Overview

This guide will help you organize your content within an Interactive PDF for Side-by-side Training. Interactive PDFs help display content in a neat and orderly form that is easy to use and navigate. Here are some of the benefits of using Interactive PDFs:

- Mobile friendly.
- Better Load Times. The PDF only has to load once and the user can easily navigate to each section quickly without loading. Resource links excluded.
- Easily read layouts.

X1 ENTERTAINMENT OPERATING SYSTEM
A one-of-a-kind interactive TV experience.

TOTAL RECOMMENDED TRAINING TIME: © 25 MINUTES

GO TO SECTION:
1. SALES POSITIONING: © 10 MINUTES
   1.1 Features, Benefits and Advantages
   1.2 Competitive Comparisons
2. SALES TIPS: © 5 MINUTES
   2.1 Target Customers, Cues and Clues, Discovery Questions, Specific Objections
   2.2 Bridging Phrases
   2.3 Generic Objections
3. ROLE PLAY: © 5 MINUTES
   3.1 Role Play Instructions
   3.2 Retail Sales Process
   3.3 TV Role Play Example
   3.4 Customer Scenarios
   3.5 Role Play Feedback/Coaching Model
4. KNOWLEDGE ASSESSMENT: © 5 MINUTES
5. RESOURCES

1.1 FEATURES, BENEFITS AND ADVANTAGES
Header

The title area should be clear and upfront. It should describe most of the training as a glance into what is being taught. Use of imagery is optional depending on content but it is helpful if talking to specific topics or subjects. Items to include within the heading are:

- Title
- Subtitle/brief description
- Version number or code
- Duration of Training

Title

The title should be the general document name. Clear enough to describe what is being shown or the subject matter name, i.e. Model XBC Overview.

Subtitle

The subtitle should be a quick sentence phrase that describes the topic in a nutshell. Anything longer should be condensed. This can also be a slogan if referring to a product or launch.

Version Code

There should always be a code signifying the type of document it is. Version codes can represent the sequence of the document within the training (2 of 4), version to keep track of the most current document, or both! Keep this in mind when assembling your training to help aid in organization to your documents.

Duration of Training

Adding an ‘Average’ or ‘Total’ duration for training time is essential. This helps the students, and others, understand how long the training will roughly take.

These items will help provide the most descriptive headings to your Interactive PDfs. With one glance, the heading should define it all.

Figure 1

![Image Description](image-url)
GO TO SECTION (Table of Contents)

Overview

The GO TO SECTION is your outline for the document. Using this outline you can link each section to jump to different sections of the document. To link these sections to jump to a specific section of the document, please see the Technical Tips portion of this document.

This area should also address how long each topic will take. This should include the time for each subtopic for each main topic (i.e., Figure 2, Sales Positioning will take roughly 10 minutes to be discussed. This time will also include discussions of 1.1 and 1.2.).

Number each section to help structure the content. Typically use whole numbers for the main topics and address each new subtopic with a decimal number, see Figure 2.

Figure 2

Types of Topics

Here are some topics that are typically used for each section:

- Overview
- Benefits and Advantages
- Tips Tricks
- Content Processes
- Role play or Scenario Descriptions
- Knowledge Assessment
- Resource Hyperlinks
Section Layout

This is where numbering each section comes in handy. Start by listing the topic number and the topic name exactly as it was used in the GO TO SECTION. This should be the anchor text from the hyperlinked text in the GO TO SECTION. When testing each link from the GO TO SECTION, the name of the title should be the first item shown on screen that is until you reach the end of the document then the topic would be closer to the bottom of the page.

Structure your content in legible formats that are pleasing to the eye, such as tables and bulleted lists. Be mindful not to go overboard with the amount of items shown on screen. For instance, not every table needs a numeric number for each row unless needed to show a sum or other mathematical needs.

Each section should incorporate a BACK TO TOP navigation button (see Figure 3). This button should be hyperlinked to the GO TO SECTION of the document. After each section, if the user were to access another section that is elsewhere in the document, the user can easily click BACK TO TOP to review the list of topics again to skip to a different section of the training.

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Graphics

This document should be viewed and navigated easily. Having well made graphics that is relatable to the content is also necessary to creating an eye appealing PDF. Please ensure that graphics are placed strategically to enhance the content and not too distracting.

Technical Tips

Adobe InDesign is generally the standard program of development for long paged Interactive PDFs. Below are some helpful tips regarding linking to different sections of the page. This process is phrased as applying a text anchor.
Creating a Text Anchor

1. In InDesign, Find the text you wish to use as your Anchor to link to. In this case, we have chosen the first headline 1.1 FEATURES, BENEFITS AND ADVANTAGES.

2. Highlight the text.

3. Go to the Hyperlinks window. If you cannot see the Hyperlinks window, go to Window

4. Click the small menu icon to the top right corner of the Hyperlinks window. You will be presented with a number of options.
5. Click the *New Hyperlink Destination*...

![Image of the New Hyperlink Destination window]

6. You will be prompted to the *New Hyperlink Destination*... window.

The program recognizes this as a Text Anchor. InDesign will try to use the text you highlighted as a name for the Text Anchor. Feel free to rename the Text Anchor to something that will be easy for you and another person to navigate to. In this example we will be leaving the name as the title.

7. When you are complete with the name, click OK.

![Image of the New Hyperlink Destination dialog box]

The Text Anchor is now complete.
Applying the Hyperlink to the Text Anchor.

1. Navigate to the GO TO SECTION of the document at the top of the screen and select the topic you wish to link. In this example we will be selecting **1.1 FEATURES, BENEFITS AND ADVANTAGES**. Select the text.

2. Right click on the selection and mouse over *Hyperlinks* and select *New Hyperlink*...
3. In the New Hyperlink Panel, make sure the Text Anchor under Link To is selected.

4. Under the Destination section of the window, next to Text Anchor, Select the appropriate Text Anchor from the drop down list. In this case, 1.1 FEATURES, BENEFITS AND ADVANTAGES

5. Click OK.
Publishing for Interactive PDF.

1. Go to File, Export

2. In the Export window, it is important to note that when saving the document that the Format of PDF is correctly selected. Make sure Interactive PDF is selected. Rename the file if needed. Click Save.
3. In the *Export to Interactive PDF* window should display as shown.

**Note:** that if trying to condense the file size of the PDF, choose a lower quality image resolution (e.g. 72 or 150).

Make sure that you are exporting all images unless specified.

4. When you are done, click *OK*.

5. When publishing is complete, please test the links to make sure they work properly.
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