

# Public Domain Profits Formula



## Module 3 - Marketing Your Repurposed Product

### A BullBuster's Guide

# How to Profit From Public Domain Material

## 8 Strategies That Really Work!

(Plus 25 More As a Bonus!)

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# Public Domain Profit Formula

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## Transcript

# Introduction

Ok - this is Nic Oliver and I want to welcome you to Public Domain Profits formula. Look, I know that the fundamentals of profiting from content creation are supposedly obvious and we should all know them... yet why are we farther from solving the problem than ever before? Answer - the key to success is not what you know, it's how you think!

Many people who use Public Domain content create a product from it and then sell for crazy low prices like \$5.00, \$10.00, \$1.00, whatever - ridiculous prices! No matter where you live in on this planet, how on earth can anyone make a living from just \$1.00 profits per sale, for example?

By the time you finish this course, you will know what it takes to make your own recurring profits from Public Domain content and most importantly, you can do it whenever and wherever you want to.

The proven Public Domain Formula will help you crush the cheapskates and dominate your niche. I am going to show how to build products with Public Domain content and sell at any price point, whether you're going low ticket, or middle ticket, or even high ticket.

A common mindset trap is to think that because everyone has access to the same Public Domain content (assuming they've done their research) you have to lowering your prices to compete. I'm going to help you focus on what matters most - growing your business and, eventually, achieving autopilot income. Makes it a worthwhile goal, don't you think?

Before we examine the 8 different Public Domain strategies in this course, there are a couple of important things I need to cover, so listen really carefully.

The major purpose of this course is to equip you with the knowledge and education on how to convert Public Domain content into profit-generating cash machines.

Once you have done this, my course would have done its job. You might not know how at the moment but I'm going to show you, how you can potentially dominate any niche.

And after this, you won't need to worry about getting Public Domain products or Public Domain content that, are you know, being owned by hundreds or even thousands of other people.

Because even if many people have it, it doesn't stop you from outselling others. And it's not going to stop you from getting new customers. Here's the thing I always believe right from the start: there's no such thing as saturation.

I know it's hard to grasp at first because in the Internet Marketing field, we are conditioned to think that other gurus are making millions from it and no one else stands a chance.

Or an endless number of people have the Public Domain access to the same products so it means you don't stand a chance. That's hog wash B.S. You know why - because firstly, not everyone has access to the information you have in this course. And secondly, and most importantly, few people take action even when they do have all of the necessary information.

You took action and for that I'm grateful - in return, I've done what I can to make it as "step-by-step" as possible. When I was preparing this course, I took into consideration that you might not have any products, any lists, or a niche yet. You might not know where to go to access Public Domain material

If you have a bit of this and that or more, you've got an advantage but if you don't have anything at all, absolutely nothing, don't worry, this course either covers it all or points you to the right places.

And now it's up to you to make this happen for yourself.

You've taken the first step in buying this course. Believe me, I want the best for you too even though I might not know you personally.

I may not know you personally but I've been a successful sports coach since the 1970s and a business trainer and coach since the mid 80s. I have a track record of success and it's based on helping people achieve their goals. And this is important s people don't pay for coaching or for courses - they pay for results!

What's more, I'm always looking for more success stories to add. Will it be yours? All that said, there is still one more important criteria for creating a success story together, and that's you.

I need you to be an action taker, not a couch surfer. You've already taken the first step, as I mentioned earlier, in buying this course - time to build on that!

I also ask that before you jump in on anything yet, make sure you understand all of the Public Domain money making strategies in my course first. I **know you're very excited and so am I right now!** I can remember how excited and relieved I was when I first found out about Public Domain materials - they solved so many problems for me, saving me time and money. And now I'm excited for you!

Some strategies may require more time or more money or more effort than others. Some may be attractive to you while others may not be.

That's why I've given you a choice, given you 8 different approaches , plus a bonus module covering a further 25 extra strategies – all distilled in one power-packed course – so you can decide what is best for you. So, without further ado, let's kick start your profitable journey... right here, right now!



# Strategy #1:

## The Master Resell Rights Strategy

This is Nic Oliver again, and we are going to cover Public Domain Profit Strategy #1, what I call the Master Resell Rights Strategy. This is a great strategy if you want to build your opt-in mailing list quickly.

In order to differentiate your elf from others who are trying to sell the same material, you need to create and launch your own brand, making your competitors irrelevant. And I'm going to show you how. Now understandably, if you're just starting out you will want to take baby steps first but it's not going to stop you from building your list and quickly make money up front so you can start investing in other stuff later.

### Concept

1. Gather sufficient Public Domain material to create 4 - 10 e-books
2. Offer Master Resell Rights to them
3. Profit from selling them
4. If you are just starting out: build your mailing-list faster from viral reselling of your e-books

Okay, here is the concept in a nutshell: you must gather enough Public Domain material. It can be E-Books, software or audio/video, stuff like that. Use them to create a series of digital products in your name, say 4 to 10 products or more, and then offer the Full Master Resell Rights to the products.

## Master Resale Rights (MRR) Explained

With Master Resale Rights, or MRR, you give the buyer the right to transfer (sell) resale rights for your product to a third party.

You may make the content transferrable or you may choose not to .

It's up to you to decide whether the person who buys MRR is the only one allowed to repackage or alter the product or whether they can pass on those rights to whoever buys from them.

If you own a mailing list, you can easily make upsells from selling these re-worked products in a package to your subscribers or members. Since your subscribers-turned-customers own the Full Master Resell Rights, they can in turn resell your products to others, and so on.

This will in turn establish your presence strongly in your chosen niche market as these re-worked products, now in your name or branding, are being sold across the Internet marketplace thanks to the efforts of your resellers.

You can also leverage on your resellers' collective efforts to build your mailing list by inserting advertisements, bonuses or some other incentive for THEIR customers to join your mailing list in your products.

## Advantages

Okay, let's look at the advantages:

1. Since you are going to sell the products first so that they can be released to your customers to be resold, you can earn handsome upfront profits and increase the perceived value of your products, something that most products with Give Away rights do not have.
2. With strategically positioned lead capture devices in your products, you can build your mailing list by leveraging on the efforts of your resellers.
3. The Full Master Resell Rights would make your products viral in nature as they go about being resold in the Internet marketplace.

## Disadvantages

However the disadvantages are that:

1. Depending on how many Public Domain products you have to rework, it can be very time consuming. Why? Because in order to set yourself apart from your cheaper competitors, you have to write your own sales copy and design the product E-Covers.

You may want to add new graphics, also from the Public Domain. This all takes time.

You may also, especially for written products, want to edit the Public Domain material. For example, authors in the late 19th and early 20th century were not as gender inclusive as we are today! You may want to edit the contents to reflect modern times and values.

Or you may not - it's up to you!

2. Since you are going to create a series of products in your name with Full Master Resell Rights instead of one (for greater effectiveness), you need to gather as much Public Domain material as possible in your niche.

## What You Need

Now what you need to make this happen, first of all, you need a good collection of Public Domain Content material enough to create a few E-Books each with 20 to 30 pages or so.

I think this goes without saying but a good word processor or desktop publishing program is the most important tool there is, not just for this strategy, but for a big part of your business, if you're in the Information Products business.

You could use an office suite like MS Office (available for Windows and Mac) or Libre Office (Free office suite available for Windows, Mac or Linux).

Alternatively, for Mac users, there's Pages, a desktop publishing program, which is how I created the transcript for this course. Scribes is a free desktop publishing program, available for Windows, Mac and Linux.

In the past, you'd have needed a PDF File Converter Program to convert your document into PDF format. Nowadays, all of the options I've listed above come with a "Save as PDF" option included.

**Tip:** Not all "Save as PDF" options will save embedded hyperlinks. Check them once you've created your new PDF - I've been caught out like this in the past!

And also, you're going to need to get a sales Letter and E-Cover for each of your products. Don't worry about this one yet, I'll tell you why later.

Unless you sell through Amazon or Clickbank or a similar site, you will need your own site and domain.

It's not the purpose of this course to teach you how to buy a domain name and set up website - there's plenty of information on this on the internet.

However, one tip - I do recommend that you pay a little extra for WHOIS guard when you buy your domain name. It protects your WHOIS identity, and comes in handy in warding off those people looking at your WHOIS info so they can email you or call you pestering you for favours.

## Accepting Payments

This is a tricky topic. I use PayPal and have never had any trouble with them.

However, I do know of internet marketers who have had accounts frozen and even suspended by PayPal. PayPal has a habit of clamping down accounts that make a lot of sales, especially if they weren't warned about the sales in advance. They are worried that they will have to pay lot's of chargebacks if people demand a refund.

They also get very nervous if you have a habit of clearing all of your money from your PayPal account. Finally, do not do anything that makes Paypal think you are involved in MLM - they hate it!

It's up to you - there are alternatives and you can always use Clickbank to accept your online payments. Do your own due diligence and make your own decision.

So anyway, these necessities – the domain, hosting and third party payment processors – are the prerequisites for all of the Public Domain Profit Strategies that will be discussed later in the course, so I won't be repeating them. If you haven't got your own hosting and domain and a way to accept payments online better get them sorted out before continuing.

## Profit Strategy – Step-by-Step

Now we're going to cover the strategy. Compile the Public Domain contents to create a collection of a few E-Books, say 4 to 6, or maybe 10, the amount is up to you. The E-Books must be focused on one general theme; the more focused the theme the better. For example: Internet Marketing, self improvement, freelancing, personal finance, real estate, cooking, and so on.

Retitle each of the E-Books but be sure to include your name or pen name. For instance: "Jane Smith's Guide to Public Domain", "Jane Smith's Instant Profit Formula", etc.

This is important as you want to instil a brand of your own and establishing yourself as an expert in your niche.

In each of the Ebooks, place a 'lead capture device'. By this, I mean that you should include a way for your readers to easily find your site and join your mailing list. It can be:

- An invitation to join your E-zine,
- A bonus membership access to your site – this is what I currently use, which is to
- offer a free VIP access to your membership site
- Subscribe to your lifetime updates,

And so on - the key success is to give your readers an incentive to join your mailing list so you can follow up with them whenever you have your next product to sell.

Some strategic places to put your lead capture device include the first page, third page, in the middle, and the back pages. Those are the hot spots. However, don't overpopulate your Master Resell Rights Info Products with too many ads or they'll just become worthless content with nothing but ads, so avoid that mistake.

Next you include the full master Resell Rights licence to these products. In other words, you want to allow your customers to resell your E-Books and then their customers to do the same and so on.

The logic behind this is that your E-Books get across the Internet marketplace and since each E-Book has a lead capture device, you can build your mailing list when the readers join your list!

Look in the Annex at the back of the transcript for examples of Resell Rights terms and conditions.

Next you have to design the E-Covers for your products. Your digital products are going to need a slick looking presentation if you want them to sell well. A number of Public Domain products usually come with their original covers. You can edit them using either GIMP (<http://www.gimp.org/downloads/>) or Adobe Photoshop. But normally I recommend having them re-designed from scratch.

If you don't want to do it on your own, you can hire a graphic designer to do it for you.

So once you're done with the E-Cover graphics, proofread your work one or two last times and then convert your text documents into PDF format. If you want to, you can disable "copying of text" and still "enable printing" before converting the documents into PDF format to prevent content theft.

However, pdf security isn't great and if someone wants to unlock your pdf, they can easily.

Write each of your product's sales letter and then your principal sales letter (which you will use to sell all of your E-Books). I cannot discuss the subject of copywriting in depth as it is a subject fit for another book. But here are some of the key principles to writing your main sales letter:

- Your target market is strictly resellers.
- Sell them on convenience whereby they do not have to spend time and effort creating their own products because you have done it all for them.
- They get to sell as many copies of your products and keep 100% of the sales.
- They can also do more with your products by listing your full Resell Rights terms and conditions.
- Set up your site on the server with thank you page and merchant processor ready to accept payments.

Okay, you're as good as in business now!

## Marketing

Now comes the marketing aspect, which is going to bring in money for the system and the strategy you have implemented. This is a critical step; this whole strategy is worthless without getting traffic, and getting targeted prospects to your website.

For convenience, I am going to divide the marketing aspect into two: whether you want to make upfront profits or whether you want to build your list.

If you're starting with nothing at all, no list, then I recommend the latter. Meaning, you have to focus on list building on the front end first, and think about making the profits later. in the backend

If you are planning to make upfront profits:

1. Promote your Resell Rights package to your mailing list. This is the fastest way to get the word out about your product and if you already have a substantial, responsive, mailing list, you can get back your investment and make profits in a short time frame, possibly a few hours to a day.
2. Start an affiliate program. You can recruit affiliates to promote your package through their efforts in exchange for a percentage of commissions, say 40-50%. [Warrior Forum](#), [Digi Results](#) and [JVZoo](#) are the 3 most popular affiliate sites.
3. Seek Joint Venture partners. If you know of other list owners and established marketers in your niche, you can approach them for a Joint Venture in exchange for higher commission payout.

If you are willing to forsake upfront profits and focus entirely on list building:

1. You can submit your Resell Rights products to membership sites that specialise in offering Resell Rights items to their members. While you are sacrificing up-sells, you can build your mailing list through this method by leveraging on a wide selection of membership media. Once you have your own list, your business would take a momentum of its own. I highly recommend this method if you don't have your own list yet.
2. You can also submit your Full Master Resell Rights E-Books to E-Book directories.
3. Above all, the success factor in this Public Domain profit model is to get your products spread out as far and wide as fast as possible. The more coverage your product gets, the stronger brand



you can build and the better the chances of building your list through other people's resale distribution efforts.

This concludes Public Domain Profit Strategy #1. To wrap it up quickly, this strategy is good for beginners with no list and no recognised name yet so by implementing this Master Resell Rights strategy, you can build your list and spread your name virally.

The more Master Resell Rights material you generate from Public Domain content, the more chances you have of the product being resold and redistributed. You give your resellers an opportunity to make money with your products, and every time they resell to others your name and credibility widens.

This is just the start, you can also combine this with other Public Domain Profit Strategies as you see fit, and I'll be talking more about them in the coming strategies.

# Strategy #2:

## The Paid Membership Content Building Strategy

It's Nic again, and now we're going to cover the second Public Domain Strategy in this course. This is the same strategy that many successful internet marketers such as Yanik Silver have applied to their leading membership sites.

If you own a membership site or are planning to set one up, this is a "must use" Public Domain strategy because very few people are doing this. It saves you the time of having to write content from scratch or the expense of having someone write it for you.

### Concept

Now here's the concept in a nutshell which I am going to teach you. Basically, you can convert existing Public Domain material, whether it's e-books, software, videos, old radio shows, posters, whatever and change it into content for your membership site. So, for example, you can take a Public Domain book and break it down into a series of e-courses or articles to be put into your membership site.

Another idea would be to create an audio or video product based on your Public Domain material. So what this means is you can take a Public Domain books & do a voiceover and turn it into an audio product.

Your customers or members must log into the membership site to actually download or listen to the contents. So that's how you can build a strong following. Most people just upload a pdf of the Public Domain book "as is".

Go the extra mile by creating an audio version and you kill two birds with one stone: you differentiate yourself from the competition, setting yourself apart as a quality provider. And you can make more money as audio have greater perceived value than a pdf!

Now, any of these ideas will increase the perceived value of your membership site, therefore it is an incentive for you to charge either a one-time or recurring fee for your membership entry. Now, this Public Domain profit model would work really well if your site's software allows multiple membership levels.

### Advantages

The advantages of using the membership model:

1. Converting any form of Public Domain into membership content coupled with new works or complimentary changes actually instills a high perceived value in the quality of your digital info or software and therefore is an incentive for you to charge a higher fee for membership entry.
2. You can easily make your membership site interactive and fun and good for user experience by converting standalone Public Domain products into action-oriented membership sites.

So in other words, your customers are no longer learning passively but because they're being involved in the process, they start taking action more actively and they start learning new things much quicker as well.

3. Because you can make much more money selling advertising space, affiliate links, recurring income or recommend your own products within the members area – the choices are unlimited.

### Disadvantages

There are some drawbacks, however:

1. Maintaining a membership site can be time and effort consuming. This is the case if you're creating a monthly website.

However if you're doing a one-time membership site you can ignore this disadvantage.

2. Secondly you need to have a decent amount of programming skills if you're planning to convert Public Domain software or scripts into web-based.

Also, you need other website necessities such as hosting, a domain name and a payment processor – you need quite a number of things here before you can actually get started.

### What You Need

Now as I've discussed before in the first section of the first Public Domain profit strategy, you'll need a domain name and a website. Use Wordpress for the latter as it's free and very well supported.

You also need membership software that allows you to start and manage your membership routine and content, plus enables multiple membership levels.

If you choose to use Wordpress, there are a number of membership-site plugins you can use and I'm not going to get involved in a which one's best type of argument. It's a matter of choice.

Look at [AMember Pro](#), [Wishlist Member](#), and [S2Member](#) as starting points. You can do a Google search to compare them against each other and see what other people think.

Needless to say, you need a substantial amount of Public Domain content to build your membership site so you can't just have one or two pieces.

If you're a writer or planning to start a paid e-course within your membership site, you're going to need even more Public Domain written materials.

## Profit Strategy – Step-by-Step

Okay, now to cover the profits strategy step-by-step:

1. First you need to decide on a theme for your membership content and your target market and then gather the Public Domain materials that you need.

So for example, if you want to start a Personal development membership site that targets working individuals from corporate backgrounds, you will have to gather Public Domain content that cater to these individuals such as “How To Climb The Corporate Ladder”, “How To Be Successful”, “Public Speaking Skills”, “How To Manage Stress”, etc.

2. You need to create one or more membership levels. So usually in my experience, two or three membership levels are ideal – the good content goes to the free or low- ticket members whereas the really, really good content should be saved for your higher paying membership levels.

There’s an important point here: notice I said that “the good content goes to the free or low- ticket members” I believe in never providing anything less than good when it comes to giving content as an infopreneur. In fact, you have to give excellent content if you want to stay ahead of your competitors and make them bite your dust.

3. You need to create content for each of your membership levels. It can be paid visual e-course or mp3 audio, video, web-based software or even templates - whichever one is suitable for your theme. Using the same example of personal - development. You can offer e-written content for your free membership level and audio for the paid level.

One of the great benefits of using Public Domain content is that you don’t have to create content from scratch anymore. In fact, one very quick and easy (but also lazy) way is that you can actually just simply change the format of the content.

For example, if the original content was in a book, you can easily read them off as transcripts or transcriptions and turn them into an mp3 product making them totally different and giving your paid members a new user experience.

4. Writing a membership site sales letter. Now, as mentioned before I cannot cover copywriting in this course. However, I do have a tip for you: there's a lot of great information on writing sales letters in "[Sales Letters For Dummies](#)" which you can find very cheaply, and sometimes for free, on the internet.

## Marketing

Once you have your website ready and membership level ready, here comes the marketing part where you actually drive traffic and start getting members to your website whether it's free members or paid members.

1. The most important and critical success factor to having a membership site having an affiliate program. Now all of the scripts that I have recommended to you, each of them have an affiliate program. Most professional membership software should come with a built-in affiliate program. Now, this is the core success key to your membership site marketing and you will depend heavily on your affiliates to market it for you and your joint venture partners to help you push it.

2. If you want a free way, you can write articles and submit them to article directories. This used to work well 5 years ago but has been overdone and is less successful today.

However, it still has some use. Write articles that include your resource box and are linked to your membership site and submit them to popular article directories such as [ezinearticles.com](http://ezinearticles.com). Your articles can be picked up by e-zine publishers to be reprinted to their subscribers so that earns you free exposure right away.

3. If you have the money, you can start buying up e-zine ads from other e-zine publishers and advertise your membership site.

4. You can create e-books with full Master Resell Rights and offer your membership access as a bonus in your e-books.

As you can see, this strategy ties in every well with the **Public Domain Profit Strategy #1** - you can do both as part of a sales path for your customers.

# Strategy #3:

## Multiple Free Reports Strategy

It's Nic here again and now we're going to discuss the third Public Domain Profit Strategy. This strategy is similar to **Public Domain Profit Strategy #1** - you create a series of free reports for your niche using Public Domain Content.

### Concept

The free reports come with Give Away rights, allowing your readers to pass them on to their contacts without restriction. In the free reports, aside from containing valuable information that you give away for free (using Public Domain Content), you can benefit from the viral exposure by putting in your lead capture device i.e. a way for readers to join your mailing list. You can take this opportunity to pre-sell some of your related products or even sell advertising space.

### Advantages

The advantages of doing these methods are:

1. It is fast and easy to do. You can create free reports in a matter of minutes or hours as they don't have to be long - often an 8 to 20 page report is enough.
2. You don't need to write your own sales letter. Those who can't write their own sales letter, this is going to be a good way for you to approach potential leads right away.  
You don't have to learn copywriting to actually get this to work.

### Disadvantages

One disadvantage I've seen with this method is that the free nature of reports can actually create a low-perceived value. Therefore, you need a strong incentive for readers to give away your reports

even though it's free. So, one strong incentive though is that you can offer free exclusive rebranding rights.

## What You Need

To go through the list of things that you need:

1. Needless to say, you need a word processing or desktop publishing program right away because this is going to be an essential tool to create your reports. While this program is available in most PCs is that it is by far the more important tool you must have.
2. As you don't need to write a sales letter, you are going to need an E-cover and a very good one at that to impress people and increase the perceived value. So I'm going to come to that in a short while.

Now you don't necessarily need a website to host the free reports but as far as collecting leads are concerned, having your own website is very important so make that a high priority as well.

## Profit Strategy – Step-by-Step

Now the step by step Profit Strategy:

1. First create a series of free reports in a text document. You will need 4 to 6 reports from re-worked Public Domain content, all focused on a theme in your niche. Be doubly sure to title your reports and include your name for re-branding purposes (e.g. "Nic Oliver's Business Growth Formula").

As you can see, I'm starting to build a brand here by putting my name in the title.

Remember, your reports don't have to be that long, just 8 to 20 pages per report.

2. The idea is to offer the Give Away Rights to the reports by allowing your readers to give them away for free without any restrictions. Be sure that your reports have a mention about joining a



mailing list and if they want to add more, either some of your products or affiliate programs, therefore giving you more opportunity for profit.

Even though you're giving your readers the permission to give your reports away for free, please mention that your contents are copyrighted and they can be passed with the condition that they are not altered, reproduced or modified in any way.

3. Once you have the Give Away Rights stated, you need to have the E-covers done for your free reports. So even though the reports are going to be given away for free, they need to have something visual to impress your potential readers to actually download and read your reports. You can either do it your own, as mentioned before back in Public Domain Profit Strategy #1 or you can have someone else do it for you.

The cheapest way of outsourcing is through Fiverr.com, which is why there's a Fiverr directory included with this course. Or you can use a graphic designer like [Chrystel Melhuish](#), who did all of the design work for the paperback version of my book, ["Radical Coaching"](#).

4. Once you have proofread your work, start converting your text-based reports into PDF format. Remember to disable the 'copying of content' and enable 'allow printing'.

## Marketing

Where redistribution of the free reports is concerned, they are actually very similar to the marketing methods already discussed in Public Domain Profit Strategy #1.

You can refer back to the marketing section in the Public Domain Profit Strategy #1 where I submit them to free membership sites or E-book directories and also with the help of article marketing as well.

# Strategy #4:

## Newsletter Publisher Model

Welcome to the fourth Public Domain Profit Strategy. It's what I call the Newsletter Publisher Model. In a nutshell, the concept is that you can actually start your own content-based online newsletter, better known as e-zine, using Public Domain content and the primary revenue can be earned through selling advertising spaces within the boundaries of your e-zine issues.

### Concept

This particular Public Domain strategy is similar in many ways to running an e-zine business. The only thing is that creating new content is no longer a big constraint. Public Domain content makes it possible for you to compile enough content to cover six months to a year, in just a few days. Rework included!

Which means that, if you wanted to, you could publish multiple e-zines under your name or different pen names, whichever you prefer. The value of your advertising spaces however depends heavily on how many subscribers you have and it's irrelevant to the content you're providing.

The convenience of Public Domain content allows you to start an e-zine quickly and you don't have to worry about finding new content for a long time if ever. So for example if you have to email your list with content once a week, you can easily prepare 50 e-zine text articles in advance in a few days and have content for 50 weeks.

This will allow you to spend more time on building your mailing list which we will be covering in just a while and perhaps your ultimate goal should be building a co-ops or a string of e-zines under your name or and earn from advertising revenue.

## Advantages

The advantages of this model are that:

1. First of all, very few people use Public Domain content in this way. Which means you can seize this opportunity to be different and differentiate yourself from your competitors.

As I mentioned just now, the convenience of Public Domain content allows you to start a newsletter very quickly with a lot of content in advance, or a string of newsletters under your name.

2. Advertisers are plentiful and are always looking for means to advertise to a huge pool of prospects. So there's a very, very hot demand – with high demand but low supply.

It is relatively easy to find advertisers as long as your newsletters are targeted at hot niches and these advertisers are bringing products to the table that you at least probably want.

## Disadvantages

The disadvantage of doing this is that list building is tough. We're talking about doing massive list building especially if you want to operate multiple ezines whether in your name or multiple pen names. Which all means that you have to do list building more aggressively.

Secondly, the advertising business is pretty competitive as well so you have to provide competitive rates.

## What You Need

So what you need here is:

1. A lot of written Public Domain content focused on your theme or niche. You need them so you can create a lot of issues of your electronic newsletters in advance.

2. Secondly you need an auto responder with broadcast system so that you can collect subscriber lists and send emails to them.

The two most popular ones are [AWeber](#) and [Getresponse](#) though [Mad Mimi](#) is worth looking at as a cheap alternative.

3. Now after getting your auto responder you need to have the other website necessities such as hosting, domain name and payment processor sorted out as mentioned before.

## Profit Strategy – Step-by-Step

Now, we're going to cover the profit strategy step by step:

1. First, you need to decide the theme of your e-zine: it's up to you but keep it generalised and not too focused (as in too small a demand).

But the more focused it is and the more demand there is the better so it's a bit of a balancing act!. For example if you're going to focus on Fishing, it's probably too broad but if you focus on something smaller, like, fly fishing or even fishing for a particular species those are some niches already with ample demand.

So that would be a good basis for you to start an online newsletter. At the other extreme, if you were to go too specific, such as winter fishing from Brighton pier, there probably won't be enough interest to support a newsletter.

2. Compile your newsletter content from Public Domain material you have. Carry out whatever editing is necessary. So compile at least 6 months worth of content in advance, preferably a year. I can't stress enough how wonderful it is to be able to use Public Domain material. Many newsletters have ground to a halt due to lack of material - Public Domain content puts an end to that risk!

3. Get an auto responder which I have mentioned before and set up the opt-in form on your website's squeeze page so you can start getting visitors to subscribe to your e-zine. You can use the broadcast feature to send emails to your mailing list anytime you have a new issue to send.

Whenever you have advertisers who bought your advertising space you can include their advertisements along with your next e-zine schedule after they have made their payment to you through PayPal or whoever you chose as payment portal.

4. If you prefer, you can repeat steps 1 through 3 and keep creating multiple e-zines under different pen names or even your own name. This will increase your chances of making more money and expanding your co-op network though the initial workload can be heavy. If this really takes off I have one word for you to consider - Outsourcing! Get someone else to do the grunt work for you.

## Marketing

Once you have all these steps nailed down, which are actually the easy steps, the hardest step is to get subscribers and build by the thousands. This is the hardest part because you're going by the numbers here. You need to have substantial sized lists for your newsletters before advertisers will be interested in you so you need to consider the following methods to build your e-zine list:

1. Buy advertisements from other existing e-zines by promoting your newsletter to them. Promote your online newsletter through other people's online newsletters therefore encouraging other people's subscribers to become your subscribers.
2. If you already have a mailing list with a decent subscriber database, you can start doing ad swaps or join giveaway events. Do this with many other marketers in the same niche and you can grow your list faster than normal.

Be warned though that this can lead to confused people as you're building a list of shared subscribers.

Now the premise of doing ad swaps is this: if you have a list of say 1000 subscribers and you have another person in the same niche with 1000 subscribers as well, you contact her and say, "Hey I would like to do an ad swap with you. All you have to do is send me your solo advertisement and I'll send it to my list.

In exchange I'm going to give you my advertisement and please send it to your list as well, okay?"

So you have mutual co-operation on sending each other your respective solo advertisements. Now what you're going to do is that in your own solo advert is that (this is a full-fledged advertisement by the way), you're going to promote your own newsletter.

You ask people to join your newsletter through opting in to your auto responder and be subscribed to your mailing list.

A tip: you have to be more subtle when approaching other subscribers either in the guise of free gifts or a strong incentive. What is it in for them if they join your mailing list. What will they get? What are the benefits?

3. Give Away events are large versions of ad swaps. Multiple contributors contribute a gift to a single website. Then, all of them drive traffic to this website using their mailing list by telling their subscribers to come to this website on a certain day and download any gifts they want. When they download a certain gift they have to join the contributor's mailing list to get the gift.

So you have to prepare your own gifts as a contributor to join the giveaway event and you need to have your own mailing list. On the day itself when everyone co-operates and pulls in their subscribers to go to this particular website you tend to benefit from getting other people's subscribers to your mailing list as well. That's the idea behind giveaway events.

4. Another method to build a list quickly is to create a press release. But please note that your press release must be newsworthy. People have abused press releases by making them about trivial things, or just blatant selling. There must be some useful information in the release and on the webpage people are directed to. To get your press release done I recommend [www.prweb.com](http://www.prweb.com).

5. Next, get visitors from pay-per-click (PPC) or search engines. Now, the quality of this type of list is better than giveaway events and ad swaps. You're getting targeted visitors from the search engines that are already looking for the kind of information that you probably have in your e-zine. I'm not a PPC expert so if it's a topic that interests you, hunt around on the internet.

# Strategy #5:

## Reseller Membership Model

The Reseller Membership Model. Similar to **Public Domain Profit Strategy #2** in some respects. If you are a Public Domain junkie and have been collecting a lot of Public Domain products you will do well to consider starting one.

### Concept

The basic premise is to make your site a huge collection of Public Domain products bought and placed into your paid member's area.

So if you have been collecting PLENTY of Public Domain products (that you can add into a paid membership site) or can find a lot of them on a continuous basis, this may be a good option option.

You can begin your own paid membership site, pooling in a rich collection of Public Domain products, and charge either a one-time or recurring (monthly) fee, depending on how committed you are in sourcing new Public Domain products. As was the case with **Public Domain Profit Strategy #2**, you will depend heavily on affiliates to market for you.

If you think there can't possibly be enough Public Domain material out there, consider this - in the USA all books written before 1923 are in the Public Domain. Others written between 1923 and 1963 are in the public domain if the copyright wasn't renewed - which is the case with over 90% of books!

And some of those books can be broken down into several e-books, or into a home study course!

## Advantages

I see the following advantages to using this model:

1. If you are natural Public Domain junkie and have been collecting a lot of Public Domain products, finding new content is not a problem.
2. If you can continuously look for new products from Public Domain authors you know of, you can charge a recurring fee as you can commit your members to add a constant amount of products.
3. You can offer a fixed term membership, knowing that you have enough content on a specific topic to last 6 or even 12 months. Or, if you are good at sourcing Public Domain content, you can make it open-ended.
3. Public Domain membership sites are not very competitive. Few Public Domain membership sites spring up which gives you an edge.

## Disadvantages

The drawbacks are few but heavy though, so you will want to consider:

1. Starting a paid membership site is not easy. Furthermore, maintenance and support can be tough especially if you are doing it alone.
2. If you are starting a monthly membership, finding new customers and keeping loyal members can prove to be challenging, as usually, the average lifespan of a regular customer is 3 to 6 months.



## What You Need

Refer to the What You Need section under Public Domain Profit Strategy #2.

In addition, you need a vast collection of Public Domain products that you add into a paid membership site and distribute the Reseller Rights to your paid members.

## Profit Strategy – Step-by-Step

1. Collect and compile 6 month's worth of Public Domain products that you can add into your own paid membership site. It's best if you can create up to a year's worth but the reason behind this is that it will not be so taxing for you to continuously source for new products now and then.
2. Depending on how often you find Public Domain products, you can charge either a one-time fee or a recurring one.
3. Offering Public Domain products alone may not be enough in some instances. So you can offer extra products such as an audio version. Alternatively, you could redesign a book and add public domain pictures to your book.
4. (OPTIONAL) If you have PLENTY of products to offer, you might want to consider offering 2-3 membership levels, charging a different fee depending on the products' quality and features.
5. Write your membership site's sales letter.

## Marketing

Simply refer to the Marketing section under Public Domain Profit Strategy #2.

# Strategy #6:

## The Big Book Model

Now we're going to talk about how you can create a series of big books using my sixth Public Domain Profit Strategy and I think this is what many of you are going to like because we're going to talk about how you can command middle or high prices!

Not just sell for \$10 or \$20 e-books and sell low prices because your competitors are, in a way, forcing you to do the same by competing in price wars.

### Concept

Here's how this concept works: Basically just like creating an e-book that you would sell in volumes, you can create your own brand new series, under a new title, by combining several Public Domain reports into 1 book. Alternatively, you could create a book that's an anthology .

Don't get sucked in to the mindset that this is a "book with bonuses". It's not. You are providing an anthology, either by the same author or by authors around the same subject. The "Book with bonuses" mentality treats your business as a commodity. The trouble with that is that commodity-based sales are usually based on price, with the customer buying the cheapest version on offer. There's no concept of added-value. Think instead of offering a knowledge-based service.

A lot of people have never come across the concept of Public Domain materials - they aren't aware of the treasure-chest that exists either in the digital books stored online or in the old books often gathering dust on a shelf somewhere!

### Advantages

One advantage in doing the Big Book Model is that it's easier and faster to compile big books using a series of related Public Domain content and secondly, it's a fast and easy incentive to go middle or high ticket as generally newcomers, here in Internet Marketing (if you're

targeting Internet marketers) and potential customers in other areas often judge perceived value by the number of pages.

## Disadvantages

The only disadvantage that I can think of when attempting this model is that while compiling can be easy, you might have to face the task of rewording the combined books especially if they originate from different sources or different authors. Therefore you can expect an inconsistent command of language.

## What You Need

Now, here's what you need make this method work for you:

1. You need a small collection of Public Domain books all focused on one general topic.
2. As always you obviously need desktop publishing or word processing software and you need an E-cover designed for this e-book, piece of cake.
3. Hosting, domain name, auto responder and a way to accept payments online. It's all the usual, again all these have been discussed before.

## Profit Strategy – Step-by-Step

Let me lay out the step-by-step plan for you:

1. Create a new title for your big book and compile the Public Domain content you have into a series of large e-books spanning about 80 pages.

What I would do is create a number of chapters, each one written by a different author. Because it's Public Domain material you can do whatever you want with it. The huge benefit of having a different author for each chapter is that even if other people have reprinted one or more of the books you are using as source material, nobody else will have combined chapters in the way you have.

Even though you are using the work of several authors, it should all be about one topic. It can be general but, the more specific the better. Remember to check that the demand is there before creating the product, because there's no point going through the effort of product creation if there's no demand. Once you proofread your work and get an e-cover for it, convert your product to PDF format from Word document.

A variation of this would be to find several books by the same author and compile one book with different chapters from different books. This could act as a low price teaser for people. In it, you link to a mid or high price product, perhaps a training course, that uses more of the materials from the author's books.

2. Write your product sales letter and a sequential series of follow-up emails in text format. These sequential emails should be in text format that you load into your own auto responder. That way you can automatically follow up with your prospects that opt in to the basic product.

You can use more content from your Public Domain sources in those e-mails. The rule is to add value, by sending them good quality content, as well as promoting your mid and high price items. I would send several content-only e-mails before sending one containing sales material.

A tip: Space out the intervals with the first email to be sent immediately, the second one the next day and the third, two to three days later, and so on.

3. Create a way for people to opt in. Keep it simple - I recommend putting an opt-in box somewhere at the bottom of the sales letter so people read your sales letter in full before clicking away from it to opt in.

Now this is very important you want them to opt-in so that your auto responder can do the follow-up job automatically.

Of course you have to offer a good incentive for the prospect to part his email address to you. It can be a bonus report or hidden benefits or some secrets relating to your topic for example. And again, you can use Public Domain content - copy, paste, edit and you're good to go!

Why go to all of this bother with opt-ins and bonuses? Because, unless you have an existing list where people are used to buying from you, you need to build up their trust in you.

Let's just say you're selling a product on fishing. A big comprehensive guide on fly fishing. However, you have to deal with price resistance because people are thinking that \$97 is too much to pay at the moment. As there is no trust built yet, before he or she attempts to leave the page, you will want to have an opt-in box over there that has some kind of a way to pull him or her back.

By the way, the opposite is also true - if you really trust someone, you'll pay \$97 for their latest e-book because you know that if they're charging that much, it must be good! I just paid \$97 for an e-book by Jason Fladlien. Yes it's expensive but I trust him and have bought a lot of his products over the years.

He or she may not buy the product right away but they may buy once people are on your list they may buy in the future as the emails will be automatically sent at a certain interval. He or she may not need the product today, but maybe a few days down the line or a few weeks down the line depending on how you space out your auto responder intervals he will eventually buy your product.

Because you have taken the time to build trust, the people on your list will get to a place where they trust you.

Here's my simple formula here for you to follow, that comprises 4 steps:

**Connect** - you make the connection with the sales letter and the bonus offer for those who opt-in to your list.

**Engage** - you engage with them through the quality of your bonus for opting in. The bonus need not be very long, 15 - 20 pages is ample, but it must be the highest quality you can manage. It must leave people wanting to buy more of your products.

**Share** - you share more and more content with them through your autoresponder sequence, showing them that you are an expert and a source of quality content.

**Trust** - the result of the first 3 stages.

5. If you want to use affiliates, you need to set up your affiliate program and decide your commission payout. I recommend at least 50% and probably nearer 80% - at this stage in your business development, affiliates are for building your list so it doesn't matter if you give away most of the revenue from your initial product - you'll profit from the sales of the mid and high priced products.

## Marketing

Now to the marketing aspect for the 6th strategy. Actually, we've already covered a lot of this in the previous section with the 4 step formula and the autoresponder sequence.

So okay, now that we have that covered, once we have the sales letter, the e-cover and the product all set up we need to start marketing it and the life wire of this particular Public Domain profit strategy is affiliate programs.

If you are starting out, I recommend you use Warrior Forum, Clickbank, JVZoo or DigiResults.

Why? Because they each have a number of active affiliates who are continuously searching for new good products to sell.

If you are a little more experienced, you can recruit Joint venture (JV) partners and mailing list owners in your niche so you can recruit them to your affiliate program with perhaps extra special incentives like a higher commission payout, free product sampling or complimentary product access, it's up to you.

# Strategy #7:

## Sell Public Domain Products as PLR.

We're going to discuss how you can make money from selling reworked Public Domain products and sell with "No Restriction Public Domain Rights" or "Public Label and Master Rights". So this constitutes Public Domain Profit Strategy #7.

Wikipedia defines PLR as: " a license where the author sells most or all of the intellectual property rights to their work. The license is defined by the author of the work."

One of the huge criticisms of PLR is that it is sold to lots of people, who then resell it with minimal changes. As soon as a major piece of PLR is released by one of the reputable PLR websites, you'll find copies of it being sold all over the internet.

You are going to provide a slight twist to this. Many people that sell PLR with no restriction on usage are often just selling content that they, and thousands of others, bought as PLR.

Because you are using Public Domain material as your content, you are giving the hungry hordes of PLR buyers guaranteed fresh meat! And if you are sensible, you will restrict the number of licenses you sell to create scarcity, and drive up your price.

Another advantage will arise from the quality of your content - a lot of PLR is poorly written by people with only a basic grasp of the English language. Some of it is so poor it's unreadable.

Because you are using material from books and publications that were written by authors whose work had been edited by a professional, your work is guaranteed to be better quality.

Just be aware that a lot of the Public Domain source material written in the 19th and early 20th centuries will be in old-fashioned English.

Either edit it yourself or get someone to do it for you, to make sure the language is modern.

### Concept

The basic concept here is that there are always a lot of people looking for good quality PLR.

Your role is simple: to be a massive value-adder. You collect a variety of raw Public Domain content and add value to it by making it more user-friendly and/or more sellable commodities.

So in other words you're selling convenience. As I've already mentioned, in the PLR marketplace today there are many sellers who often whip up and sell PLR e-books and articles just as they bought them.

You on the other hand compile and rework Public Domain products and you offer more catchy titles, better reading format and any other room for improvement in the product that you can think of.

The most important thing is that you want to sell convenience of using the Public Domain products to the customers. And then you pull out the reworked selection of Public Domain products, usually e-books and sell them at mid-ticket prices, between \$50 and \$100.

Why can you charge so much? Because you also sell a licence that allow your customers to do anything they want with it. Optionally, you can allow your customers to receive a duplicated copy of your sales letter to help them to resell as soon as possible.

### Advantages

There are the advantages of using this particular technique like:

1. This strategy works best if you have access to buyers who are interested in instant products that they can use for their own. You may have your own list of such people or use a website like Warrior Forum where PLR always sells well.
2. You can make a lot of sales in a short time by tapping into the scarcity factor – that is limited quantity and limited time only. Make it clear you are limiting the number of PLR licences you are selling - this creates scarcity and reassures people the market won't be flooded with your product.



3. You can expect a viral resale and distribution effect in a short time from this strategy.
4. You can leverage the PLR sales by including links and adverts to your other products.

### Disadvantages

However, there are several disadvantages to pulling off this particular money-making tactic where creating and selling PLR is concerned.

1. First of all, you must do substantial rework and adding of value for the new PLR products to be distinguished from their former format. I know people do sell PLR material using Public Domain material in it's original format but I wouldn't recommend it.

You want to stand out from those with a "re-print and be damned" mentality.

2. There is some competition, using Public Domain content to create PLR. So at the very least, go to [CopyScape.com](http://CopyScape.com), put the content into the box and do a search to see if the content already exists, or, you can do this on Google.com as well, okay, to make sure that there's no duplicated content.

As your source material is Public Domain content, there's nothing wrong with putting out something that someone else has already released but it will damage your reputation - people will see you as a copycat supplier. Even worse, people will perceive your products as commodities and where commodity-based purchases are concerned, people will buy the cheapest.

You can get around this problem to a certain extent by editing the content, updating the language, putting your spin on the author's content, adding new graphics (also for the public domain).

Also, avoid the big titles that are in the Public Domain - you could re-release "Think and Grow Rich" by Napoleon Hill. As long as you find the original text, it is now in the Public Domain.

But others have already done it. Cheap reprints are all over Amazon and it would be tough to sell a \$70 PLR package of a book that can be bought cheaply.

A better idea would be to create “The New Think and Grow Rich” and add other content to it, adding value. Alternatively, “Living With Think and Grow Rich” could be full of practical ideas for applying the contents of the original book, as well as containing that original content.

Or “Don’t Think, Just grow Rich” could be all about the dangers of overthinking things and of procrastination!

4. Last but not least, while this still can be profitable in a short time, the problem is just that the life of this sale can be very short. Usually, in a span of 24 to 72 hours.

## What Do You Need

Now what you need is a collection of Public Domain content, publications and articles. Dig around a little and find material that is less well known (the Public Domain Treasure Chest gives you a lot of places to look).

Make sure the content really is in the Public Domain.

And remember that a lot of English words used almost 100 years ago is now obsolete so you have to be budget in the time to rework their English to be much more modern. Alternatively, you will need to factor in the cost of getting someone else to do it for you.

**Top Tip:** I hesitated about including this as it’s one of the keys to my success but what the heck - you can benefit from this too.

If you are looking to outsource the editing/re-writing work, don’t skimp by using someone whose English isn’t very good.

The trouble then becomes, if you look for someone from the USA, Canada, Australia, The UK etc, they can be very expensive.

Here's the tip: go to Elance and look for English native-speaking South Africans. Because the cost of living is much lower in South Africa, you can find extremely good writers who will work for \$8 - \$10 an hour!

You will also need domain name, hosting and a word-processing package but these are common to all strategies.

### Profit Strategy – Step-by-Step

Now, once you've pulled your resources all together, let's start the step-by-step strategy:

1. Find the Public Domain content you wish to use.
2. You can start adding value to these products in a few areas. Firstly, you can give it a more catchy title; you can create better-looking covers, perhaps using a Public Domain image.

Edit the language if necessary, to make it more modern. Optionally, you can write a sales letter for each product so that whoever buys the product from you doesn't have to write their own. remember, they will be in a hurry to resell so as to make a return on their investment in your product.

3. Remember to embed links to your other products but don't overdo it.
4. Write your main sales letters, offering the no-restriction Public Domain to these products. In other words, your customers can do just about anything with these products with no boundaries to the rights.

I've included sample PLR and Master Resell Rights licenses at the back of this manual.

5. You could also combine this method with a membership site, offering a couple or more new PLR products each month. If you do, then find a way to make sure that you don't just upload the contents to the site.

Otherwise, those who joined at month 6 will have access to the first 5 month's worth of contents, which is unfair to those who joined at the outset.

It will also stop those who join, download all of the content and leave, all in one month.

### **Marketing**

Now, the marketing method. The best method for marketing this particular strategy is to sell in limited quantities: from 50-200

This sale will primarily appeal to Internet marketers or resellers or PLR junkies. Create an e-mail list on your autoresponder just for them so you can build trust and let them know of new product releases.

# Strategy #8:

## Creating Multiple E-Book Series

This is the 8th and final Public Domain Profit Strategy, and it is the 'Multiple E-Books Series'. To begin with, you create a series of e-books of 20 to 30 pages each or more, with different titles that cover aspects revolving around your niche topic in general.

This used to be very time consuming, or expensive if you chose the outsource route. However, with Public Domain Content, this is a lot easier. All you do is take a book, split it into its chapters or a small group of chapters, and each becomes an e-book!

For example, if you're targeting the management market you can come up with e-book titles that touch on topics such as leadership, time management, how to relieve stress, dealing with people, etc. Or if you're a cook or chef you may consider creating a variety of e-book topics teaching Oriental and Western recipes.

The whole big picture about using this method is you want to corner the market in every area possible. Make sure that each book references all others in the series

You can do it by selling the e-books from your own site(s). Or you can create longer books (80 to 100 pages) and sell them via Kindle. This course is not about Kindle marketing but there's one tip I will give you.

If you are creating a series of Kindle books, make the first one free. The idea being that one people have read the free one, they will want to pay for the others in the series.

### Concept

Now, the strategy is to price each of the e-books at low price points selling each of them around \$10 - \$15 per book with personal use rights only. Personally, I'd charge even less for Kindle books.

So you're just targeting end users with no resell rights or anything like that. Now, here's the main killer for the strategy.

The main killer for this Public Domain profit strategy to work is that each of your e-books cross-promotes and cross-references to each other through the contents and even through your advertisements. Don't overdo it as this just annoys people, but one mention every 10 pages or so, of another book in the series, is fine.

You see this being done in popular offline, published books in a bookstore like the "Dummies" series and the "Idiot" series where each of the books will definitely cross-promote, cross-reference or make small mentions of each other books of the same series under the same house throughout the contents.

As an additional cash point, you can offer your customer an option to purchase other e-books in your series at a special discounted price before checking out. Before the customers check out, ask if they want to add other Ebooks to the shopping cart, and you will see the profits go up.

You can also take a leaf out of Amazon's book and set up a "Customers who bought 'X' also bought 'Y'" cross promotion.

### Advantages

1. Multiple Income Streams; the more e-books you create from Public Domain content the more opportunities for sales. Now, not only can you cross-promote each of your e-books, you can also do one-time offer specials to each of your customers to purchase a few more or all of your e-books series before checking out via the shopping cart or your merchant payment processor.

2. You can quickly establish expert credibility and visibility in your marketplace because you're already cornering all of the sub-niches within the main niche itself.

You can then use this to your advantage in selling high priced items, seminars etc.

### **Disadvantages**

The disadvantage though, is that even with the benefit of using Public Domain content to create a lot of ebooks almost quickly, the workload can be quite tedious.

And if you want to create a big series of ebooks upfront and require proper planning and mind-mapping. Begin your way towards creating a network of products with branding.

### **What You Need**

So what you'll need is that you need all of the same things that I first mentioned in Public Domain profit strategy #6. Plus, you need a rich collection of written Public Domain materials that revolves around your chosen niche.

And think widely so that you can cover as many of the sub-niches in your niche as possible.

### **Profit Strategy – Step-by-Step**

1. Compile a series of ebooks in your name from the Public Domain content you have gathered. Strive to compile at least 10 to 20 ebooks, though the more the better.

As crazy as the number sounds, the more ebooks you can produce in the series, the more profit options you have. And the more ebooks you can produce in a niche, the more people will perceive you as an authority, as an expert.

Now, here's a tip: think of creating a brand - brand all of the titles with your name or your brand. For example, look at John Delavera. He's got the product lines consisting of "Turbo" branding so he's always releasing products like Turbo PDF, Turbo Referrer, Turbo Big Bang, Turbo-everything, you see so everything is under Turbo branding.

Another one is Kevin Wilke from Nitro Marketing. So he's got this strong branding, calling products like Nitro BluePrint, Nitro Quattro, Nitro ShoppingCart. As you can see, everything is "Nitro".

2. As with all strategies, you need a quality e-cover for each of your e-books.

One way to do this is You to use a pattern or colour combination. For example, every book on the "Dummies" series is always yellow and black.

Or you can use a particular symbol on your covers, that everyone will come to associate with you.

3. Write a sales letter for each of your products. However, as now since your e-books are going to sell at low prices like \$10 to \$20, your sales copies don't have to be the same as if you were selling a \$1000 home study course. You don't have to write that at all, really. As long as it's simple, straight to the point, "Good is Good Enough".

If you want a high quality short course on the basics of copywriting, I highly recommend "Stopwatch Copywriting" by Jason Fladlien. It's only \$37 and much better than courses costing 10 times more. (The link is my affiliate link - I get paid an introducer's fee but that doesn't affect the price you pay).

4. Your personal website should act as a hub promoting all of your products. then, if at all possible, have a domain name for each series.

So, for example, if you've written a series of e-books on management, I can imagine your website as something like ManagementMastery.com. So you have:

ManagementMastery.com/managingpeople,  
ManagementMastery.com/delegation  
ManagementMastery.com/leadershipformula  
ManagementMastery.com/teambuilding  
etc



## Marketing

Where marketing is concerned, it's identical to the ones I've discussed in Public Domain Profit Strategy #6 – the comprehensive Big Book model.

Now, everything else being the same, you need to get affiliates to promote your product and maybe you want to do some search engine optimization to make some of the sub pages rank higher.

Okay, this concludes the eighth Public Domain profit strategy.

## Bonus Chapter - 25 Extra Strategies!

Having looked at 8 strategies in depth, here's a bonus for you - even more strategies for profiting from Public Domain content!

1. Print Manuals for a home study programme ('print' physical delivery);
2. CD-ROM based home study programmes ('audio' physical delivery);
3. Combine 1 and 2 for a higher priced product ('print' and 'audio' digital delivery);
4. Hard or soft-cover published book;
5. Ebooks and web site ('print' digital delivery);
6. MP3 files ('audio' digital delivery);
7. Disk or CD-ROM or DVD ('visual digital delivery);
8. Break up a book into a large number of articles - people always want articles for their websites.
9. Create a collection of quotes from famous and not so famous authors. You could then publish this as a book or create a piece of software that flashes a different quote every hour, day, whenever onto the computer screen.  
  
(Did you know that there's a plugin for Wordpress sites that you can load your own collection of quotes into and it puts them into your webpage's sidebar? It's called "Fancy Dolly". You could use quotes from Public Domain material in this plugin.)
10. Create a book on a topic with different chapters by different authors. You could go a stage further and place a link at the end of each chapter to a full version of each book, in pdf or audio book format.
11. Create a collection and sell it on CD or DvD. This works really well with Posters, old adverts, photos, films and radio shows.

12. Create mixed-media 'How to' courses. Just think how popular the 'Dummies' and 'Idiot's' guides are.

When Matt Furey published his wrestling course based on a former Burn's book that was in the public domain, he first just sold copies of the scanned book. He then turned it into a mixed-media course, with film footage of him doing every move. He could sell that for a lot more money, to people on his list who had bought the original book.

13. Use the content as the basis for workshops and seminars. Back to the Matt Furey example again, his third exploitation of the Farmer Burns book was to run expensive, exclusive, public seminars where he taught the content.

14. Create a "Tip of the Week" sequence for every week with content extracted from your Public Domain content. Each tip can link back to a product created in one of the first seven strategies listed in this chapter. Make sure that you keep the tips simple - one problem + one solution.

15. Combine a lot of material into a 'Vault' site. You can give your members ebooks, reports, videos, audios, articles and even blog posts... all of which you create out of your rewritten Public Domain content. You could sell each item in the vault separately, or give VIP access to the lot (for a high price, of course, but one that gives them a discount compared to buying each item individually).

16. Create a report or series of reports - look at [www.govspot.com/news/reports/](http://www.govspot.com/news/reports/) to find a great site for Public Domain reports.

17. Offer freelance writings services - businesses need authors who can write good quality content.

18. Set Up A Podcast Site. One of the hassles of podcasting regularly is finding content. With your new knowledge of the Public Domain, that problem evaporates! If you want to get serious about podcasting, I highly recommend Cliff Ravenscraft's blog. You'll learn a lot from his posts without having to spend any money!

19. Set up your online TV show. Gary Vaynerchuck built his wine empire by using simple video shows. Read his book "Crush It" for more details. Again, you will have content for a lot of shows as you can use your Public Domain content as scripts.

Strategies 18 and 19 will both work well with a partner, where you can interview each other, using Public Domain content as the answers to questions. It takes both a step beyond a single talking head show.

20. Flip websites. Find sites for sale (or contact the owner of a site that's been languishing for years) that get a lot of traffic or rank highly for keywords in your niche. Improve the site by adding content to it and perhaps doing some SEO, and then resell the site at a profit.

21. Either create your own SEO company or partner with an SEO specialist. You focus on providing high quality, keyword rich content from edited Public Domain content.

If doing SEO the right way is something that appeals to you, I highly recommend Bruce Clay's book on [SEO for Dummies](#).

22. Create an eBay store. The key is to provide high quality products at prices people can afford. And then promote like crazy and remember that marketing your store to attract a lot of customers is a marathon, not a sprint.

Therefore, do a lot of research before deciding on launching an eBay store. There are easier ways to make money but it could be a profitable addition to your income streams.

23. Piggyback Product Launches. A lot of people do this badly - they create product review sites without ever having bought the product. To me, that's unethical, but the choice is yours. And the bonuses they create to entice people to buy through their affiliate link is at best, mediocre.

Because of your Public Domain material, you can offer high quality bonuses. In addition, create content for Youtube and other trusted Web 2.0 sites and leverage their SEO influence with the search engines.

24. Create and sell turnkey business websites. A lot of internet marketing people are lazy - they's love a "business in a box" where all of the key components are in place for them.

These would include a content-rich website and blog, a reports to generate traffic, possibly affiliate or their own products to promote, graphics, marketing tools, all of which you can create with Public Domain content.

**25.** Offer an online mentoring or coaching programme. Create a step-by-step system for solving a particular problem. Sell it to a restricted number of people as a group mentoring or coaching programme.

## Closing: Final Words

I trust that by now, you know all of what it takes to make wild profits from Public Domain content and use it to your advantage in starting, building and expanding your Online Empire.

I have focused on Public Domain books as that's where my interest lies. However, the same approaches can be used with Public Domain Films, Radio Shows, Posters, Comics, Photographs - in short, any content of any kind that is both in the Public Domain and for which there is a demand.

You are now armed with more creative ideas to produce multiple low, middle and high ticket products and memberships in a totally unique manner.

On a closing note, I wish you all the best in your endeavours and remember: these Public Domain Profit Strategies work best when you combine them together or even mix and match. The more strategies you use, the more profitable it is!

## **Annex 1. Master Resale Rights - Customer Sample Licence**

This is a sample license and you can vary the conditions as you wish.

“Under no circumstances are you allowed to give away the Source files and you May NOT grant the Right to Sell or Give Away Source Files or PLR to your Customers.

### **YOUR RIGHTS TO THE MRR PACKAGE:**

[YES] Can be part of a paid Membership Site

[YES] Can be Packaged with other paid products

[YES] Can be offered as a Bonus to a paid product

[YES] Can be sold

[NO] Can sell MRR (Master Resale Rights)

[NO] Can edit completely and put Your Name put on them

[NO] Can claim yourself as Author

[NO] Can be used as web content

[NO] Can be broken down into new articles

[NO] Can be packaged into ebooks or new products

[NO] Can do Absolutely Anything You Want with Your Compiled PDFs”

## Annex 2. Public Label Rights - Customer Sample Licence

This is a sample licence and you can vary the conditions as you wish.

“Yes - Can become the author

Yes - Can edit the contents

Yes - Can be broken down into articles

Yes - Can be used as web content

Yes - Can sell

Yes - Can be included into a paid package

Yes - Can be used as a bonus

Yes - Can be added to a paid membership

Yes - Can be used as a PDF or eBook and collect leads for opt-in

Yes - Can sell basic or master resell rights

Yes - Can sell private label rights

Yes - Can be published offline

No - Can give away private label rights

No - Can be added to a free membership site”