if what you're offering is not presented in an appealing way. You have to remember that viral marketing is a strategy to promote your business. Your goods should be credible on their own, or at the very least, presented as such, once interest is generated and people start scrutinizing them.

B. Over-reliance on the perpetuity of viral marketing. With the automated way they were meant to function, viral marketing campaigns often suffer because business owners choose to rest on their laurels. They tend to believe that the campaign, being self-replicating, would constantly bring in the clients. This is hardly true. Everything has a lifespan, viral systems included. Viral marketing campaigns can reach a saturation point when it will cease attracting new people. Also, there is the circular danger to consider, that is, that the viral marketing campaign would get trapped in certain networks where the business message is distributed to the same people over and over again.

C. Incompetent medium. Viral marketing is the online equivalent of word-of-mouth advertisement. Both strategies rely on words to carry out the business message. It goes without saying that when words fail, so will the strategy that depends on them. Sometimes, the structure by which the business message is carried is flawed.

The third reason is of particular note. Most viral marketing paraphernalia seem to neglect the fact that people do use different operating systems and people do use different kinds of terminals. Yet, there are many OS-specific and computer-specific viral marketing products circulating around the net. There is one way to solve this widespread problem.

Use PDF.

PDF is a file format that is universally readable. It chooses no particular operating systems or computer types. By adapting PDF as the format to use for your viral marketing products, you will be able to reach more people whom you could hook to your business program.

It is wise, therefore, to invest on a reliable PDF branding software to avoid this problem that could mean the demise of the viral marketing strategy. Not only would a PDF branding program guarantee more accessible products, it could also be the integral backbone of the entire marketing campaign.

Adobe® Portable Document Format (PDF) is **NOW** the most widely used format in the **world** for creating and distributing electronic documents such as ebooks and reports.

PDF information products are the most common and, as you will see, the most profitable format to sell because **all computers** come standard with some kind of software to view and read PDF files, even Apple (Mac) computers.

Now here's the fact that lets you make tons more money:
PDF files are brandable, meaning you can turn the product itself into a marketing vehicle for your business. If you have the right technology to go forward.

On The Fly PDF is the solution to all your problems that involves:

- Creating PDF's
- Branding PDF's
- On The Fly PDF's

This is where On The Fly PDF comes into play and turns your Viral Marketing efforts into an easy to use solution that is a set it and forget it type system.

Once you set your on the fly pdf download into play, all you do from that point on is start telling everyone about your landing page and how easy it is to fill out a simple form to get your free ebook or report. Branded PDF files, are the most used files. This allows any Computer to open the PDF up and view the contents And the HTML2PDF On The Fly Branding program is the edge that would establish your business as a cut above the rest.

HTML2PDF On The Fly PDF Branding is a dream come true.
Visit its official site at www.ontheflypdf.com

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

Real Live Testimonial

Branding is the key to successful viral marketing, you have now made it so simple for me to create viral brandable pdf's!

Hi Richard,

What an incredible, easy to use, viral marketing tool you have created here

Branding is the key to successful viral marketing, but I never knew how I could do this on my own. I'm so glad I found your site, because you have now made it so simple for me to create pdf's that my affiliates can brand on the fly!

This product opens up a whole new world of marketing opportunities and will allow me to enjoy the power of viral marketing with my own products! On The Fly PDF Branding is exactly what I've been looking for...

Barry Richardson
EasyToolbox.com

CREATING BRANDABLE PDF FILES USING ON THE FLY BRANDING

Whether you're a novice, intermediate or veteran Internet marketer, you've encountered these in numerous occasions: Brandable PDF Files. They may come in the form of eBooks, special reports, or eZines, but they share the same thing in common: You could alter the content to add some of your own information.

For the publisher, this setup is beneficial for his viral marketing campaign. Making his products brandable would give sufficient incentive for the recipient to distribute the same to his network.

For the recipient, this setup is likewise advantageous. He could brand the product with his own affiliate links, or links to his website, or he could add or change some portions of the content to promote the goods or services he is selling.

It is very clear that brandable PDFs are very useful for both parties. But there is one small problem?

Branding, you see, is quite a laborious chore. You need to have a program that would convert the PDF file to an editable format, like PDF to .doc, .txt, or HTML. Then you would need another program to convert it back to PDF format after editing.

This is a time-consuming process that would eat up your attention that should best be reserved for other tasks. For Internet marketers, time is gold after all.

Thankfully, there is HTML2PDF On The Fly PDF Branding!

This amazing program would allow you to quickly alter any PDF documents through three very easy steps that even your cat could perform!

1. Prepare your viral eBook or special report as an HTML file with special tags.
2. Create a special branding page that would identify the tags and replace them with the desired alteration (this will take only 2 to 3 minutes).
3. Include a link to the branding page in your eBook, so that anyone who would want to alter it can do so easily.

That's it! Yes, as I told you, it's that simple! After which, you could sit back and watch your viral eBook spread your business message like wildfire!

If you're a novice in Internet marketing, you need to brand yourself as a credible businessman so that potential clients can consider you trustworthy and reliable.

If you're an intermediate Internet marketer, you need to continue creating viral products so that your business message, as well as your brand, would firmly be embedded in the minds of the internet populace.

If you're a veteran Internet marketer, well, you should already know how important an outstanding PDF brander is. You would know that it should be one of your primary investments.

HTML2PDF On The Fly PDF Branding is a dream come true.

HTML2PDF On The Fly PDF Branding is a dream come true.

Visit its official site at www.ontheflypdf.com

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

Real Live Testimonial

Until I found your Pdf On The Fly I was scared away from creating viral ebooks!

Hi Richard,I was at first a little bit skeptic about your program, but you have truly blown me away! The program is very easy to install and even easier to use, even for an non-tech guy like me :-).

In the last few months I have tried out many different programs for compiling ebooks. I was not happy with any of them at all - They only allowed EXE files, where difficult to use or just to inflexible. I gave up and forget about viral marketing, until I found your "On the fly PDF" program. I was in love on first sight ;-). I have already got a few ideas how to use my viral ebooks in my campaigns.

It is now very easy for me to turn my reports into branded PDF files. If someone wants to distribute my reports with their links, they can do it right there on the spot. No need to download a second software program. Listen up: The Best Part are People with MACs or Unix systems can brand the reports too!

Richard, I must thank you again for releasing this great program !

Best Regards
Michael Goettenauer
Boromodo Marketing

MARKETING YOUR NEW BRANDABLE PDF

You have heard the gurus talk about this before: brand yourself as an expert and sales will increase tenfold.

Now, there are many ways of branding yourself. You could try article marketing, eZine publishing and forum hopping. But the best way to let the whole world, or the Internet world at least, know your name is through viral marketing. And the best form of viral marketing? Publishing brandable eBooks or reports of course!

Lets explain the concepts first.

An eBook is an electronic work that you can write. There are no page limits. It could be as short as 10 pages, or as long as a thousand. It could be about any topic, but it is recommended that one should be written about a subject relevant to your business. You could write the eBook yourself or you could ask a ghostwriter to write one for you, if you dont have the time.

Viral marketing is the online equivalent of word-of-mouth advertising. Basically, you will distribute a free product that carries your name to someone. The free product should come with an incentive so that the recipient will be enticed to share the same with his network of friends and acquaintances. His friend and acquaintances should also receive an incentive to share the free product to their respective networks. The end result? An exponential spread of the product carrying your name at a pace so rapid that it would put other marketing strategies to shame!

Think of it this way. You give Sam a free product. Sam distributes it to 5 of his friends. His 5 friends would then distribute the same to 5 of their friends as well. In two short tiers, your name would have been exposed, or branded, to 31 people! Amazing, isnt it?

But it doesnt stop there. Thats the beauty of viral marketing. Your free product would just continue to spread, carrying your name to higher heights of credibility. This will go on and on, for as long as the recipients are given an incentive to distribute it.

And now we arrive at the most important portion of viral marketing. What incentive would guarantee to propel the products continued distribution?

Ladies and gentlemen, welcome to the new millennium, and welcome to the world of brandable PDF files.

PDF, you see, is the most popular and accessible format for eBooks. Its the standard by which electronic works are published. Making your eBook brandable, meaning, the recipient can change it by adding some of their own information in it they want, this would be enough incentive for them to spread the same to their respective networks.

Imagine, they could change a link in your eBook to their own affiliate links, assuring them of a marketing avenue for their own benefit. They could change some portions of the work to promote a product they are selling. They could even include their website address and contact information to drive traffic and customers to their sites and businesses.

But please remember, include a license agreement that though your readers can change anything in your work, they should not change your name as an author. It is your name that you wish to market, after all.

Offering an incentive is still a game of "whats in it for me?" By giving others something that they themselves can benefit from, you are in turn making them your advertising vehicles. They will carry the business message for you, which in this case, is your name.

Try brandable PDF eBooks, dear friend. It will be like an aviation fuel that would boost your viral marketing campaign off the stratosphere!

HTML2PDF On The Fly PDF Branding is a dream come true.

Visit its official site at www.ontheflypdf.com

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

Real Live Testimonial

Now I can offer all of my affiliates and website visitors the opportunity to brand their own version of any report I create!

Hi Richard,Just a quick note to let you know that I think your new pdf branding tool - HTML2PDF ONTHEFLY - is a significant advance in the world of viral marketing. There has long been a gap in the market for a tool such as this, but you have now plugged that gap very effectively.

Now I can offer all of my affiliates and website visitors the opportunity to brand their own version of any report I create. No more need to brand each one individually, taking up my valuable time and causing clients to wait for the finished product. This tool will be a real boom for my marketing efforts - and make me a lot more money in the process!

Thanks again for an excellent time-saving program. !

Dave Everett

ecommerce-4-all.com

BONUS SECTION

Bonus 1

Press Release Your PDF

Are you in the process of promoting your online business? This can be an overwhelming process with so many possibilities. Are you unsure what route to take? Is the idea of marketing your business one that baffles you? Press releases are one of the best ways to get promotion for your business. They are cost-effective, and often overlooked as a means of marketing.

Why not put out a press release of your new brandable ebook or report?

A lot of business owners overlook this type of marketing and promotion strategy. Often it is because they don't know how to write a press release. Don't make that mistake. It's important to use press releases to market a business, especially an online business. This is because of the media that surrounds the entire Internet.

If you think you might want to use press releases as a tool for expanding your business, but you are not sure how to write one, don't be alarmed. Here are some simple tips.

- Your press release should not sound like an advertisement for your company.
- Word it so that it sounds like a news brief.
- Keep your press release limited to one page.
- Only send your press release to the media related to the topic.
- Your header needs to capture the reader's attention.
- At the top of your press release, you put your header, contact information, and release date.
- Use short sentences.
- Double space between sentences for easy viewing of your press release.
- Check, double check, and triple check your press release. Catch any grammar or spelling mistakes.

If you are not sure what to put in your press release, the possibilities are endless.

You may want to talk about upcoming events such as the opening of your new website or a seminar you are hosting. You can plug your website by talking about an award you have won. You can use a press release to talk about newsletters you are publishing or products and services you are giving away. If you've written a new e-book, this is the chance to mention it tell them they can get it free. You can take the first 2 chapters of your ebook and give it away with links to buy the full book.

If you are still not sure of the best way to incorporate press releases into your marketing strategy, you may benefit from reading the press releases of other businesses. See what styles other people are using. What information are they putting in the releases?

Although writing press releases can seem at first glance to be an intimidating task, it is really a fairly simple one. This cost-effective element of marketing can be a fairly simple one to incorporate into your plan. Pretty soon you can be generating increased traffic to your website. This can lead to increased sales, which of course means increased profit for you. What do you really have to lose?

Start putting out press releases for all your projects you will see they do a great job at bring in traffic to your site. Along with your on the fly PDF's they can brand then give away to others you will be unstoppable.

HTML2PDF On The Fly Branding program is the edge that would establish your business as a cut above the rest.

Real Live Testimonial

Getting My Name Out Is Exactly What On the Fly PDF Has Made Possible For Me!

Hi Richard,I have to say this is a great program that I will be using on all my viral marketing efforts from now on. On The Fly PDF put a great viral marketing system into play and was easy as 1 - 2 - 3..... I have to just sit back and watch as my viral reports go out and on forever

I have to tell everyone: If you want a all in one viral marketing process that works like a charm then you must buy On The Fly PDF or for ever be stuck under a rock.

Getting My Name Out Is Exactly What On the Fly PDF Has Made Possible For Me.

Thank you for a great new viral marketing system!

Best Regards
Michael Price
TheInsidersList.Com

Bonus 2

Conference Calling Your PDF's

Conference calling is a rather unique way to promote your business. Statistics show that conference call communication is a TWO BILLION dollar industry. This industry grows approximately 25% each year, which clearly indicates that conference calling WORKS.

Unlike 3-way calling, conference calling is actually a "virtual meeting room" of sorts, large enough to accommodate many callers at once. (Some conference call services only have room for a few callers at a time and some services are set up to handle scores of people calling in for the same conference call.)

This type of promotion is not suitable for all businesses. Those who find the greatest success rate with this method usually have a product or service to sell or are in charge of a sales team, themselves.

There are, both, interactive and "listen-only" conference calls. Interactive calls are the best choice when you know there are going to be questions about your initial presentation. Many moderators find it easier to hold a question and answer session, at the end of the call, opting for listen-only mode, up to that point.

As far as cost is concerned, there are basically two kinds of conference calls. Some calls are free, although everyone who dials in is responsible for their own long distance rates, if applicable. These calls usually have restrictions in place such as number of callers allowed on the call, length of call time, etc.

The moderator pays for the second type of conference call. Normally, there is a "per minute" charge. These rates are usually very reasonable. Callers calling in on a moderator paid call are often able to do so on a toll-free line.

These services provide noise-free (rich audio quality) lines and several moderator only control options, enabling you to conduct your call in the most cost efficient manner possible.

They are several difference service levels to choose from. Conference call providers have put together their own packages. Many offer free-of-charge features such as name record, roll call, musical security, moderator dial out capabilities, lecture mode, mute function and recording and playback.

BudgetConferencing.com (<http://www.budgetconferencing.com>) is one such call provider. They DO NOT require contracts, sign-up fees, monthly fees or per conference fees. Moderators receive a pass code and permanent 800 number. Conference calls can be scheduled 24 hours a day, seven days a week. (Live operators are always on duty to assist callers who are having difficulty entering their specific conference room.)

Budget Conferencing gives potential clients the opportunity to listen to a demo call, before scheduling an actual call. They have a "Refer A Friend" program that allows clients to earn free minutes and an affiliate program, which pays a commission to those who promote the service and are responsible for new sign-ups.

Remember, conference calls are a wonderful tool. Today's technology has made them affordable for everyone, regardless of the size of their marketing budget.

In these fast times when product perception are as fickle as the changing climes, branding yourself provides the key to sustained success. And the HTML2PDF On The Fly Branding program is the edge that would establish your business as a cut above the rest.

HTML2PDF On The Fly PDF Branding is a dream come true.
Visit its official site at www.ontheflypdf.com

Real Live Testimonial

NEWBIES - Now You Can Viral Market Like the Pros!

Richard, I NEVER thought I would join the ranks of the viral marketing Pros but thanks to your "On-the-fly PDF's" even I was able to create a brandable PDF on my very first try!

Your easy to follow, easy to understand directions took me step-by step (I needed it !) from start to finish without any problems WOW! My own branded article.

It was so EASY!

Truthfully, without your software I probably never would have ventured into branding. Too intimidating. I had read so many articles about how branding articles/ebooks could help with bringing free traffic to your website ... but I just didn't know how to do it!

Again, THANKS for this great software!

George Steiner
Clwmarketing.com

Bonus 3

Link Exchanges

Any website owner has one underlying goal to increase website traffic. Increased traffic usually means an increased sale which in turn means increased profit. There are many ways to increase traffic to your website. The problem is that not all of them work well. One effective way to attract traffic to your website is by using inbound links from other websites. Link exchanges are also referred to as reciprocal links.

A link exchange is a fairly simple process to understand. It involves contacting web site owners and asking them if they would like to trade links with you. On your website, you can add a link to their site, and they will do the same. This allows you to effortlessly provide business referrals to other companies while they do the same for you. It is an excellent networking tool that requires very little maintenance except for the initial setup and establishing agreements with neighboring businesses. Sounds like a good concept, right? It can be. However, before you rush and contact all the sites you'd like to trade links with, there are other things to consider.

If you trade links properly, it can be a very effective method of marketing your business. Not only can you increase the traffic to your website, but you can also increase your search engine rankings. It can help your chances of getting listed in a paying search engine for free. You will also develop valuable business contacts with other site owners. All of these things add up to be a winning situation.

If you are looking for websites to exchange links with, but you are not sure where to turn, look for buttons with particular catch phrases like "links to us" or "reciprocal links" or "links exchange".

Some people opt to contact a link exchange service. They are able to, through the service, contact many companies at one time about linking their websites. This saves them time and effort. Some people consider it to be a valuable investment.

If you are considering link exchanges, keep in mind that if done properly, they can be useful tools. You are able to receive business referrals without a lot of time and energy being extended to reach those potential clients. Sure, it does take time to establish relationships with the other web owners and negotiate placement of reciprocal links, but once that has been accomplished, the marketing takes care of itself. Consider the greater goal and weigh the time involved to establish this form of marketing program. Is a little time invested worth the potential gain? Could link exchange work for you? The best part is that if you organize it yourself, it's free. Give it a try. It could work for you.

Bonus 4

Pay-Per-Click Search Engines

Internet technology offers vast opportunities to promote your business with virtually no advertising borders, and you can find countless sources online directing you towards budget marketing via pay-per-click search engines for maximum effectiveness in the information age.

Enterprising people know all the benefits of optimizing their online advertising, and because of this fact the pay-per-click (PPC) technique has been developed to meet the need. PPC is certainly at the cutting edge of Internet advertising today, because you bid or budget on the exact amount you want to put into your advertising campaign, giving you the choice to state just how much you'll pay each time someone clicks on your ad.

For instance, if you bid a quarter a click, that's how little you'll pay for your advertising and you'll only have to pay that quarter each time a consumer clicks on your ad! Budget marketing via pay-per-click search engines should encompass the following integral steps of creating, optimizing and managing your advertising campaign or sponsored search on the most widely used search engines including Google, Yahoo, MSN, Earthlink, American Online, Ask Jeeves and CNN.com just to name a famous few!

The most widely touted benefit of budget marketing via pay-per-click search engines is that it delivers your product information and your web site to the very consumers online who are searching for such products, be it business, science or technology-related, trips and travel, car buying, entertainment ideas or wedding planning! Your business specifically reaches those already interested in knowing more, and enthusiasts of budget marketing via pay-per-click search engines will tell you that no other advertising medium can give you that kind of bang for your advertising buck.

Other pluses of budgeting via PPC are that your ad can be targeted to regions you specify, whether you want the entire world to know, or just focus on your local area at the moment. Your ad can also be tracked towards search engines that receive the highest amount of keywords specific to the product or service on your website. Whether you have a home based business or you've just been appointed Director of a countrywide multi-national, your business will benefit from budget marketing via pay-per-click search engines. Seek out experts who will guide you from the start to a successful finish, offering you ongoing results for every advertising dollar (or 25¢!) you put down for budget marketing via pay-per-click search engines!

HTML2PDF On The Fly PDF Branding is a dream come true.

Visit its official site at www.ontheflypdf.com

Real Live Testimonial

A *simple* and *affordable* solution to creating professional quality, brandable PDF files... On The Fly. !

Hi Richard, Finally! A simple and *affordable* solution to creating professional quality, brandable PDF files... On the Fly also! This is a viral marketer's dream come true.

Anyone serious about succeeding in the lucrative world of information product marketing should strongly consider picking up a copy of HTML 2 PDF " On The Fly PDF" right away!

Bryan Winters
infogoround.com

Bonus 5

Blogs

You're excited about your company, be it a large, medium or home-based business and you want to let the world know! The great news is that the World Wide Web is at your fingertips and the even better news is it won't cost you a bundle to get on board! The Internet has opened up incredible possibilities to market yourself and your business in ways that were unheard of just a decade or two ago, specifically budget marketing via blogs.

Blogging is also a fairly recent addition to our vocabulary, and it's exactly what you'll be doing if you pursue budget marketing via blogs. In the exact same way that email, chat rooms, instant messaging, and Internet personals have revolutionized human relationships, web logs or blogs are widely used journal-type sites for people online, giving anyone with access the ability to view or post entries in a diary format to share personal experiences. Budget marketing via blogs, forums and message boards are also being utilized increasingly and very effectively in businesses like the stock market, as well as the technology sector and science industries offering Internet marketing for products, business services and business to business information.

Search engines like Google, Yahoo, Internet Explorer and Ask Jeeves have expanded their weblog services and marketing capabilities so practically any savvy businessperson, large or small, can capitalize on the benefits of budget marketing via blogs. The best way to discover the advantages of web logs is to subscribe to a free service like Bloglines which launched recently. Whether you're interested in news, business, travel, entertainment or cars, this site delivers you the best blogs on your favorite topics via RSS feeds, which are computer files specially formatted to bring you just the content you're looking for, without the excess bother that spam blockers were designed for!

Budget marketing via blogs is one of the information ages top methods for cost-effective advertising to the consumers you want to reach, whether they're in your neighborhood or across the global community. Other avenues that you should be traveling in addition to budget marketing via blogs are message boards for your press releases, and reciprocal or affiliate linking that is essentially cross promoting between websites. Ezines (electronic newsletters) and direct email (not to be confused with spam) can also be used in conjunction with budget marketing via blogs to really get your business out to the world!

HTML2PDF On The Fly PDF is your best bet to getting a head of the rest.

There are a few items you must *invest in* to have a successful Internet Business, On The Fly PDF is one item you need to create PDF's On The Fly. This will be one of your primary investments to insure you have a great Internet experience.

The HTML2PDF On The Fly PDF Branding can be the key to your online success.

HTML2PDF On The Fly PDF Branding is a dream come true.

Visit its official site at www.ontheflypdf.com

I hope that you enjoyed reading My On The Fly PDF Report and as always,
Wishing you much success!

Thanks

Richard Dean

[Ebook General Store!](#)

[Hypnotic Hover Ad System!](#)

[Plugin More Sales!](#)

[Create Flash Audio Buttons!](#)