

Lesson 6: PDFs

What I mean by a PDF is any document produced in word, publisher, via Canva, or in adobe that is saved as a .pdf document. They are carefully designed booklets or brochures of content written around a specific theme that are used to:

- Capture the audience's attention – be informative/educational/engaging
- Attract traffic to the site from external locations

The content of a pdf will sometimes be referred to as a white paper, eBook, presentation or guide. You do not have to call it anything. What you are providing readers with is a downloadable document on a chosen subject matter that is relevant to your industry.

The key to PDFs is the links that you will embed in it that will lead people back to your site. These will be recognised by Google as external links. It is important not to litter the PDF with links but certainly your logo linked to your site, and a link to any relevant products or collections of products mentioned are key. A PDF without links in serves very little purpose at all!

What software can you use?

Essentially you can use anything that allows you to convert the finished document into a PDF. I usually use canva.com these days just because it is very simple to use and has the images, design and download ability all in one place. You can also use:

- Photoshop if you have a designer's flare
- Microsoft Word for a basic layout
- Microsoft Publisher for more design capability
- Microsoft PowerPoint if you are going down the route of a more presentation style PDF

Any of the above would suffice and of course there will be many more programmes that save documents to a .pdf file format that you can use so there is no need to abandon all you know and start over.

The layout

A PDF is roughly 6-8 pages long but they can be much longer, or much shorter than this. We produce 6-8 page documents consistently for clients. They are perfect for big occasions like Christmas, Valentine's Day, Easter, Halloween, Bonfire Night...

They can be really strongly designed and we always follow the same formula in this regard:

TITLE PAGE

CONTENTS PAGE

PAGES OF CONTENT

You can also add a back page to the PDF.

The best way to show you how we do a basic PDF is to show you one. So I have stripped the branding and links out of an example of a client who sells magic products. See below.

Use it as your guide – I will paste it in towards the end of this PDF (just incase it has escaped your notice the Etoomi series contains many PDFs but these are not commercially orientated so do not contain lots of images and links).

The checklist for a PDF:

- Keep the colouring and design in keeping with you branding.
- Keep them simple and visually striking.
- Put one or two links on each page – there can be more but do not overdo it.
- Always put a link to your site in them.
- Share them to these sites for the best syndication and SEO benefits:
 - [Scribd](#)
 - [Slideshare](#)
 - [Issuu](#)
 - [4shared](#)
 - [Box](#)

There are many more paid sites that you can build up to but for now monitor your success with these free sites as they may be enough to give you a boost and satisfy that strand of your digital marketing campaign.

- Browse the design and layout below and let your creativity flow when producing your own set of PDFs. They can be text based or more image based depending on whether you are showing off a new range of educating people on your industry.
- Choose an angle – how to guides, explanation booklets, product range brochures, history pamphlets, educational presentations and try and create a series of PDFs rather than just one.

Good luck!

The Many Areas Of Magic

Contents

Escapology	1
Card Tricks	2
Street Magic	3
Illusion	4
Ventriloquism	5
Mentalism	6

Escapology

Escapology is the art of escaping from restraints and other types of physical confinement – made famous by the legendary Harry Houdini. This form of magic can include escaping from fish tanks, steel boxes, coffins, cages, bags, burning buildings, straitjackets, handcuffs and much more – sometimes in combination with each other.

Sometimes the method of escape is hidden, while other times the escape is performed in full view of the audience – this is so audience members don't believe that there is a concealed assistant who is releasing the escapologist. There is also a more extreme form of escapology known as Escape or Die, in which the escapologist puts their life on the line if they fail to escape – perhaps from drowning, falling or suffocation.

Houdini was the master of this craft and he was able to make many incredible escapes from post bags, padlocks, handcuffs and even prison cells. In 2004 the United Kingdom Escape Artists was founded and is now the only organisation in the UK devoted to the promotion of this particular form of magic.

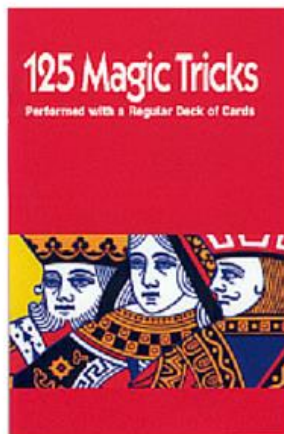
Houdini Neck Iron Escape



Card Tricks

This refers to the type of magic illusion in which the magician uses sleight of hand techniques with playing cards to create seemingly impossible effects. It is often used in a magical performance as well as in street magic and close up magic. There are many famous card trick performers, including Alex Elmslet, Ed Marlo, Dai Vernon and Dynamo.

Playing cards are a handy prop for the magician to have, because they are versatile, inexpensive and very easily available. They are also a good starting point for newbies. The magician must be adept at presentation and context, including the “patter” – a misleading narrative that is meant to distract the viewer from what the magician is actually doing. A card trick magician must be adept at techniques such as “palming” (concealing a card in the hand), false shuffles and “reverses” (changing a card’s position from face up to face down).



6 Card Repeat

Street Magic

Street magic refers to magic performers who deliver their show while busking to a public audience. The audience usually consists of people passing by and the magician must capture their attention and then perform a show for them as a result. The performer will then ask for tips or pass the hat around at the end of the performance.

Usually street magicians use card magic, sleight of hand and other techniques in their shows. However, due to the nature of the performance venue one of the most important skills for a street magician is to be able to gather and hold the attention of the audience.

It is thought that street magic dates back 3,000 years and there are records of these types of performers all across the continents. Street magicians will usually be seen in the main pedestrian areas of larger cities around the world, as this is where they will be able to gather a good sized audience.



Always
Full,
Always
Empty



Illusion

Illusion is the art of staging tricks that make it appear like something impossible or supernatural has happened while still using natural means. A professional who performs these feats is known as an illusionist or a magician and this description can include conjurors, mentalists and hypnotists.

There are a number of different types of illusions – for example a magician might make an object appear to defy gravity, pull a rabbit from an empty hat, make something seem to disappear into thin air or make a solid object pass through another object. Sometimes a magical routine will use a combination of these different effects.

There are distinctions and categories for each type of effect – for example making something disappear is known as a “Vanishing” illusion, while producing something from nothing is called “Production”. “Teleportation” is when a magician appears to make something move from one place to another and “Levitation” is when a magician makes an object or themselves float in the air and appear to defy gravity.



Ventriloquism

This is the art of “throwing your voice” to create the illusion that it is coming from somewhere else. Usually ventriloquists use a “dummy” puppet in their performances to talk to and create the impression that the puppet is speaking independently of them.

The earliest ventriloquists date back to 1753 in England and by the late 18th century this had become a very popular form of entertainment in England. Ventriloquism is quite difficult, because the performer must keep their mouth from moving while speaking. The most challenging sounds to make are f, p, b, v, and m, so many ventriloquists will try to replace these sounds with others.

A wide range of styles of puppets have been used in ventriloquist performances, including soft cloth, foam and wooden figures. The banter between ventriloquist and dummy is usually comedic and sometimes the performer will show off their skills by drinking water or eating while the dummy is “talking”.



Mentalism

This is a performing art in which the performer appears to have mind-reading or otherwise highly developed mental abilities. This type of performance can include clairvoyance, precognition, telepathy, hypnosis, divination, mediumship, mind control, rapid mathematics, memory feats and much more. This form of magic is also known as “psychic entertainment”.

The history of mentalism goes back a very long way and accounts of “oracles” and “seers” have been found in the Old Testament of the Bible and writings from ancient Greece. Sometimes a performer claims that they actually have supernatural abilities such as telekinesis or clairvoyance – while others state that their results are achieved by mundane skills such as the ability to subliminally manipulate the subject or read body language.

Sometimes magicians will mix together mentally themed performances with magic illusions, which is known as mental magic. Some of the notable mentalists have included Uri Geller, Derren Brown, Theodore Annemann, Haim Goldenberg, Max Maven, Luke Jermay and many more.

**For all your magical
needs.**