

Public Domain Profits Formula



Module 1 - Overview A BullBuster's Guide

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Introduction

How many times have you heard people say that

“Content is king” when it comes to making money online?

If I’d been given \$5 for every time I’ve heard it, I would have been writing this on a laptop, on a beach, somewhere hot!

So, if content is king, how can you produce lots of high quality, highly in demand content that sells?

Creating content from scratch, over and over again, is resource intensive - it takes a lot of time and effort, and money if you go down the outsourcing route.

How about having a tame content creator on hand 24/7, who you needn’t pay (at first anyway), that can provide you with books, comics, films, radio shows, photos, posters for free or at low cost?

That’s the beauty of Public Domain content - if you know where to look, there’s lots of it available for free and guess what? The second part of this manual lists a lot of websites where you can find free content that you can do whatever you want with.

A quick note - don’t confuse Public Domain with Public Label Rights or PLR. PLR is material that has been deliberately created for people to resell. The trouble is, hundreds if not thousands of people buy PLR from the better quality PLR distributors and all try to resell the same piece.

Public Domain content is mainly work that was created as as a one-off and whose copyright has expired.

Using Public Domain content for profit has three elements to it:

1. Finding the material;
2. Adding value to it;
3. Selling it.

This manual is mainly about the first element - my course "**Public Domain Profit Formula**" looks at 8 main and 25 other strategies for turning the material into profit.

By the way, all artwork in this manual is in the Public Domain!

Section 1



**What is
The Public Domain?**

1.1 What is Public Domain?

You may have heard of Public Domain content being used by infopreneurs to create new products. (An infopreneur is an entrepreneur who sells information products). This is a great way to start a business, or to improve the overall bottom line of an existing business.

But what is Public Domain content?

A broad definition of Public Domain material includes any work for which the copyright has expired, and not been renewed, any work that was published prior to 1923, works produced by the United States Government, and other specific Governments, Work that is donated to the public domain, or any other work that has no laws that restrict its use by the public.

The work itself may be a book, an article, a song, a film, a radio show, a photograph, a painting, or even an invention. If the item is not covered by copyright laws, or are no longer covered by copyright laws, then they are free for you to use as you see fit.

This does not mean that if you can access a particular work easily, that it is in the public domain.

For example, a lot of people Google a topic they are writing about, click on "Images" and download whatever picture takes their fancy - this is potentially a very expensive mistake as the copyright for the image may be owned by someone who is happy to sue those who use their images without their permission.

So remember, just because you saw something on a website, that doesn't mean that it is okay for you to use it. In fact, most things that are written down today, in any form, are automatically copyrighted.

Public domain refers to work where the copyright has run its course. According to the Copyright Office of the United States:

"The term of copyright for a particular work depends on several factors, including whether it has been published, and, if so, the date of first publication. As a general rule, for works created after January 1, 1978, copyright protection lasts for the life of the author plus an additional 70 years. For an anonymous work, a pseudonymous work, or a work made for hire, the copyright endures for a term of 95 years from the year of its first publication or a term of 120 years from the year of its creation, whichever expires first. For works first published prior to 1978, the term will vary depending on several factors."

(Source: <http://www.copyright.gov>)

Public domain also refers to work that was created for, or donated to the public domain, as well as work that never had a copyright, which would be work that was created prior to 1923, or work that was not copyrightable material.

These materials are **free for you to use**, in any way you choose. You can use bits and pieces of a public domain work, or the entire work itself. You can create new work from the bits and pieces, or sell an entire work – as you see fit.

1.2 Copyright or Copyleft?

In the USA, Copyright is a form of protection grounded in the U.S. Constitution and granted by law for original works of authorship fixed in a tangible medium of expression. Copyright covers both published and unpublished works.

What does copyright protect?

Copyright, a form of intellectual property law, protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software, and architecture. Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

But what is Copyleft?

While Copyleft is **NOT** an actual legal term, in the way that copyright is, it is often referred to as a **reciprocal license**. With a Copyleft, instead of a copyright, restrictions are usually imposed on a work stating that when the work is copied, modified, or used in any subsequent work, the author of that subsequent work must grant the same Copyleft rights to the public for the subsequent work. It's kind of like passing the rights forward.

Copyleft is often used for open source computer software such as Linux, documents, music, and art. Copyleft is essentially the opposite of a copyright. Instead of stopping people from using a piece of work, copyleft invites you to use it and insists that you allow others to use the work that you create from the original work.

The most commonly adopted Copyleft license is the Free Software Foundation's GNU General Public License, or as it is commonly known, the GPL which can be seen at:

<http://www.gnu.org/licenses/gpl.html>

So, if you find and wish to use work that is Copyleft, remember, you can't protect your work from being copied, altered and distributed freely by others.

1.3 Is the Work In the Public Domain?

Just because something is old, it doesn't mean it's in the Public Domain. You must do your research

Look first at the copyright date. It's a starting point but remember that if you are looking at an early edition of a book, for example, it will not tell you whether or not the copyright was subsequently renewed.

Once you have found out that a particular work may be in the public domain, due to it's copyright being dated the required elapsed time, you still need to contact the copyright office in the relevant country to certify that the work is in fact in the

public domain before you use it.

Most copyright offices will require a research fee. You can avoid this fee by going to the copyright office and doing your own research. You can search some databases online, without paying a fee.

For instance, if you want to look for work that was copyrighted in the United States, you can go to the Copy Right Office website at <http://www.copyright.gov> and do a search in their online database as long as the work was registered after 1978.

For works registered before then, you will have to read Circular.
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There is one safety net - any work published or registered prior to 1923 is no longer be under copyright protection **in the United States.**

In the UK, under the Copyright Act 1842 the copyright period lasted for the lifetime of the author plus 7 years, or for 42 years from first publication, whichever was longer.

The Copyright Act 1911 provided a longer copyright period, namely the life of the author plus 50 years, for works that were first published after 1 July 1912; thus the date of first publication became irrelevant, provided it was after July 1912. This was retained as the period of copyright under the Copyright Act of 1956 and under the 1988 Act.

This shows the importance of checking the law in the country where Copyright was granted – not in the country where you reside. The copyright laws of each country protect their artists from everybody, including people who do not live in that country.

The key thing is to never assume anything. Always get certification that a work is in the public domain before you use it. You will save yourself a lot of time, not to mention a great deal of money and embarrassment!

1.4 Scarcity Adds Value!

When you are searching for public domain works, remember that age doesn't necessarily add value. **How difficult the work is to find or obtain adds value!**

You've heard *'if it was easy, everybody would be doing it.'* Well, the same applies to public domain works – if it was easy to find, everybody would have it, and it wouldn't be worth much. For this reason, you should make it a point to seek out that which isn't easily obtainable if you want to profit.

Scarcity adds value – if you can find a book on weight training, for example, that comes from the end of the 19th century and few people know anything about, you could be on to a winner. That was how Matt Furey built his empire, from an obscure wrestling conditioning book by Farmer Burns.

Alternatively, you will have to work harder to edit and add value to an easier to find item. A great example of this would be Walt Disney, who took well known fairy tales that were in the public domain and presented them in a completely different way using animated cartoons.

Take some old oil paints, a canvas and frame – intrinsically they have little value. However, the original Mona Lisa is priceless – the room that houses it in the Louvre costs 7.5 million dollars to build. People travel from all over the world and pay money just to see it.

Depending on your chosen media – books, publications, photographs, films etc, you either need to find something rare or be prepared to put in a lot of effort to add value.

Most of us will be going down the second route which is why I created my course **"Public Domain Profit Formula"**. It takes you through 8 main strategies, and 25 others, for adding value to, and profiting from, Public Domain content.

Section 2



**How To Approach
Public Domain Resources**

2.1 Know Your Objective

Before you start your search for public domain works that you can use to create products, you need to ask yourself a simple question: **"What do I want to achieve with Public Domain content?"**

There's little point setting out on a journey without a destination in mind - unless of course enjoying the journey is the reason for travelling. Of course I want you to enjoy your business "journey" - but you have to create something people want to pay you for in order to pay the bills!

So, the next question has to be: **"Is there a market for my idea?"**

Go to a search engine and type in keywords that would be used to search for your potential product. Pay close attention to the sponsored ads. Also go to your local bookstore and look at magazines that relate to your topic, again paying close attention to the ads. Finally, check on Amazon to see whether there are a lot of books on your topic. Have a look at the best sellers in your topic.

Once you know there is a market for your idea, the next step is to determine how you want to deliver your product. Will it be a physical product such as a DVD, a CD, or a printed book or manual? Will it be a digital product, such as an E-Book? You need to determine this, because the format that the public domain work you choose may matter a great deal to you.

Be aware that since January 2015, if you are selling to European customers, you have to be able to collect Value Added Tax (VAT), at the rate that prevails in their country!

The complexities of this new law are way beyond the scope of this book so you will need to consult an accountant. Alternatively, if you are just selling e-books and CDs, sell them through an outlet like Amazon or Warrior Forum who will sort out the tax issues for you.

2.2 Searching For Public Domain Works

You need 5 things:

1. You need a niche to specialise in
2. You need a topic.
3. You need to know what kind of media will help you achieve your goals.
4. You need to know the best places for finding the material you are looking for.
5. You need to know how much editing and conversion into other media you are prepared to do.

Knowing where to search is a great start. There are literally millions - if not trillions - of works in the Public Domain. Part 2 of this manual gives you sources, broken down by topics, to help you find your needle in the Public Domain haystack.

Essentially, you have 2 choices when sourcing content:

1. Go to sites that have the original stored in digital format.
This saves time as you won't have to scan material onto your computer. The disadvantage is that other people have access to those same sites. However, 80% of people will download the material and do nothing with it.
2. Buy an original, scan it and then edit it for your purposes.
It's the only way if the work you are looking for has not been stored digitally on the internet.