

FREE REPORT

How To Create a Music Catalog PDF That Really Sells!



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www.ATMResourceCD.com

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Thanks for downloading this FREE REPORT.

Because you are reading this, you are an individual, business or organization that markets your products or services to Music Teachers for the purpose of sales, memberships or to distribute timely information. Right?

I'm going to share the benefits and some **"inside tips"** on another way you can be using the power of your printed literature or web page....by turning them into PDFs....and more importantly into **Powerful Selling PDFs!**

Do You Distribute a Printed Flier, Brochure, Catalog, Postcard or other Printed Literature or promote your website? I would imagine you do.

Every music business needs a way to get their info out there repeatedly in today's highly competitive music education market.

There are 2 big problems we all face:

- 1. The Cost of Printing and Postage**
- 2. How to break through the "Junk Mail" barrier to get your message read and act on it!**
- 3. We need more traffic & visitors coming to our website**

Solution: Turn your Printed Literature or Web home page into valuable PDFs that music teachers actually read, keep and use to link to your website for long-term selling or contact. This offers a great boost to your number of qualified website visitors!

Let's learn how to turn your Print Literature or Web homepage into a powerful **"Silent Salesman"** working for you 24/7.

And learn a few "inside" tips on how to get your PDF read and repeatedly used by music teachers!

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PDFs are the key. Starting 2002 or so, they became the “universal” way to share almost any kind of printed document between computer users....and now between people throughout the world via website downloads and on CD-ROMs.

PDFs are easy to create. In most computer layout, desktop publishing or word processing programs, **you can “print” to PDF.** In other words, there is usually a way to save your PRINT CATALOG or BROCHURE file as a PDF file through the “print” command.

If you can't do this yourself, your graphics person probably can.

FREE PROGRAM - If your layout program doesn't have this capability, there is a website where you can upload your brochure or catalog file and it turns it into a PDF for you....for FREE! Check it out:

<https://createpdf.adobe.com>

The very best way to create PDFs with all the power it offers, is to purchase the ADOBE ACROBAT computer program - for either Windows or Mac.

The full program is fairly pricey -- there are professional versions that really have all the “bells and whistles.”

But in checking today, I find older versions with lots of power, available on **eBay** for less than \$100. I'm currently using the older Adobe Acrobat Professional 7.0 version and it's quite powerful!

So check out eBay.com and search for “acrobat software.” You'll find lots of options and some pretty big savings!

If you are an advanced user and have the full **ACROBAT** program, you know that PDFs have the power of adding audio & video to them as well.

Regardless of what “source” you have to create your PDF (acrobat program or using the free web service), here's what you can do with your PDF to promote your “print” literature in a totally new, powerful way:

1. Put your “PDF CATALOG” on your website for others to download
2. Put Your “PDF CATALOG” on your own CD-ROM and distribute

Both ways are excellent. And now you have a 3rd, even more powerful way to use your PDF! Read on....

How To Create a Music Catalog PDF That Really Sells! - 4 **www.ATMResourceCD.com**

I have a great solution for you that puts your Music Catalog PDF (or any type of literature or your web homepage) in the hands of thousands of interested music directors & teachers quickly for as little as 1¢ each!

With little to no hassle.

Join the **ALL THINGS MUSICAL "Music Resource CD-ROM"** that we produce annually and distribute to over 25,000 School Music Directors & Teachers each Spring and into the fall "Back to School" purchasing season!

I'll outline the procedure to join our CD-ROM at the end of this PDF.

Even if you don't join our Music Resource CD-ROM, here are Tips to help you make your PDF be your "best" salesman!

How to Prepare a PDF That Really Sells!

OK - there are PDFs and there are *PDFs* that can really **sell** for you. This difference is CONTENT and using the ELEMENTS of a PDF to your advantage.

I outline both below.

One mistake I see businesses make is they just turn the brochure into a PDF file....end....done.

There's so much more you can do to make it a fantastic sales tool....that really sells for you -- year in and year out.

PDFs offer an easy way to talk to your prospective buyers or members. As "print & postage" cost is not really an issue, your PDF can be a little longer with more helpful content built-in....and in full color!

In other words, not just a catalog of Item Listings with photos, order number, prices, etc. but a PDF that offers valuable helpful tips and content to your reader, not just a standard catalog of items.

This mean adding CONTENT. Read on....

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ADD CONTENT TO YOUR PDF for best sales results!

As an expert in your area, here are ideas you can add very easily that personalize the PDF for the music teacher and gives it more value:

1. Add your own personal letter at the front
2. Add a "How to" list
3. Add a "Top 10 List" ala David Letterman
4. Add a "Biggest Mistakes" list
5. Add tips in your own "How to Choose..." List
6. Add tips in your own "Biggest Mistakes To Avoid....." List
This is especially good in tour/travel, fundraising, etc.
7. Add a "Why You Should Join..." or "Why You Should Buy..."

Etc. You get the idea. Add your own 1-4 pages in front of your standard brochure, catalog or flier and you turn a **passive** catalog into an **active**, helpful item that teachers want to read and save!

This increases immediate interest!

I suggest you put your **"PDF with Content"** on your website right away as a free download. Or Email the weblink to all of your customers, prospects and those on your email newsletter, if you have one. Do all you can to get the word out that you have a special FREE REPORT or "TIPS HOW-TO SHEET" for them.

Just as I've done with the PDF you are reading right now.

Now - let's learn the real "INSIDE TIPS & TRICKS" to creating a PDF that takes advantage of the power of ADOBE ACROBAT software. It really helps you boost sales, memberships and recruitment.

Because a PDF is a digital file -- read on a computer -- lots of goodies have been created to take advantage of this.

10 "INSIDER TIPS & TRICKS" **To prepare powerful-selling PDFs**

1. Put your "LIVE WEB LINKS" on every page **Use both the footer and header areas if you want**

Wherever a web or email address appears in your catalog, brochure, flier, etc, make sure that they are all "live clickable" links.

The Beauty of this -- If your reader's internet connection is open, they can click right to your website homepage....or even to an exact web page related to exactly what they are reading at the time in your PDF.

This means your PDF can simply be an "introduction" to grab the music teacher's interest. When they go to your website, they get the whole picture. And even listen to your music samples and see your videos online!

If you sell a whole catalog of products or workshops for example, you could have links by each product that takes reader online to see more information...and even show them how to order!

If you have the full ACROBAT program, this is easy. Just click the "links" button and it walks you through making every email or web address a "live link."

2. PAGE LAYOUT

8.5 x 11 vertical is best - as many readers will actually print out your PDF to have at their desk to read and refer to later.

Problem -- I see many music businesses create very attractive brochures in a super wide formats or custom sizes. It's a great look in print, but doesn't always translate well as a PDF read on the computer screen.

You might see if you (or your graphics person) can create an "alternate" version of your printed piece in a standard vertical letter size (8.5 x 11) as this makes it really handy!

3. FONTS/TYPE SIZE

Even though Acrobat Reader can magnify any portion of a page, if you have the option, do not use text any smaller than 12-14 pt. It's much more easily read on a computer screen. This PDF uses Verdana 12pt.

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4. BOOKMARK NAVIGATION

If your PDF is longer than 4 pages OR has lots of items per page - use left navigation "bookmarks" so that readers can easily click right to items they are immediately interested in.

The bookmarks appear to the left of the PDF page and you can simply click on what interests you and JUMP right there. Try it on my "bookmarks" on this PDF!

This, along with the web links, are the most **powerful** things about PDFs and very easy to create! You do need the Acrobat program to create both or I can do this for you.

5. INITIAL VIEW WHEN YOUR PDF IS OPENED

How do you want your PDF to look on the computer screen when when your reader first opens it up? This is important as it's their first impression.

How big do you want the page to appear on the screen? (You can set the magnification it uses when opened.)

Do you want your bookmarks to appear or not? (You can set this.)

If you are using the ACROBAT PROGRAM, look under the "FILE" Menu, and select "DOCUMENT PROPERTIES".

Then you see 4 things that you can set.

SHOW: If you are using bookmarks, I suggest you select SHOW: Bookmarks Panel and Page

PAGE LAYOUT: can be left at *default* or you can play with it to see how you want people to scroll through your PDF. I use "CONTINUOUS" most of the time as it lets people scroll easily through the document.

MAGNIFICATION: You can set your page to open at 100%. This is pretty standard. If, however, you have a small postcard or small size brochure, you may want to have your PDF open at a larger size - experiment and see what works best for you.

OPEN TO: Generally, you'll want your PDF to open to page 1. If for some reason, you don't - set the "open" page as you wish.

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6. NAMING YOUR PDF

I know this may sound silly but this important tip is often overlooked. A critical marketing tool when creating & using PDFs is the name you give it.

Name your PDF in the most memorable way possible. I "hate" downloading PDFs that are a jumble of numbers or letters, or are so incomplete sounding that I can't find them later.

Tip #1: Name your PDF with your COMPANY NAME.

Example: ***AllThingsMusical.pdf***

You can add dashes if you prefer -- ***All-Things-Musical.pdf***

Tip #2 : If you want your PDF to be easily read using **BOTH Windows and Mac** computer systems, make sure you **DO NOT** put spaces in your PDF name. Use dashes or underscores instead of spaces.

Tip #3: Make sure the name ends with **.pdf**

7. OPTIMIZE or REDUCE THE SIZE OF YOUR PDF

This is a critical point if you post your PDF online for music teachers to download your PDF file. You want the file size to be the smallest it can be for quick, easy download.

Using the ACROBAT PROGRAM, look under "FILE" menu, and select REDUCE FILE SIZE. It often REALLY reduces the size of your file - you'll be amazed! Note that nothing critical is lost, it's optimizing your file to be very efficient use of space. Usually files under 1 MB download pretty easily with dial-up or hi-speed internet connections. Remember: 1000 KB = 1 MB

8. CLEAN UP YOUR LAYOUT

If your catalog or brochure file was originally for print, there are often "registration marks" left around the outside borders.

These look bad and show that you didn't take time to clean things up. Be sure you crop these off your pages. The ACROBAT program has a "CROP" tool that does this easily. If you need help, I can do this for you.

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9. USE OF COLOR

Hey, color costs zero! It costs no more to use color in your PDF than plain old black and white. How's that for a great reason to be using PDFs? Full Color & lots of graphics do make your file size larger.

Use color on each page as you wish. Whether it's 2 or 4-color, doesn't matter on a PDF. Use it tastefully as you would in your printed literature.

We are all so tied to the higher cost of printing full 4-color, etc. PDFs offer a refreshing option -- it doesn't cost a penny more! It just may take a bit more file space.

10. USE OF PHOTOS

When creating your PDF from a beautiful 4-color print piece, you'll probably find that your file size is larger. The more photos, color photos, art pieces you use within your Catalog or Brochure, will increase the PDF size.

Try some different options. Your graphics designer can help here too.

A word about Music Software Demos or Trial Offers

If you offer a software demo for online downloads or on your own CD-ROMs, please also include a PDF with instructions. More than a "Read Me" file, but one that acts as a little "trouble-shooting" guide and clarifies the DEMO password or anything else needed. Plus it's a great additional sales tool!

The above 10 points are a **BASIC CHECKLIST of Tips & Tricks** that I see most beginning creators of "PDFs" miss. If you have other tips you'd like to share about promotion with or creation of PDFs, please email me and I'll share with our music business readers:

Email me at: allthingsmusical@aol.com

OK....your PDF is ready, now what? How do you get it into the hands of Interested Music Directors & Teachers?

Read on for the best news!

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Your PDF is ready! Now what?

You've named it, reduced the size, selected the best layout, added live weblinks, added bookmarks, used a larger font, used color, checked the use of photos, cleaned up any registration marks and so on. And you've probably added your extra "content" up front too!

Now how do you get it into the hands of interested Music Directors?

1. Your Own Website Download. Upload your PDF file and put a link at your website. If you don't do this, contact your webmaster. Remember to create the greatest "buzz" about your PDF - have it solve a problem along with presenting your products, services, etc.

If you do this, you need to promote traffic to your site. I suggest you send out an inexpensive postcard, as I did, to send people to your website.

Or put the **webpage link** for the PDF download in your **email newsletters, blogs, or in the "SIGNATURE" of your email etc.** If it's an important selling tool for you, include it in every email communication you have.

Also distribute that link to your dealers if you are a publisher or wholesaler. Give them a great tool to promote you and increase their sales!

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If you want to distribute hundreds or thousands of CD-ROMs, you'll need to contact a **CD "replicator"** and get a quote on price. Plus you'll need to create artwork for the label. Expect your final costs to be fairly comparable to printing your catalog depending on quantity. Plus you'll be paying your own postage to mail out, or distribute at various conventions.

But the advantages of a "digital" promotion are far greater than a print catalog, etc. "Digital" Catalogs connect your readers to your website and lets them search for PDF for exactly what they are looking for.

There are many CD & CD-ROM Replicators in the Music Industry. If you need a referral or recommendation, email me - allthingsmusical@aol.com

In addition to the above ways to distribute your PDF, there is a much more economical **OPTION** that **ALL THINGS MUSICAL** offers. Read on....

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ALL THINGS MUSICAL "MUSIC RESOURCE CD-ROM"

- Each spring we distribute a minimum of 25,000 CD-ROMs to interested **Band, Choir, Orchestra, Piano, Guitar and Elementary/General Music Teachers** at National & State Music Conventions and through our National & State Music Resource Packet Mailings (packets include the CD-ROM.)
- Your PDF will appear with approx. 80-100+ other strong music education-related businesses & organizations on our Resource CD-ROM -- creating a very strong "resource" referred to again and again.
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- We've found our "Music Resource CD-ROM" is often placed in the Music Department's Central Library so that more music teachers see your PDF.
- **YOUR PDF FILE APPEARS TWICE** - We organize the CD-ROM so that your PDF file appears at least twice. It appears **alphabetically** by your company name visible when the CD is opened.
- Your PDF appears in at least one main **"MUSIC CATEGORY" Folder**. Example: Fundraising, Tours/Travel, Instruments, Band Publishers, Choir Publishers, Music Organizations, General Music, Music Schools, etc. We have over 50 music category folders on the CD-ROM.

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As you can see, the MUSIC RESOURCE CD-ROM, extends your message to thousands more music teachers than you can alone....for about 1¢ each!

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We can usually accept files up to 10 MB size attached to emails.

Cost: your fee is \$250 per MB space your file uses. You pay for each MB or portion that your file uses. With a minimum of 25,000 CD-ROMs being created & distributed, that's **just 1¢ per Music Teacher you reach!**

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Look down the page and click any of the order links on that page.

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Need help? Is all of this a little too much...or you don't have time to create a PDF that really sells? Read on....

I'd be happy to help you create your powerful new PDF from your postcard, flier, brochure, catalog or even your web homepage!

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If you miss that deadline, contact us and see when our next pressing will be. We often create additional CDs for distribution.

Thanks so much for reading my special Report on how to make your PDFs more effectively sell and promote for you in the Music Education Industry!



Sally Russell, President
ALL THINGS MUSICAL

Toll Free 1-888-803-6287 - 812-878-7800

P.S. I've put some of my favorite online biz resources and some discount links on the last page for you....enjoy!

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MUSIC BUSINESS RESOURCES

As you are a music business, individual or organization, thought I'd share a few resources I think you'll find very helpful:

ALL THINGS MUSICAL offers other **Music Education Promotional Services** happening throughout the year:

1. All Things Musical, The Music Education Yellow Pages
www.ATM2010.com, www.ATM2011.com, www.ATM2012.com
(Books/Online promotions released starting August each year)
2. Music Resource Packets www.ATMPackets.com
3. ATM Online & other services are found at our business website:
www.AllThingsMusical.biz

DOMAIN NAMES & WEBSITE HOSTING - www.FinalFrontierDomains.com

Very inexpensive - I get domain names there. They offer hosting and many other web services. They are a subsidiary of industry leader, GO DADDY.

WEBSITE AUTOMATION, CREDIT CARD PROCESSING & Ecommerce:

<http://www.automateyourwebsite.com/app/?pr=4&id=36006>

I have used *AUTOMATE YOUR WEBSITE* (subsidiary of 1ShoppingCart) web-based software to take and track all orders, send autoresponders and much more for many years now. It's a total ecommerce site all in one place. I highly recommend them! There is a **FREE TRIAL**...check it out.

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LOGOS - Free Logo Maker - <http://www.logomaker.com/>

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SPAM CHECKER online: <http://spamcheck.sitesell.com/>

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