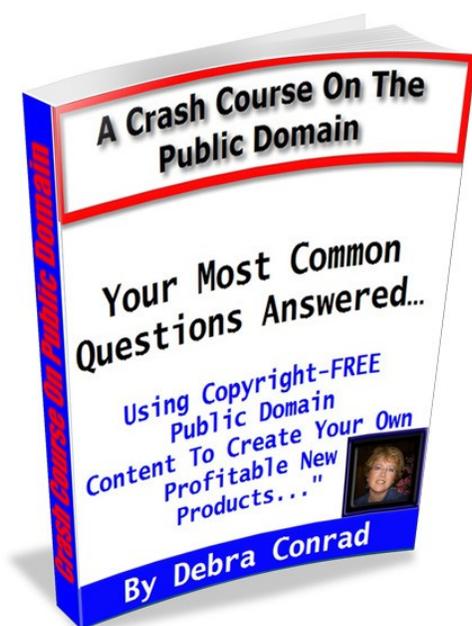


“A Crash Course On The Public Domain - (Some Of) Your Most Common Questions Answered...”



Brought to you by

Debra Conrad

<http://www.PublicDomainTreasureHunter.com>

Thought Rocket Publishing

**Chameleon Computer Services Inc.
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Public Domain Treasure Hunter's Questions Answered

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As you are reading along you will most likely notice that this publication (as with most of our publications), is chock full of "typos" and grammar errors. We are very aware that these errors exist and we choose to leave them in place on purpose as many readers enjoy hunting for these typos and spelling mistakes. Who are we to make them feel left out? Therefore, we feel that these errors **MUST** be left in place to ensure that **EVERYONE** has a pleasant and rewarding reading experience. Thank you for understanding!~ **The Publishers**

Public Domain Treasure Hunter's Questions Answered

Letter from the Author



Hi... It's Debra Conrad (in case you didn't know that already) :)

I'm so happy that you have taken the first step in your "education" about using Public Domain content.

Get a pen and notebook... you are about to get the ride of your online business career!

Buried in secret nooks and crannies all over the World Wide Web, are *millions* of pages of content that is free for you to use.

Those lucky treasure hunters that are privy to this secret know that a vast, untold wealth of content treasure is freely available and ready to be plundered with just a few clicks of the mighty *mouse*.

This treasure trove of content is patiently waiting for you - *ready to be used in any way you can imagine* - without having to pay the original authors any compensation or give one line of credit (unless you choose to).

It's yours for the taking!

A massive amount of copyright-free and royalty-free material is online – books, photographs, drawings, films, animations, music, you name it – it's out there! I like to call these secret collections of public domain gold “**Hidden Treasures**”.

To find these hidden treasures, you need a special kind of map – *a map created by true public domain treasure hunters*, left behind for other hunters to follow along in their footsteps.

You will no longer have to fruitlessly browse the internet searching for the "free" content you need for your new product or website. I've sailed ahead and discovered all of the best online treasure troves for you, leaving a map behind so that you can follow my path!

Be wary! This map is not intended for use by anyone that doesn't yet know the basics of finding and using Public Domain content. **You still need to have the basics under your belt.**

If you don't have a clue what the public domain is (or even what it means), then I'm here to help.

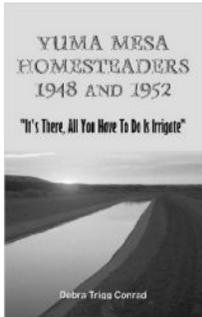
Public Domain Treasure Hunter's Questions Answered



And Now A Bit About Debra Conrad...

I am not a writer... I got straight C's in college from my English teachers. I have the gift of gab and a creative mind... but that isn't what good literary writing requires.

Sometime in 2005 a local historical group decided that I should author a book about the history of the [Yuma Mesa Homesteaders](#). Why they thought I could write a book... is still a mystery.



I finally decided that I could write about half the book using Public Domain material. The other half is actual stories written by the Homesteaders themselves.

This is about the time I fell in love with all things Public Domain... but didn't find my real calling to use it until Jan - 2008. I found that I could use Public Domain material to fill my blogs with unusual and relevant content as well as create products that would be profitable.

Public Domain material has saved my butt more times than I can count.

I am now creating products and blog content using public domain material to prove the point that you don't have to be a "guru" to make a living with blogs and your own products.

I'm also publishing on these formats:

Amazon CreateSpace
Amazon Kindle
Barns and Noble Nook

I encourage you to join me in my journeys,

Debra

Introduction

I just love the idea of creating and selling high demand information products on the internet...

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Public Domain Treasure Hunter's Questions Answered

The key point here is "Idea".

It's easy to come up with so many ideas for products, but the challenge sometimes is transforming these ideas into reality.

Let's face it - it takes time and work to create products.

I don't care what any "guru" tells you - there's always some hard work involved. It's not digging ditches type of "hard work"...but you still have to put in a lot of time, effort and focus. If the idea just stays an idea it will never make one cent of profit.

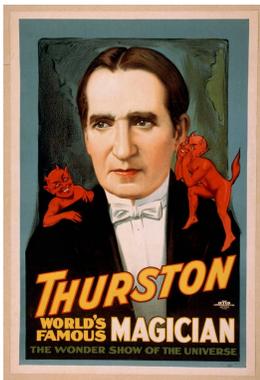
Several years ago I went on the hunt for an easier way. Wouldn't you love to find that "easy button" that would just magically take your ideas and instantly turn them into products ready to sell? How cool would that be???

Well... I won't ever tell you that I found an "Easy Button" anymore. I know from personal experience that an online business is a "business" and it takes work.

Anyway... I stumbled across the idea of using other people's time, effort and talent for my own personal gain. It's pretty simple really. When I learned that millions of books were no longer copyright protected... it was like a great big door to the library had been opened just for me to walk right in and take any book I wanted.

I can now take any number of books, mash up the content to create an "in demand product" and have unique products ready to sell in less time than it will take most writers to create an outline.

Does This Sound Possible To You? Or Just Hocus-Pocus?



How would you like to be able to have a never-ending supply of content - **millions and millions of pages of content** - and never have to pay one cent in royalties or copyright fees and use it to create products that you can sell over and over again keeping **100%** of the profits?

I'm talking about over 85 million books, tons of artwork, photographs, films, and music - **literally millions and millions of copyright-free works** covering every subject imaginable, all of which you can use to create your own freebie reports or products.

The crazy thing is that most people have never even heard of this vast treasure or if they have heard of it, they really don't understand the enormous potential that lies within.

Information Publishers and Entrepreneurs in the know have been using this secret treasure to make themselves wealthy for years....

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Public Domain Treasure Hunter's Questions Answered

Yeah, that's right – I'm talking about the Public Domain.

It's like having an army of **ghost writers** at your disposal cranking out millions and millions of pages of killer valuable content night and day and you don't have to pay them a dime ever! And I'm not just talking about books and articles either. We're talking music, motion pictures, animations, audio recordings, artwork, photographs - all sorts of things!

Insiders have been using these incredibly valuable works to create all sorts of products and have been making hundreds of thousands of dollars, if not millions in some cases, with them year after year.

I'm talking about stuff that you can use to create:

- **e-books,**
- printed books and manuals,
- **audio programs,**
- videos,
- **clothing like T-shirts and hats,**
- other physical products like coffee mugs,
- **mouse pads,**
- framed artwork prints -
- **literally anything you can imagine!**

Within the pages of this book, you'll discover the answers to many of the most common questions regarding the Public Domain and **how to use copyright-free material to create your own profit-generating products faster than you ever dreamed possible!**

You're in for a *wild* adventure so let's get going!

Public Domain Treasure Hunter's Questions Answered

“A Crash Course On The Public Domain - (Some Of) Your Most Common Questions Answered...”

What Is The Heck Is Public Domain Anyway And Why Should It Matter To Me?

According to Webster's Dictionary, Public Domain refers to “the realm embracing property rights that belong to the community at large, are unprotected by copyright or patent, and are subject to appropriation by anyone”

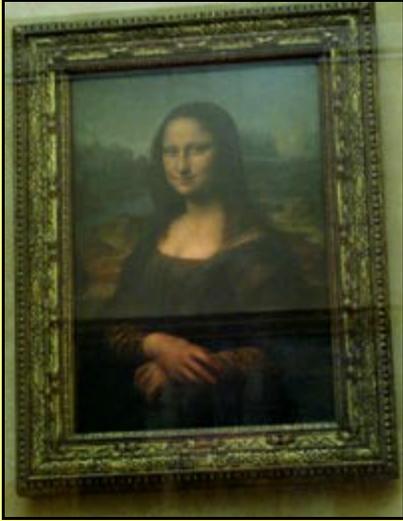
Here's my definition as it relates to us as information publishers and online entrepreneurs:

“The Public Domain is a huge body of works in the form of written books, courses, articles, images, films, and all sorts of other intellectual properties that have for one reason or another lapsed from copyright protection meaning that we as individuals can take them and use them in anyway we see fit both legally and morally for the purposes of repackaging the works and selling them for profit.”

The **term public domain is just a term** used to describe the *millions* of works that have been produced over the last century that no longer have copyright protection.

The public domain inherently encompasses all creative works and other mediums of information that are not protected by copyright law.

Public Domain Treasure Hunter's Questions Answered



Note: In this case, 'work' refers to anything that can possibly be published and sold. Thus a work could be a book, a course, an instruction manual, music, movies, photographs, reports, recipes, ideas, inventions and lots more.

Example: The famous Mona Lisa, painted by that great artist Leonardo da Vinci has the potential to fall under the public domain. In the same vein, Beethoven's 5th Symphony would also be considered in the public domain.

John Reese's Traffic Secrets course, however, is definitely not public domain (although the ideas and techniques used within them are).

When a work is no longer protected because the copyright has expired, anyone can take that work and do whatever they want with it legally.

For instance, when a book is first published in the U.S. it is protected by copyright laws so that no one else can take that same work and publish it as their own product. The owner of the copyright for the work is automatically granted certain exclusive private rights to the work and the owner alone has control over how the work is presented and distributed.

Anyone caught in violation of copyright laws is said to have committed copyright infringement and will most likely end up in court very quickly.

Copyrighted works are protected for a certain number of years and then eventually the copyrights expire and the work falls into the public domain. *Then the work is no longer protected by copyright and anyone can do anything they want with the work without having to worry about getting sued or landing themselves into legal trouble.*

Copyright Laws can be very complicated as they have had a very dynamic history in both the U.S. and abroad. The copyright laws that are applied to a work can change radically depending on what year the work was first published and what country the work was published in.

Public Domain Treasure Hunter's Questions Answered

How does something become 'Public Domain'?

To understand the Public Domain, you must know how any work can potentially fall into the Public Domain. In fact, there are several ways a work can become public domain, and some of these are listed below:

- **The work was created and published before there *were* copyright laws.** This distinction is very important and is the sole reason why the works of Shakespeare are considered public domain while Darwin's ground-breaking book, Origin of Species, is protected by copyright.
- **The work cannot *be* copyrighted.** This includes things such as ideas, facts, theories, mathematical or scientific formulas, and also simple things like a list of ingredients or components. Therefore you cannot copyright the Theory of Relativity, or the knowledge of how to make a Molotov Cocktail, a type of a home-made bomb (don't ask us why we know that).

Note: Some copyright laws (for example the US copyright law) forbid certain types of work from being copyrighted. This includes the examples mentioned above, as well as government publications.

- **The work is a publication by the government, related agencies and/or officials.** Specifically, the US copyright law prevents such publications from being 'copyrighted' (this has a lot to do with the definition of copyright and copyrightable work) and thus they are directly part of the public domain.
- **The work's copyright protection has expired (and not been renewed).** It is quite possible to find works published as late as 1963 whose copyright has expired and has not been renewed under current copyright laws.
- **The work was never copyrighted** – This is a tricky issue. Logically, if a person publishing his work does not acquire copyright, then by reason it is automatically part of the public domain.
- The copyright owner dedicated the work into the public domain. This is more common than you think. An often-quoted example is that of freeware software or freely distributed source code. Sometimes artists tend to dedicate their work to the public domain as well. Many bloggers are even donating their writings to the public domain these days!

Public Domain Treasure Hunter's Questions Answered

Why Are Public Domain Works Profitable?

The most important thing about public domain works is that **anyone can use them to create products of their own**, either through re-packaging, or from a derivative work.

Note: A derivative work is, according to copyright law, an artistic creation that includes aspects of work previously created and protected. Derivative works of copyright-protected works are prohibited by law, unless a specific permission is acquired by the author / copyright holder. Since commercial use of a work in the public domain is *not* protected by copyright law, creating a derivative work out of the public domain is commercially legal.

Since you are free to use information / works from the public domain and use them either personally or commercially without restrictions, the possibility of profiting from public domain works is immediate and very real.

Public Domain works are profitable because:

- Many public domain works **include (nearly) timeless and entirely relevant information** on wildly popular 'interests' such as making money, self-improvement, writing, playing sports, interpreting dreams, astrology, public speaking, entrepreneurship, recipes and lots more.
- **The information is immediately usable** – for many public domain works all you need to do is to simply do some minor editing, re-package the knowledge into a medium of your liking (we discuss this in more detail a little later) and then sell it.

Of course, you can also produce derivative works, but the power of immediate re-usability is one of the primary reasons many people are attracted to the public domain.

- **There is an abundance of such information.** We're talking about publications that span over a century, and maybe even more than that when you take into account classic works that were published before copyright law even existed.
- Use of a particular public domain work by someone else does not mean that you cannot use that same public domain work for your own commercial purpose.

In other words, you can use the SAME public domain resources that someone else has used, and restructure them to suit your commercial venture.

Public Domain Treasure Hunter's Questions Answered

- *This is the real strength of the public domain* – the information is not a resource that is ‘used up’ over time – in fact as more and more people begin to embrace the ‘free information’ movement (and the open source movement in software development), you will find that the public domain will only increase in size over time.
- **Public Domain works are in diverse mediums.** You have software, books, instruction manuals, photographs, music and even government publications. Any and all of these mediums can be used to generate specific and different types of selling opportunities.
- **Public Domain works are not restricted in the format they are stored.** Thus you can convert a book on interpreting dreams into an audio course, or create a website around a book on public speaking. This is more of a ‘how to profit from public domain works’ feature, but it’s important enough to note here.

Isn't Everything On The Internet In The Public Domain And Free For The Taking?

It seems that many people believe that everything on the Internet is in the Public Domain and that they can use everything and anything that they find on the Internet for any purpose they want.

Wrong!

It's amazing how many people believe this. A friend of mine used to believe this himself until he got himself in big trouble really early in his career (that's a story for another day!). – **For now consider the following warning: Don't use anything off the internet unless you have done the research to clear it *first!***

Even content that is posted on the internet in the form of text and images is in most cases protected by copyright laws and there are very, very stiff penalties for the illegal use of such things.

Sure, you know as well as we do that you can download illegally copied music and movies all day long from the internet but believe me, you don't want to get caught trying to sell this stuff and you certainly don't want to attempt to build a business off of illegally copied works!

You can't just copy other people's stuff off of the internet and expect not to get into legal hot water. Go ahead and try it – You'll start getting these really fun letters with words like “**Cease and Desist**” in them. It's no fun at all.

Public Domain Treasure Hunter's Questions Answered

You can never build a true information publishing business with any degree of long term success by stealing other people's copyright protected works. It just isn't going to happen.

Build a business that you can be proud of by creating good quality products that you have legal rights to. Don't try to illegally use other people's stuff – it's just not worth it especially when there are literally millions and millions of pages of great undiscovered material just waiting for you in the public domain.

What Kinds of Things Can Be Found Within the Public Domain?

You name it – it's out there just waiting to be found! Some things are harder to find... or take a bit of thinking-outside-the-box to locate, but there's an almost unlimited supply of material to pull from!

Just imagine - over a centuries worth of intellectual properties at your disposal! Do you have any idea of how many books have been published in the United States alone in just the last 100 years? We are talking millions of books on just about any subject you can think of.

And the exciting part is this - of the hundreds of thousands of works published between 1923 and 1963, only roughly 15% had their copyrights renewed.

This means that around 85% of all works published between 1923 And 1963 are up for grabs!

That's millions of pages of material that you can use to create your own outrageously profitable multi-media information publishing empire...faster than you ever dreamed possible....

You'll find tons of images and artwork, films, music, books, and other written, visual, and auditory items of all kinds!

For now just realize this – The public domain is the best thing to ever happen to information publishing and your online business!

The public domain is a huge untapped goldmine of content that *you can utilize anyway you want*. Millions of works are your for the taking – you just have to know how.

In my business, I focus mostly on finding how-to books that have fallen into the public domain because those are what lend themselves easily to being republished as information products.

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Public Domain Treasure Hunter's Questions Answered

EXAMPLE: Let's say that you wanted to create an information product or a website on dog training. Now, there are millions of different subjects that you could choose from, this is just one example.

You could spend the next year trying to write everything yourself or.....

You could find an available public domain work or collection of works on the subject of dog training and have all of the content that you would need to create your info product or website quickly and easily **without having to write a word yourself!**

And not only that, but you don't even have to know much of anything about the subject. When you write a book yourself you *have* to be an expert on the subject you are writing about.

How can you write about something you know nothing about?

When you use public domain material you don't have to be the expert – all of the hard work has already been done for you – you are using the work that an expert has already done for you to create a new product.

Never before has there been a quicker or easier way of creating your own information products. It's like having an army of writers at your disposal. You can instantly grab all of the material you need on virtually any subject you can imagine just by plundering the hidden vaults of the public domain.

No more spending months slaving over your keyboard, no more having to pay ghost-writers ridiculously high fees to write for you. Are you starting to understand the true power of the public domain?

I'm not just talking about a bunch of dusty, useless old books here.

I am talking about the keys to cranking out your own hot-selling info products very quickly by using work that has already been *done for you by experts on their subjects that you can legally steal.*

And the thing is – hardly anybody knows about this! Or, if they do know about it they don't really know how to go about using it properly.

Why Would Anything So Old Be Worth Anything Today?

Many people have the misconception that anything old, (i.e. old enough to have had its copyright protection expire) isn't worth anything today. They think there's no way anyone would be interested in something that was written 50 years ago.

Public Domain Treasure Hunter's Questions Answered

I love this one because **it's just not true** and people that think this way have blinders on that keep them from seeing the *enormous potential* of public domain material.

These same people think that a work written before 1923 won't have any relevance today and you may feel the same way, however here is the truth of the matter:

Ever since the beginning of time, mankind has been dealing with essentially the same issues no matter how far we think we have advanced.

It makes no difference whether you were born in 1874 or 1974 you still essentially have the same problems to solve and challenges to overcome. For instance, you may want to:

- **Learn ways to raise your kids better**
- Learn how to improve your relationship with your spouse or other loved ones
- **Learn how to become more successful in your business dealings**
- Learn how to make more money or how to handle your finances better
- **Learn how to save time by doing certain things more efficiently**
- Learn how to do something quicker and easier than you can do it now, thereby avoiding effort.

You get the idea. We're not that different really than we were 100 years ago. There are still today millions of people on the internet searching for ideas that will help them improve their marriages, or help them advance in their careers, or help them achieve a better quality of life physically, spiritually, and emotionally.

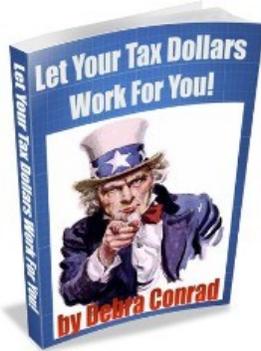
Sure, fads come and go. Nobody cares about hula hoops anymore, (well... they might care, but it probably wouldn't be a best seller) but there are lots of timeless "evergreen" subjects that people pursued way back that are still pursued today.

There weren't such things as computers or digital cameras back in 1935 so you won't find any books written about them from back then but there are plenty of ideas that you will find that can be very easily carried over into the digital age.

Public Domain Treasure Hunter's Questions Answered

What are chat rooms and blogs if nothing more than just more modern mediums for human communication?

Plus - the US Government produces work every day about all sorts of current issues... Really. It's *almost all* free to use!



[Let Your Tax Dollars Work For You](#)

Much of what lies on the realm of public domain is still relevant today.

For the purposes of information publishing it must be understood that I am speaking exclusively of non-fiction works - not fiction. You probably won't turn much of a profit by republishing fiction books (although there are some exceptions to this).

For instance, any type of "how-to" book could potentially be a goldmine if positioned properly.

How-to type books are where the money is at – these sell really, really well as long as there is a demand in the marketplace for the subject of the book. *How-to books are the easiest type of books to repackage as information products.*

By how-to books I'm referring to any book or course that takes a specific topic and breaks it down into step-by-step detail, with or without lots of pictures, and shows the reader how to do something they are interested in.

Here are some examples of how-to type books:

- **How to improve your fly-fishing skills**
- How to grow a vegetable garden
- **How to play the guitar**
- How to improve your golf swing

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Public Domain Treasure Hunter's Questions Answered

- **How to boost your self-confidence**
- How to make money in the stock market
- **How to train your dog**

The more specific the topic, the better. For instance:

- **How to take 3 strokes off of your golf game by improving your swing**
- How to get your dog to stop barking all night long
- **How to grow 10 pound tomatoes in your own backyard**

People love step-by-step instruction showing them how to do something they are interested in. In my opinion, being able to provide this how-to type of information is the key to success in information publishing.

Of course, before you try to start marketing a book on “How to grow 10 pound tomatoes in your own backyard” **you have to make sure that there is a hungry market for that topic.**

The point I am trying to make here is that there are hundreds of thousands of great how-to books in the Public Domain that can be republished for profit right now and sold to an almost unlimited number of niche markets.

People have been dealing with the same basic issues for centuries and writers have been writing about how to deal with these same basic issues for centuries. You have a large body of work that you can pull from to help people solve their problems.

You can always **update it, freshen it up a bit, and put your own spin on it** - but either way most of the heavy lifting has already been done for you – take advantage of that.

Public Domain Treasure Hunter's Questions Answered

What Kinds Of Products Can I Create Using Public Domain Material?

There are countless ways that you can make money with public domain works and there really is no limit to the amount of products you can create. In many cases you can even create a variety of different products from the same public domain work!

This section looks not only at a comprehensive list of ways to generate cash from public domain works. It also outlines a pattern for you to create your own ways of earning money from the public domain.

I'm just showing you a few ideas to give you an idea of the countless possibilities:

- **Re-publish public domain content** – A lot of the information is relevant today. Books on cooking and recipes, public speaking, hobbies and learning languages all contain knowledge that is applicable to our time (50 or 60 years doesn't change the way you interpret astrological signs, for example).

All you need to do is to find the relevant public domain work, re-package it according to your needs and then create a business model around it.

- **Use Public Domain as a source of content for your website.** Whether you want to start a membership website or just an informational website that earns money through advertising and affiliate revenue, the important thing is that you won't have to wait for months to create the content – it's ready for you to use immediately.
- **Create a derivative work** – Use the public domain work to spawn targeted, niche-relevant products by creating your own product around it.
- **Change the format of the public domain work** – create an audio course for a how-to-manual to increase the 'perceived value' of the product so you can make more money off of the same information.
- **Release the product in multiple, complimentary mediums.** This is a combination of the above two ideas – You can teach a course using audio CDs, instructional watch-and-learn DVDs and package a learning manual together to make a killer course that is a physical product instead of allowing people to simply download an ebook. This immediately raises the perceived value of the product.

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Public Domain Treasure Hunter's Questions Answered

This is just the tip of the iceberg. There are dozens and dozens of concrete examples of using public domain works within your business, either to supplement your business model or to create a new income stream.

Example:

Let's say you find a book titled '**The Art of Playing Poker**' from 1960 that you've checked and now know is free of copyright and is firmly in the public domain. What should you do with it?

Your first step would be of course to have it scanned (via an OCR service) and converted into an editable format such as MS Word or even simple text files.

Next, you would decide on what you actually want to do with the product. Let's say this is your first business venture and **you're interested in getting started FAST** and want to see some results before you dedicate more time and money to this idea.

So what do you do?

This is just the beginning.... to get the rest of this free report answering more of your questions about Public Domain sign up here:

[Public Domain Crash Course](#)

For now, remember this:

The Public Domain is *far* wider, and *far* deeper an ocean than you think (and the Internet Marketing gurus would have you believe).

Warmly,



THAT Public Domain Diva