Instructions for Branding Your Content Sparks Content

When you get your brandable, done-for-you (PLR) content from Content Sparks, the first step is re-brand it and make it your own. This document takes you through the essential places you'll need to edit, along with step-by-step instructions for each.

We've used Office 365 to put this guide together, so screenshots and instructions will vary a little depending on what version of Office you're using and whether you're on Mac or Windows. However, the general guidelines still apply. Where the Windows and Mac versions are very different, we've included separate screenshots for those tasks.

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contentsparks

Your Content Sparks Re-Branding Checklist

✓	**Student/Participant Materials**
	Course Book ➢ Change Title/Subtitle ➢ Change eCover image ➢ Add branding (logos, urls, colors, fonts) ➢ Add any extra content/make any edits to document ➢ Add your Disclaimer/Disclosure page at beginning (use standard or your own; tell people materials are not shareable) ➢ Add your bio and headshot (if desired) ➢ Save as PDF (break up into modules first, if desired)
	Action Guide/Workbook ➢ Change Title/Subtitle ➢ Change eCover image ➢ Add branding ➢ Add any extras/make any edits to document (be sure to edit to be consistent with changes made in Course Book) ➢ Save as PDF (break up into worksheets first, if desired)
	Summary Cheat Sheet/Checklist ➢ Change Title ➢ Add branding ➢ Add any extras/make any edits to document (be sure to edit to be consistent with changes made in Course Book) ➢ Save as PDF (break up according to modules, if desired)
	Graphics ➢ Make any edits to graphics (usually provided in PPTX) ➢ Save as JPG or PNG ➢ Incorporate into other documents, (e.g. Course Book and Slides)
	Overview Infographic ➢ Make any edits (e.g. text, colors, images, shapes) ➢ Add branding at bottom ➢ Save as JPG or PNG or PDF

	Slides Handout (NOTE: if making changes to slideshow, you'll need to create a new handout via your PowerPoint software. ➢ Edit slideshow (see next section) ➢ Save & Send or Export as Handouts with blank lines (this option is only available in some versions of PowerPoint – typically Windows) ➢ Save new Word document ➢ Copy/Paste ecover from Course Book and change subtitle ➢ Save as PDF ➢ Alternatively, if you can't generate handouts from your version of PowerPoint, you can save the entire presentation as a PDF if you still want to give copies of the slides to your participants.

✓	Instructor/Facilitator Materials
	Slideshow ➢ Change Title/Subtitle ➢ Change eCover image ➢ Add branding (logos, urls, colors, fonts) ➢ Edit slide content to be consistent with Course Book ➢ Break up slides where desired if you want fewer bullet points ➢ Add images to slides with one sentence where possible (we recommend Deposit Photos or Unsplash.com for stock photos and graphics) ➢ Edit slide notes (under slides in PPTX) to reflect Course Book changes and your own language ➢ Save as PPTX for yourself, PDF for handout, or record as video (break up into shorter slideshow to record bite-size videos, rather than doing all at once)
	Implementation/Facilitator Guide ➢ NOTE: this doc is meant only for your personal use and is usually provided as PDF only.
	Evaluation Form ➢ Add branding ➢ Add any extras/make any edits to document ➢ Save as PDF or convert to fillable form or survey for online use
	Follow-Up Emails ➢ Edit Subject Line to reflect your own style ➢ Add introductory paragraph/personal greeting ➢ Change signature to your personal one ➢ Add P.S. and Call to Action (CTA) ➢ Copy/Paste into your autoresponder system, format, and schedule as desired
	Research Sources: ➢ This document is provided for your own use, but you may edit and add your own links if you want to use it as an additional handout for your students ➢ Once edited, add your branding and convert to PDF

✓	**Lead Generation/Promotion Materials**
	Opt-In Report ➢ Change Title/Subtitle ➢ Change eCover image ➢ Add branding (logos, urls, colors, fonts) ➢ Add any extras/make any edits to document ➢ Add your Disclaimer/Disclosure page at beginning (use standard or your own; explain that it's not shareable) ➢ Add your bio and headshot (if desired) ➢ Add a Call to Action and URL at end for your sales page ➢ Save as PDF
	Opt-In Cheat Sheet ➢ Change Title ➢ Add branding ➢ Add any extras/make any edits to document to be consistent with Opt-In report ➢ Add a Call to Action and URL at end for your sales page ➢ Save as PDF
	Opt-In Slideshow ➢ Change Title/Subtitle ➢ Change eCover image ➢ Add branding ➢ Edit slide content to be consistent with Opt-In Report ➢ Break up slides where desired if you want fewer bullet points ➢ Add images to slides with one sentence where possible (we recommend Deposit Photos or Unsplash.com for stock photos and graphics) ➢ Add a standard intro with your headshot and other info about you and your business ➢ Add a Call to Action and URL at end for your sales page ➢ Save as PPTX for yourself, PDF for handout, record as video or prepare for a webinar

	Opt-In Emails ➢ Change Subject Line to reflect your personal style ➢ Add introductory paragraph/personal greeting (make sure first email contains link to get your lead magnet opt-in gift) ➢ Change signature to your personal one ➢ Add P.S. and Call to Action for sales page ➢ If email is specifically about your course, add any details about the course and what's offered ➢ Copy/Paste into your autoresponder system, format, and schedule as desired
	Blog Posts ➢ Add any extras/make any edits to document. (For SEO, we recommend picking relevant keywords and adding more content if you want to rank.) ➢ Copy/paste into your blog editor panel ➢ Format and add images ➢ Add your Call to Action or request for comments (NOTE: you could use your opt-in gift as a 'content upgrade' in posts, using a tool like Leadboxes from Leadpages) ➢ Add SEO title and description ➢ Schedule your post
	Opt In Infographics ➢ Make any edits to graphics (e.g. text, colors, images, shapes) ➢ Add branding and relevant urls ➢ Save as JPG or PNG
	Social Media Posts ➢ Add shortened URL for relevant page. Use a service like bit.ly or tinyurl for shortening. ➢ Add any extras/make any edits to text (check character count in provided spreadsheet to be under 240 for Twitter) ➢ Create images to attach (if desired) ➢ Schedule and publish as social media posts (using service such as Hootsuite or Buffer, which have built-in link shorteners too)

Adding Your Logo in Word

Perhaps the most important part of making your content yours, adding your logo is effectively like stamping your name on it. It's the first thing your customers and potential clients will recognize and associate with.

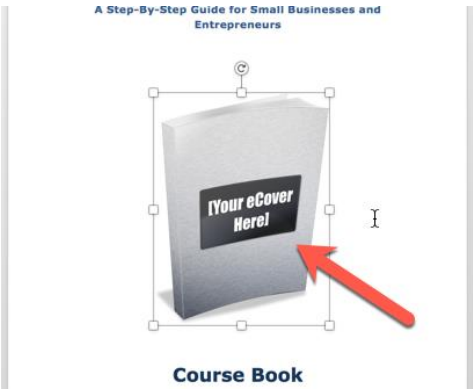
This means adding it in the right places, and in a way that it's clear to see. It's important that you let people know that this is yours… but don't go over-the-top!

With Content Sparks content you'll find places to insert your logo or company name that will provide you with just the right amount of exposure.

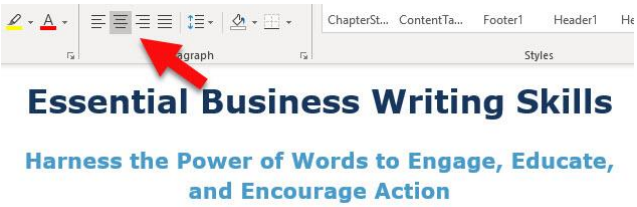
On the cover pages of our Course Books, Action Guide, Implementation Guide and Slides Handout documents, you'll see a 'Your Logo Here' or 'Your eCover Here' placeholder below the document title:

Course Book

Or

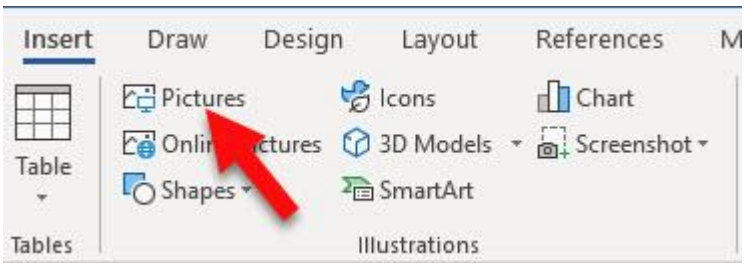


To add your logo here, start by simply selecting and deleting the placeholder, then make sure the cursor is placed in the correct position and center-aligned.



Course Book

You'll then need to add your logo or other image by selecting 'Insert' then 'Pictures, before selecting and finding your image.



You might need to resize your image. You can do this by selecting a corner box and dragging it to the size you need.

NOTE: if you'd like some tips on creating catchy titles for your eCovers and new content, take a look here.

If you'd like to add your logo to the header or footer area, simply double click over the area to edit it.

Then using the same method to add your logo on the cover page, delete 'Your Company Name' and go to 'Insert > Pictures' to include it in your footer. You'll need to shift the URL over (keep the area center aligned and use the space key) before you can also edit that to use your own URL.

Your logo will now appear in every page of that section. The cover page is automatically set to use a blank header and footer so that the logo is not repeated.

You can double-click anywhere in the main text area to close the header/footer view.

You can follow the same procedure anywhere in a Word document to add your own logo or image, before saving your content and either passing it on electronically, or printing out a hard copy.

Just remember you'll need to create un-editable versions, (such as a PDF) to pass onto your participants. We'll show you how to do a little later on in this guide.

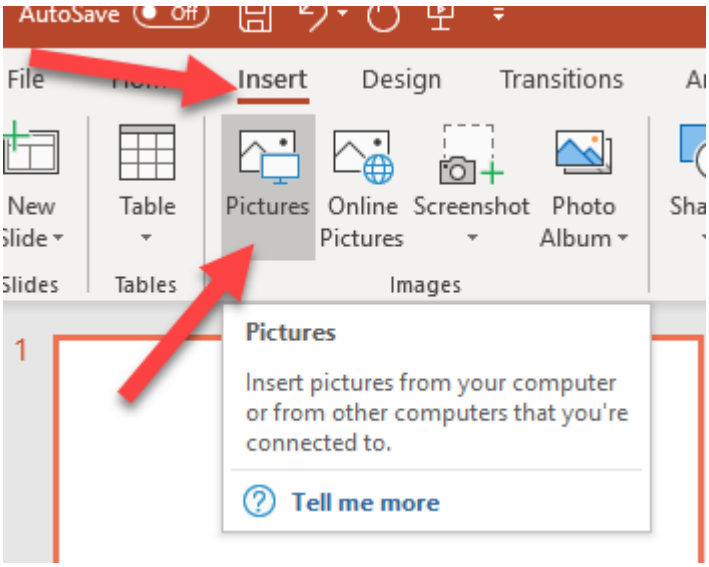
Adding Your Logo in PowerPoint

The process of adding your logo in PowerPoint is very similar to that of Word.

To add your logo (or another image) on the first slide, start by simply selecting and deleting the placeholder, then Insert > Picture and select the logo or other image you want on your first slide:

Customer Lifecycle Marketing

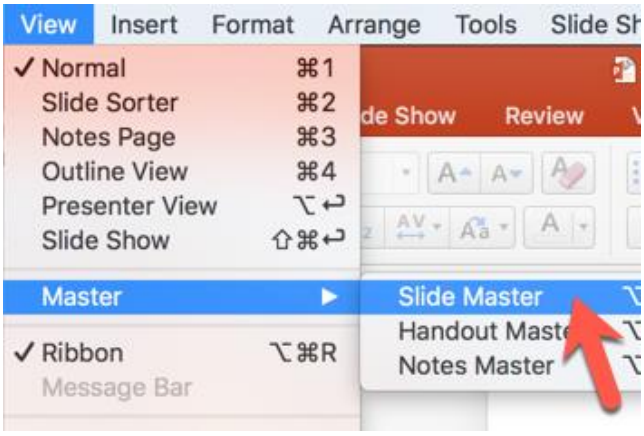
The Simple 3-Step Model for Winning More Customers and Keeping Them for Life



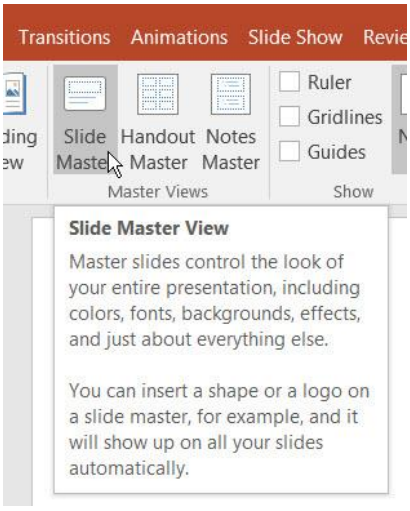
In PowerPoint, you can also use a 'Master Slide' for logo placement so that you can quickly and easily add your logo to each slide.

Some of our slideshows may even have a placeholder for 'Your Logo Here' in the bottom right in the Slide Master.

Start by opening your PowerPoint file and going to 'View > Master > Slide Master'.



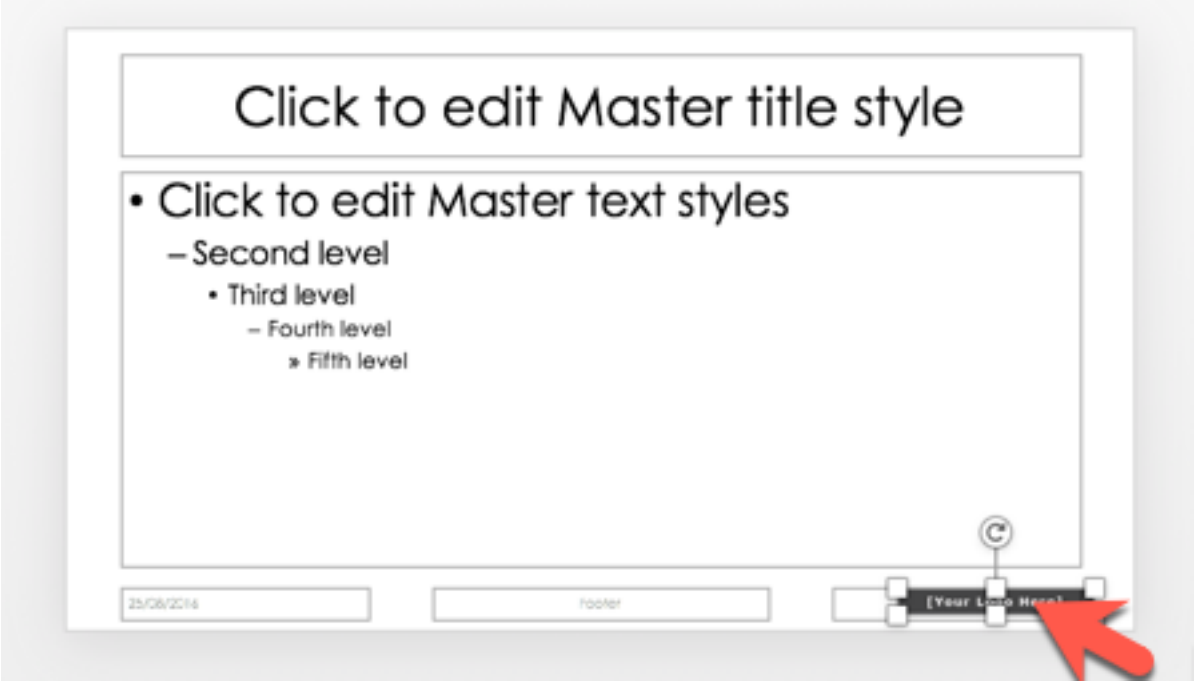
Mac



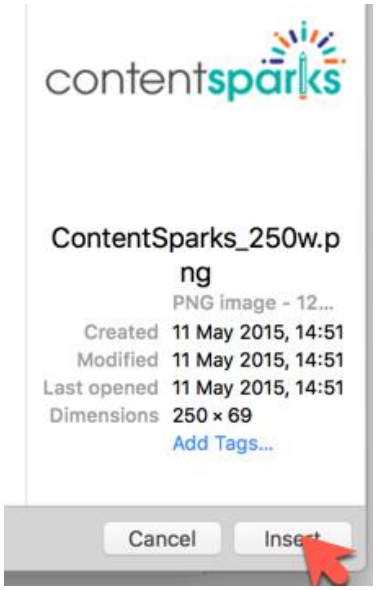
Windows

Select and delete the Your Logo Here place holder, if there is one.

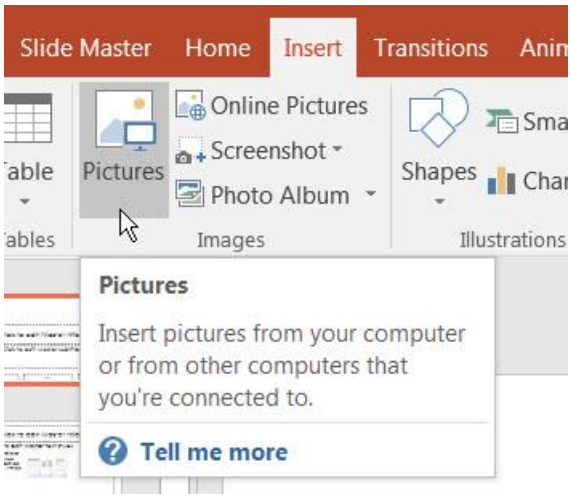
If there is no placeholder in the Master slide, you can just insert your own anywhere. Or just replace the one on the first slide.



Now go to 'Insert > Pictures > Picture from File' to select and insert your logo image. In Windows, you'll see several options directly in the menu ribbon.

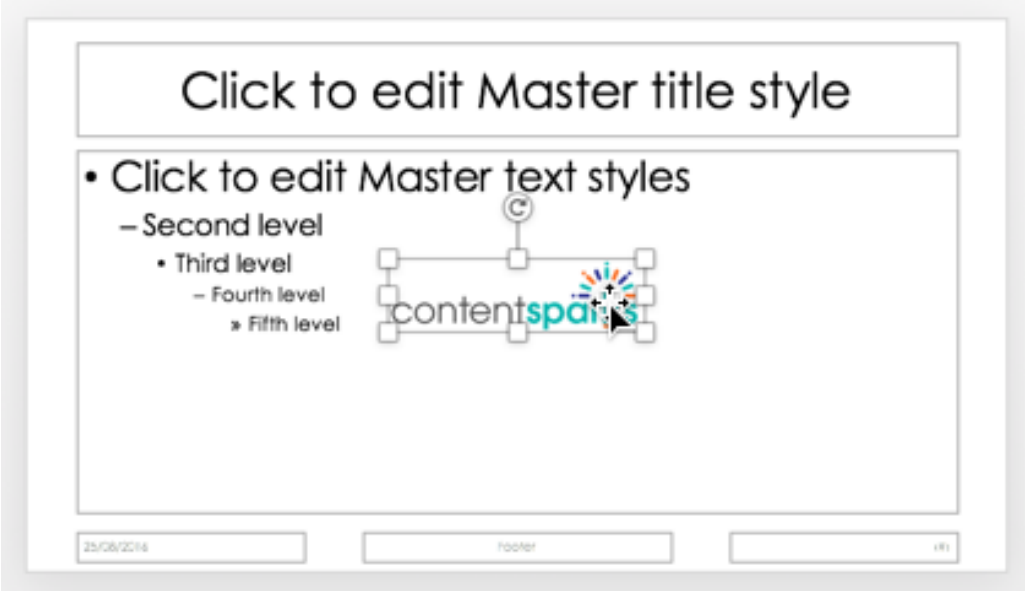


Mac

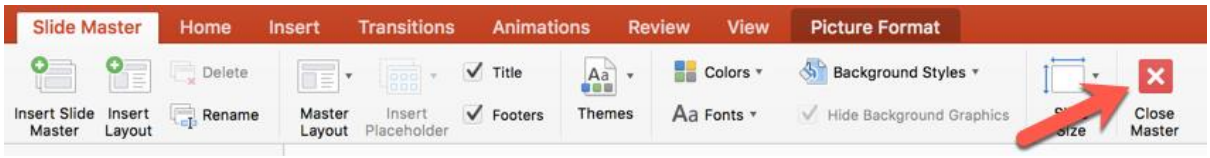


Windows

You'll see your logo appear in the middle of the slide. Simply drag it to the area you'd like, (we recommend the bottom right hand corner) and use the corner squares to resize it.



When it's in a position you're happy with, go to the 'Slide Master' ribbon and click 'Close Master'.



You'll now see your logo on each slide of your slideshow.

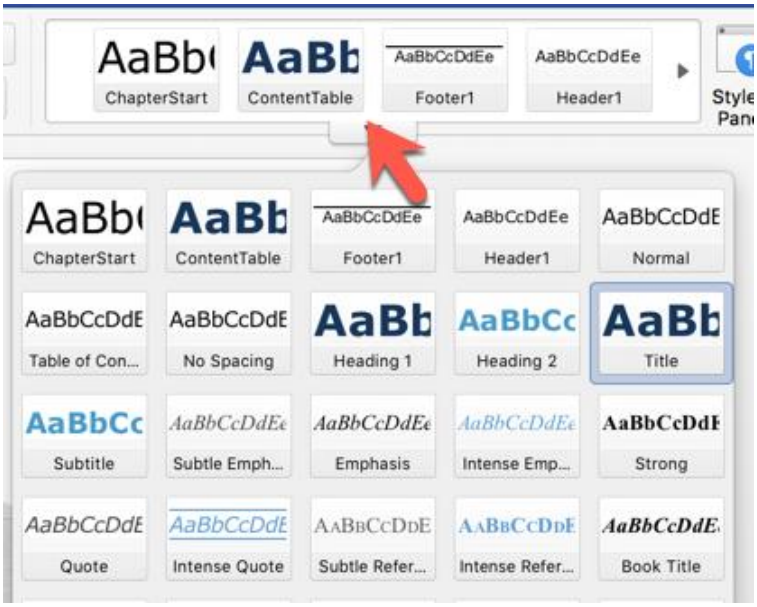
You can now save, export, print, record as a video or do whatever you need to do with your rebranded slideshow!

Changing Colors and Styles in Word

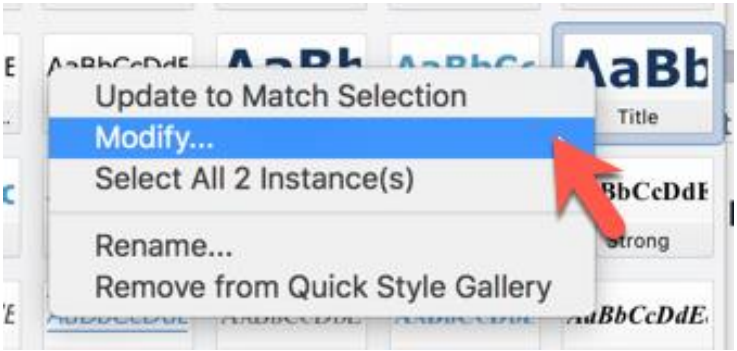
Your brand doesn't just stop with your logo. Chances are your customers associate with certain colors and fonts in your content as well, so we've made it easy for you to update your documents to incorporate them.

All parts of your document correspond to certain styles that are pre-set within the document itself. To change text elements, you simply need to alter these styles and this will be reflected throughout the entire document.

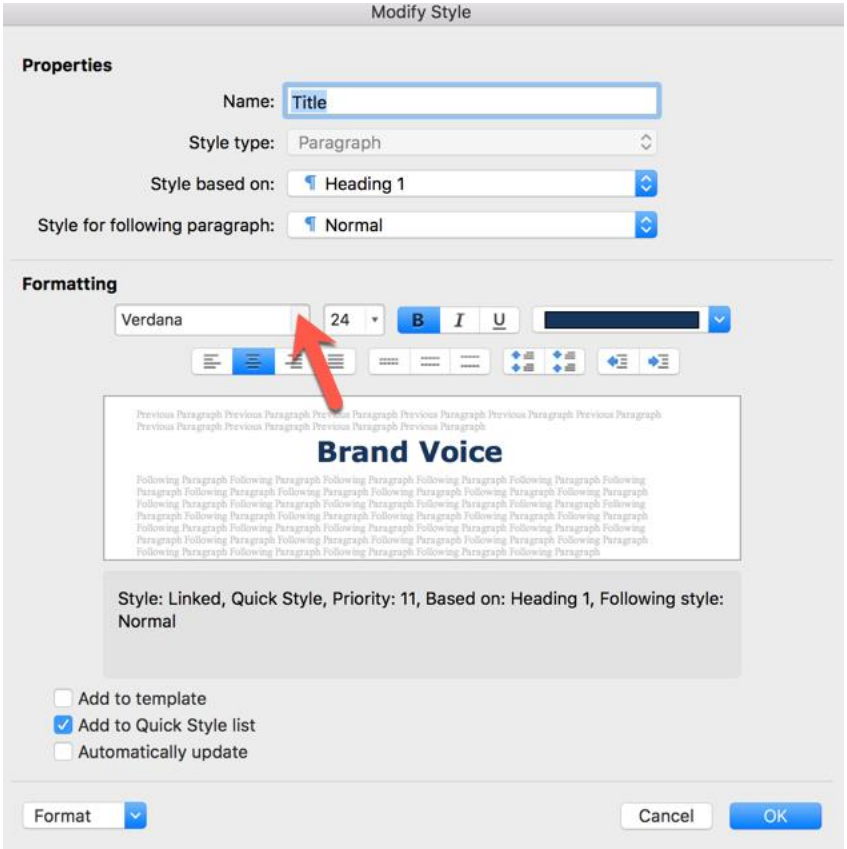
To change your styles, click on the dropdown menu button on the 'Styles' pane to open up the styles window.



Right-click on the style you wish to change and then select 'Modify'.



In the pop-up window, you can make changes to the style. Change the font, size, color, alignment, or other aspects.



Click ok when you're done to see those changes reflected through the document.

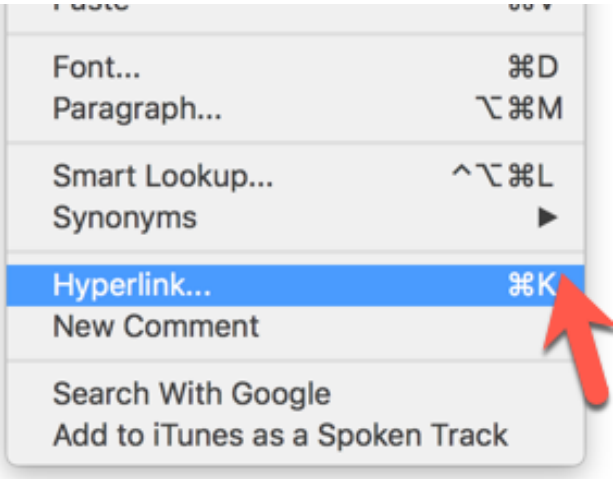
Perform these steps with each style you'd like to change.

You can even create brand new styles with new names and save your entire Style Set under your brand name for the future.

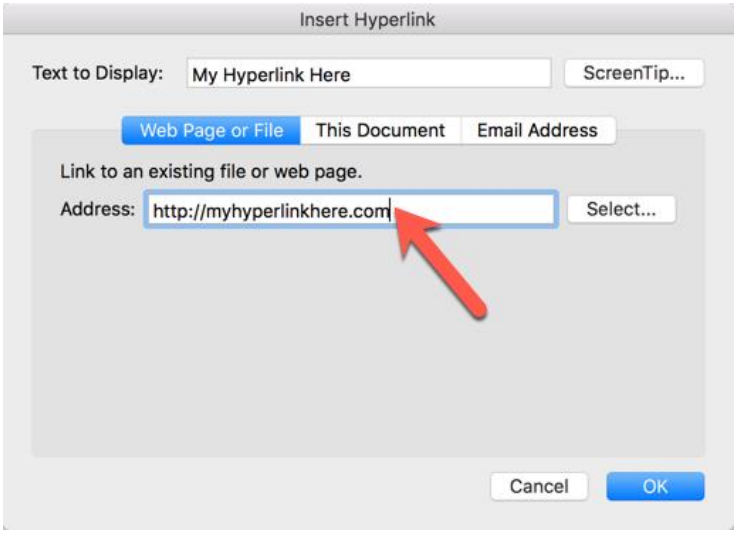
Depending on your version of Word, saving a new Style Set will be under 'Change Styles > Style Set > Save as Quick Style Set'. Give your new Style Set a name and it should be available to apply to your content every time you open a document in Word on your computer.

Adding Hyperlinks

You can add a hyperlink in both Word and PowerPoint by simply selecting the text you'd like to add the link to, right clicking and selecting 'Hyperlink…' from the pop-up menu. Or, click on 'Insert > Hyperlink' to get the same pop-up.



In the pop-up window, add the URL of the address you'd link the hyperlink to point to in the 'Address' field.

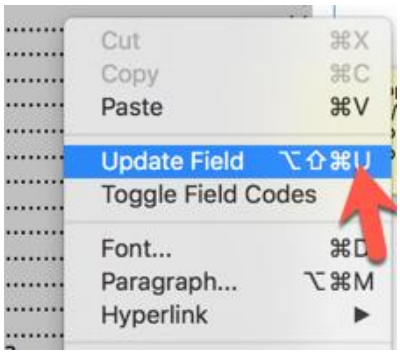


Your hyperlink will then be automatically underlined in your document.

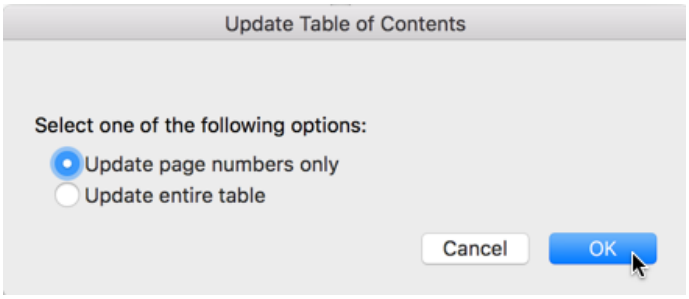
My Hyperlink Here

Updating Your Table of Contents

If you've added sections to your document, or simply moved things around a little, you can update your table of contents by right-clicking over the table and selecting 'Update Field'.



In the pop-up window, you'll find two check-box options. Select 'Update page numbers only' if you've not added any sections to your document or changed any chapter titles, and 'Update entire table' if you have.



You'll then find the table will update to reflect any changes you've made.

However, it's possible that some things will show up in the Table of Contents that you don't want there.

In that case, you can manually delete any unwanted references and page numbers by simply placing your cursor just after the unwanted text and backspacing to delete it.

For more information on updating your Table of Contents, take a look here for instructions and a demo using Word 2010 on a Windows machine.

Rebranding Emails and Blog Posts

We've created some Emails and Blog Posts that work alongside your product. They can be used for both promotional purposes and for course follow-up.

To make them your own, all you need to do are some minor tweaks.

With the emails, you should add some kind of personalized introduction so that your recipients recognize your style whenever they receive an email. You can do that by putting it just after the 'Body' tag in the Word document (Remember that the 'Email #', 'Subject' and 'Body' tags shouldn't be used in your email when you send it; they're just placeholders for you).

At the end of the email, you'll find a spot to add your signature. If you have a regular signature, you can use that. You might want to just write something simple like, 'Talk soon,' followed by your name. Just make sure you add something to make it personal!

[Your Signature]

P.S.

[Add your call to action here]

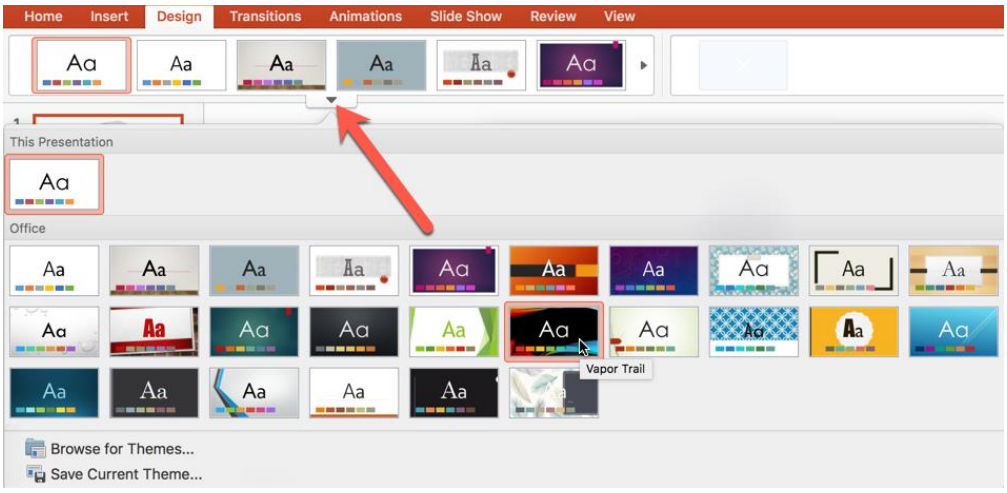
You should add a Call to Action for your products or services, or any action you want people to take, in the P.S. also. It's important to always give your email recipients something to do next, even if it's just a teaser to look out for your next email!

Blog posts are even easier. It all depends on how much you want to personalize your content. They're ready to go as they are, but we recommend you add a little extra personalization as an introduction, preferably using a keyword you want to rank for. Add some of your own images throughout to jazz it up. Then add your own conclusion with a Call to Action or a question to encourage comments.

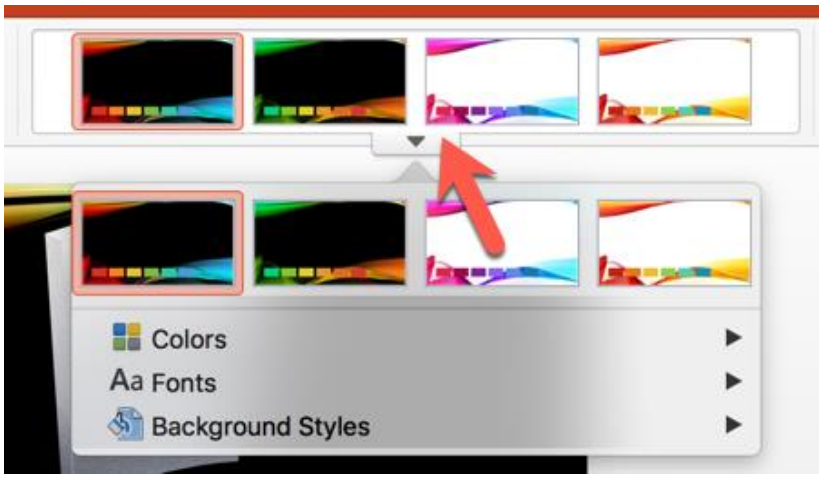
Changing PowerPoint Themes

You can use a theme in PowerPoint to quickly and easily add color or change fonts in your slideshow.

To do that, start by navigating to the 'Design' ribbon and selecting the drop-down menu button to see all available themes.



Select the theme you wish to implement. You can then make further changes to your theme using the drop-down menu on the right hand side of the ribbon.



Edit colors, or pick specific fonts to make your slideshow your own. You might find that some things have moved around or aren't easy to see once you've added different colors and background images, so make sure you check your slides once you've made any changes.

For more information on creating custom themes, take a look here.

Rebranding Infographics

You'll find many of your infographics are created with PowerPoint as well. We've done this as it's so easy for you to edit them, change colors, add your logo, or do whatever it is you want in order to put your stamp on it. No Photoshop skills needed!

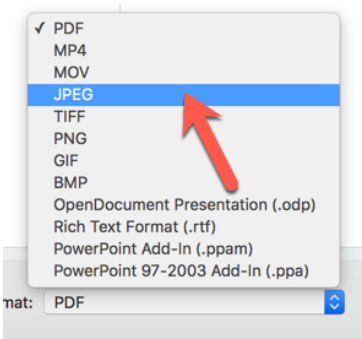
You'll see we've left a 'Brought to You by"' placeholder at the bottom of most of our infographics.

To add your logo alongside it, simply use the same method you employed to add to your slideshow. To recap; go to 'Insert > Picture > Picture from File' then find and insert your logo.

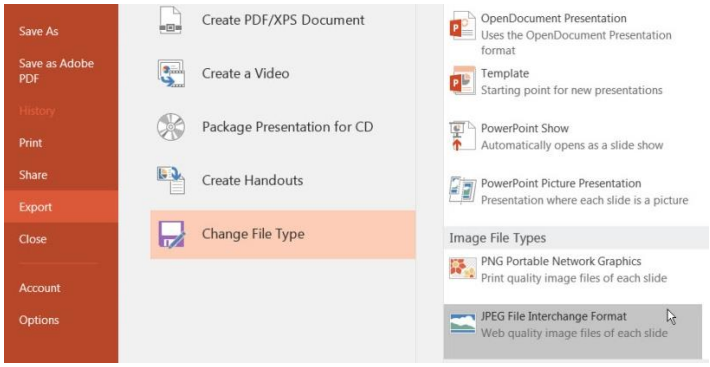
You can then use the corner squares to resize your logo to fit.

You'll then need to save your infographic as an image file so that you can share it. We recommend using the JPEG or JPG format.

To do this, go to 'File > Export' then select 'JPG' from the file format dropdown menu. You might find the option to convert to JPG is under the 'Save As…' menu on some versions of PowerPoint, in which case you can choose your file format from the drop-down of file types under where you name your file.



Mac



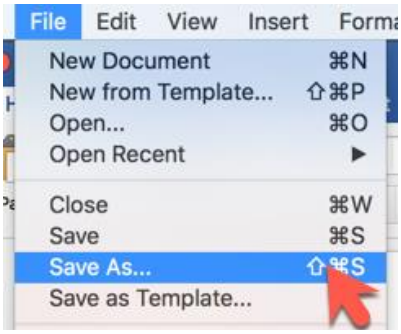
Windows

For more information on creating graphics from slides, take a look here.

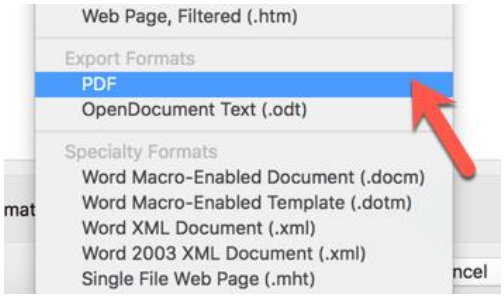
Creating a PDF

In order to pass your content on to your participants, you'll need to create a version that they're able to use, but not edit. The best method of doing this is creating a PDF document.

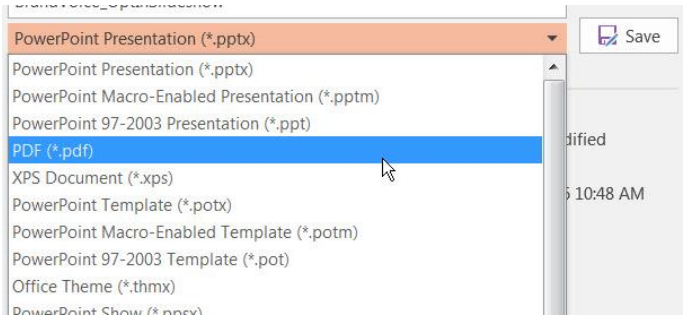
To turn your Word doc into a PDF, simply start by going to 'File > Save as'.



Find 'PDF' in the file format drop-down menu and select it before clicking 'Save'.

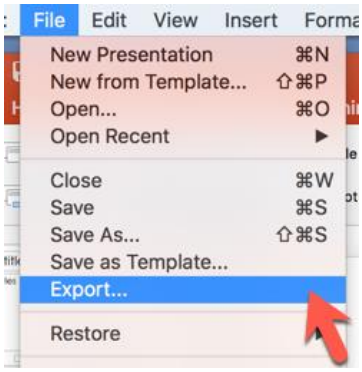


Mac



Windows

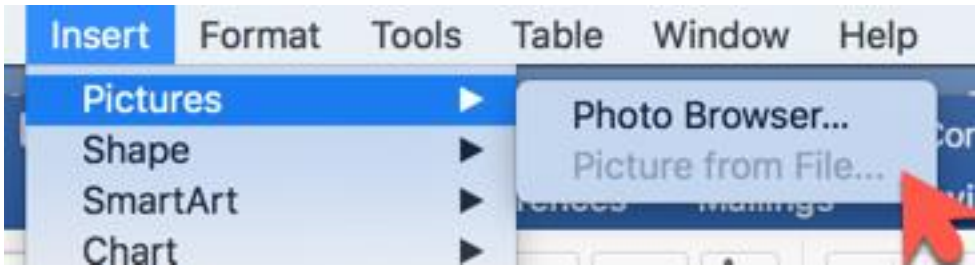
To save your PowerPoint document as a pdf, you can often use the same method, choosing your file type from the drop-down. However, in some versions, you may need to export and 'create a pdf. Find 'Export' in the 'File' menu and then follow the same steps as mentioned above.



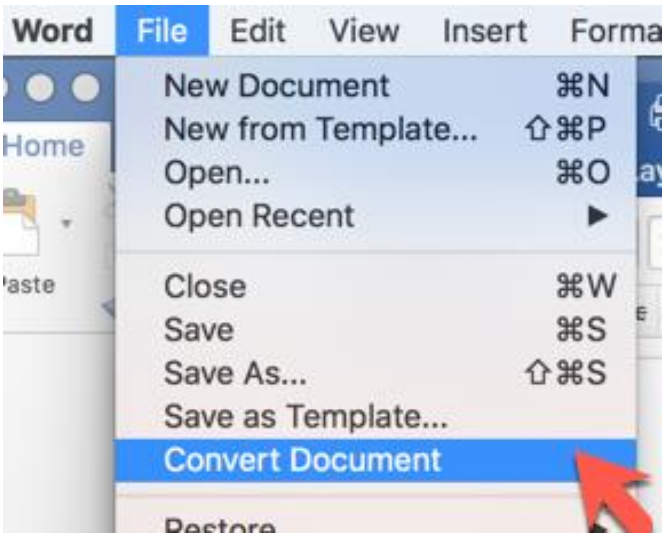
Troubleshooting

I Can't Add Images

If you are using an older Word file in a more recent version of the software, you might find that you are unable to add an image of your own to your document.



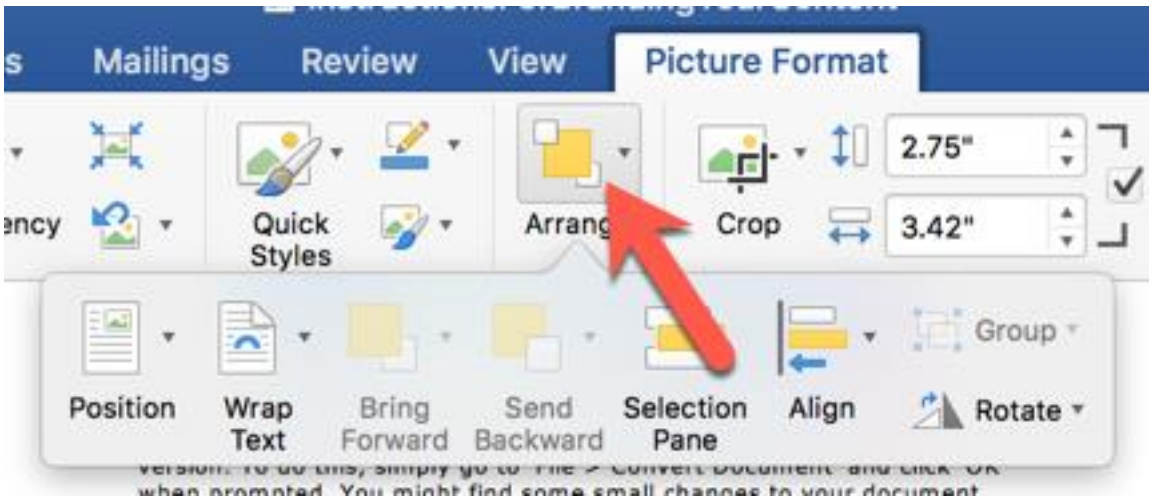
To fix this problem on a Mac, you'll need to convert your document to the latest version. To do this, simply go to 'File > Convert Document' and click 'OK' when prompted. You might find some small changes to your document after doing this, so make a quick check through pages after doing so.



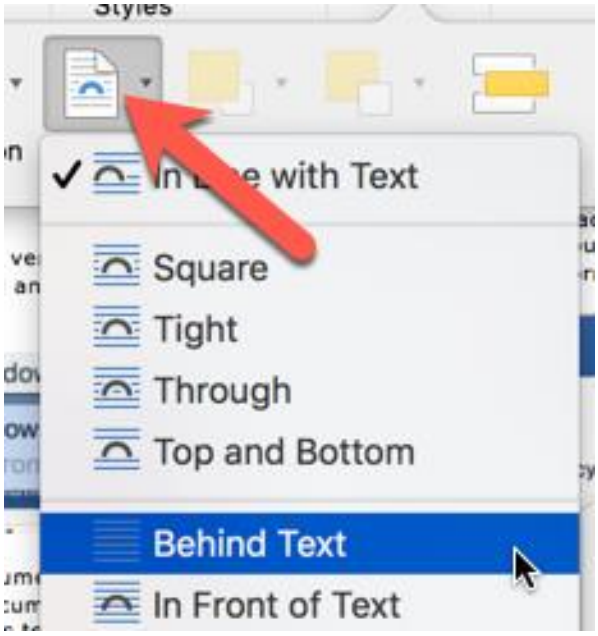
On a Windows computer, you can save a document to an older version of the software by clicking on File > Save As, and then selecting the older version from the drop-down under your new file name.

I Want to Align My Image with My Text

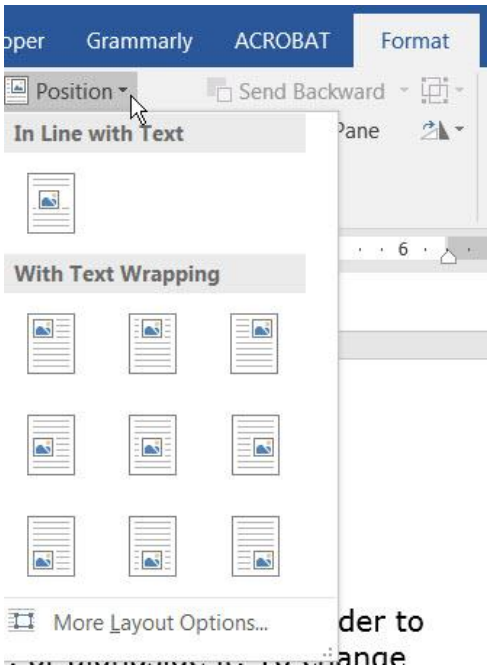
In Word, you can select different methods of image insertion, in order to place the image behind the text, on top of it, or alongside it. To change your image position, simply select it and click 'Arrange' (Mac) or 'Position' (Windows) in the 'Picture Format' ribbon (just 'Format' in Windows).



Click the 'Wrap Text' button to then choose the image position that suits you. In Windows, you'll see a choice of wrapping options when you click on 'Position'.



Mac



Windows

I Don’t Want My Logo On All My Slides

In PowerPoint, slides each have their own styles. If you’d only like to add your logo to title slides, for example, find that style in the Master Slide viewer in the left-hand pane.

Add your logo to the title slide master, and remove it from the first, main slide. Click ‘Close Slide Master’ to make those changes.

I Don't Like the Colors of My Graphics

Once again, we used PowerPoint to make it as easy as possible for you to edit your product parts.

Open up your graphics PPT file in PowerPoint and navigate to the 'Design' ribbon to get started.

Click on the dropdown menu on the right hand side of the ribbon to open up the further editing menu. Navigate to 'Colors' and select the scheme you'd like to implement.

You can change the fonts of your graphics using the same menu.

How Do I Edit My Sales and Opt-In Pages?

You'll need to have some understanding of HTML to edit any pre-made sales and opt-in pages you might get. You'll also need to have access to, and knowledge of, photo editing software, such as Photoshop for the Opt-In page.

Instead of spending your valuable time on coding and design, we highly recommend you use a landing page creator such as OptimizePress or LeadPages.

With many landing page tools, their templates are already proven to have a high conversion. Also, they have a more sophisticated, modern design that's difficult to achieve in HTML unless you're an expert designer/coder.

How Do I Add My Own Examples?

To truly customize your content for your market, we recommend adding your own examples wherever possible.

If you'd like to quickly replace our examples with your own, the easiest way to do this is to search for terms such as 'example', 'e.g.', 'such as', or 'for instance' in the search box in Word. That will highlight each case where there is an example and you can then edit or add where necessary.

For more information on finding and replacing examples, take a look here.

How Do I Edit My Videos?

If you'd like to edit any promotional videos, you're going to need video editing software to do so, such as Camtasia. We've provided the videos completely unbranded so that you can add your own intro and outro.

You will be somewhat limited with what you can do with video editing software. However, other than adding a branded intro or outro, you will be able to change the music, for example.

Alternatively, you could just add your Call to Action URL underneath your video when adding it to a site like YouTube, in the description section. The same goes for platforms like Facebook, where you could add the URL to a caption or comment.

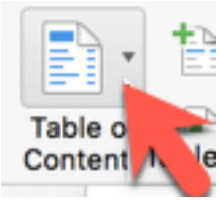
Remember you can also create videos from your slideshows; simply record your audio and slide timings, then save/export in a video format

when you're done editing it. [Here's a little more info about creating videos from your slideshows.]

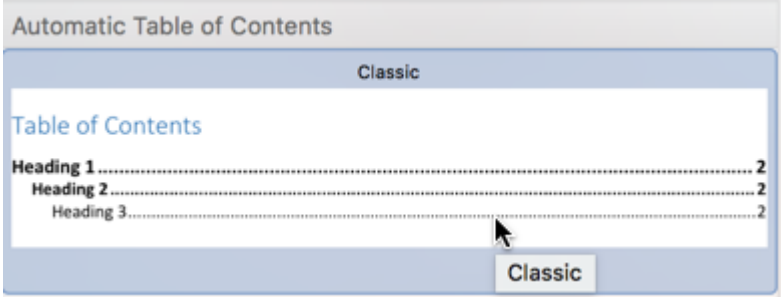
My Table of Contents Isn't Working Properly

If the links on your content list are not working correctly when you create your PDF, or if you find that they are not clickable, you may need to create a new table due to a change in your version of Word.

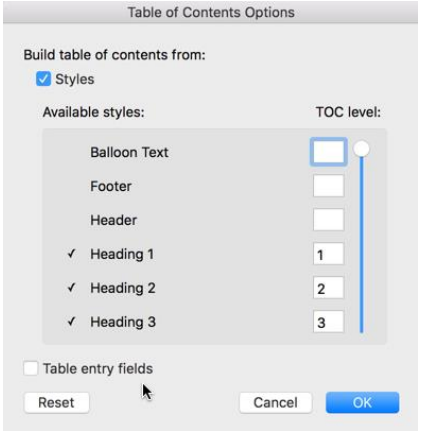
To do this, go to the 'References' ribbon and select 'Table of Contents'.



Select a Table of Contents type from the drop-down menu.



You can change the format of your Table of Contents by clicking 'Custom Table of Contents' in the drop-down menu, then selecting 'Options' to define the headings used in your table. Then click Ok twice to insert.



In some older versions of Word, you may need to insert your Table of Contents by navigating to the 'Insert' menu and selecting 'Index and Tables…' or 'Table of Contents'.

Some Extra Pages You Might Want to Add

- Add an intro page that includes your bio and a little story about your business. Add links to at least your main site or about page and contact information, such social media profiles, Skype, email, and phone number.

- A standard disclaimer/disclosure page, making sure you include wording that specifies the content is for their personal use only and cannot be shared

- A page at the end directing people to any next steps and actions you want them to take, such as a product or service to check out, a resource to explore on your site, or a number or link for scheduling a call or meeting

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Need more help?

We're here to help you get the most value from your content.

If you're having any problems branding or editing any of your Content Sparks content, please don't hesitate to get in touch and we'll do our best to help you solve any issues.

Just email us at support@contentsparks.com