The *Amazing* 5-Minute PDF Creator

By Scot Dantzer

"The Easiest Way In The World To Create *Great Looking* Electronic Books And Documents!"

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Introduction

As I write this, the digital publishing revolution is advancing to a whole new level.

Recently, author Stephen King released a book exclusively on the web. You can download the book absolutely free (although he'd prefer you pay for it) and read it right on your computer.

There have also been mergers, acquisitions and movements within the e-publishing industry that confirm Ebooks will be with us for quite some time.

With big business entering e-publishing will be their big publishing dollars…which all suggests one thing…it's here to stay.

Today anyone, regardless of

- Background
- Financial position
- Geographic location
- Or (even) talent is suddenly on the same playing field as Stephen King.

You have the exact same worldwide distribution opportunities as the most popular modern horror fiction writer in the world.

Add to this the fact that the publishing and entertainment industries as a whole have been slow to adopt the unlimited possibilities of "on demand", and suddenly we, as self-publishers, are way ahead of the game.

We can publish our works on the web, and make them available only to customers who want them…no huge printing and delivery costs…and it's all done digitally.

It's a win-win situation for both the publisher and the consumer.

The consumer has everything he could want available to him 24 hours a day (and on demand), and the manufacturer doesn't need to risk a costly manufacturing run of a product that might not sell.

As a self-publisher, the web makes it possible to publish your works at a cost of nearly zero (really just your time and a few dollars worth of software) and sell them on the web using automated systems that process and ship your orders literally while you sleep.

Now stop and take a deep breath and consider this new reality, made possible only by the wonders of the personal computer and the World Wide Web.

Whether you publish how-to information products (like I do) or complete works of non-fiction (like Stephen King), it's a whole new world out there. One in which the costs of product development are strictly one's time and the necessary tools.

I created my very first information product in Microsoft Word and in a few short (make that long) months I was ready to start selling my manual online.

I had already decided I was going to sell it as a digital download (several months before Stephen King!), but a check over my website visitor stats told me that nearly 35% of my visitors were using an operating system other than Windows.

That means that unless I wanted to exclude 40% of my potential customers, I needed a solution that had what the techies call, "Cross Platform Compatibility". In other words, it could be read on any computer in the world.

If you've done your research, you already know that there are currently only two options:

- HTML (the web) or
- **PDF** (files created with Adobe Acrobat).

Since I wanted to recreate the printed appearance of my book in a digital file, **PDF** was the only option.

But let's face it…Adobe Acrobat was created for techies, by techies. It has a lot of really great features that I have never used once, and probably never will.

It's a difficult program to use because there are a whole lot of things it does that simply won't apply to your self-publishing business. I don't go over those features here. It would only confuse the matter. If you are the type that must know absolutely everything about an application, I heartily recommend the **PDF Bible.**

For the rest of us, there's this book - a simple step by step guide to taking your idea and turning it into a digital product that you can sell from your website…

…And make 100% profit.

So let's get on to the good stuff…

Scot Dantzer
Philadelphia, PA

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Chapter 1 - Why PDF?

In the short history of electronic publishing, there have been a number of publishing utilities. Most are 'compilers'…programs that would take individual files and build them into an electronic book.

And these compilers did their jobs well. You might even be familiar with a few of the names (since they're still being used today): InfoCourier, HyperMaker, NeoBook, Web Compiler…just to name a few.

The only problem with these compilers is that they were 'platform-specific'. That means that you needed a PC using Windows to create your book - and your readers needed Windows to read them. Which is all well and good - everybody uses Windows, don't they?

SIDEBAR

More than 40% of my website visitors use an operating system other than Windows.

Selling digital books on a Windows-based HTML compiler would have cost me ***nearly half*** of my potential clients.

Well what about the folks using Macintosh? What about our friends still using DOS (think nobody uses dos anymore? Think again!). Sure these folks are a small percentage when compared to the millions using Microsoft products, but can you afford to turn away even one potential reader for your PDF Ebook?

Of course not.

And the people at Adobe realized this when they began developing their PDF document format and the accompanying reader.

PDF stands for **P**ortable **D**ocument **F**ormat, a document format that can be read on nearly any computer in the world using the FREE Acrobat Reader.

Adobe originally developed this powerful application for business users (still among the greatest numbers), but its cross-format compatibility makes it perfect for electronic publishers worldwide.

A PDF Ebook has as many similarities with HTML (the language that is used to publish pages on the web) as it does differences.

For instance:

- PDF files can be viewed directly from Netscape and Internet Explorer….

- Users can read your PDF Ebook online or download the entire book and read it from the desktop…

- A PDF Ebook can contain hyperlinks to other parts of the book (such as in a table of contents), links to the web and forms (such as newsletter subscription forms).

But unlike a Web Page, PDF Ebooks:

- Can be emailed, saved to disc and printed from nearly any computer in the world…and they'll look exactly how you want them to look.

- Have detailed searching capabilities - readers can find exactly what they're looking for anywhere in the book with a few simple keystrokes.

- Offer a set of full-featured security options that allow you, as the author, to decide whether people can print your PDF Ebook, or copy its text and graphics.

- Let you create your custom scripts and enhancements to the Acrobat application without any special permission from Adobe. This is great news for product developers with the right knowledge…who could theoretically create an entire new software product using Acrobat as the backbone.

SIDEBAR

The **Free** Acrobat Reader is available for the following computer platforms:

Windows 95, Windows 98, Windows NT, Windows 3.1x, OS/2 Warp,

UNIX: DEC Alpha, HP-UX, IBM AIX, Linux, SGI IRIX, Sun Solaris x86, Sun Solaris SPARC.

Look for them to expend in to the Personal Data Device Market real soon!

1.01 Your PDF Ebook

By far the number 1 reason to publish your Ebook with Acrobat is published right on Adobe's Website (at http://www.Adobe.com):

> *"…Acrobat had an all-time record quarter, making (Acrobat) the Company's fastest-growing product. This success, coupled with the worldwide distribution of over 100 million Acrobat Readers, solidifies Acrobat and Adobe's Portable Document Format (*PDF*) as de facto standards for final form delivery and display of electronic documents."*

Wow! Over 100,000,000 Acrobat users.

That means that more people are using daily than there are miles to the sun!

This virtually guarantees that when you publish your ebook as an Acrobat PDF Ebook, your customers…regardless of where they are, what kind of computer they use…

…Can buy and read your Ebook right now!

That's something that can't be said of the html compilers and other self-publishing products on the market.

Here is a quick rundown of just a few of the benefits to publishing with Acrobat:

♦ PDF Ebooks Are Readable On Any Computer in the World

It doesn't matter whether your book was written on a Macintosh or Windows system, or what kind of computer your reader is using. Your PDF Ebook is instantly available to your reader.

And since Adobe is committed to the success of Acrobat and its users, you can bet that as the electronic publishing industry expands, so will the Acrobat product line.

♦ PDF Files Have Advanced Viewing and Navigational Features

You can include internal and external links, bookmarks, thumbnails of each page, articles, forms, buttons for navigation, and viewing options that allow a user to magnify or reduce a page to fit within the user's computer screen.

This means your PDF Ebook will look great regardless what kind of computer or monitor your reader uses.

♦ PDF Files Are Small

Your PDF Ebook can be 1/5 of the size of an HTML file containing the exact same graphics and information. That means that you can create graphically rich PDF Ebooks that your customers can download quickly, and effortlessly.

1.02 What's Inside Acrobat - The Four Components

This section is really relevant only if you are using the full version of Adobe Acrobat to publish your Ebook. The **Free Resources** I mention emulate many of these utilities, though with varying degrees of success.

While Acrobat is a single application, there are actually 4 separate modules inside (and that's not counting the hundreds of 'plug-ins' available across the web.) These include:

- Acrobat

This is the program that you use to customize your PDF Ebook. You can add buttons and forms, annotations and multimedia components, just to name a few. This is the main 'finishing' tool for PDF publishers.

- Acrobat Distiller

Acrobat Distiller is the part of the program that 'prints' your files to the PDF format while retaining linking and navigation specifics. You'll use the Acrobat Distiller to generate hyperlinked PDF Ebooks from the application that you use to create your manuscript.

I tend to use either Microsoft Word or Adobe PageMaker, depending on how much control over the layout I need. This PDF Ebook was created using Microsoft Word 2000.

- Acrobat PDF Writer

The PDF Writer is the part of Acrobat that can print from any application that has a print function. In most cases though, the PDF Writer will not retain internal or external links. You can add these later in Acrobat if you wish.

♦ Adobe Capture

The capture function allows you to scan documents (in your optional paper scanner) and instantly convert them into PDF files. You can also use **Web Capture** to instantly convert web pages (or entire web sites) into PDF files.

Chapter 2 - PDF Ebook Reader's Guide

The navigation features of this book are the same features you will be able to give your readers when you create your PDF Ebook. Many of these features are simply not available in a printed book.

2.01 Links Inside This Book

Adobe Acrobat allows 2 linking methods:

- Links to other resources **within the book**
- Links to sites on the **internet**

These links will always appear as **bold, blue, and underlined.**

If the link is preceded by **http://** this signifies an internet link. The location of this link will open in your browser window. You will need to be connected to the internet to view these link destinations.

2.02 Special Text and Graphic Formats

This Style and Color of type indicates a reference to a specific command, menu, or window component.

SIDEBAR This suggests a thought that clarifies a point being made in the manual.

TIP This suggests a shortcut or small piece of advice that I've picked up along the way.

Other colors, such as **dark blue** are used for emphasis and have no associated links.

SIDEBAR

These navigation features are inherent in the Acrobat PDF format.

When you publish your book with PDF, you will be giving your readers the same ease of navigation...and they'll love you for it!

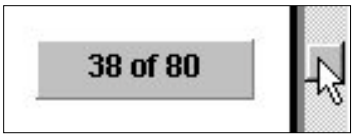
2.03 Navigation Features

Acrobat makes navigation easy. Here's how to move around this book (and any other PDF Ebooks you come across):

♦ The Scroll bar

Click on the **Scroll Box** in the **Scroll Bar** and drag it down to **move backward or forward** through the book.

You will see the page number visible when you click on the box. **Release it** when you get to the desired page.



♦ Arrow Keys

Pressing the **up or down arrow key** will advance you through the book one page at a time.

♦ Table of Contents

In the **Table Of Contents** click on any subject heading to jump to that section of the book.

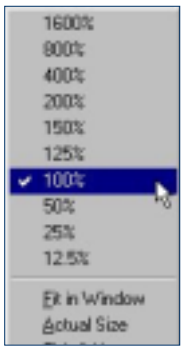
♦ Bookmarks

Bookmarks are essentially little pictures of the individual pages of your PDF Ebook. Bookmarks are especially useful if you have a large monitor and can see the different appearances of the individual pages.

To see the **Bookmarks**, Click

Window > Show bookmarks.

2.04 Page Magnification

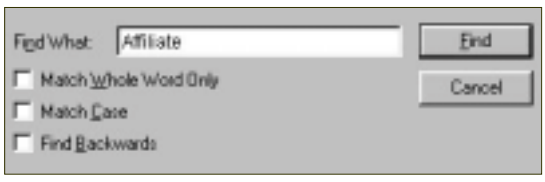


Generally, the best magnification size to view this book is **100%.**

To change this, click on the magnification button on the **lower left corner** of Acrobat's window and hold it in.

Then simply select the magnification you wish.

2.05 Search Features



To find a word, phrase or specific text anywhere within a PDF Ebook, click **CTL-F (Windows)** or **Command-F (Mac)** to bring up the **Find** Window.

Type the word you're searching for in the **Find What** box and click **Find.**

2.06 Print Features

You can print this book as you would any other document. Please **respect my (and others') copyrights and intellectual property rights.**

Chapter 3 - Before You Start

Before we begin putting **The 5-Minute PDF Creator** through it's paces, let's take a look at the big picture of PDF publishing.

When you publish your PDF Ebook, you create a file that can be downloaded and read from nearly any computer in the world. It's a very simple process and the desktop (or even laptop) computer makes it a relatively painless one.

Here are a few topic areas you should familiarize yourself with:

3.01 PDF Publishing is NOT...

PDF publishing is not desktop publishing (although it's a *kind* of desktop publishing). Publishing in PDF means taking your existing documents, be they:

- Computer files
- Websites
- Paper documents

And converting them into the universal PDF format. Think of it as an additional printer on your computer. You (probably) have one printer that handles all of your day-to-day print jobs.

With a PDF Publishing tool you have another printer that prints PDF documents.

This differs from traditional desktop publishing in that, desktop publishing usually refers to the layout process, typography, color separations, and other steps that directly relate to the world of print publishing.

PDF publishing, on the other hand, is the simple process of taking your existing files and documents and converting them into the PDF format, then adding multimedia and interactive elements as you see fit.

The crucial tool for PDF publishing is…

…You guessed it…

The PDF Conversion utility.

3.02 Do You Need Acrobat to Publish Your PDF Ebook?

The short answer to this question is, "No."

Many of today's top desktop publishing and graphic design applications will export your layouts to a full-featured PDF file. Careful though, many of these applications are very difficult to use and can be many times more expensive than the full version of Adobe Acrobat.

For the more budget minded publisher, there are a number of widely available PDF publishing utilities on the web (some free, some not) that will take a variety of file formats and convert them into PDF Ebooks.

Here's a quick look at a few of these tools…

3.03 Publishing Tools with PDF Output Options

For years, an easy way to publish PDF documents without purchasing Adobe Acrobat has been to use

- Adobe PageMaker

Adobe PageMaker

PageMaker has been a mainstay for print publishers for years, and since it comes from Adobe, many PDF publishing options (including the Acrobat Distiller) are built into it. the downside is that the application costs nearly $600 USD.

Unless you feel you must have all of the layout tools of PageMaker, you might not want to take on such an expense.

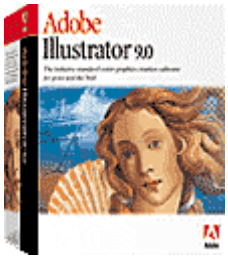
♦ Corel Draw Suite

Corel Draw Suite

Corel Draw has been my primary vector graphic production tool (before I invested in Macromedia Fireworks). It's bundled with a list of great utilities applications (like the Photoshop rival, Corel Photo-Paint), and it's very intuitive.

But again, the cost is nearly $600 USD!

♦ Adobe Illustrator



Adobe Illustrator

Substantially cheaper than PageMaker or Corel Suite, Illustrator version 9.0 creates PDF files in it's native format. You can save a file directly as a PDF file, as opposed to exporting it.

The 'export' feature of a program adds another step to the publishing process…and one more opportunity for something to go amiss.

That means it has the most complete balance of desktop publishing, graphic design and layout options combined with PDF output options.

And then, of course there's:

♦ Adobe Acrobat

Adobe Acrobat

The full version of Adobe Acrobat contains a whole bundle of PDF publishing tools and utilities…including the PDF Writer and the Acrobat Distiller…the two most useful PDF utilities available.

At a price of just over $200 USD, this is a bargain and an absolute *must-have* for the serious PDF publisher.

3.04 Free PDF Publishing Tools

There are two additional PDF publishing tools that I've seen mentioned frequently in self-publishing circles.

I must warn you…I have never been able to get either one of these tools to work properly. Let me repeat that:

I have never been able to get these publishing tools to work!

Now that doesn't mean they won't work for you, but I can't recommend them two tools without giving you this warning.

If you are serious…truly serious…about publishing your PDF Ebook, perhaps try one of these tools first. Then if you had the same luck I had…

Buy Acrobat!

♦ Create Adobe PDF Online

Adobe's Online PDF Converter

This subscription based conversion utility from Adobe will (theoretically) allow you to upload your manuscript and it will convert it to a PDF Ebook. You can have the results emailed to you or you can just download it from the site.

It's available for unlimited use for a small monthly fee, but offers a free trial that will let you use this online utility 3 times without charge.

Try it out, and if it works for you…congratulations…you've found a (nearly) free alternative.

♦ HTMLDOC from Easy Software Products

Easy Software Products

HTMLDOC promises easy creation of PDF Ebooks from HTML files. If you have a word processor with HTML output options (such as MS Word), you can take your HTML files and convert them to a hyperlinked and secured ebook using this utility.

This tool is available for a free download (although they do charge for tech support, so it's a trade-off). Perhaps it's just my impatience, but I struggled with HTMLDOC for a few hours before giving up.

But hey, it's free, so if it works for you…..

3.05 Before You Publish (Last Minute Tips)

♦ Creating Your Manuscript

The manuscript is the final document that will be published into a PDF Ebook. It contains all the layout, all the typefaces and colors, all the graphics…everything.

In the case of this book, the manuscript is a Microsoft Word 2000 file. I use Word because:

- I can easily make links within the file and to the internet
- It's easy to make corrections, and
- The Distiller and PDFWriter tools interface easily with Acrobat and other 3rd party utilities.

But most of all I like to use Word because it lets me easily create chapter headings and subheadings, and an Instant Table of Contents, by formatting with…

TIP

When writing the manuscript for your Ebook, don't use the page numbering option.

Page numbers in your original document may differ than the page numbers in your PDF Ebook...don't confuse your readers!

♦ Outlines, Headers and Styles

Headers let you pre-format the appearance, position, and all other characteristics on your chapter headings and subheadings.

MS Word and most other quality word processing and layout programs let you assign outline levels to individual parts of your manuscript. For instance:

- **Heading Level 1**
  - **Heading Level 2**
    - **Heading Level 3**

And so on.

During revisions, changing the style definition for any of these headings will change the appearance of each heading throughout your entire manuscript.

SIDEBAR

For more information in using Headings, Styles, and Outlines search your program's 'help' file for any of those terms.

Also be sure to search for "Table of contents"

♦ Using Styles

One benefit of Microsoft Word are the extensive Style options. In short, a style lets you define nearly everything about the appearance of your text (that is, the typeface, color, indenting, etc.) in advance.

Should you decide to change the any attributes of the style, simply change the style definition and Word will reformat all of the text in your document that has that style applied to it.

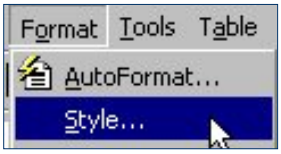
To illustrate, suppose you like the Arial font (the font you're reading right now) for the body of your Ebook text. In most cases, the 'normal' style in Word is preset to Times New Roman, black, at a 10-point size.

To change the look of your body text, you can go through your entire Ebook, highlight every word, and change the appearance using the standard menus in Word.

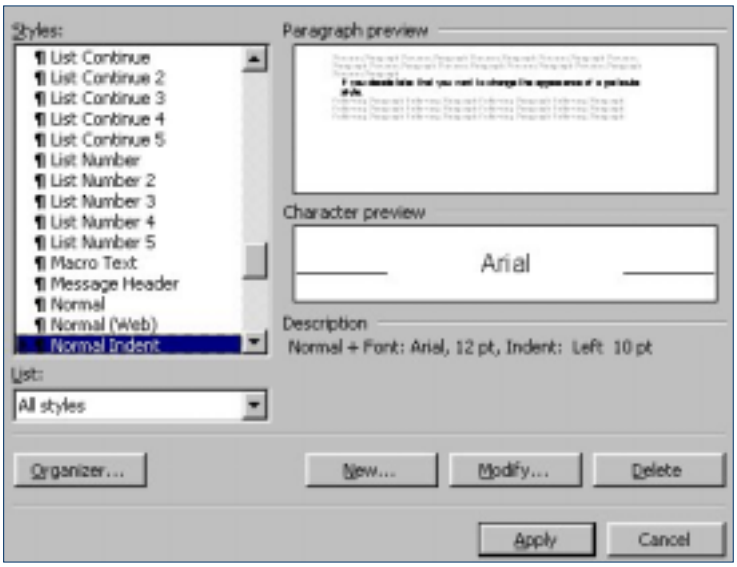
This is very time consuming, and if you don't like the results you will need to select everything and change it again.

A quicker approach would be to simply re-define the 'normal' text style in the **Format>Styles** menu. When you make changes to the normal style, the new attributes will be applied to every word in your Ebook that uses the normal style.

The **Styles** menu is, in most cases, the drop down selection box in the left corner of Microsoft Word.



If you decide later that you want to change the appearance of a particular style, select **Format>Style**.



The **Style** menu will let you change any or all of your preformatted styles (including your body text, chapter headings and Table of Contents listings)

♦ Using Chapter Headings

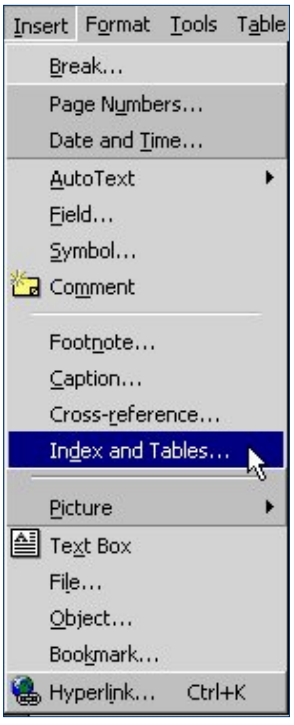
This is where the real magic is.

You can use the styles definitions to define the appearance for chapter headings and subheadings. In the case of this book, I've used three separate

heading styles: The main chapter headings and two subchapter headings. These are saved in my styles palette as Heading 1, Heading 2 and Heading 3.

When I create a new chapter to my Ebook, I simple apply the top-level heading (Heading 1) and my top-level style is applied to the text.

Notice how the appearance of the styles appears in the menu. After I apply this style, Word knows that this style is a chapter heading because it's in the 'Top Level'.



♦ Create An Instant Table of Contents

After you've applied the chapter and subchapter styles, Word will automatically generate a table of contents for your ebook, complete with hyperlinks to the chapter pages.

To create a Table of Contents, go to the page where you want your table of contents to begin, and select **Insert>Index and Tables**

Select the **Table of Contents** tab

Click **OK**.

Word will create your Table of Contents, complete with hyperlinks to the chapter sections.

You can update your Table of Contents whenever you make changes to your Ebook by highlighting the Table and selecting F9. you can also apply a completely different appearance to the entries in your Table of Contents by selecting **Modify** in this screen.

Chapter 4 - Setting Your Distiller Options

The Distiller is the magic tool that takes your manuscript and turns it into your PDF Ebook. if you use a 3rd party conversion utility, it is the job of the Distiller that it emulates.

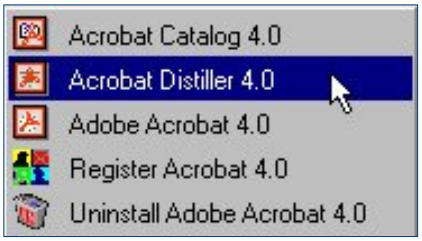
When I first installed my Acrobat software I chose a set of options for the distiller and haven't had to touch it since. That's because it works in the background for most PDF creation operations.

You see, many of the more popular word processing and desktop publishing programs (such as my favorites, Microsoft Word 2000 and Adobe's Pagemaker 6.5) are automatically 'connected' to the Distiller program. Just print using the Distiller and it loads your preset Distiller options.

There are a few variables that can affect the way your final PDF Ebook looks to the reader. These variables are set in the **Job Options** section of the opening screen.

There are a host of options available for creating your PDF Ebook. In this example I show you all you need to know. If you are creating complex PDF Ebooks you may want to make additional adjustments in the **Job Options** Screen.

4.01 Start the Acrobat Distiller:



Click on the **Distiller** Icon in the Acrobat folder or select **Distiller** from The Start Menu

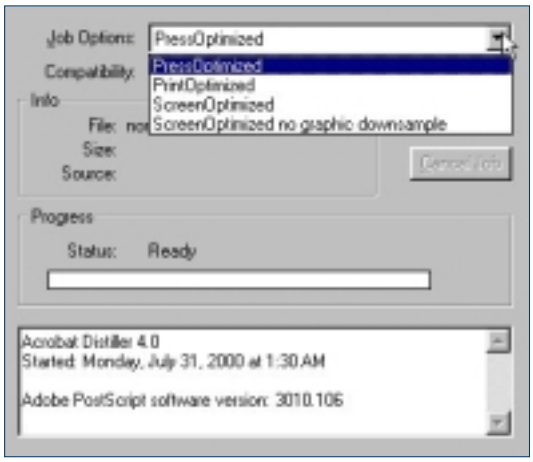
Choose one of the **Job Options**

TIP

I prefer to keep the graphic compression to a minimum, so I've created a job option called "Screen Optimized - No Graphic Downsampling" that fits my needs.

Experiment with Distiller until you find a setting that looks best for your Ebook. Then save it.

♦ Choosing the Right Distiller Job Option



PressOptimized

This option will generate the most accurate color and graphic information, but will also create a much larger file size. Only use this option if you plan to ship your PDF Ebook to a professional printer to create a printed version of your PDF Ebook.

PrintOptimized

This is a medium graphic-quality setting. If you will be printing your PDF Ebook on a regular computer printer (or expect your reader to print out the book) choose this option. This option is a happy medium between the maximum quality settings and the minimum file size settings.

ScreenOptimized

Screen Optimized PDF files are the smallest among the three options. They will usually look fine on any computer screen, but may loose too much quality on a printout.

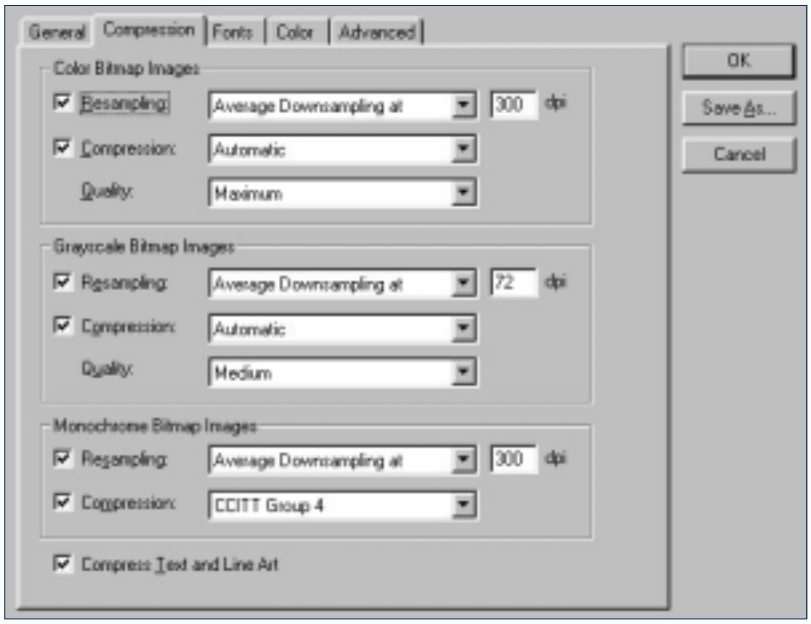
Use this if you are sure your reader will be using your book primarily on screen.

The option you select in this step will be assigned as the default action for all future Acrobat Distiller Jobs. If you want to change these settings in the future you must change them manually.

4.02 Creating Your Default Job Options

To access the Compression Job Options, Select:

Settings>Job Options> Compression



The **Compression** tab allows you to pre-select how your images will be compressed using Acrobat, and you can specify how Color, Grayscale or Monochrome (black & white) graphics are handled individually.

The compression used by Acrobat is "lossy".

That means that the more compression you apply to your images and text, the more detail information is lost. If your customers will be reading your PDF Ebook on screen, you should not notice too big of a difference. It's when you get into printing that these setting really matter.

♦ Applying Compression

You can choose to automatically or manually apply your compression. **Automatic compression** is selected by default by the Distiller.

You shouldn't need to adjust these settings unless you plan to have your PDF Ebook professionally printed.

SIDEBAR

Choosing Downsampling reduces the image resolution to the resolution you specify.

72 dpi is the standard for screen graphics.

In most screen cases you won't notice a huge difference in quality at this

You will notice downsampling's effects more readily when you try to print your **PDF** Ebook.

♦ JPEG or Gif - Which One?

JPEG compression retains most of your color information so this is the best choice for photos, but it is a 'lossy' compression format.

That means that the more you compress your images, the more detail is lost and replaced with 'compression artifacts', or grain and noise.

GIF compression has a major problem with photo images in that it reduces the color information to 256 colors. On the other hand Gif compression is ideal for clipart compression and images that contain large areas of solid colors.

The only way to be sure which setting is right for your PDF Ebook is to test a few and use the one that looks best (while creating a reasonable file size for your distribution method).

Once you've purchased the Acrobat software, there is no extra cost to you to create several different versions of the same PDF Ebook (as in this test), so don't be afraid to experiment.

Chapter 5 - Acrobat Has All The Tools You Need

Most new publishers are surprised when they first start Acrobat to find that there is no **File>New** command. That's because you generally *don't* create your book in Acrobat (although you can import from a number of sources, as detailed below).

No, you create your book in a word processing application (such as Microsoft Word) or in a desktop publishing application (such as Adobe Pagemaker). The file you create is your manuscript from which you'll publish your book using a PDF publishing utility.

5.01 The Acrobat Toolbar

♦ The Hand Tool

Use the Hand tool to navigate throughout your PDF Ebook. When you press your left mouse button while the Hand tool is selected you can 'grab' the page and move it on the screen.

If you use a Microsoft mouse with the 'wheel' in the center, you can use the hand tool to scroll through the pages of a PDF Ebook.

♦ The Zoom Tool

The Zoom tool allows you to zoom in and out on a particular page. You can also choose from a list of options when you right-click on a page with the zoom tool selected.

♦ The Text Select Tool

The Text Select tool allows you to select lines, paragraphs or pages of text. You can copy the text to the clipboard and past it into other applications (but you must use the TouchUp Text Tool to edit text in Acrobat).

♦ The Crop Tool

The Crop tool allows you to crop your PDF Ebook (i.e. change the size of the pages) to a size you choose. When you select the Crop tool, you resize the document by drawing an area to crop the page to.

♦ The Notes Tool

The Notes tool allows you to insert 'popup' notes into your PDF Ebook. You can insert:

- **Text Notes**
- **Audio Notes** (recorded with your on-board microphone)
- **Stamp Notes** (that is, you can apply pre-determined graphics as a 'stamp')
- **File Notes** (that will allow your readers to launch external applications from within your PDF Ebook)

♦ The Pencil Tool

The Pencil tools allow you to 'draw' on you document to draw attention to particular words, phrases, etc. You can also draw:

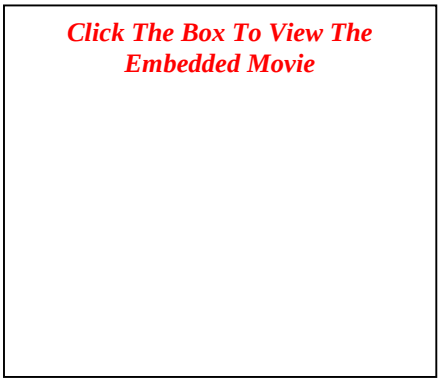
- Rectangles
- Ellipses
- Lines

♦ The Highlight Text Tool

The Highlight Text tool will surround text with a yellow 'highlighter' appearance.

♦ The Movie Tool

The Movie tools allows you to insert a Windows *.avi or Quicktime *.mov file onto the page of your PDF Ebook. The reader can launch the movie file by clicking on the automatically-generated link.



♦ The Link Tool

The Link tools allows you to create links to places within your PDF Ebook, to other PDF documents, to locations on the web, or even to launch external files and applications.

♦ The Article Tool

The Article tool allows you to link two different areas of text (articles) that can run onto different pages. This is similar to the way a newspaper will continue an article on a page deeper inside the edition.

As a rule, I don't recommend using articles in your PDF ebooks, and do not cover them in this text. Instead, you will create 'articles' using chapter headings and sub headings when creating your manuscript.

♦ The Form Tool

The Form Tool allows you to create interactive forms in your PDF Ebook that can be posted to a cgi script on the web, or sent to an email address you specify.

The form tool makes your PDF Ebooks interactive…you can collect information from your readers, ask their opinions, or solicit other kinds of information that would just not be possible using a printed book.

♦ The Digital Signature Tool

The Digital Signature tool allows you to 'sign' your PDF Ebook. This is used more for the purpose of sharing documents among a group of users. As I write this, the President of the US is exploring legislation that will legalize digital signatures for business documents.

I don't cover digital signatures in this book…your PDF Ebook will be digitally signed by you when you publish it under your own name!

♦ The TouchUp Text Tool

The TouchUp Text tool allows you to change the appearance of a character, word or line of text.

The TouchUp Text Tool should really only be used to correct errors when you convert your Ebook into the PDF format.

If you find you have a lot of errors to correct using this tool, it might be more appropriate to fix them in your manuscript, then create a new PDF file.

Chapter 6 - Editing and Changing Your PDF Ebook

Remember, you will create the text of your PDF Ebook in another application (such as Microsoft Word) then create a PDF file from it. This process is very quick, and usually occurs without any snags.

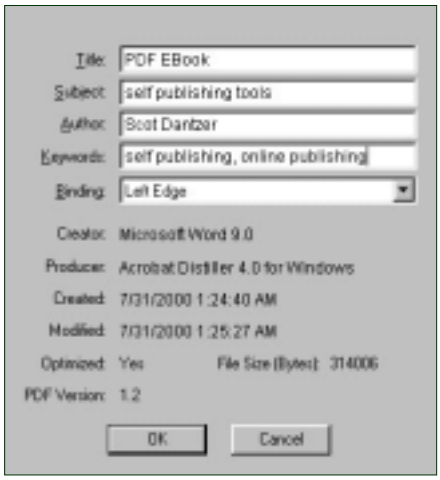
Occasionally there will be a few changes, corrections or enhancements you might want to make to it for the benefit of your readers. For instance, when I use Adobe's PageMaker to create my PDF Ebooks, I find that occasionally a link or text format will be lost in the conversion process.

In these instances, I just load the newly produced PDF file into Acrobat, make the changes I want (such as adding links that were lost), and save the file.

This is a great advantage over the number of third-party PDF creation tools. When you have the full-sized Acrobat on your computer, you can make these simple fixes and additions for the benefit of your readers without having to re-publish your Ebook.

6.01 Stamping Your Name on Your Ebook

A savvy reader can learn a lot about how you created your PDF Ebook by looking at the **Document Info** through Acrobat or the Free Acrobat Reader.



In some cases, you might need to change or append this information. To change this information, choose

File> Document Info>General

The changes you can make to the file info include:

♦ Title

This is the title of the document, but not necessarily the title of the file. Changing this information does not change the file name.

♦ Subject

This is a description of the subject of your PDF Ebook

♦ Author

This is where you enter your name as the author of the book. This field is automatically filled in with the name you used when you installed Acrobat.

If this is different than your name as it appears on the cover, you should change it here.

♦ Keywords

This function is more for the benefit of corporate users who may search many documents on a particular server. You can enter keywords here or just leave it blank.

SIDEBAR

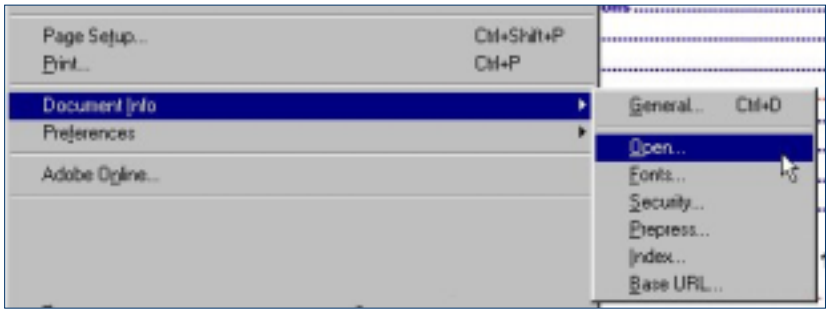
For the most part, no one will look for your name in the Document Info.

But suppose you have a friend create your **PDF** Ebook for you? Would you prefer it was his name or yours in the Document info?

6.02 Changing the Way a File Opens

By default, Acrobat opens a document to the first page at the **Fit Page** zoom level. As you make changes to your PDF Ebook you might find these settings can mysteriously change themselves.

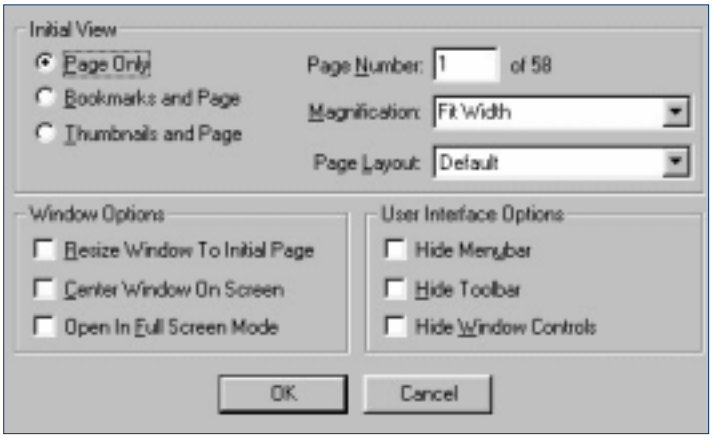
Or you might decide that you want your PDF Ebook to open to a specific page first (as in a "subscribe to my newsletter" form) or at a specific page magnification.



To change the way a file opens, choose

File>Document Info>Open

♦ Setting the Initial View



The initial view is the way your reader sees your PDF Ebook when it first opens.

You can choose a particular page, choose to show the bookmarks and/or thumbnails and the magnification.

You can also choose to display your PDF Ebook as single pages, continuous pages or as facing pages.

♦ Setting The Window Options

You can also choose to show how the page appears in the window.

Resize Window to Initial Page

This option will look at the magnification setting of the initial page (as you specified) and reduces the size of the surrounding window to match it.

Center Window on Screen

This option places the window in the center of the monitor when opened.

Open in Full Screen Mode

This option hides the window edges and fills the entire screen with your Ebook. While this option looks great on a monitor, your readers might not know how to close the window (use the **Esc** key)

♦ User Interface Options

Hide Menu Bar

This option hides the menu bar. Your reader can press **F7** to get the menu bar back.

Hide Toolbar

This option hides the toolbar.

Hide Window Controls

This option hides the scrollbars, close window and resize window boxes.

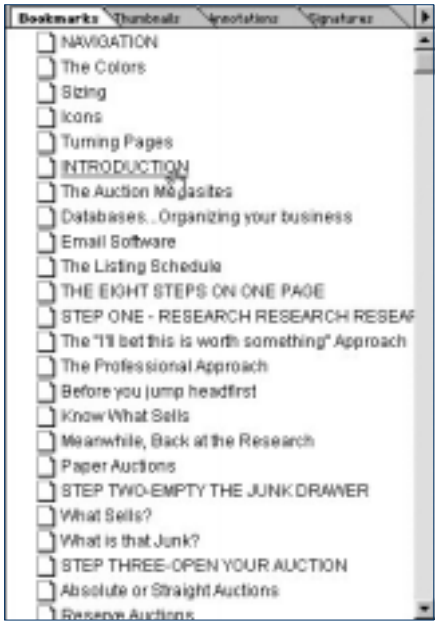
After you've made any changes to the document open info, save your PDF file and close Acrobat. The next time you open the PDF Ebook, your changes will appear.

Chapter 7 - Advanced PDF Functions

Acrobat has a list of advanced options that make PDF files easier to read, use and navigate. These advanced features include: **bookmarks, thumbnails, forms and links.**

7.01 How to Use Bookmarks

Bookmarks are a common component of PDF Ebooks. The bookmarks (essentially the chapter and sub-chapter names you give you pages when creating them) appear in their own menu in Acrobat.



If you format your document prior to creating your PDF Ebook in Microsoft Word or Adobe PageMaker or Illustrator (among others) and use the proper heading formats, your bookmarks will be created automatically from your table of contents.

If you haven't used any of these applications never fear, you can create bookmarks in Acrobat later.

♦ Creating a Bookmark:

To create a bookmark, you must first be at the destination you want the bookmark to point to. Go to a page and zoom (if necessary) to the area you want the bookmark to point to. Choose:

Show Bookmarks from the Window menu. This will launch the **Bookmark palette.**