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# Free Guide

# Mastering The

# Art Of The PDF

# A Letter From The CEO: Why We Created This Report And Who Should Read It

From the Desk of: Yuri Aberfeld  
CEO, IT Support LA



Yuri Aberfeld

Dear Colleague,

Every day, important information is sent and received in the Portable Document Format, or PDF. Many of us who constantly view, create or convert these files may be unaware of the many ways you can use these files. These are the 'ABCs' of working with this program, from the very basic to the advanced. Quite often, opportunities for better use or impact are lost when this program is viewed as a simple 'read only'

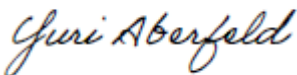
That's why we wrote this report. **We wanted to give everyone in your office a simple guide meant to open new possibilities in working with PDFs. It's just one of the many 'non-IT' areas in which we help you maximize your technology and productivity.**

This free report should be read by anyone in your organization who wants to use every tool at their disposal to its highest potential. Crisp, clear communication is the bedrock of good business.

My name is Yuri Aberfeld and my organization has worked with hundreds of companies over the past 15 years, helping them reach their business goals, first with a bullet-proof network infrastructure, then gradually lending our expertise in other areas unrelated to the strict definition of IT, which after all, stands for "Information Technology". We feel this means all forms of communication from computers to Internet to VoIP and beyond. No matter how information is shared, we are here to help. Most IT companies don't care to discuss matters outside of the small world of your server and workstations, but we are always ready to dig in when your bottom line is concerned.

We like to say, "Your success is our success," because we consider you more than a customer, and ourselves more than just a vendor. We are a partner to you, your ambitions and your strategic growth plan. I hope theses following tips for PDF handling helps you and your employees them more effectively.

Dedicated to serving you,



Yuri Aberfeld, CEO

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## These 10 simple tips will help you maximize the potential of one of the crucial tools in communication: The PDF file.

The PDF file is one of the handiest ways to convey comprehensive information to anyone, on any device, anywhere. Word documents may scramble a bit, especially if they contain images, but a PDF is written in stone. Everybody can read it no matter what. Of course, editing it is a whole different story, which is one of the favorite features of this 'Portable Document Format' for the sender. Even though you can copy and paste and then make changes, you still would have to recreate much of the document before you can pass it on.

Adobe remains the #1 program for working with PDFs, although there are hundreds, with varying degrees of benefits, some of which will allow for editing. If you want to edit with Adobe, you must pay for Acrobat Pro.



Here are a few handy features, tips and methods to work with PDF files:

**1) Create a PDF file from any document:**

Easily done: with the document open, click Save As, in the new window, click Save As Type, scroll to PDF and click. You can drag the document to the Adobe Application Icon and drop it, or right click and select Convert to Adobe PDF.

**2) Convert multiple files into one PDF:**

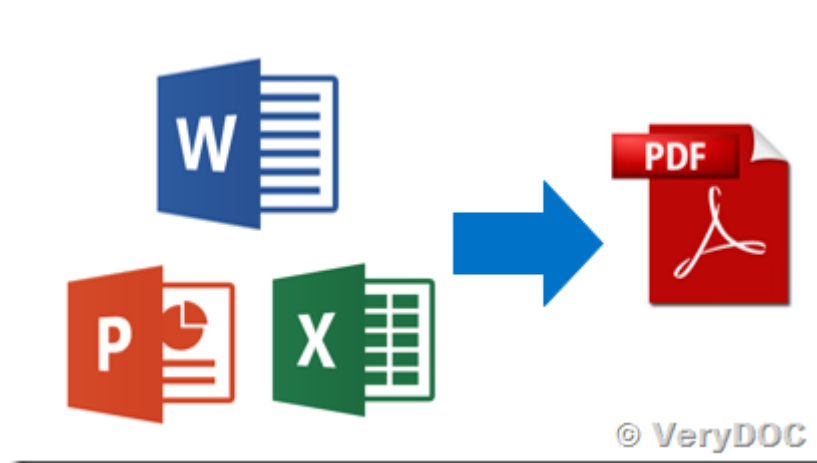
In Adobe Acrobat, select File, Create PDF Online, Convert images and files to PDF then just select your files.

**3) Create a single new PDF document from an existing PDF file:**

If you only want a single page from the larger document, open the document, select Tools, Pages (choose the page(s), then select Extract.

**4) Create a PDF using different types of content:**

If you want to convert anything into a PDF, like a photo, website or screenshot, start with Adobe open, select File, Create; the options show PDF from Screen, Window, PDF from Clipboard (or Scanner), or Selection Capture.



5) **Quizzes and surveys on PDF:**

Whether it's a survey, answers, either true/false or multiple choice, dates, numbers, or a simple check mark, you can create fields in your PDF with answerable, interactive forms or areas enabling direct feedback or notes from the readers.

6) **Reader input and interaction:**

You can allow other forms of interaction by creating areas where the reader can add contributions, notes, or any other type of feedback by highlighting the text, then right-clicking to see options such as Create Link, Add Note, Add Bookmark, Replace Text or Strike Through Text.

7) **Full security:**

If you need to secure your PDF with any level of protection, from restricting its viewing all the way to encryption, those options are available by selecting Tools, Protection.

8) **Graphics, Charts and Photos:**

You can easily add any image to your PDF by selecting Tools; Content Editing; Add Image or Edit Text & Images. There are numerous options to help you decide how your images will show in the final PDF.

9) **Easy search:**

Have you read something, but can't remember where it was in the PDF? Select Edit; Advanced Search; Open Full Reader Search. You can search by key words or phrases, interactive forms and lists or simply by subject.

10) **Full screen:**

If you'd like to view your PDF larger and with more ease, select View, then Full Screen Mode. This allows you to move between pages using the mouse to either click or scroll, or on the keyboard with the Page Up/Down or arrow keys.

With the prevalence of PDF files in communication today, getting a leg-up on some tricks and short cuts can help you optimize the utilization of this valuable tool. Whether you use Adobe Acrobat, Reader or Pro, or one of the lesser common PDF programs, becoming more adept at any computer-driven language can only increase productivity within your office.

IT Support LA, is much more than just an MSP. We consistently go above and beyond the typical IT provider's call of duty to help you maximize the attention you and your employees can spend on the core nature of your business. As your Technology Concierge, we leave no stone unturned in the pursuit of your productivity, and the realization of your goals.

If you would like information on the many services we provide, please call us today at 818-797-5300

