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 few minutes, yet it's still effective.

Why it Works

People like to own things.

People like to do things in their own time.

I can't count the number of times I've clicked an article I want to learn from, only to realise I don't have enough time to read it. Plus, it's likely I won't use it's wisdom unless I have it to hand when I need it later.

I used to use Evernote to clip articles I wanted to save for later. They ended up getting lost in my database.

Now I use Instapaper to save articles for later. It works better, but I still end up leaving things.

If I'm serious about getting to something later, the best chance I'll do it is to have it on my desktop as a PDF. I'm occasionally glancing at it and remembering to get to it when I have the time.

I'm glancing at one such PDF right now, even as I type this - The Top 16 Email List Building Strategies of 2015 by Video Fruit ([click here to download it yourself]()).
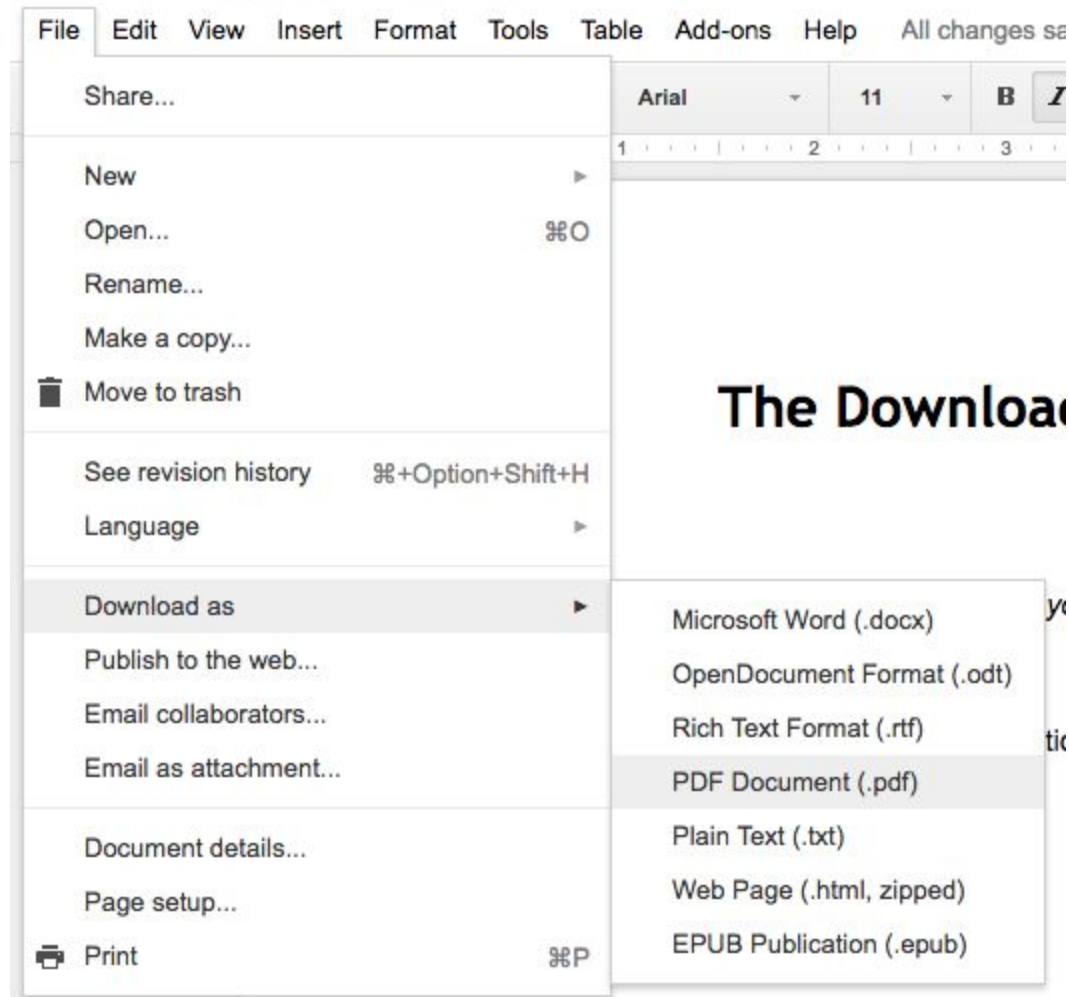
The 2 Minute Process

Step -1: Use Google Docs to draft your article.
Check out these [tutorials on Google Docs]() if you're unfamiliar.

Step 0: Polish your final draft.

Make it look good enough. It doesn't need to be fancy. In fact, people like it better if their PDF is a *simplified* version of the online article.

Step 1: Download as a PDF.

Step 2: Upload the PDF.
This step will look different for every platform. If you're using a platform that doesn't allow it, just upload it to your Google Drive (where your document will be) and turn sharing on.

Step 2.5 (optional): Shorten the link.
I use Bitly, but there are many others. Most of them also track the number of clicks the link gets.

Step 3: Connect it to an email capture form.
For this example, I'm using Airtable – my latest favourite software ever. In essence it's a sexy-looking database with a smooth UI, and you can turn any table into an email capture form.

With Airtable, I then have to import the emails into my email autoresponder (MailChimp) by hand, but I like to send a personal greeting to every new addition to my list so I don't mind.

Whatever you use, look for a "Success Page", or "Success Redirect URL". It's often called something like that.

The 1 Minute Process

I want to remove the "I don't have time" excuse to avoid content upgrades in your strategy, once and for all.

Skip the PDF.

Go from Step 0 straight to Step 3.

Add a line or two of instruction, so your readers know what to do with the document once it has opened:

> Click *File > Download as > PDF Document* to save to your computer.

Save This Article as a Cheeky Download:

Finally - It's time to show you how it looks.

Click here and enter your email address to swipe a PDF of this wonderful little article!