

Public Domain Profits Formula



**Rewriting Your Product
A BullBuster's Checklist**

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Rewriting Books & Articles

A lot of people just re-publish old content "as is". And there's no denying that some companies, like Dover Publications, have made a lot of money this way.

However, it's a "pile them high and sell them cheap approach" with only small margins per book. They profit from sales volume. And you need a lot of staff so as to get a high volume of books uploaded quickly.

When you start out and, for most of us, all the way through the life of your info product business based on Public Domain material, you'll have to rewrite books and articles to make them yours.

Note: This checklist assumes you are rewriting the book or article. You can also decide to add value by repurposing it, turning it into an audio or video product.

a. Rewrite the content's title:

- Capture the audience's attention.
- Share a key (to them) benefit.
- Trigger their curiosity.
- Use trigger words.
- Make it sound easy, quick or low cost.
- Ask a question your ideal potential clients will identify with. E.g. "Do you suffer an energy crash in the afternoons?"

b. Rewrite the Introduction:

- Capture the reader's attention with a story.
- Scare the reader with the negative impact of the problem they're facing.
- Share a fact, some data or some recent research.
- Ask a question that makes your readers think and shows you understand the problem.
- Use the reader's curiosity by starting a story and saying you'll come back to it later - they'll want to know how it finishes!

c. Rewrite the Body of the Book or Article:

- Delete all dated or irrelevant information.
- Delete their anecdotes and case studies and insert your own.
- Add your own personal stories.
- Add your own tips or elaborate on the original author's.
- Edit the content to bring the language up to date.
- Books written 90 years ago tend to use much longer sentences and paragraphs than we do today. Aim for an average of 15 - 20 words a sentence.
- Use modern metaphors and analogies.
- Turn long paragraphs and any lists into bullet-pointed lists.
- Re-order the content.
- Re-structure the content.
- Write new content where needed. Alternatively, combine content from several public domain sources.
- Use story loops - open a story and close it later. When you get good at this, you can even have a loop within a loop within a loop... you get the picture. Just remember to close them all!
- Delete all titles, headings and sub headings and replace with your own.
- People like pictures - again, use Public Domain content.
- Mention your other products with a hyperlink to each. Do NOT overdo this - it has to be a natural link that feels right in the context of what you are writing about at the time.
- Add a "Special Offer" page with a discount for the readers of your current product.
- Add a "Products" page, linking to each of your other products.

c. Rewrite the Conclusion

- Summarise the key points of your book or article.
- Close any story loops that are still open.
- Incorporate a call to action - tell the reader what to do next.
- If this is a teaser for a higher priced product, be sure to follow the philosophy of "necessary but incomplete". You've told them what you need to but have not told them everything - to get the rest, they have to buy the higher priced product.