

Public Domain Profits Formula



Introduction A BullBuster's Guide

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Introduction

Firstly, let me say Thank you for listening. I am sure you will find the content in this report invaluable when looking to create your own products.

The reason I have created this video and the Public Domain Profits Formula training package is to help other people get started with product creation. I know it can seem like a daunting task, but believe me when I say it is also the most profitable step you can take!

There is a lot of information on the web about how to create your own products. However, not many of these sources provide a clear and concise step by step guide so you can get your product out there and making money in the quickest time possible!

Nor do they show you how to tap into the source that launched the business empires of people like Walt Disney, Ted Turner & Matt Furey to name but 3. You can do the same they did, often for free and I'm going to be showing you how during this course.

I am confident if you follow the steps within this report you will have your very own evergreen product that will bring in sales for years to come.

Step 1: The Right Mindset is Key!

Welcome to Step 1. The reason I thought I would include this step which really has nothing to do with product creation, is because of a simple truth it takes people years to learn - "How you think is more important than what you know!"

I don't know how you got interested in Internet Marketing but if you were like me you were probably pulled in at some point, by all the websites out there that promise untold riches for 5 minutes work! And maybe you ended up buying a lot of bright shiny objects, all promising to be the solution but none of which were!

Throw in the temptation of a few coaching programs with some of the gurus "Surely they could show me how to do it?" and you ended up having spent way too much with far too little to show for it!

Overnight, effortless success may be possible, but not very likely. If only because when you start out, you won't have a list of 3,000 responsive buyers to whom you can send out an email that will make you thousands of dollars within a few days.

To start off, you need to create that product and build that list and unfortunately that will require some good old fashioned effort. Unfortunately, in many quarters the word "effort" is seen as being up there with the most foul of profanities!

So you need the right mindset. I am not going to write pages and pages of motivation for you, except to answer the number one question that stops people taking action or makes them give up in my experience.

I know this question comes up and can be very hard to overcome because I have asked myself the same question plenty of times when I was getting started with Internet Marketing.

Here is the question or questions I found myself asking when I was getting started:

"Is this going to work?"

"Is all this work worth it?"

"Will my product sell?"

These are the three main questions that I found myself asking when I was creating my own product.

Well take it from me the answer to all those questions is "Yes it really does work!"

If you follow the steps within this guide you will see that Internet Marketing does not have some **SECRET** formula to riches!

All you have to do is see things through to the end, have the ability to follow a series of steps and probably most important take action!

However, you have to take action. This video and the other modules will do you no good whatsoever if they just gather cyber-dust on your hard drive.

Many people misinterpreted films like *The Secret* and books like *The Law of Attraction*. They thought they could just lie on the sofa, mutter a few positive affirmations and they would attract their hearts' desire.

What they didn't understand is that *The Secret* and the *Law of Attraction* were created following a traditional way of imparting spiritual knowledge. Traditionally, teachers would teach half the lessons and allow the student to work out the rest for themselves. It was believed that in that way, the earning would be more meaningful. However, the teachers didn't leave their students to sink - they'd leave clues, often in plain sight.

So it is with the *Law of Attraction*: Yes you need a positive mindset but the second half of the story is hidden in the word itself: In order to *Attract* what you want, you need to take *Action!* $\text{Attract} + \text{Action} = \text{Attraction!}$

Take action today and you will see results and I am here to help if you need it.

Whether it takes you 2 days or 2 weeks to follow these steps see them through to the end, if you apply them, you will make money online!

All you have to do is take a leap of faith with these steps once, to create your own product and once that is pulling in money you can do the same thing over and over to build a virtual empire.

YOU CAN DO IT AND YOU WILL SUCCEED!

So let's get started!

Step 2: Finding That Hungry Niche!

This is one of the most talked about subjects in IM and can be like the search for the Holy Grail! :)

The good news is it really does not have to be that difficult and you can find hungry niches with ease. It just requires you to think a bit outside the box.

This step is the exact method I use to find hungry niches and is quite easy to do!

The first thing you need to do especially with your first product is find a niche that interests you.

This is not always the case and there will be plenty of profitable niches that you do not really interest you at all, but with your first product it is a good idea to find a niche that you have some sort of interest in.

If you are having difficulty thinking of a good niche that you have interest in, the best thing to do is think about your hobbies.

Just think of things that you enjoy doing like cooking, playing computer games, fishing, DIY, Ebay, collecting stamps etc...

The other thing I should mention here is try not to spend too much time thinking about this as it can prevent you from taking action!

Once you have thought of a niche that you have some interest in settle on that niche and get started.

Obviously I will not know what niche you have picked so for the purposes of this report I will go through the niche research steps with the "Dating" niche!

Ok, so once you have got your niche the first thing you need to do is see if it is profitable and people are looking for it!

Remember don't spend too much time on this just think of something you have an interest in and move on to the next step.

The next thing you need to do is go to Google and check out how many people are searching for your niche.

Here is what the tool brought up for the keyword "Dating": 699,000,000 hits!

As you can see this is a VERY popular niche with lots of people typing in some very profitable phrases. Don't worry if your niche does not bring up this many results, as dating is a heavily saturated market.

Which is one of the reasons I chose it!

"Hang on", I hear you say - "If there is that much it's that saturated, I'm going to be a very small fish

in a huge lake!”

And you will if you were to choose “Dating” as your niche.

The point I want to make is that being a generalist, going after a huge niche, is a recipe for frustration and failure.

However, let’s refine the search. When I searched for “dating women with kids”, the number of results dropped to 26,900.

So as you can see the main phrases that would interest here are:

dating women with kids
dating asian women (290,000)
dating married women (320,000)

For each of the above phrases, there were lots of paid for adverts alongside the search results, telling us they are popular phrases!

So, whatever niche you are thinking about, take a look in the search engines and remember - people value experts/specialists more than they do generalists and are prepared to pay them much more.

After all - would you want to have open heart surgery performed on a close relative by your family doctor, even if the doctor had read the manual?

Step 3: How To Create Your Killer Product With Least Amount Of Fuss!

Ok, so by now you should have a market that is profitable and all you need to do is create a product.

There are lot's of different products that you can create but for the purposes of this report we will create an Ebook/short report and I will show you how to write a brilliant one even if you do not have a clue about the topic!

The reason that you should create an Ebook/short report as your first project is it's the easiest product to get started with!

If your niche really takes off you can always come back and create an "add-on" product like educational videos, or an online course as an upsell but to start off with focus on an Ebook.

So let's get started:

First thing we need for our eBook is Chapters how do you know what chapters to put in your ebook?

Well you need to know what people want answers too within your niche so for this we head over to Yahoo Answers.

<http://answers.yahoo.com/>

Yahoo Answers is an excellent resource to see what people are wanting answers to within a market.

It is an awesome tool to find out what the chapters or sections of your eBook should be. Let's look at different topic - I'm feeling a little weird today, so how about "Dog Potty Training"!

So all you do is type in the market phrase you have decided on into the search bar for instance mine is "Dog Potty Training" so I will type this in, here is what comes up for me:

From the example it is hard to see, but there are 45,182 results results for the phrase "Dog Potty Training"!

What you need to do know is search through the results and see what the main questions or subjects that are bought up are.

For instance for my example one of the topics that comes up a lot within "Dog Potty Training" is the question "Should I smack my dog when potty training?"

The answer to this question by almost everyone is a big resounding NO!

So taking the example I would think about entitling on my chapters “The 4 Reasons Why You Shouldn't Smack Your Dog While Potty Training!”.

The amount of chapters you pick for your ebook/short report depends on how many different questions are being asked but you should aim for about 5 or 6 chapters with good content.

More on how to get the content next, for now find 5 or 6 questions that are being asked and make a note of them as these will be the chapters of your ebook.

The top 5 issues I found for “Dog Potty Training” was:

- Should I Smack My Dog When Potty Training?
- Is It Right To Shout At My Dog When Potty Training?
- Should You Use A Crate When Dog Potty Training?
- How do I Potty Train my Dog Fast?
- What Is The Best Way To Potty Train An Older Dog?

There was actually a lot more for “Dog Potty Training” but for your first product just focus on 5 or 6 main questions and save the questions in a notepad file and put them in the folder you made earlier.

These will be the main subjects or chapters for your eBook/short report and all you need to do know is make a good title for each chapter and obviously add content to each chapter.

For the start of your book always start with an introduction where you can tell them who you are and what you are going to tell them.

This does not have to be too long however a nice little story will go down well.:

For the title of your Chapters I find that catchy titles following the top reasons routine works well.

So for instance you could call the first chapter

“The Top 10 Reasons Why You Should Not Smack Your Dog While Potty Training And The REAL Secrets You Must Know To Do Successful Potty Training!”

As with every other step do not get too caught up on the titles of the chapters as you start to put content in your Ebook you can always go back and change them.

I find these three guidelines help:

- **Try to think of a catchy title that grabs their attention**
- **Use words like “Secrets” or “Never Revealed Before” To Spark Interested**

- **Also use the top 10 reasons methods or 10 things NOT to do when training your dog, as it is easier when you go to write your book!**

Another good title template is “How to so that you.....”

So to recap you should know have 5 or 6 questions that your product is going to answer and have thought of how to put them into catch Chapter names.

As I say this does not have to be a masterpiece just think of 5 or 6 Chapter headers that you are going to tell them to answer the questions, as it will give you a focus for your content that you are going to do next.

Once you have your chapter titles you are ready to start writing your guide and the next step will show you how with ease.

All being well, you are now ready to begin writing your first product.

Don't worry it isn't as hard as it sounds!

On to the next section when you are ready!

Step 4: The Secrets To Writing The Content For Your Ebook With Ease!

Ok, you are now ready to begin writing the content for your Ebook. A lot of people find this very daunting but it does not have to be!

This step will explain how I find good solid content for my Ebooks and how you can get them written within have have a killer product within one day!

Want to know the secret to creating your own product super fast?

ALL THE RESEARCH HAS BEEN DONE FOR YOU!

Why? Because you're not going to do this from scratch - you are going to use public domain content!

In fact, the best way to do it is to browse through your favourite niche, find some public domain content then think about how you can use it within the chapters you identified in the previous step.

And it's OK to do it the other way around - armed with your public domain content, do step 3 to decide how to restructure the content to match the most frequently asked questions on Yahoo Answers.

Step 5: Putting It All Together

Right you are just about there Congratulations!

See it wasn't so hard was it?

If you disagree just send me a quick email to nic@nic-oliver.com and I will be glad to help!

I thought I would create this bonus section to give you a few pointers when you are putting together your product.

Allocate a folder for each of your chapters and put a copy of the articles you are going to use in each folder.

Around 10,000 words for each chapter.

All you need to do is put it all together. The best advice I could give you is just start editing the public domain content to fit your chapters.

The product does not have to be a Mark Twain masterpiece - just write how you speak. People want good, solid content and they will appreciate that more than any fancy words or "filler" content.

I'm assuming you're creating something educational and not a work of fiction.

So one way to structure your content is to arrange your chapters in descending order of importance/impact - the first chapter packs the greatest punch.

People remember the first and last thing that makes impact - so the last one would usually be your call to action. This is where you remind them of what they have to do next, of the benefits of doing it and the dangers of not taking action.

For each chapter, write a snappy introduction. A simple template is:

"One of the things that a good number of people find most challenging about _____ is _____"

An alternative is

"Perhaps the main reason that people fail at _____ is _____"

Then, for each chapter, cover 3 areas:

What - this is your main content for the chapter. Paste about 1000 words from your Public Domain content.

So What - the implications of what you covered in the previous step. Paste about 500 words from your Public Domain content..

Now What - what your audience should be doing next. Paste about 500 words from your Public Domain content.

Remember, if the source material is more than about 20 years old, you'll need to modernise the language.

Finally, at the end of the chapter, write a brief summary.

When you've written all of the chapters, write a summary that summarises the chapter summaries and add a call to action.

Assuming you'll be creating several, inter-related e-books/short reports remember to add a page that links to the others in the series.

In Conclusion

So there you have it!

If you have followed the steps above you will be well on your way to having your very own profitable product!

Once you've written a number or related e-books/short reports, then you can use some of the strategies in Module 3 to build an even bigger and more profitable business!

Well Done and Here's To Your Success,