Viral Document Toolkit

Turn Virtually Any Document Into A Smokin' Hot Sales Generator!

.doc **.txt** **.rtf** **.PDF**
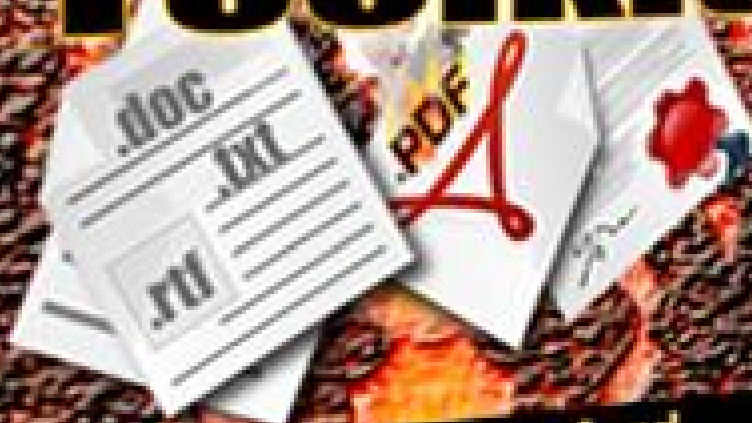
By Willie Crawford & David Schwartz

INSTALLATION INSTRUCTIONS

1. The files for this package are contained in a Zip archive, including this manual. Presumably you've found it if you're reading this now. (Don't you hate installation instructions that assume you have NOT found the manual that you're reading?)

2. There isn't a setup file because Windows Vista has made some changes that make it somewhat complicated to build setup files now. So please do your best to follow these brief instructions.

3. Open your Windows Explorer and find the C:\Program Files folder. Click on that name so it's highlighted.

4. Click on File then New and select 'Folder'. It will create a new folder where you can type in a name.

5. Enter 'ViralDocumentToolkit' or whatever other name you want. (I'll assume you use this name.)

6. Copy all of the files in this archive into that folder. (Click on one of the file names in the archive, like this one. Then right-click and click on "Select All". Then right-click and click on "Copy". Then click on the folder name that you just created, right-click and click on "Paste".)

7. If you want to put shortcuts to these on your desktop, then click on each one you want a shortcut to, then move the mouse over "Send To" and select "Desktop (create shortcut)". That will create a shortcut on your desktop.

8. **IMPORTANT:** To work properly for most situations, if you're going to be working with Microsoft Word to create input documents and you don't have Office or Word 2007, you'll need to download a free converter pack from Microsoft's web site and install it in your computer. You want to search for

Microsoft Office Compatibility Pack for Word, Excel, and PowerPoint 2007 File Formats

Which can be found at this URL:

http://www.microsoft.com/downloads/details.aspx?familyid=941b3470-3ae9-4aee-8f43-c6bb74cd1466&displaylang=en

or

http://tinyurl.com/ykums3

After you install this, you should have this file in your system:

C:\Program Files\Microsoft Office\Office12\Wordcnvpxy.cnv

This is a converter that appears as a file format "**Word 97-2003 Document (*.doc)**" that will allow you to properly import Word documents containing embedded hyperlinks.

LICENSE

Please see the LicenseAgreement.pdf file included with this distribution for details.

In a nutshell, you have been granted a license that conveys you the following rights:

➢ You can use this software for your own purposes to create brandable documents.

➢ You can freely distribute the **.VDT files** you create with the VDT Builder, along with copies of the **VDT Brander** and the **VDT Brander User's Guide.pdf** file.

➢ **You can *NOT* distribute the VDT Builder Basic or Pro Editions**.

➢ The PDF files generated by VDT Builder Pro Edition and VDT Brander are not covered by this license agreement. They are your own files to do with as you please.

➢ You have NO RIGHTS to sell or distribute the **VDT Builder** or the archive containing it and the other files you received with the **Viral Document Toolkit**.

➢ After purchasing a license for the **Viral Document Toolkit**, you may sign up as an **affiliate** and earn commissions selling this from your web site. (Why give it away or sell it for a fraction of the cost when you can make 50% of the sales commissions paid instantly to your PayPal account?)

➢ The affiliate program is open to customers. If you request a refund, you will not be eligible for the affiliate program.

VERSION

This document depicts the versions of the Viral Document Toolkit as of **V.1.3.2.23**.

Viral Document Toolkit Builder + Brander

INTRODUCTION

Welcome to the Viral Document Toolkit. This two-part product allows you to create viral documents. Viral documents are documents that you either sell or give away that contain links to your own products as well as links to products for which you're an affiliate. The idea is that by creating useful, informative documents with lots of intrinsic value, people will be willing to pass them along to their friends. The more people who read the document, the more likely they will be to click one of the links that results in a purchase, leading to you getting a commission.

One thing that can make it more enticing for people is to allow them to *personalize* some of the content and links, allowing them to make the document look more like it's their own work, as well as benefit from putting some of their own affiliate links in it.

> NOTE: in this discussion, when we refer to the *VDT Builder*, we are referring to features that are common to all variations of it: Basic, Pro, etc.

To facilitate this, the Viral Document Toolkit consists of two separate pieces of software: the **VDT Builder** and the **VDT Brander**. The **VDT Builder** is designed to allow you to build a viral document from scratch, or import an existing document. If you have any number of Microsoft® Office™ or Works™ products installed on your computer, the **VDT Builder** will allow you to insert a document created with most of them – it uses the document converters provided by Microsoft with the applications to read the files.

> NOTE: in general, **VDT Builder** cannot import or work with existing PDF files. However, if you have purchased software from a third part, like the *PDF Converter Pro* from Nuance, you may see an option to insert PDF files in VDT Builder. This is completely dependent on this external software. The VDT software has very little control over what these converters send out, and the results you get can vary considerably from one document to another.

The **VDT Builder** lets you select parts of the text, including URLs and email addresses, that you can designate as "replaceable" by affiliates. You save this as a special file type (*.vdt) that is delivered to your affiliates and/or customers to be branded with the **VDT Brander**.

Using the **VDT Brander**, someone can open the VDT file and specify replacement data for everything you've said that they can change. Then they can save the resulting document as a standard Adobe Acrobat (*.pdf) file that can be distributed far and wide.

There's also a handy little tool included called **PDFXray**. This lets you peer into the structure of your PDF files and see things like what URLs are attached as hyperlinks. (From time to time, the **VDT Brander** creates PDF files that don't seem to have the correct links in them. I built **PDFXray** to let me actually look at them inside of the PDF file. Guess what? They were correct!)

This document may only contain details on the VDT Brander to assist you in your use of just that part of the software.

VDT BRANDER

The **VDT Brander** is the program that affiliates and customers use to replace and brand a VDT file created with the **VDT Builder**. It supports VDT files created with either the Basic or Pro Editions of the **VDT Builder**. It may be distributed along with VDT files, but that isn't strictly necessary. It can also be downloaded from one or more sources identified in the `readme.txt` or similar file included with the VDT file.

When you launch the **VDT Brander**, it looks like this:
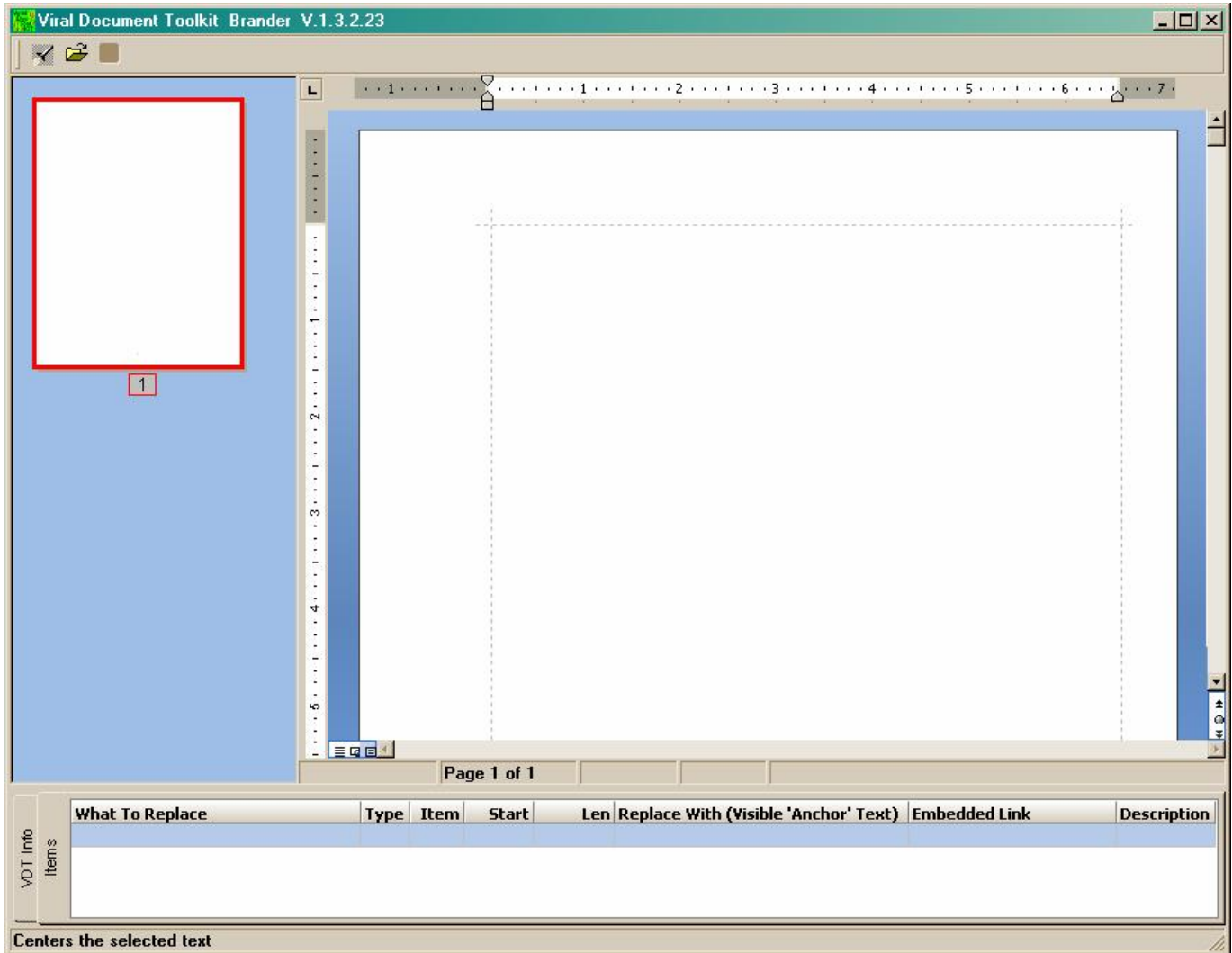

There are three buttons in the toolbar:

- The first button is used to Associate or Dis-associate the VDT Brander with .VDT files in Windows. When the file association is made, then you can open any .VDT file simply by clicking or double-clicking on it in your Windows Explorer (depending on your settings).
- This one is used to open the VDT file,

The third button is used to process the replacements (ie., do the branding) and print the resulting document as a PDF file.

You can open a VDT document by clicking the little open-folder button. It displays a common File Open dialog. Select the VDT file to brand and click the Open button.

When the document is opened, the list of items that the original author has allowed to be replaced will appear in the grid at the bottom of the form.

You can double-click on each line to open a dialog box that looks like this:
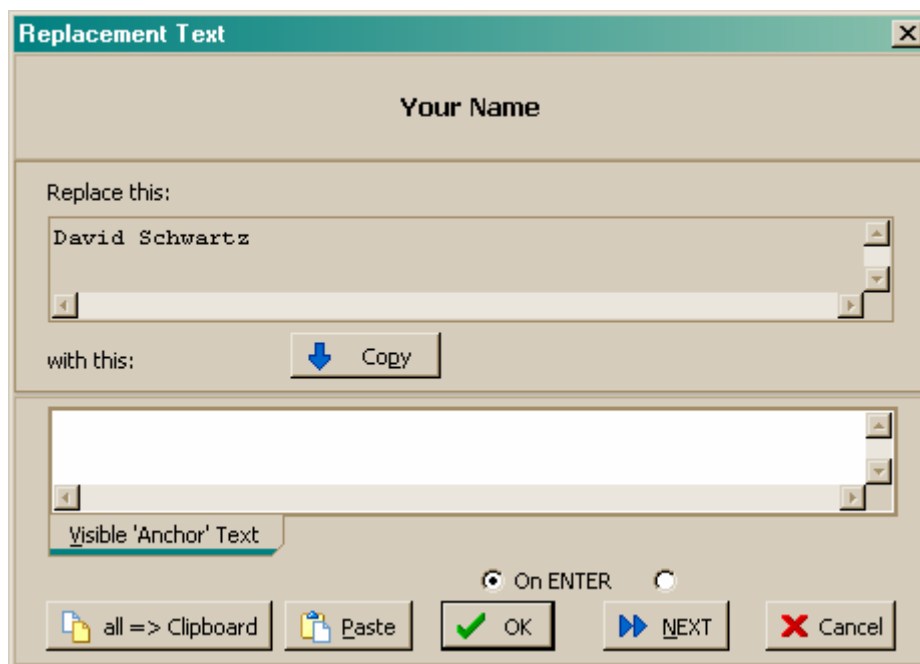
The text at the very top is the Description of the item. Below that, in the box labelled "Replace this:" is what appears at the left column of the replacement list. In this case, it's the name "David Schwartz". You can click the Copy button to copy it in its entirety to the lower box, or you can type anything else you'd like to appear into that box. If the Owner of the document specified a URL to use as an embedded link behind some text, then a second tab will be visible as shown below. This will let you change the link. If not, you can only change the visible text; you can't add an embedded link.

If this is one of several of the same items to be replaced, for instance, your main web site URL, a name, or an email address, you can click the [all => Clipboard] button and it will copy *everything* in the lower box to the clipboard. The [Paste] button will replace the selected text with the contents of the clipboard, or the entire contents if nothing is selected.
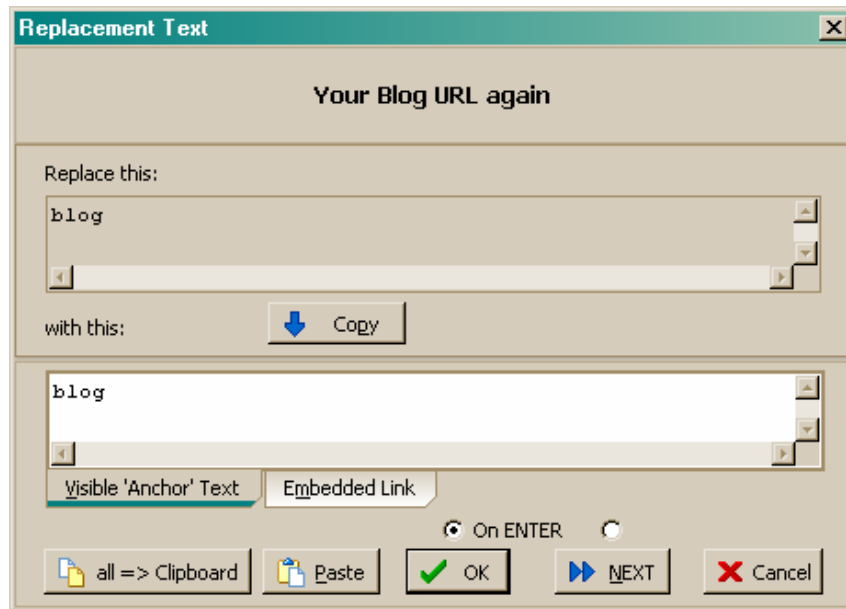
When the "Embedded Link" tab is visible and selected, you'll see this:
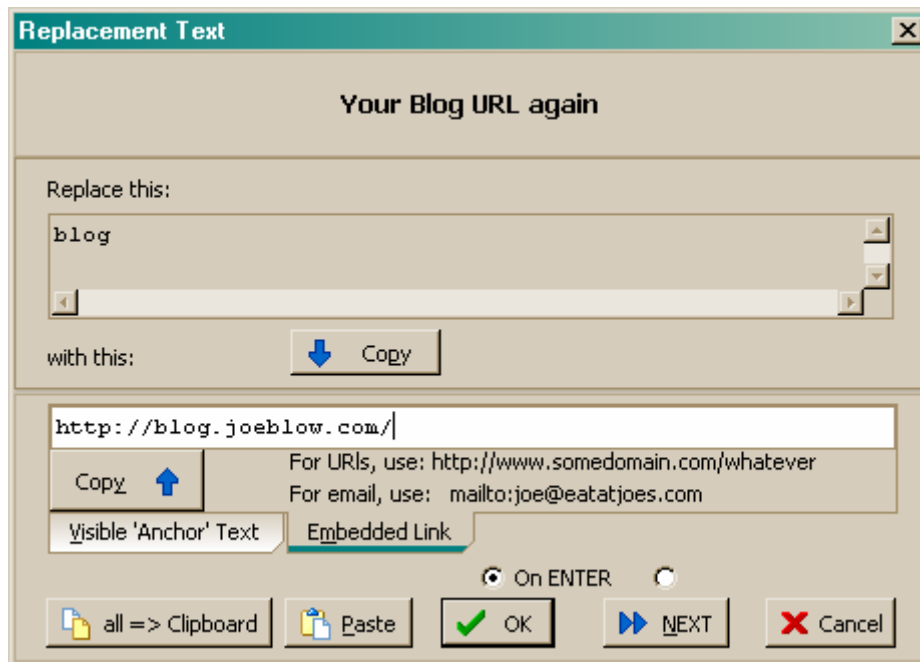
You can enter a URL in this field where you want the user to go when they click the "Visible 'Anchor' Text" in the PDF file. If the visible text is already a URL, then you don't need to add it here. This is mainly for what's called "embedded hyperlinks", when the visible text is NOT a URL. (If the tab is visible for some reason and the "Visible 'Anchor' Text" is a URL, then the embedded URL will be ignored by the PDF reader!)

You can click the button to copy the contents of the "Visible 'Anchor' Text" box into this box. It's useful if you've got an email address showing as the visible text, and you want to embed it with a prefix like `mailto:`. In fact, this little bit is handled for you for free!

When you're done, you can simply hit the "Enter" key, or click the [OK] button to save the contents of the lower box into the last column of the Brandable Items list.

You can also click the [Cancel] button and it won't save anything.

If the "Replace With" or "Embedded Link" columns of the Brandable Links form already contain some text and you want to change it, simply double-click on that line and this form will open, allowing you to edit as you wish. Then click the [OK] button.

Double-check everything in this list, as you won't be able to make any changes once you apply these replacements to the document.
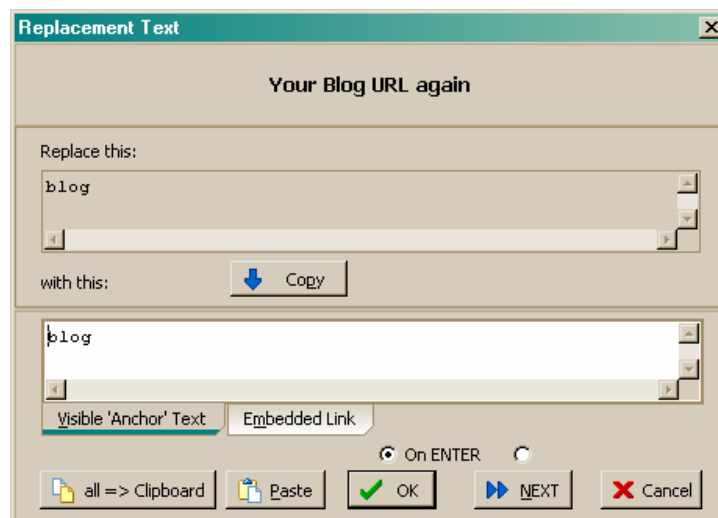
NEXT!

When you're finished making your changes, you have a few options.

If you click the [OK] key, then the dialog box will close and you'll return to the Brandable Items list.

If you click the [NEXT] key, the dialog box will close briefly, the next item in the Brandable Items list will be selected, and the Replacement Text dialog will re-open with that data.

There are also a couple of radio buttons above the [OK] and [NEXT] buttons with "On ENTER" between them. When you hit the ENTER key on your keyboard, this will act as if you clicked one of these buttons with the mouse.

In the image below, we can see that the radio button above the [NEXT] button has been clicked. Notice how there's a darker border around it. This helps you know which one of the button actions will happen when you hit the ENTER key.
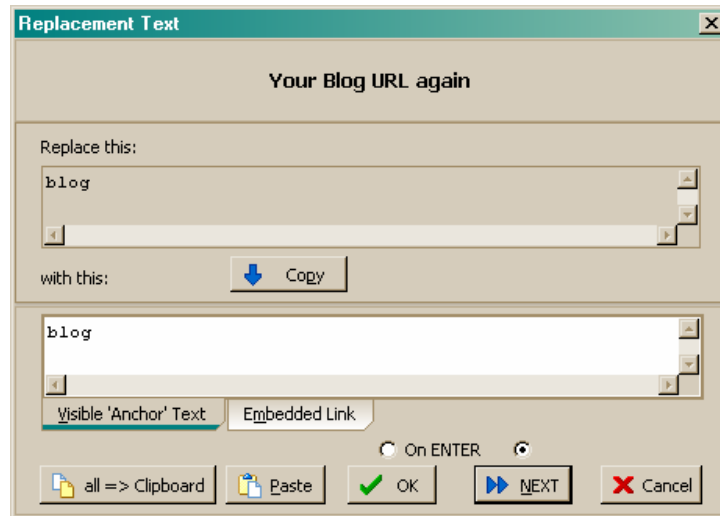
This feature helps you move through the list very quickly.

IMAGES

You can also change hyperlinks attached to images, although you cannot change the images themselves. In these cases, the "Visible 'Anchor' Text" tab will not be visible. Only the "Embedded Link" tab is available, since there's no text to replace the image.
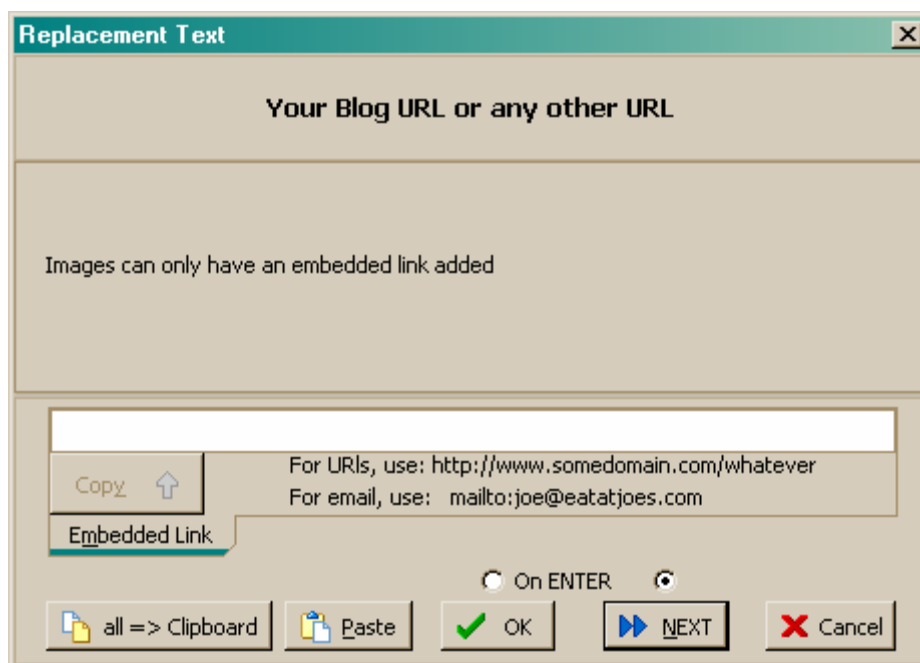
OWNER'S RULES!

The person who created the VDT file gets to say what can and cannot be replaced in the document. If they let you replace their name with yours, that's fine. However, you cannot add a hyperlink to it if they didn't put one there originally.

If the original document contains a URL and it is selected in the **VDT Builder** as replaceable, then that URL may or may not be copied into the Replaceable Text column. It should NOT appear in the Embedded Link column. In the **VDT Brander**, the same URL will appear in the Visible Text tab. *NOTE: Because of limitations imposed by the format of PDF files, if a URL is displayed in the text and it's tagged as replaceable, you can NOT change or alter the associated hyperlink, because only the visible link in the text will be used by the PDF Reader.*

If there is nothing provided by the VDT creator in the "Embedded Link" area, then that tab will be hidden and you won't be able to enter anything there. That means you cannot *add* a hyperlink to text; however, you can *modify* an existing hyperlink associated with normal text or an image.

WARNING: if you have something like `http://www.mydomain.com` as well as a longer version of it like `http://www.mydomain.com/Recommends/something-cool`, then you'll need to be very careful if the first URL is replaceable because it may well change the first part of the longer versions of the URL as well.

READY TO BRAND?

When you're ready to make these replacements in the document, click the second (red and white) button in the toolbar. It will go through the entire document and make the replacements identified in the replacement list.

You can scroll through the document and preview the changes. *In the current version of VDT Brander, there's no way to undo your work, or to make any changes once they've been applied*. If you make a mistake, simply re-open the file and start over.

Finally, click the little red-and-white button again and it will bring up a Save As PDF form. This form contains a number of options that control many settings that affect the viewer (eg., Adobe Acrobat Reader) and how the document will appear.

At a minimum, you'll need to specify a filename into which the resulting PDF file is saved.

When you click the [Save] button, the document will be saved as a PDF file, and then it will be opened using your default viewer so you can preview the results.

That PDF file is your branded viral document!

NOW, GO FORTH AND VIRALIZE!

RESOURCES

Our main web site is here: http://www.ViralDocumentToolkit.com

Instructions to sign up as an affiliate are included on the page where you download your Toolkit.

Our **support page** for VDT is here: http://www.ViralDocumentToolkit.com/support .

We use a fantastic script called **Rapid Action Profits** to handle our sales for VDT. You can find out more here: http://www.TheToolWiz.com/HotPicks/VDT-RAP

The script we use for handling our support tickets is called **Three Pillars Support Desk**. You can find out more here: http://www.thetoolwiz.com/HotPicks/VDT-3pillars

If you're looking for some excellent tutorials and methods of **profitting from brandable and branded PDFs**, check out this guy's info: http://www.thetoolwiz.com/HotPicks/VDT-SSP
I've got most of his stuff and read it over and have even put some of it to use. It's absolutely top-notch material and very easy to follow and use.

Once you've built the next "killer" product, if you want to be sure to get the most bang for your buck, you'll want to use Jeff Walker's **Product Launch Formula** to plan out your launch strategy. Jeff recently released an updated version of this incredible product, and it has been expanded so that if you've got virtually any kind of a business you're launching, online or off, in any product niche, it will help you increase your traffic and sales conversions significantly. Jeff sometimes refers to this as a **Business Launch Formula** because it's that general and it has helped so many people get their businesses off the ground. Learn more about PLF here: http://www.thetoolwiz.com/HotPicks/VDT-PLF2

Finally, I'd like to thank the various members of **The Internet Marketing Inner-Circle** (TIMIC) who helped me create and launch this software, and especially Willie Crawford for starting TIMIC and partnering with me on this project. TIMIC is a wonderful membership site where several top marketers and developers cooperate to produce and launch leading-edge products for not only the Internet Marketing community, but several other niche markets. You can find out more here: http://www.thetoolwiz.com/HotPicks/VDT-TIMIC

Appendix 1 – PDF Security and Protection Options

The official PDF Reference Guide (V1.7) published by Adobe can be found here:
http://www.adobe.com/devnet/pdf/pdf_reference.html . It contains the following information regarding how PDF files are to handle security and protection issues:

2.2.6 Security

PDF has two security features that can be used, separately or together, in any document:

- The document can be encrypted so that only authorized users can access it. There is separate authorization for the owner of the document and for all other users; the users' access can be selectively restricted to allow only certain operations, such as viewing, printing, or editing.

- The document can be digitally signed to certify its authenticity. The signature may take many forms, including a document digest that has been encrypted with a public/private key, a biometric signature such as a fingerprint, and others. Any subsequent changes to a signed PDF file invalidate the signature.

3.5.2 Standard Security Handler

PDF's standard security handler allows access permissions and up to two passwords to be specified for a document: an owner password and a user password. An application's decision to encrypt a document is based on whether the user creating the document specifies any passwords or access restrictions (for example, in a security settings dialog box that the user can invoke before saving the PDF file). If so, the document is encrypted, and the permissions and information required to validate the passwords are stored in the encryption dictionary. (An application may also create an encrypted document without any user interaction if it has some other source of information about what passwords and permissions to use.)

If a user attempts to open an encrypted document that has a user password, the application should prompt for a password. Correctly supplying either password enables the user to open the document, decrypt it, and display it on the screen. If the document does not have a user password, no password is requested; the application can simply open, decrypt, and display the document. Whether additional operations are allowed on a decrypted document depends on which password (if any) was supplied when the document was opened and on any access restrictions that were specified when the document was created:

- Opening the document with the correct owner password (assuming it is not the same as the user password) allows full (owner) access to the document. This unlimited access includes the ability to change the document's passwords and access permissions.

- Opening the document with the correct user password (or opening a document that does not have a user password) allows additional operations to be performed according to the user access permissions specified in the document's encryption dictionary.

Access permissions are specified in the form of flags corresponding to the various operations, and the set of operations to which they correspond depends on the security handler's revision number (also stored in the encryption dictionary). If the revision number is 2 or greater, the operations to which user access can be controlled are as follows:

- Modifying the document's contents

- Copying or otherwise extracting text and graphics from the document, including extraction for accessibility purposes (that is, to make the contents of the document accessible through assistive technologies such as screen readers or Braille output devices; see Section 10.8, "Accessibility Support")

- Adding or modifying text annotations (see "Text Annotations" on page 621) and interactive form fields (Section 8.6, "Interactive Forms")

- Printing the document

If the security handler's revision number is 3 or greater, user access to the following operations can be controlled more selectively:

- Filling in forms (that is, filling in existing interactive form fields) and signing the document (which amounts to filling in existing signature fields, a type of interactive form field).

- Assembling the document: inserting, rotating, or deleting pages and creating navigation elements such as bookmarks or thumbnail images (see Section 8.2, "Document-Level Navigation").

- Printing to a representation from which a faithful digital copy of the PDF content could be generated. Disallowing such printing may result in degradation of output quality (a feature implemented as "Print As Image" in Acrobat).

In addition, revisions 3 and greater enable the extraction of text and graphics (in support of accessibility to users with disabilities or for other purposes) to be controlled separately.

If revision 4 is specified, the standard security handler supports crypt filters (see Section 3.5.4, "Crypt Filters"). The support is limited to the **Identity** crypt filter (see Table 3.23) and crypt filters named **StdCF** whose dictionaries contain a **CFM** value of **V2** or **AESV2** and an **AuthEvent** value of **DocOpen**.

Note: Once the document has been opened and decrypted successfully, the application has access to the entire contents of the document. There is nothing inherent in PDF encryption that enforces the document permissions specified in the encryption dictionary. It is up to the implementors of PDF consumer applications to respect the intent of the document creator by restricting user access to an encrypted PDF file according to the permissions contained in the file.

Note: PDF 1.5 introduces a set of access permissions that do not require the document to be encrypted; see Section 8.7.3, "Permissions."