

- Teddy: Alright, so we are, it's Teddy and Sarah here and we demonstrating with an example some editable PDFs, so basically where you're gonna be able to put in your own branch or personal information into the future marketing materials that we are making. And our example is in the materials section of the Western toolkit. So that's where we're gonna go now.
- Sarah: We're already there.
- Teddy: Nope, you just gotta [inaudible 00:00:36] the materials and we're good. So we're going to the materials section and finding that example, and then Sarah's gonna take it from there, kind of how do you go from start to finish.
- Sarah: Okay. We're gonna scroll down. We have an editable PDF example here. I'm gonna open that up. In this window, you'll click download to download the file. And you'll see it here down on the lower left of your browser window. If you open that, it'll open in your browser window. So you can see the editable PDF.
- Sarah: But we're gonna save that to your computer. So if you right click and choose save as, and then you can name the file whatever you'd like to name it. Right here we're just gonna name it example. Save. And then we're gonna have to open Adobe Reader. So if you go to your computer's search bar and type in reader, it should pull up Acrobat Reader. If you open that software, [inaudible 00:01:34]. There we go.
- Sarah: Then go to file and open, once you have that here. And then find the editable PDF that you have downloaded and open that file. So now you're seeing it in Adobe Reader. And here you'll see blue fields where we have editable content. You can just click in these fields and type your information. I'm gonna type my name. You can change the email address. I'm gonna type mine. And this is just an example, but we'll have editable PDFs for address and whatnot that you can type into.
- Sarah: And for this example, because we can also have where you will be able to place images, you'll see this little icon here. If you click that icon, it will let you find an image on your computer to place into that block. So we're gonna do that now. I'm gonna place that. And now you'll see it's placed that image.
- Sarah: So this could be a head shot, etc., into that field. And then, in order to share this with your customers and print, you're gonna save this, or print this to a new PDF file so that it's no longer editable. Because if you were to email this file to a customer, they could also go in and we don't want that to be changeable.
- Sarah: So we'll go to file, and print, and we're gonna choose a PDF printer. We see Adobe PDF on Teddy's computer, but you may have Microsoft Print to PDF, either one of those is fine. I'm gonna use this Adobe PDF printer. I'm gonna choose print. And that's gonna print ... Or ask me where I wanna save it and what I wanna name it. I'm gonna name it test print and save it on the desktop.

## Introducing Marketing Materials You Can Edit and Customize Transcript

- Sarah: And it's asking if I wanna replace it, because I've already done this. So I'm gonna say yes. And on the desktop, it's still printing here. On the desktop ... Oh, it opened for me. Is the printed PDF. So this one is no longer editable, and that's what we want. And if we click this email, I've made this where if the customer were to open your file on their computer and click on this email address, it will open an email to you, to whatever information you typed into that block. So that's also handy. We're gonna close that.
- Teddy: Yeah, that's kind of the deal and then so really that last step, with the print and basically making the fields not editable, like Sarah said, it's definitely ... We don't want customers to really be able to change that. But also, just in terms of they would see that those fields would be blue, in a different color, and so it's not really even that we're necessarily worried about somebody changing it and being an imposter for Western, it's almost ... It looks just a little unprofessional if you still have the editable blue fields.
- Sarah: It looks kind of unfinished.
- Teddy: So it's a double ... yeah, so exactly. It looks unfinished. Perfectly, like Sarah said. So that is the example. And Sarah, I don't know if you ... To wrap it up, kind of give a little preview or basically we just have a lot of more marketing materials that will be coming out over the next few months, year really, that will all be editable.
- Sarah: Editable. Yes. We're going to be doing this with the services page, the one-page services flyer that everyone's probably seen at one point or another. Every branch has. So that one of them that I'm working on right now. So it will have everybody's services and then you can change the address, the branch information, the contact information. People that are working in your office will all be in editable. So as you get new employees and whatnot, you can easily add them to that page. And then other pieces-
- Teddy: It'll be the ... Yeah, so that's the first one that's coming up. There's gonna be more, much more over the year. So get ready.
- Sarah: We'll keep this in mind as we design things going forward, where we can add ... Make the contact information editable for you guys to make it easy, so convenient for you.
- Teddy: Thanks for tuning in. If you have any feedback or anything, any questions, feel free. Contact Sarah and I.
- Sarah: Or suggestions for editable PDFs. We're open to that, as well.
- Teddy: Perfect. All right. Take care everybody.
- Sarah: Thank you.