

# “5 Ways To Create PDF eBooks & Special Reports *Without* Adobe Acrobat”

by Jim Edwards



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## About the Author



### *Jim Edwards*

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

**Jim publishes a **FREE** no-holds-barred, “tell it like it is” multi-media newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com) - listen and watch online as Jim teaches you the secrets to making “real” money online!**

**Jim also operates one of the most successful ebook affiliate programs online at [www.ebookfire.com](http://www.ebookfire.com)**

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful ebooks and “info-products”, including:

- **[“Turn Words Into Traffic”](#)**  
Finally, the secret to Non-Stop, FREE, Targeted Website Traffic! How to write and publish articles online that bring an “avalanche” of website visitors and customers!
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Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs.

He enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.

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## **The “Truth” About PDF eBooks & Special Reports**

Hi, this is Jim Edwards, and welcome!

And I gotta tell you that selling ebooks and special reports is absolutely, in my opinion, the best way to make money... especially when you're just getting started on the Internet and you don't have a lot of money to spend.

I was having coffee with a friend of mine who lives in my town this morning and we were talking about the fact that as you mature on the Internet and you manage to make more money and you have more resources at your disposal, eventually you are going to want to move into the area of creating physical products.

The reason for that is you can get more money. I mean, let's face it.

You can get more money for a videotape than you can for an ebook or a special report, even if it contains exactly the same amount of information, or even a little less information. You can get more money for an off-line product.

The problem is that that takes capital, it takes equipment, and it takes resources that most people don't have when they're first getting started.

So for me, the way I got started on the internet was selling ebooks, and that is still where the majority of my money comes from -- selling ebooks and special reports on the web!

And so, in this report, I want to talk about how to publish your ebook or special report as a PDF -- PDF stands for “portable document format.”

However let's talk about a few things before we actually get to that information, because the information about publishing the PDF is pretty straightforward.

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I am going to give you the resources and that is pretty much going to be all you need, but I thought I would take this opportunity to talk to you about a few things, and especially if you are not really aware of how using ebooks and special reports can make you money.

The biggest and the best thing about selling PDF's as ebooks or special reports is quite simply there is no printing, there is no postage and there is no delivery cost.

Last week I completed one of my, probably my biggest project to date.

It is something I am going to roll out later on in the summer, but I did a pre-publication offer to people that were at the seminars I spoke to the last couple of months. This thing has six VHS tapes in it, five audio CDs, and it has got three screen captures CDs that are filled with step-by-step instructions.

Is also has almost 500 pages of printed information.

Now that cost me thousands of dollars, literally, just to put together physically and have ready to sell.

Whereas information in an ebook or in a special report, once you got that file uploaded to the web, the file really does not cost you anything to sell... other than a little bit of bandwidth and some credit card processing charges.

So when you are first getting started selling, ebooks and special reports is the way to go, because there is no printing, there is not postage, there is no delivery charge *and* there is no waiting. Plus the fact that it is pure profit does not hurt either. ☺ Because when you sell an ebook for 29 bucks, other than credit card charges, you make \$29.00.

The other great thing, with selling PDF files as ebooks or special reports, is that everything can be setup on total autopilot.

Here's how my businesses run...

All of my web sites out there sell these files.

They deliver for me in the middle of the night.

People buy them and I don't have to do anything as far as product fulfillment.

The next morning I just wake up, open my email and see that I have made five, ten, 15, 20, 25 sales overnight and people have put money in my bank account. 😊

So the autopilot aspects of it are best because then all I have to worry about is driving traffic to my sites.

When you start getting into physical products, then you're getting into *non*-total autopilot... because somebody has got to actually ship the thing.

So again, I just highly recommend this form of business for anybody that wants to start a legitimate, real, good online business.

Selling ebooks and special reports is definitely the way to go.

The way that I like to deliver those files is through PDF files.

PDF files are those files that you view in Adobe Acrobat Reader.

What that means is that anybody who has Adobe Acrobat Reader, which is a free software package, can view your ebook.

The great thing about that is, unlike these .exe ebooks, the executable ebooks, with a PDF, it doesn't matter if they're using a PC or a Mac.

It doesn't matter if they're using Windows or Unix, or whatever they're doing.

Pretty much anybody who has a computer that will connect to the Internet can get a copy of Adobe Acrobat Reader.

So, they are able to view your information and it really cuts down on your tech support stuff, because Adobe Acrobat and PDF files are so stable.

And that's another *major* benefit of publishing with PDF files: they're stable.

They don't crash... they don't do weird stuff.

Another thing...

If you've been on the Internet for more than about a day and a half, you've noticed that you get a little something in your e-mail box called SPAM.

And SPAM carries usually one of two things: either an offer to buy something you don't want or, worse, the SPAM has a virus attached to it.

So people are very, very scared of getting viruses through their e-mail and through the Internet.

However, with PDF's, the way those files are set up and the way they're done, it's very hard for someone to get a virus through a PDF file.

Now, sure, it *can* happen, but you hardly ever hear about it.

And PDF files are recognized around the world as a very stable and virus-free way to deliver information.

The other cool thing about PDF's is that you can really control what people do with them.

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You can lock down a PDF so that somebody needs a password in order to get into it.

You can also restrict whether or not they can copy and highlight text.

You can keep someone from being able to print a PDF file. YES! You can actually turn off printing if you want to!

You can keep them from copying and extracting information, and you can keep them from modifying your PDF file in any way, shape or form.

The other cool thing you can do is you can put web links in it.

You can do all these different things to create a truly interactive file with PDF.

So in my opinion, until something better comes along, PDF is by far and away the best way to sell our files... especially for ordinary users like you and me who just want to publish information and get paid for it.

Publishing your ebooks and special reports in PDF is by far and away the best way to do it.

Now, I'm going to be brutally honest with you here, and if you ever listened to me before or read any of my stuff, you know that I tend to be extremely brutally honest.

**The easy part is creating the PDF.**

That's right... that's the easy part!

And you're thinking and saying to yourself right now, "Well, wait a minute, I don't know how to create a PDF without Adobe Acrobat... that's why I'm reading this report."

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Well, don't worry about that because when you get done reading the rest of this, you are going to know how to create a PDF file. 😊

However, again, that's the easy part... creating the PDF file is the *easy* part.

**The hard part is creating an ebook or a special report that people are actually willing to pay for.**

Let me say that again in case you missed it...

**The hard part is creating what people want and are willing to pay for!**

You can always give stuff away for free, in fact, you're getting this special report for free.

But that's a big mistake that people fall into and can never get back out of...

They create information that they *think* people want... but they end up creating special reports and ebooks that they were the only ones who wanted the information. Nobody else wants the information.

And stacked on top of that, an even harder part is not only figuring what people want, but finding what people want so much that *they are willing to pay for the information.*

Because you can have a situation where people want information, but they are not willing to pay for it.

If you create an ebook or a special report and you're counting on making money from sales of that thing, and then you find out that no one's willing to pay for it, you're in for a lot of disappointment.

Now another big thing that people run into, and this is the hard part, is you've got to know how to advertise and how to get your PDF ebook and special report out there in

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such a way that you can sell that bad boy for a cost that's less than what you're going to get when you sell it.

Now that may sound pretty elementary... but there are a lot of people who have gone out of business who had a \$10,000.00 overhead in business, and they were only able to bring in \$5,000.00.

So they were \$5,000.00 in the hole.

You do the same thing if you've got to spend \$20 to sell a \$19 ebook, then you're in for trouble unless you know how to turn that around and turn it into money.

The other kicker is being able to find people to help you sell your ebook or special report.

In other words, you've got to know the right techniques for finding joint venture partners who will put your ebook out there in front of their audience and help you sell a whole bunch of them.

Then another thing that you've got to be able to do is set up a web site in order to sell your ebook on total auto-pilot.

If you set up your website wrong, all you're going to do is just give yourself a whole lot of headaches and, instead of having this little oil well out there on the Internet spitting out money for you week after week, month after month, year after year, you have just created for yourself a part-time job that eats up more time than your full-time job... and you'll end up throwing up your hands in disgust.

So I would encourage you to do this...

Once you have learned the information in this special report -- which by the way there are a lot of people who are selling ways to create PDF's that are not going to be real happy with me in giving away this information -- and you've looked at these various ways of

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creating PDF's, I would highly encourage you to learn the exact techniques and tricks and tips that it takes to not just churn out ebooks and special reports, but make sure that you learn:

- How to **see if a market is out there looking** for your information...
- How to **tell if they're rabid for the information** you want to sell...
- How to **tell if they're willing to pay** for the information...
- How to **advertise and find joint venture partners** who can help you sell your ebook or special report...

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**IMPORTANT NOTE:** I have not evaluated all of these programs and services... it physically wasn't possible.

I have used some of them and found them to work as promised.

However, you understand that I can accept no liability for their use, changes in price, changes in service, if they don't work as promised, even if they mess up your files or computer, etc. I can only provide the information.

Ok – I'll admit it... there are more than 5 resources here!

The more I dug around, the more resources I found and rather than being stingy with them... I figured I'd share ☺

But, here's the deal...

As with any free tools, shareware tools or low cost tools... you get what you pay for!

Some of these links might go bad...

Others might not do everything you want when you convert your files...

Some of these resources have limited functionality...

Some don't convert web links...

Some don't lock down the file unless you purchase the upgrade...

**Others may work perfectly for what you need them to do!**

BUT – in the end – spending \$39-49 for a stable program that does the basic stuff you need beats \$249 for the full version of Adobe Acrobat any day of the week! ☺

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