The Downloadable Article

> **Definition:**
> *The Downloadable Article is a PDF version of your online article, available for immediate download in exchange for an email address.*

Of all Content Upgrades, The Downloadable Article is the simplest to do. It could take as little as a minute, yet it's still effective.

Why it Works

The 1 Minute Process

This requires that you draft your articles in a Google Doc, Microsoft Word, Dropbox Paper, or some other text editor that has a PDF export feature.

Step 1: Polish up your final draft.

Step 2: Export as a PDF.

Step 3: