<table>
<thead>
<tr>
<th>Page</th>
<th>Report Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>42 Stealth Product Creation Strategies Using Public Domain Resources</td>
</tr>
<tr>
<td>29</td>
<td>50 Ways to Sell Public Domain Products on eBay</td>
</tr>
<tr>
<td>42</td>
<td>The Report Factory</td>
</tr>
<tr>
<td>76</td>
<td>Public Domain Video: Taking It to the Next Level</td>
</tr>
<tr>
<td>96</td>
<td>The Power of the &quot;N&quot; Word</td>
</tr>
<tr>
<td>125</td>
<td>Finding Public Domain Works in Other Languages</td>
</tr>
<tr>
<td>130</td>
<td>Expanding Your Uses of the Public Domain</td>
</tr>
<tr>
<td>138</td>
<td>Photoshop Tricks in Public Domain Product Creation</td>
</tr>
<tr>
<td>151</td>
<td>More Photoshop Tricks in Public Domain Product Creation</td>
</tr>
<tr>
<td>165</td>
<td>The Public Domain on Your Nintendo DS?</td>
</tr>
<tr>
<td>168</td>
<td>Discovering Public Domain Comics</td>
</tr>
<tr>
<td>170</td>
<td>Amazon’s Public Domain Cash-in And What It Means for You!</td>
</tr>
<tr>
<td>192</td>
<td>Understanding the Importance of Market Adaptability</td>
</tr>
<tr>
<td>199</td>
<td>A Local Community’s $7,000 Public Domain Secret</td>
</tr>
</tbody>
</table>
FORTY-TWO STEALTH PRODUCT CREATION STRATEGIES USING Public Domain RESOURCES
e-books, printed books, dvds, cds, e-zines, adsense videos, audio books, screenplays, collections, quotes, posters, t-shirts, how-to guides, workbooks, wiki sites, membership sites, newsletters, autoresponder series, theater productions and much, much, more...

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www.publicdomainblog.com

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This is NOT a free e-book. It is for personal use only. It cannot be given away in any form and cannot be sold or offered as a bonus.
Using Public Domain content to help build your online or offline business provides numerous opportunities for expanding your reach into virtually any niche market. It also can explode your income in ways that you may not even be considering.

Public Domain resources are available from nearly every primary media category including books, magazines, newspapers, government materials, photographs, artwork, movies, audio recordings, ephemera and software. In this report, I take a look at 42 different ways to use available Public Domain works to expand your online or offline business.

- **Republish content as-is in print form**
  You can easily republish public domain books into print for using print-on-demand technology. Scan the existing book pages to print as-is, or have the text transcribed or converted into text using OCR.

  *Example:* *Think and Grow Rich* by Napoleon Hill has been republished dozens of times by different individuals and companies.

- **Republish content as-is as a downloadable e-book**
  Republishing public domain books as e-books uses the same basic techniques used for producing print versions. Scan the existing book pages as-is, or have the text transcribed or converted into text using OCR.

  *Example:* *Gutenberg.org* is an online leader in moving public domain books into electronic form.
• Republish content as-is along with other books on CD/DVD
If you have ever searched for books on eBay, you have no doubt seen collections of books for sale on CD. While some vendors offer thousands of books on one CD or DVD for a couple bucks, smart vendors are selling niche-driven collections for higher prices.

**Example:** B & R Samizdat ([www.samizdat.com](http://www.samizdat.com)) provides an excellent example of what can be done (and done well) with public domain book collections.

• Use content to develop Study Course with workbook
Why not take that favorite public domain book and write questions or exercises for the end of each chapter or for a separate workbook or study guide? This is an excellent way to breathe new life into a classic book.

**Example:** A number of public domain self-help books such as *As a Man Thinketh* by James Allen have been enhanced in this way with great success.

• Use portions of different books to create new thematic “collection” book
Using related or themed sections from a variety of public domain books is a great way to produce fresh, new materials for sale. By drawing from a number of titles, you increase the value of the collection and gain credibility from the “masters.”

**Example:** The book *Great Speeches by Native Americans* published by Dover Publications features a collection of speeches by Native American leaders that were excerpted from a variety of public domain books.
• **Update or rewrite material for new product**

In can be much easier to write or develop a new book if you have an existing foundation and public domain books can provide that for you. You can use this method to create new products by:

a. Updating archaic or outdated language, facts or dates
b. Using the table of contents as an outline for developing your new book
c. Rewriting the existing text so that it reflects more of your own personality

**Example:** Sun Tsu’s *Art of War* has been rewritten into a number of excellent, updated new books, including *The Art of War for the 21st Century* by Dan Lok.

• **Use content to develop a How-to Course**

There are many classic “how-to” courses that are available in the public domain. I’ve found them on a wide variety of topics from how to speak in public to how to prepare a deer hide to make leather. Many of these can easily be updated for use as part of a high-end information product package.

**Example:** A number of individuals have used the book, *The Master Key System* by Charles Haanel as an excellent, modern-day how-to course.

• **Book-based How-to Courses or Training Classes on DVD**

In the last example, we talked about using classic public domain “how-to” courses to develop new, updated products. The best way to take this to the next level is with video. By videotaping the processes outlined in the “how-to” book, you add huge value to your new product. And with today’s digital technology, it is becoming simple to step up to this next level of product.
**Example:** I recently helped a friend who is a massage therapist take a classic book on Swedish Massage and develop it into an instruction video course.

- **Use content to develop Mini-Course autoresponder**
  Finding and using a niche-focused public domain book as an autoresponder series on your webpage can be a great way to draw traffic to your site, add value to your message and build your mailing list. People love free stuff and using an excellent resource like a public domain book can add credibility to you and your product line.

  **Example:** You could easily take a public domain book on horse grooming techniques and use each chapter as a new message in your “Horse Care” autoresponder series.

- **Use content to develop Homeschooling curriculum or supplements**
  There is tremendous value for education to be found in many of the books currently in the public domain. While you will not find information on the latest fads or technologies, many books that were considered “ahead of their time” or just plain “out there” are now providing foundations for some of today’s hottest topics. There is also a high value in many of the more historically accurate accounts of the past, compared to many of the “overviews” used in today’s classrooms.

  **Example:** A quick trip to an educational store will show you the value and growing use of public domain books in the education marketplace—especially when it comes to classic literature and historical texts.

- **Use excerpts to make Quotes book**
  Quotes are a quick and powerful way to make or validate a point on your website, in your book, when you speak, etc. Having a collection of niche-related quotes can make for an extremely valuable and profitable
resource, especially because it saves time and effort for the researcher. The Public Domain is a fantastic resource for not only making your own collection of quotes, but also for rediscovering some powerful quote collections from the past.

**Example:** The self-help and business markets have seen (and have taken advantage of) the benefit of using quotes. Here is a great example I used in “The Public Domain Code Book”… “Books are the treasured wealth of the world and the fit inheritance of generations and nations.” —Henry David Thoreau

- **Record reading as an audio book**
  Using audio is a powerful way to create new products and caters to the busy lifestyle that describes many people. By reading your favorite Public Domain books, you are creating a higher value resource than by just offering the book alone. Then, you can offer the files as podcasts, as downloadable MP3s or as audio CDs…or all the above. If you have a computer and a microphone, you’re set.

  **Example:** Take the Public Domain books you are already selling and record them to use as an upsell or as a new audio-based membership site.

- **Use content as e-zine articles**
  It can be extremely challenging to write new content on an ongoing basis for your e-zine. Public Domain content makes for an excellent supplement to your existing or original content. You can also use the content to submit to article sites to help drive traffic back to your primary sales page.

  **Example:** The US Government offers millions of pages of content (all in the Public Domain) that would make for excellent additions to your e-zine on a broad variety of topics including real estate, health, credit and debt help and other hot topics.

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• **Use content for blog postings**
  How many of you have all the time in the world to write ongoing, fresh content for your blog. Imagine drawing from a relevant Public Domain resource, then copying and pasting a few paragraphs at a time to provide your readers with the content they’re looking for. Public Domain books also make an excellent resource for those of you building “blogging empires” for Adsense revenue.

  **Example:** How about taking a Public Domain recipe book and posting a new recipe every day from it on your cooking blog? This would be a great way to discover and provide fresh, “new” dishes for your readers to try on their own. Plus it builds your blog as the source for great recipes (or craft ideas, tax tips, real estate tricks, pet care ideas, success insights, etc.).

• **Use excerpts along with images or video to create viral movies**
  With the growing popularity of YouTube, Google Video and other video-share sites, the opportunities are nearly endless what can be done with Public Domain in this media. Use clips from Public Domain movies or documentaries, photographs, quotes, poems, etc. to make your own viral video to get traffic to your site.

  **Example:** One of the best examples I’ve seen of using Public Domain content in viral movies is Morgan Westerman’s “The Interview With God” (www.theinterviewwithgod.com) video. Based on a Public Domain poem, Morgan’s flash movie generated over a million visitors to his site and spawned an entire product line. Brilliant!

• **Use excerpts or poem with machinima**
  Public Domain poems or excerpts can be used as movie script for making machinima films (making films in 3d gaming or virtual world environments). The films use “real” sets with real people (or at least, the
avatars that represent those people), and can make for some VERY interesting uses of today’s Web 2.0 technologies.

**Example:** One amazing example of machinima using Public Domain content is a movie based on an anonymous Public Domain poem called, “Silver Bells and Golden Spurs.” It is a story about an old-fashioned Western shootout in the mining town of Golden Gulch. To watch the movie, read the poem and find out how the movie was produced, visit [http://bellsandspurs.com/](http://bellsandspurs.com/). It’s truly an amazing testament to the creative genius possible using the Public Domain.

- **Use excerpts to combine with original material for a new print book or e-book**
  
  Let’s say you have a great idea for a book on a specific subject but not enough content to fill the entire book yourself. Why not find Public Domain books that are related to the subject you are writing about, and then include chapter excerpts from the Public Domain books to compliment your writing. This approach accomplishes two important goals…it helps you “write” your book, and it places you in the company of the other authors. This will help validate you as an author as well.

  **Example:** A book written on alternative forms of energy could include chapters excerpted from government publications, early Public Domain books and original writing by you on the subject.

- **Use content for wiki sites**

  Content collaboration online is rapidly growing in popularity. This organic method of information archiving brings together people from all over the world to share their wealth of information with everyone else. Public Domain content provides a perfect way to add excellent content to existing wiki sites, or to start your own wiki site. For example, you could begin your own wiki site for pet information, using Public Domain content as the
foundation for the site. Then, as people edit, update and build upon that foundation, the content expands to meet a need in the pet community. That means more traffic for your site and an ever-growing wealth of collaborative information on your subject.

**Example:** Most people who deal with information online have no doubt heard of Wikipedia, perhaps the most popular wiki site online. Studying the Wikipedia site will help provide you with further ideas on how you can build your own wiki empire using Public Domain content.

- **Use content for web pages along with Adsense**
  Public Domain books make great content for building websites with Adsense ads included. Using a template based software like Word to Web Page, you can easily turn a 300-page Public Domain Word document into a 300-page custom website in about 5 minutes.

  **Example:** Create a website built around your Public Domain niche-related book, like a book on dog training, and then also offer the complete e-book for sale as well.

- **Use collection of PD books to create a membership site**
  Using Public Domain books to build a membership is a very smart approach to providing great content for your subscribers. It will save them from having to do all the extra work often necessary when searching for good Public Domain content and will enable them to expand their product base quickly.

  **Example:** Several membership sites (such as The Lost Files) have been built around this idea, and for good reason—it’s smart business.
• **Use poems or quotes to create posters**
  We’ve all seen posters with funny or inspirational sayings on them…many of those quotes come from the Public Domain. With sites like CafePress and Zazzle, printing them has never been easier. But don’t overlook conventional printing! You can print 1,000 18” X 24” full-color posters for around $500. Not bad considering you can sell them for $10 to $20 or more each.

  **Example:** Every scripture verse quoted from the King James Bible and included on any type of poster is from the Public Domain. “Be still and know that I am God.”

• **Use referenced authors and books to discover “new” PD materials**
  This is a very clever research trick that occurred to me one day while reading a book that was in the Public Domain. I noticed that the author kept referring to other books and authors. Then it hit me…those other books would have to be in the Public Domain as well.

  **Example:** Find a book in your niche, then, as you read through it, write down every other book or author mentioned in that book. Chances are highly likely that you will uncover even more books related to your niche.

• **Use poems or quotes to create t-shirts or other CaféPress-type products**
  Websites like CafePress and Zazzle make it super easy to create physical products of all types using Public Domain works. Zazzle especially has great examples of others using this very strategy.

  **Example:** Find some quotes you like and type them out in your program of choice. Upload the designs to CafePress and then sell the product on eBay. When someone purchases your product, place the order with
CafePress (at your discount of course) and have it shipped directly to your customer as a gift (no packing slips that way).

- **Use PD books as bonuses**
  Any time you can add value to an existing product to help your conversion rates, do it. Bonuses are often the method of choice for adding that value. Using Public Domain books as bonuses to your other products adds value inexpensively.

  *Example:* I recently offered a collection of Public Domain books as a free bonus for anyone who purchased a product I was selling as an affiliate. I made a LOT of sales for that product…and it cost me nothing to add value.

- **Use PD books as upsells, one-time offers or backend offers**
  Public Domain materials are perfect for add-on products because it takes much less effort to create a product from them than to create a product from scratch.

  *Example:* Take a Public Domain book that is niche-related to the main product you are selling and offer it as a one-time offer for $29 or similar amount. Guaranteed you’ll increase your bottom line.

- **Use newspaper content as resource guide (Obits, ads, articles, etc.)**
  Old Newspapers are a huge source for potential content because there are so many papers available from the past and many were printed weekly, or even daily in some cases. Look for consistent entries that were included in every paper, like obituaries, birth announcements, ongoing columns, etc.

  *Example:* Gather all the birth announcements and obituaries listed in your paper of your choice. Resources like this are very popular with genealogy researchers.
• **Collect ads as a print or e-book reference guide (magazines)**
  Advertising has existed as long as magazines have. There is real value in pulling together ads from old magazines based on year, theme, artist, brand, etc.

  *Example:* Collects ads that feature classic train routes and create a reference guide from them.

• **Republish ads on CD/DVD (magazines)**
  If you have access to large numbers of ads from several related magazines, scanning and offering them on CD or DVD could make a great resource to sell on eBay or through your Yahoo store.

  *Example:* *Harper’s Bazaar* was America’s first fashion magazine, debuting in 1867. Offering collections of all the ads from those early magazine issues would serve as an interesting survey of the changes in American fashion.

• **Collect covers as a print or e-book reference guide (magazines)**
  Many of the more popular early magazines often published artwork created by some of the most famous artists of the day, from Currier and Ives to Norman Rockwell. Many of these prized images have been forgotten or lost to today’s general public.

  *Example:* Offer a printed reference collection of magazine covers by artist. Some good starting places for research are included below:
  
  http://www.artcadeonline.com/memories/cover.asp
  http://www.philsp.com/
  http://www.magazineart.org/
  http://www.gono.com/adart/adartgallery.php
• Republish covers on CD/DVD (magazines)
Offering magazine covers on CD or DVD can serve as a reference collection for art enthusiasts or source material for graphic designers.

Example: Offer images on disc by theme, by year, by artist, etc.

• Print ads as posters (magazines)
Old magazine ads make great posters for the nostalgic at heart, and with the advent of wide-format inkjet printers, it’s extremely easy to reproduce them. I’ve purchased them myself.

Example: Offer popular ads as posters, unframed, framed, in limited edition counts, etc. on eBay, online specialty stores and more.

• Print covers as posters (magazines)
As with the magazine ads, magazine covers make great posters as well.

Example: Offer covers as art deco posters, unframed, framed, in limited edition counts, etc. on eBay, online specialty stores and more.

• Create a movie or television script from a public domain novel, story, or play
Public Domain books, movies and plays provide wonderful source material for creating a new movie or television script based on those existing stories. Creating a new, modern version of play or musical from an original piece not only provides you with a foundation to build on for your script, but it also gives unlimited artistic freedom to shape it into your own vision for the story.

Example: The blockbuster movie, “300” is a great example of writer and director taking a story from the Public Domain—Herodotus’ retelling of the battle of Thermopylae in his “Histories, Book VII”—and shaping it into a
new, compelling rendition using their own artistic freedoms and creativity together with today’s movie-making technologies.

- **Create an animated film from a public domain novel, story, or play**
  There is a huge market for animated films, whether they are hand-drawn creations, 3-D computer rendered, claymation or puppet-based. Because of the constant demand for new stories, Public Domain works can provide a wealth of source material that is nearly inexhaustible.

  **Example:** Many of Walt Disney’s famous cartoons are based on fairy tales from the Public Domain including *Snow White and the Seven Dwarfs*, *Cinderella*, *Pinocchio*, *The Hunchback of Notre Dame*, *Alice in Wonderland*, and *The Jungle Book*.

- **Perform a public domain play on stage or at a dinner theater**
  There is a wealth of plays available in the Public Domain that span hundreds of years of great story-telling. By using Public Domain plays, you can avoid the need to pay royalties while maintaining the ability to adapt the play to your own needs or creative ideas.

  **Example:** *Romeo and Juliet* is a great example of a Public Domain play that has been acted out on stages around the world in many different forms, from presentations of it in its original form to modern-day adaptations.

- **Sell Old-Time Radio Programs as downloads or on CD**
  Before television invaded the world’s households, radio was the source for news and entertainment. Often referred to as the Golden Age of Radio, or Old-time Radio, thousands of programs and commercials went out across the airwaves and into the homes of millions. Many of these entertaining programs are now in the Public Domain.
**Example:** Offer a collection of Old-time Radio programs, collected by year, program title or performer, such as Orson Welles’ “Mercury Theatre” series or programs by the ever-popular Jack Benny.

- **Sell historic speeches from U.S. Presidents, and other public figures as downloads or on CD**
  Nearly everything produced by the Federal Government is in the Public Domain, including all the speeches made by the President. These speeches offer us a snapshot, a glimpse into the life of America at that time. These speeches present a unique “cause and effect” insight that perhaps we can learn from and better ourselves as a nation. Of course, as the saying goes, “History repeats itself.”

  **Example:** Put together a website that offers every speech by a U.S. President in streaming format. Then offer MP3 downloads or CD’s for sale.

- **Create a database of public domain sheet music and sell as downloads or on CD**
  While many musical performances are NOT in the Public Domain, a lot of sheet music IS available. Offering a database of available songs in sheet music form to performers, songwriters and composers categorized by genre would provide a valuable service to those who are constantly on the lookout for new material.

  **Example:** An easy idea would be to collect all the Public Domain choral sheet music together in one database or website.

- **Create a documentary using public domain photographs, art and video footage**
  Creating content for a documentary can be a daunting task. By including content from the Public Domain, you save valuable time and also add
value to your documentary by “collaborating” with many of the great photographers, artists and directors from the past.

*Example:* Create a documentary about fashion in the Roaring Twenties based solely on magazine covers, ads and illustrations…all from the Public Domain.

- **Host a film festival to show public domain films**
  There are thousands of films now in the Public Domain, many of which today’s generation have never seen. Offering Public Domain films in a public format brings those classics back to life, without having to worry about public showing limitations associated with copyrighted films.

  *Example:* Have a cartoon film festival where you screen Public Domain cartoons, but also provide the opportunity for budding animators to show their talents as well.

- **Sell Public Domain films on DVD**
  Many of the films that exist in the Public Domain have never been released in the DVD format. By releasing them in this fashion, you make them available to a new generation of customers. Also, with today’s digital technologies, updating the color and sound of these classics is a fairly simple process.

  *Example:* Put together a collection of Bruce Lee classics or revive a documentary series together with related Public Domain books for a great, theme-based product.

- **Sell Public Domain films as downloads for iPods**
  Not only will the thousands of Public Domain films transfer well to DVD, but you can also offer them as digital download for playback on video iPods.
**Example:** Offer the films through a membership site where subscribers gain access to a new collection of films each month. Alternatively, you could list all the films and charge a “price per download” fee like iTunes.

**WEBSITES THAT SPECIALIZE IN PHYSICAL PRODUCT CREATION**

Today’s on-demand technologies present dazzling options for creating all types of physical products. While you may be familiar with CafePress, there are MANY other options available online. Here is a listing of some of the best companies available for creating physical products from your favorite Public Domain works.

**Lulu.com**

[http://www.lulu.com](http://www.lulu.com)

Founded in 2002, Lulu is the web’s premier independent publishing marketplace for digital do-it-yourselfers. It’s the only place on the web where you can publish, sell and buy any and all things digital — books, music, comics, photographs, movies and well, you get the idea. They simply provide the tools that leave control of content in the hands of the people who created the content. Lulu is a technology company, not a publisher. So you can use Lulu to publish and sell any kind of digital content, and no one there is going to ask you to change anything. Ever. Your vision is entirely YOURS.

- Paperback Books
- Music Downloads
- Hardcover Books
- File Downloads
- Photo Books
- E-books
- Calendars
- Images
- Brochures
- CDs
- Dissertations
- DVDs
- Yearbooks
- Artwork

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CafePress.com
http://www.cafepress.com

CafePress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Their members have created over 35 million unique products on customizable merchandise ranging from apparel, home and office accessories to music and data CDs and books to prints, posters and cards.

- Audio CD
- BBQ Apron
- Books
- Buttons
- Calendars
- Caps
- Clothing Items
- Data CD
- Framed Prints
- Journal
- License Plate Frame
- Magnets
- Messenger Bag
- Mousepads
- Mugs
- Note Cards
- Ornaments
- Postcards
- Posters
- Steins
- Stickers
- Teddy Bear
- Throw Pillow
- Tiles
- Tote Bag
- Wall Clock

Zazzle.com
http://www.zazzle.com

Zazzle is the meeting of your imagination with on-demand manufacturing to allow you to create, share and celebrate your unique interests and passions. They combine innovative manufacturing, a robust community, the largest online collection of customizable digital images and unmatched personalization tools to empower you to create apparel, posters, cards,
stamps and more. In addition, you can choose to become a contributor by sharing your unique creations in Zazzle’s public galleries.

<table>
<thead>
<tr>
<th>Custom T-Shirts</th>
<th>Photo Prints</th>
</tr>
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<tbody>
<tr>
<td>Bags</td>
<td>Photo Enlargements</td>
</tr>
<tr>
<td>Hats</td>
<td>Mugs</td>
</tr>
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<td>Aprons</td>
<td>Travel Mugs</td>
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<td>Ties</td>
<td>Steins</td>
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<td>Zazzle Custom Stamps</td>
<td>Mousepads</td>
</tr>
<tr>
<td>Greeting Cards</td>
<td>Photo Sculptures</td>
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<tr>
<td>Note Cards</td>
<td>Magnets</td>
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<tr>
<td>Postcards</td>
<td>Keychains</td>
</tr>
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<td>Posters</td>
<td>Bumper Stickers</td>
</tr>
<tr>
<td>Canvas Prints</td>
<td>Round Stickers</td>
</tr>
<tr>
<td>Framed Prints</td>
<td>Buttons</td>
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<td>Calendars</td>
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**Mpix**

http://www.mpix.com

With Mpix, a photographer is able to upload images to a secured website, store and share images in albums, and order professional prints, professional finishing services, and specialty products.

<table>
<thead>
<tr>
<th>Memory Mates</th>
<th>Magazine Covers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trader Cards</td>
<td>Greeting Cards</td>
</tr>
<tr>
<td>Buttons</td>
<td>Gallery Wraps</td>
</tr>
<tr>
<td>Calendars</td>
<td>Folded Greeting Cards</td>
</tr>
<tr>
<td>Tickets</td>
<td>Postcards</td>
</tr>
<tr>
<td>Proof Portfolios</td>
<td>Business Cards</td>
</tr>
<tr>
<td>Statuettes</td>
<td>Playing Cards</td>
</tr>
<tr>
<td>Puzzles</td>
<td>Books</td>
</tr>
</tbody>
</table>

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Venus Puzzle
http://www.venuspuzzle.com
As a jigsaw puzzle manufacturer, they specialize in producing high quality custom jigsaw puzzles using top materials and technologies for incredible prices. They can manufacture either single photo jigsaw puzzle for individual or huge orders for your business. Their puzzles are made from digital images, photographs or negatives.

Treasure Knit
http://www.treasureknit.com
Your photo is actually woven or knitted directly into the blanket. Whether a custom full color photo blanket, throw, photo tapestry or personalized picture blanket, wash after wash the image will never fade.

Blankets  Tapestry
Pillows   Photo Canvas
Bags     Towels

Vision Bedding
http://www.visionbedding.com
Using the latest production technology, your favorite photo or digital picture is specially dyed into a photo blanket, photo bedding, photo pillows and photo dog beds. The end result is a superb high-quality custom photo product. You won’t find a sharper, more vividly colored custom photo product than theirs!

Photo Bedding  Photo Dog Beds
Photo Blankets  Photo Pillows

On Tapestry
http://www.ontapestry.com
Just send them your favorite photograph and they will create a truly amazing gift! Whether it’s a beautiful wall tapestry, a warm throw, a
customized pillow or a too sweet tote bag, they have the perfect gift available for purchase. When it comes to the perfect, individualized gift, we are your number one shopping source for personalized photo gifts and exclusive, one-of-a-kind wall tapestries on the web.

Photo Tapestry Throw Blanket             Photo Tapestry Pillow
Photo Tapestry Wall Hanging             Photo Tapestry Tote Bag

Blurb.com
http://www.blurb.com
Blurb is a company and a community that believes passionately in the joy of books – reading them, making them, sharing them, and selling them. As software people, designers, and publishing professionals at the top of our game, they realized something both incredible and obvious: there’s no good reason why it should take tons of time, technical skills, big bucks, or friends in high places to publish a book. Or a zillion books, for that matter. So they put their minds together, and developed a creative publishing service simple and smart enough to make anyone an author – every blogger, cook, photographer, parent, traveler, poet, pet owner, marketer, everyone. (This means you.)

Standard Landscape Book        Square Book
Standard Portrait Book           Large Format Landscape Book

Get Etched
http://www.getetched.com
Custom Etched Black Granite. Their high quality stone is PERMANENTLY laser etched to create a gift that will last and be remembered for generations to come. For those hard to find gifts: Birthdays, New Baby,
Promotions, Corporate Sponsorships, Anniversary, Bereavement, Graduation, Retirements, Appreciation, and Grand Openings.

<table>
<thead>
<tr>
<th>Etched Tiles</th>
<th>Laser Etched Crystal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coasters</td>
<td>Pillows</td>
</tr>
<tr>
<td>Clock</td>
<td>Rugs &amp; Mats</td>
</tr>
<tr>
<td>Markers</td>
<td>Stadium Seats</td>
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<td>Tableclothes</td>
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<tr>
<td>Ceramic Tiles</td>
<td>Throws</td>
</tr>
<tr>
<td>Cutting Boards</td>
<td>Totes</td>
</tr>
<tr>
<td>Flags and Banners</td>
<td>Towels</td>
</tr>
<tr>
<td>Fleece Blankets</td>
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</tbody>
</table>

**Bagettes**

http://www.bagettes.com

Bagettes offers the finest Photo Purses & Photo Gifts. Know someone getting married? Bridesmaid Gifts are their specialty.

<table>
<thead>
<tr>
<th>Cosmetic Bags</th>
<th>Golf Accessory Bag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids Art Bagette</td>
<td>Multi-Purpose Pack</td>
</tr>
<tr>
<td>Bagettes For A Cause</td>
<td>Photo Purses &amp; Totes</td>
</tr>
<tr>
<td>Personalized Name</td>
<td>Casual Totes</td>
</tr>
<tr>
<td>Bags</td>
<td>Leather Purses</td>
</tr>
<tr>
<td>Sueded Bags</td>
<td>Photo Purses</td>
</tr>
<tr>
<td>Eyeglass Case</td>
<td>The Wristlet</td>
</tr>
<tr>
<td>Mini Clutch</td>
<td>The Photo Tote</td>
</tr>
<tr>
<td>Photo Wallets</td>
<td>Leather Photo Tote</td>
</tr>
<tr>
<td>Coin Purse/Key Chain</td>
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</tr>
<tr>
<td>Coin Clutch</td>
<td></td>
</tr>
</tbody>
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PrintFection.com
http://www.printfection.com
Printfection.com is a hybrid technology and on-demand manufacturing company empowering people to design, buy, and sell a wide variety of custom printed merchandise. Using our online design interface, customers can easily upload designs, artwork, and photographs to customize products ranging from t-shirts to glass cutting boards.

BBQ Apron                 Jumbo Tote Bag
Clothing Items            Mousepad
Cork Bottom Coaster       Small Cutting Board
Cutting Board             T-Shirts

Kunaki
http://www.kunaki.com
Create full-color, glossy, fully assembled, cellophane-wrapped, retail-ready CD and DVD products with free UPC bar codes. Kunaki manufactures to high-quality retail specifications letting you sell your CDs and DVDs at CD-Baby, Amazon, and other retail outlets.

ADDITIONAL PRODUCT CREATION SITES

Spread Shirt
http://www.spreadshirt.com

Print Mojo
http://www.printmojo.com

99 Dogs
http://www.99dogs.com

Custom Ink
http://www.customink.com

Branders
http://www.branders.com

4 Imprint
http://www.4imprint.com
RECOMMENDED PRINTERS

(For calendars, posters, postcards, magazines and more.)

PS Print
http://www.psprint.com

Print Pelican
http://www.printpelican.com

VistaPrint
http://www.vistaprint.com

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How to Use Public Domain Resources to Easily Generate Tons of Cash-Pulling, Business-Building $7 Dollar Reports
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This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.
<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Report Factory Overview</td>
</tr>
<tr>
<td>Where to Begin</td>
</tr>
<tr>
<td>Finding the RIGHT Public Domain Content</td>
</tr>
<tr>
<td>Creating the Report Itself</td>
</tr>
<tr>
<td>Case Study #1</td>
</tr>
<tr>
<td>Case Study #2</td>
</tr>
<tr>
<td>Resource Guide</td>
</tr>
<tr>
<td>Make Money with This Report</td>
</tr>
</tbody>
</table>
The Report Factory Overview

If you’ve been around Internet Marketing at all for the past little while, you have no doubt come across a $7 Report, eBook, Software...something selling for the magic price of only $7 dollars. Jonathan Leger (the creator of the $7 dollar report and scripts) seems to have started a mini marketing revolution of sorts with nothing more than brilliant bit of programming and the spark of a great idea.

Here’s how it works: You purchase a report like this one (or similar product) for $7 from a vendor using Jonathan’s $7 Dollar Scripts. Then, once you’ve made your purchase, you have the option of then selling the same report to your own list simply by using your Paypal e-mail address in the affiliate section of the sales page address (how to do this is detailed in the report). Every sale you make from your promotion is then paid directly to YOUR PayPal account instantly, and you don’t have to setup the webpage, autoresponders or product delivery system. You just promote the product using your unique link and make the money.

It’s amazing to me that, after just a short time, literally hundreds of these $7 offers have sprung up in so many different niches. Why? Well, apart from making money promoting other people’s offers, there are some unique advantages to having your own $7 dollar offer.

1. **They’re affordable!** I think it is important to offer quality information at a price that will put it within reach of a larger audience. You can sometimes run the risk of people thinking, “If it’s cheap, how good can it really be?” Having purchased several of these $7 dollar reports, including a couple produced by Jonathan, I can tell you that there is some great information available in many of these reports.

2. **They’re great for list-building!** The viral element Jonathan has built into his script is great because they can be set up so that everyone who purchases...
your report has to opt-in to your autoresponder to download it, whether you made the sale or someone else did. Very clever…and it works! My own “Public Domain Advantage” (www.thepublicdomainexpert.com/advantage) is doing quite well with this.

3. **They’re relatively easy to put together!** The reports can be relatively simple to put together if you know how to approach the process. The lesson here is that they shouldn’t take you too long to produce. Most of the $7 dollar reports I’ve purchased average 30-50 pages. With the right kind of formatting, you’re not talking a lot of words. Jonathan’s own, “$7 Dollar Secrets” report is only 33 pages and 6,200 words. What that means is that you can pull content from a number of places, including your own writing, private label rights content or Public Domain (the topic of THIS $7 dollar report)

4. **You can make even more money with a One-time offer.** The scripts include a built-in OTO feature that makes monetizing these reports even more sweet. You don’t HAVE to use the OTO feature, but it’s there for you if you want to use it. The scripts are set-up so that you can control what percent of the OTO goes to the affiliate seller and what percent goes to you. Very nice!

Truthfully, using the $7 Dollar concept can provide a terrific way to begin your business online or to supplement your existing product lines. Now because my primary information passion involves using Public Domain works for product development, I want to show you just how easy it is to develop your own $7 Dollar Report using Public Domain information.
Where to Begin…

Successful marketing and sales hinges on the practice of just a few simple rules:

1. Find a hungry niche
2. Discover what they are hungry for
3. Give it to them
4. Keep them coming back

The worst thing you can do is create a product YOU think everyone will love and want without finding out, through market research, whether THEY really want it. Approaching information product development from this direction will only leave you wasting time, frustrated AND broke for your effort. You have to find out what THE CONSUMER wants (regardless of the niche you’re in) and then give it to them. Here are three strategies I personally use to determine what is “in demand”…

- **Keyword research** – Using keyword research tools like Good Keywords (http://www.goodkeywords.com), Google Adwords Keyword Tool (https://adwords.google.com/select/KeywordToolExternal), and WordTracker’s Keyword Tool (http://freekeywords.wordtracker.com/). Search for keyword phrases related to your niche to find out whether they’re worth pursuing or not. You can also search for phrases like “How-to,” “Stop,” “Quit,” “Learn” and other similar words and phrases to help you zero in on those hot topics. If you can solve a problem that Joe (or Jane) Consumer needs answers for, then you’re on the right track to identifying a great product idea.

- **eBay Pulse** – There is a wealth of “current trend” information available on eBay Pulse (http://pulse.ebay.com) Pulse reveals the top items of interest in each category on eBay, which can be very valuable to identifying what people are searching for. Another excellent tool for extracting research information from eBay on what people are bidding on is the Hot Item Finder.
(http://www.hotitemfinder.com). This cool, little program reveals what eBay customers are searching for the most by revealing the items with the highest number of bids based on your keyword input.

- **Forums** – Spending time on forums that are related to your niche can be time well spent. Pay attention to the questions being posted…write them down, because again, they reflect the solutions people are looking for. Oh, and don’t be afraid to contribute as well. It helps you build your reputation as an authority AND build relationships with your target audience.

Once you have identified some key areas of interest within your niche, it is time to find the content for your report—in this case, from the Public Domain.

**Why Use Public Domain Info?**
Using Public Domain works is one of the fastest ways there is to create information products. Expert marketers know this (which is why nearly all of them use Public Domain resources in one form or another). I’m not going to take the time here to explain what IS or ISN’T Public Domain…you can learn all about the Public Domain in my $7 dollar report, The Public Domain Advantage (www.thepublicdomainexpert.com/advantage). Considering that there are over 85 million books in the Public Domain, not to mention the millions of pages of content created by the US Government every year, finding content for ANY niche should not be an issue.
Finding the RIGHT Public Domain Content

There are a number of ways you can find Public Domain information for your $7 Dollar Report. If you are interested in searching for information produced by the US Government, you can begin at www.usa.gov. You can also find books in the Public Domain using Google Books (http://books.google.com) and Abebooks (http://www.abebooks.com).
Creating the Report Itself

To put together your report, you are going to need some sort of page layout or word processing program. There are a number of excellent options available to you, depending on your budget and level of expertise. For high-end control and flexibility, you can use page layout programs like QuarkXPress or Adobe InDesign. As a graphic artist, I prefer InDesign for designing my projects, but using a program like this is not really necessary for creating quality results. Word Processing solutions include popular programs like Microsoft Word, Microsoft Works or Open Office (which is available as a free download at openoffice.org). For this report, I will be using Microsoft Word.

When creating a report or e-book, there are eight essential steps I usually follow to keep workflow simple and effective:

1. Choose a title and subtitle
2. Create a cover
3. Edit and organize our text as needed
4. Format the text using easy-to-read type faces
5. Emphasize chapter titles and subheads
6. Add complimentary pictures as needed
7. Set up Table of Contents
8. Create Adobe Acrobat PDF file

Let's examine each of these eight points in detail.

Choose a Title and Subtitle

The title and subtitle should be chosen wisely because they introduce your product to your perspective customers. The title is really the hook that sums up the report, and then the subtitle further defines or qualifies the title. In most cases, you should include your primary keyword(s) in the title AND subtitle.
Create a Cover

Once you have settled on your title and subtitle, you will want to consider using complimentary photographs or illustrations to enhance the product’s appeal to your target audience. It’s a proven fact that, even with e-books, great looking covers outsell bland ones. As with everything, there is a right and wrong way to approach to producing quality covers.

Assuming for this report that you plan to create your own cover, I want to present some effective design tips I adopted from the Publishing Industry that will set you on the right path for producing high-quality cover and layout results every time. I believe it is important to always strive for quality, whether I’m producing a $2,500 Home Study Course or a $7 Report. These simple design tips will help lift your information products from mediocre to stellar!

1. **Never use more than 2 or 3 type faces on your cover.** You may think the layout looks pretty or sophisticated…but the truth is that it often doesn’t most of the time…and I think you know what I mean. One of my former mentors used to always say, “If it looks like a mistake, it’s a mistake. It doesn’t matter if you did it on purpose, it’s still a mistake.” Take some time to study book cover designs both online and offline. Books from the bestseller lists often offer excellent examples of quality design, and considering they’re often produced by some of the world’s top cover designers, It’s an inexpensive way to learn from the best.

2. **Give the reader’s eye somewhere to land.** You want to provide a natural progression for your reader’s eyes to follow. What I mean by that is that when looking at your cover, if the reader isn’t sure what to read first or next, the cover will seem confusing. That’s not a good thing. The rule of thumb I use, again from the publishing industry, is to have the cover design conform to one of two layout patterns (there are others but these two are the most common):
a. The “Z” pattern. This is where the reading path followed by the reader’s eyes forms a “Z.” The eyes begin reading at the top left of the page across to the top right. They are then led down to the bottom left of the page using type or a graphical element where they read across to the bottom right. The next logical step for the reader is to turn the page.

b. The “V” pattern. This is where the reading path followed by the reader’s eyes forms a “V.” The eyes begin reading at the top of the page and are funneled downward to the bottom of the page. It’s a very easy progression for the reader and one that is most commonly used. It is the pattern I used for both our case studies.

3. Choose photographs or illustrations that compliment, not compete.
Dominant or competing images are “cover killers.” You may want to add photos or illustrations to compliment your design, but be careful not to have them compete with the title. You want your title and subtitle to be easy to read, since they are often what sells the report, NOT the photographs. Here is an example of what I am talking about from a recent cover “make-over” I did.
With the cover on the left (the original design), you can easily see how the photographs are competing with the text for your attention. The cover is busy, difficult to read and not very captivating. The cover on the right is my re-design. You’ll notice its simplicity that follows the “V” design pattern. You’ll also notice that the photograph does not compete with the title at all.

There are some excellent places online where you can pick up great photos and illustrations, including www.istockphoto.com (the one I use the most), www.bigstockphoto.com, www.fotolia.com and others. You can also find photos in the Public Domain using www.yotophoto.com or by doing an image search at usa.gov.

4. Extra details to enhance your design.
There are a number of tricks you can use that can enhance the appearance of your cover. The key here is to not go overboard with them. Design elements like text outlines, drop shadows, inner and outer glow effects and 3d embossing effects CAN take an average cover and turn it into an amazing one. However, using them can also have the opposite effect if you’re not careful. So my advice is to use effects sparingly. To view some samples of covers I’ve produced for traditional books and e-books, check out this site: www.thecoverexpert.com.

5. Color…color…color.
Choose colors wisely because color DOES affect human behavior. There are reasons why we often use RED for headers and YELLOW for opt-in forms. For a great study on color theory, check here: www.colormatters.com. Microsoft also offers some great information on color choice here: http://office.microsoft.com/en-us/frontpage/HA010429371033.aspx
Edit and Organize the Text as Needed

Very often, the text you choose from the Public Domain will need edited or organized. There are a number of reasons for this, including:

1. **Irrelevant Sections of Text.** There are often sentences or paragraphs in the text that do not support the primary message of your report. Omitting these will help to focus and streamline your message.

2. **Multiple Sources of Information.** If your information comes from multiple sources, you may have competing or overlapping information that should be deleted as necessary.

3. **Outdated Language.** When using classic texts from the Public Domain, you will find that the language is outdated or unclear. This can often be remedied with some quick word substitutions. If you are unsure of the meaning of a word, look it up. Don’t assume you know…you could be wrong and embarrass yourself.

While you may choose to do this process yourself (especially if the needed corrections are minimal), do not rule out hiring a ghost writer or editor to help you. You can often find a great editor at [www.elance.com](http://www.elance.com), [www.guru.com](http://www.guru.com), and other similar sites.

Format the Text Using Easy-to-Read Typefaces

Formatting the text does not have to be a difficult process. You want the text to be easy to read with emphasis added using UPPERCASE, **bold** or *italics* rather than using numerous fonts. It is wise to again observe the “2 to 3 typestyles” rule from the cover section when laying out your text.

For the text in both our case studies (and with this report as well), I chose Helvetica as the body font. I like it and use it often because it’s easy to read. Other fonts that
make for excellent body text layouts include Korinna, Times, Arial and Georgia. These are fairly common fonts available on MOST computers.

I also want to point out here that once you decide upon a certain style for the text, stick with it throughout the report. Keep it consistent. Having the first three numbered items bold in Times and the rest bold in Helvetica will look very unprofessional.

You will also want to consider the spacing between the lines (also known as “leading”) when preparing your text. This can also have a lot to do with the readability of the text. Here are some examples from our first Case Study:

**Single Line Spacing**

2. HOW DO I BEGIN THE PROCESS OF BUYING A HOME?

Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a “To Do” list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the “Homes” section of the newspaper.

**1.5 Line Spacing**

2. HOW DO I BEGIN THE PROCESS OF BUYING A HOME?

Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a “To Do” list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the “Homes” section of the newspaper.
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Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a “To Do” list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the “Homes” section of the newspaper.

You can see from the examples that the line spacing not only affects the readability of the text but also the amount of space it takes up as well. As a rule, I generally do not go over 1.5 Line Spacing. Otherwise, it looks like I am just trying to fluff the report.

Paragraphs are usually separated using a double-return or with a specified amount of space between them determined in the paragraph attributes dialog box. You may also choose to indent the first line of each paragraph as well to further delineate the paragraphs themselves. Settings of .25 or .5 are commonly used.

The final formatting consideration for your text paragraphs is whether to keep the text centered, flushed left or justified. Each have they’re place with “flushed left” and “justified” being the most common.
Finally, it’s also customary to include some sort of header and footer for your report. Here are some guidelines.

- Repeat the title of the report in the header

- The page number can be included in either the header or the footer, although the footer is the most common location for it.

- The footer is an excellent place to include copyright information if needed or to include the website where the reader can find the report online. You may also choose to include the author name here as well.

**Emphasize Chapter Titles and Subheads**

It is extremely beneficial to the flow of your report to use Chapter Titles and Subheads. These form the outline for your report and serve as section markers for the reader. If none exist in the text you have chosen, create your own based on the general themes of the text. In the second case study (presented later in this report), the text I chose had no subheads or chapter titles. It was actually just a single chapter from a book. So, as I read through the text, I wrote subheads based on the themes in the text.

Emphasizing the chapter titles and subheads using colors, bold typefaces or different typefaces further enhances the overall appeal and presentation of the report. But again…don’t go overboard! The “2 or 3 typefaces” rule I gave in the cover section applies to headers as well.

**Add Complimentary Pictures as Needed**

Pictures and illustrations can spruce up the text and compliment your message in a very positive way. But remember that the more images you add, the larger your final file will be. You do not want your final document so large that those still using dial-up have problems accessing it. Sources for these images would be the same you use
for your cover image(s). For the first case study, I purchased an image from www.iStockphoto.com; for the second case study, I used Public Domain images from Wikipedia and a government website.

**Set Up Table of Contents**

I included the Table of Contents last (even though it is at the beginning of the report) for a very specific reason…you will not know the page numbers to your chapters or subheads until you have completed the formatting. Makes sense, right? You’ll want to go through your text to copy and paste ALL your chapter title and/or subheads onto a separate, dedicated page to form the basis of your Table of Contents (of course you do not have to include one…that’s up to you). Print out your completed Table of Contents page and then go through your report again, noting the page numbers for each entry on the printout. Finally, all that remains is to fill in the page numbers on the Table of Contents page itself.

**Create Adobe Acrobat PDF File**

The most common and preferred method of delivery for information products is using a PDF file which can be easily be read using the free Adobe Acrobat Reader. The benefits for using this format are many, including cross-platform readability, security features like the ability to limit copying or printing, as well as excellent integration with other programs, flexibility and expandability using embedded audio, video and more.

There are both free and paid ways to create your PDF. I’ll list a few here:

1. **Adobe Acrobat Professional DC**
   Using original Acrobat products will give you the most flexibility, but is also the most costly.
2. **Open Office** – Open Office comes with the ability to produce PDFs and is completely free. [http://www.openoffice.org/](http://www.openoffice.org/)

3. **PrimoPDF** – A totally free PDF converter that will work from virtually any program you can print from. [http://www.primopdf.com/](http://www.primopdf.com/)

By following these simple guidelines in preparing your cover and text, your resulting report will look both professional and inviting.

**Congratulations…You are ready to make your own reports!**

**Now let’s take a look at a couple CASE STUDIES:**

**Case Study #1** – Buying Your First Home

**Case Study #2** – True Freedom from Sleeplessness
Case Study #1

Let’s say, for the sake of this report that my research shows that there is a huge interest in step-by-step information for first-time Home buyers. So I decide that I want to create a report that answers the questions ANY first-time home buyer might have. For a current topic like this, it’s doubtful that a book from the early 1900’s would be relevant. However, there IS a lot of relevant information for buying a home on various federal government websites (which are mostly in the Public Domain).

The very first result looks like it might be what I’m looking for so I click on it. It takes me to the US Department of Housing and Urban Development website. The first thing I want to do is verify that the information on the HUD website is indeed in
the Public Domain. So I click on their “Web Policies” statement and find the following entry:

*Because HUD's Internet website is in the public domain, anyone can link to it or replicate it without permission.*

Having read that entry, I know that the information I obtain from the site is definitely in the Public Domain. So let’s have a look around.

Right away I see some excellent information that may work for my report, so I will want to copy the text on this page and paste it into a word processor application. I usually paste the copied text into Notepad first to strip the web formatting from it, and then copy the Notepad text and paste into Microsoft Word or similar program. I can always delete text I don’t want during the formatting stage.
Let’s keep digging a little more in this website. You will notice to the right a link labeled, “Common questions.” Let’s check that out since questions are what I want to answer with this report.

As I read down though this page, I realize that type of information I am looking for still isn’t being offered. I’ve found that it is often necessary to be persistent and keep searching. You’ll find that logic isn’t always “exercised” when information is being presented. Fortunately for us, this site is pretty well organized, and as I scroll to the bottom of our current page, I see another link labeled, “100 questions and answers.” This may be exactly what I’m searching for.
As soon as I begin to read through the page, I realize that this is indeed EXACTLY the type of information I am looking for. I copy the entire article entitled, “100 Questions & Answers about Buying a New Home” and paste it into Notepad, and then move it to Microsoft Word. While I was reading, I also noticed a link to a glossary in the Table of Contents, so I clicked on it and decided to include this information in our report as well.
Going Through the Formatting Steps

1. Choose a title and subtitle

I decided to use the following title and subtitle for the report:

**Buying Your First Home:**

*Finally...Answers to ALL Your Home Buying Questions (And to a Few You Haven't Even Thought of Yet)*

The Title has our keywords in it and is straight to the point. The subtitle also adds a point of curiosity with the last part contained in the parentheses.

2. Create a Cover

Here is what I came up with for this report. On the left is the actual report cover; on the right is a 3D booklet image I created in Photoshop of the cover with some extra creativity.
3. **Edit and organize our text as needed**

I decided to take the “Nine Steps to Buying a Home” I found on the first page of the website and use them as a summary for the report. I also removed one of the numbered points from the text in the “Questions” section because the entry was noted as deleted on the website. I finished the organization step by moving the glossary to the end of the report after the “Nine Steps.”

4. **Format the text using easy-to-read type faces**

Kept it simple using 12pt Helvetica text with the paragraph spacing set to single line (I didn’t want the report to be too long).

5. **Emphasize chapter titles and subheads**

The text from the HUD website came with Chapter Titles included, so I just emphasized them by using a different font (Trajan Bold) and made them red. I also decided to bold the questions for emphasis and made them the same color as the cover background.

6. **Add complimentary pictures as needed**

I chose not to include any additional pictures in the text apart from the cover, except for a small 3D version of the report as a booklet in the Introduction. I thought it made for a nice touch.
7. Set up Table of Contents

Again, this was kind of easy because the website text already had a Table of Contents. I just had to go through the report and record the page numbers, and then complete the TOC formatting.

8. Create Adobe Acrobat PDF file

Because I’m a graphic designer, I have all the cool graphics programs, so I used Adobe Acrobat Professional to create the final PDF. It could have easily been produced using one of the other methods I mentioned as well.

Congratulations…Our first Case Study is completed!

Be sure to reference the PDF and DOC files created for this Case Study. Also, remember that you have unrestricted Private Label Rights to the “Buying Your First Home” report. Feel free to put your name on it, rewrite it, reformat it, make a new cover for it, give the report away, sell it…whatever you choose.
Case Study #2

For this report, we’re going to attack the problem of sleeplessness. Many people suffer from insomnia (perhaps you do) and so I thought this would be a great niche to focus on. I also wanted to use a book from the Public Domain for this one.
As I reviewed the results, I decided to check out the first and second selections. They turned out to NOT be what I am looking for. When I checked out the fifth entry, I am encouraged that this content (or at least some of it) may work for our report.

The book has A LOT more pages than my target page count of 20-30 pages, but when reading the Contents page, the final chapter catches my eye. It’s called, “The Treatment of Sleeplessness.” So I clicked on the “Download” button to download the book. When I opened the book in Acrobat, I saw that the copyright date is 1915, so I know that I am safe to use the content. The challenge however is that the text is not in editable form. That means one of two things…I have to re-type it, or I have to convert it to text using OCR. I chose the latter option.
I am fortunate to have a copy of Adobe Acrobat Professional so recognizing the text using OCR is an easy process. I can do it right from within Acrobat. However, if you do not have Acrobat, there’s still hope. You can print out the text and then scan each page into the OCR software that came with your scanner. Of course, you can also hire-out this process as well. I often hire responsible teenagers or college students and pay them per job.

Once I ran the pages of our target chapter through Acrobat’s OCR, I was ready to begin formatting the text. I highlighted the newly recognized text in Acrobat and copied it. I then pasted it into a Word document (see the file labeled “sleep_raw.doc.”) As you can see from the image below, the text is not formatted at all and has numerous misspellings resulted from the OCR process. This formatting will take us a bit longer than our report from the first case study.
The Treatment of Sleeplessness

ROM the foregoing it should be evident that any treatment of insomnia which places its main reliance in the use of drugs is foredoomed to failure. Some students of the insomnia problem would go even further, and say that, so far as regards the actual cure of sleeplessness, drugs used specifically for that purpose always do more harm than good. At all events, it is the consensus of the most authoritative opinion that drugs should be used only when it is indispensable to bring about immediate unconsciousness as a relief from physical pain or the shock of some great bereavement. This of itself suggests one of the great shortcomings of the so-called narcotics, "

THE TREATMENT OF SLEEPLESSNESS - or "sleeping-drugs." What they produce is always unconsciousness, not natural sleep, an altogether different matter. "The effect of narcotics," Marie de Manache pointed out nearly twenty years ago, "only resembles sleep by producing a temporary interruption of consciousness. At this point the resemblance ceases." More elaborately, Mortimer-Granville, writing still earlier, specifies:

"It should be remembered that these remedies are capable of destroying life, and it is only by the exercise of their poisonous properties in a low degree that they produce the results for which they are given. The action is destructive to life,"
Before I began to format the text, I decided to print out the text from the original PDF so I have a frame of reference for paragraph breaks, word spellings, etc.

In the case of this text, there really is no easy approach to this formatting process other than to go line-by-line, comparing the printout I have to the text in my Word document. As I worked my way through the text, I corrected any misspellings and punctuation, and removed the hard returns after each line. I also updated some of the language as needed. A great example of this is found in the very first sentence. The original reads:

“From the foregoing it should be evident that any treatment of insomnia which places its main reliance in the use of drugs is foredoomed to failure.”

I simply changed the sentence to read as follows:

“FROM THE BEGINNING it should be evident that any treatment of insomnia which places its main reliance in the use of drugs is doomed to failure.”

This is clearly easier to read by today’s standard. You can go as in-depth as needed with your re-writing, or do none at all...the choice is yours!

The last piece of editing I performed on the text was to delete the header and footer information that was copied from the text since we do not need it. Once I completed this BASIC formatting, I was ready for my eight-step process.
Going Through the Formatting Steps

1. Choose a title and subtitle

I decided to use the following title and subtitle for this report:

**True Freedom from Sleeplessness:**

*Long Lost Secrets to a Peaceful Night’s Sleep*

The Title has our keywords in it and is straight to the point. The subtitle also draws from the fact that our book is a “classic.”

2. Create a Cover

I decided to keep the cover for this report pretty straight forward. The image is from Wikipedia. The fonts are Impact, ExPonto and Helvetica.

3. Edit and organize our text as needed

As I mentioned earlier, while working through the basic formatting, I changed some of the archaic words and updated some of the story ideas to more current themes and descriptions. The text could be updated even further, but for the sake of this case study, I kept the changes fairly light.
4. **Format the text using easy-to-read type faces**

Kept it simple again using 12pt Helvetica text with the paragraph spacing set to 1.5 lines. Since we are only using a single chapter from the book, we could open up the type more by increasing the spacing between the lines.

5. **Emphasize chapter titles and subheads**

This text contained no Chapter Titles or Subheads so I had to create them (which I wrote based upon the general, topical themes. I then bolded the subheads, set the size for them to 18pt and changed their color to purple to match the cover title and photograph, and to add emphasis.

6. **Add complimentary pictures as needed**

I chose to include a few additional pictures in the text which I found on a government website by doing an image search for “sleeping” at usa.gov (Actually, I used the Public Domain Expert Toolbar because it’s faster, but you can still conduct the search without it at the site.)

7. **Set up Table of Contents**

I decided NOT to include a Table of Contents for this report since it didn’t have a longer page count. However, a Table of Contents would be easy to add just by copying all the subheadings onto a new page and then recording the page numbers.

8. **Create Adobe Acrobat PDF file**

Same as Case Study #1…I used Adobe Acrobat Professional to create the final PDF.
Congratulations...Our second Case Study is completed!

Again, be sure to reference the PDF and DOC files created for this Case Study. Also, remember that you have unrestricted Private Label Rights to the “True Freedom from Sleeplessness” report. Feel free to put your name on it, rewrite it, reformat it, make a new cover for it, give the report away, sell it…whatever you choose.

The Case Studies presented here are just two examples of what can be done to create your own reports (or e-books for that matter) using Public Domain resources. Just by following these two examples, you can create a nearly endless supply of great reports, e-books and more for ANY niche…and all for literally just a few hours work.
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PUBLIC DOMAIN VIDEO
TAKING IT TO THE NEXT LEVEL

If you’ve done any research or work with Public Domain resources in creating information products, you’ve no doubt thought about Public Domain films at one time or another. I have spent considerable time familiarizing myself with this medium and have investigated a number of options available to us as info product creators for using Public Domain films as a part of our product development. The purpose of this report is to provide an overview of some of my findings and experiences with finding and working with Public Domain films.

BENEFITING FROM OTHERS RESEARCH

Chances are that your first (and possibly only) adventures into Public Domain films will rely on the research and production of others. There are many companies, organizations and individuals who have already done a lot of work with identifying and digitizing Public Domain films.

(Note: Use of the term “films” throughout this report refers to a body of work that may include motion pictures (both silent and with sound), television programs, commercials, government-produced films of all types, newsreels, cartoons, documentaries, shorts, etc.)

The most obvious advantage for you to use this existing body of digitized work is that it saves you a lot of time and effort. The typical process for working with films includes the following steps (I’ll go into the production details later in this report):

- Identifying whether the film is in the Public Domain through copyright research.
- Locating a high-resolution copy of it (usually on 16mm or higher film. 8mm, Super 8 film, and 9mm film can also be used. More on this later).
- Digitizing the film using a Telecine Transfer.
- Making needed editing or color adjustment corrections.
• Rendering a new digital master for producing the final DVD or downloadable file.

By using already prepared digital files, you avoid all this production time, cost and effort—but at a price. Access to films can be limited, editing already compressed video can lead to an even further degradation of quality (more on this later) and the quality of the film you’re downloading may not be the best possible. Even with those potential setbacks however, there are still a LOT of opportunities that remain with using Public Domain films that have already been digitized by others.

PROFITING FROM PUBLIC DOMAIN FILMS

There are quite a number of ways you can monetize Public Domain films for your online or offline business. Here are several:

• Sell Public Domain films on DVD

Many of the films that exist in the Public Domain have never been released in the DVD format. By releasing them in this fashion, you make them available to a new generation of customers. Also, with today’s digital technologies, updating the color and sound of these classics is a fairly simple process.

Example: Put together a collection of Bruce Lee classics or revive a documentary series together with related Public Domain books for a great, theme-based product.
• **Sell Public Domain films as downloads for iPods, Cellphones, PDAs, PSP, Nintendo DS and other portable devices**

Not only will the thousands of Public Domain films transfer well to DVD, but you can also offer them as digital download for playback on video iPods, phones, portable gaming consoles and other portable devices as well.

*Example:* Offer the films through a membership site where subscribers gain access to a new collection of films each month. Make them available in a variety of formats to accommodate the wide variety of portable devices. Alternatively, you could list all the films and charge a “price per download” fee like iTunes.

• **Host a film festival to show public domain films**

There are thousands of films now in the Public Domain, many of which today’s generation have never seen. Offering Public Domain films in a public format brings those classics back to life, without having to worry about public showing limitations associated with copyrighted films.

*Example:* Have a cartoon film festival where you screen Public Domain cartoons, but also provide the opportunity for budding animators to show their talents as well.

• **Use clips from Public Domain films to create new films or documentaries**

There are some incredibly creative people out there that have pulled content from old films, documentaries, photographs and more to create exciting new film projects. Because they are creatively produced, the resulting piece can be copyrighted by you and sold.
**Example:** An excellent example of this is the Zeitgeist Movie (http://www.zeitgeistmovie.com/). While the movie’s message is challenging and some of its images disturbing, it showcases the possibilities for using Public Domain films, photographs and illustrations to produce a new creative work.

- **Offer Public Domain films for viewing on your site and then monetize by selling DVDs or through Adsense**

It can be a pretty smart move to preview Public Domain films on your site and then upsell the high-quality DVD. Face it, while it’s fun to watch videos on our computer, nothing beats watching them in the comfort of our living room or bedroom on our much larger television screens. At the same time, using Adsense together with a site like this can provide an additional revenue stream.

**Example:** Stick with specific themes for the videos you offer (like certain television series or documentaries on Space) and then set up separate pages for each of those themes. This helps diversify your Adsense ads and provides the visitor with a more organized way of finding the films they want to watch on your site.

This is a screenshot of a webpage I put up for fun that shows a great Public Domain film. You can watch it here: www.publicdomaincodebook.com/yournamehere
FINDING FILMS ONLINE

There are a number of websites online that offer free downloads for Public Domain films. And even though the quality varies (depending on the site), you can still find a vast and varied collection of Public Domain films, cartoons, documentaries and more to use for your product creation ideas. The following is a listing of some of the best sites I’ve found (both government and public) for downloading Public Domain films. This is the first time I’m sharing a sampling of these sites. They are offered here in no particular order.

**Prelinger Archives**
http://www.archive.org/details/prelinger
Prelinger Archives remains in existence, holding approximately 4,000 titles on videotape and a smaller collection of film materials acquired subsequent to the Library of Congress transaction.

**Public Domain Torrents**
http://www.publicdomaintorrents.com/
Downloads hundreds of Public Domain movies to play of the digital device of your choice.

**A/V Geeks Film Archive**
http://www.archive.org/details/avgeeks
The A/V Geeks Film Archive is an ephemeral film collection of over 18,000 films gathered from school auctions, thrift stores, closets and dumpsters.

**DOE Films**
http://www.nv.doe.gov/library/films/default.htm
These films document the history of the development of nuclear weapons, starting with the first bomb tested at Trinity Site in southeastern New Mexico in July 1945.
FCIC TV Public Service Ads
http://www.pueblo.gsa.gov/comrcial.htm
A collection of Public Service ads from the Federal Citizen Information Center.

Feature Films
http://www.archive.org/details/feature_films
Classic feature films and shorts available for viewing and downloading here.

Free Movies Entertainment Magazine
http://emol.org/movies/freemovielist.html
Watch and download nearly 200 movies, music videos and movie trailers.

U.S. Fish & Wildlife Service Footage
http://www.fws.gov/video/broll.htm
Designed primarily to support the training mission of the U.S. Fish and Wildlife Service, and to explore the many areas of natural beauty throughout the United States, these resources are now available to the general public.

The Open Video Project
http://www.open-video.org/
The purpose of the Open Video Project is to collect and make available a repository of digitized video content for the digital video, multimedia retrieval, digital library, and other research communities.

Public Domain Comedy Videos
http://www.pdcomedy.com/
A great collection of comedy films, TV programs and cartoons from the Public Domain.
Shuttle Photo and Video Archive
http://science.ksc.nasa.gov/shuttle/photos/
The videos presented here depict some of the preflight, launch and landing activities conducted at Kennedy Space Center for Space Shuttle Missions.

Variety Stage Motion Pictures
http://memory.loc.gov/ammem/vshtml/vsfilm.html
The 61 motion pictures in the Variety Stage collection include animal acts, burlesque, dance, comic sketches, dramatic excerpts, dramatic sketches, physical culture acts, and tableaus. The films represented date from copyrights of 1897 to 1920.

Digital Video and Distribution System
http://www.dvidshub.net/index.php?script=
DVIDS is a state-of-the-art, 24/7 operation that provides a timely, accurate and reliable connection between the media around the world and the military serving in Iraq, Afghanistan, Kuwait, Qatar and Bahrain.

My Free Cinema
Your source for free movie downloads, free cartoons downloads, free video downloads and free TV downloads.

Free Movies in the Public Domain
http://publicdomainmovies.info/
Exactly what the title says...free movies in the Public Domain.
FINDING PUBLIC DOMAIN FILMS USING VENDORS

There are also a number of vendors that you can purchase Public Domain film masters from to use for your own product creation. Here is a brief listing of some of those vendors:

**Desert Island Films, Inc.**
Public Domain films, Public Domain movies, and Public Domain videos, all high broadcast quality, are available from Desert Island Films, Inc., the largest and oldest source for public domain films and TV programs in the world.

**BuyOut Footage**
Buyout Footage is a full service stock footage house featuring the very best in contemporary royalty free stock footage, full-length public domain films and archive film stock footage.

**Festival Films**
Festival Films has been in business for over 30 years selling 16mm Films, Videotapes, Movie Posters and now DVDs and has the largest public domain collection in the world. Best quality from 1” Masters.
ADVANCED STRATEGY
Offline Public Domain Film Strategies

Finding classic Public Domain film gems offline can be easier than you think, but it requires more work and effort on your part. This approach will also cost your more in time and monetary investment. Of course, the payoff can also be greater as well, if you find the right films to invest in. In this section, I will detail some of the strategies and cautions in this hands-on approach. I am currently working through this process personally, so what I share here is based on my current discoveries and experiences. Perhaps you’re wondering why I would reveal current strategies like this WHILE I’m testing them myself…the reason is simple. I want to see you succeed in creating Public Domain information products. Also, the Public Domain is such a vast field of resources that chances are that our paths would never cross anyway. With that said, let’s begin.

FINDING THE FILMS

It stands to reason that the first step in our offline journey is to find films potentially in the Public Domain. There are several different approaches you can take with this and I’ll share all the strategies I’ve found so far.

- **The Library** – A great place to find film listings is at the library, but you’re not just looking for any old movie book, you want to find a few specific titles. I’m telling you to look for these at the library because these particular titles would cost you hundreds of dollars to purchase yourself. Here are the best books to use for your library research:
  
  - **Film Superlist: 20,000 Motion Pictures in the Public Domain.**
    Listing and index of over 50,000 copyright registered films from 1894 through 1939 of which 20,000 are in the public domain.
  Listing and index of copyright registered films from 1940 through 1949.

  Listing and index of copyright registered films from 1950 through 1959.

• **Motion Picture Copyrights & Renewals 1950-1959** by David Pierce. Laurel, MD: Milestone, 1989.

• **Catalogs** – Old film catalogs are a great source for finding films in the Public Domain. You can pick up these catalogs from several sources online.
  
  o **Google Books** (books.google.com) and **Live Search Books** (books.live.com) - Conduct a search of 100% viewable books using the keyword “film catalog.” I guarantee you’ll find some great catalogs that will keep you busy for hours.
  
  o **Ebay** – You can find a LOT of old film catalogs on eBay. Search for catalogs that offer 35mm, 16mm, 8mm, etc. film selections. I’ve been buying a bunch of these for my own research ventures.
  
  o **Web Search** – Use Google to search for old film catalogs and listings.
- **NTIS** – Many of the government film catalogs are available for purchase through the NTIS. With a little web sleuthing, most of the catalogs can be found for free online.

- **LOC / NARA** – The Library of Congress and the National Archives holds some of the largest collections of classic and Public Domain films on the planet. A lot of the research for their holdings can be conducted online at [www.loc.gov](http://www.loc.gov) and [http://www.archives.gov](http://www.archives.gov) respectively.

- **Ebay** – Ebay is a great place to find classic 16mm films to use for the digitizing process. I’ve picked up some great films here, both in 16mm and 8mm sizes.

- **Film Related Websites** – Here is an excellent link reference site to get you started: [http://www.8mm16mmfilmscollectibles.com/links.htm](http://www.8mm16mmfilmscollectibles.com/links.htm)

**FOUND THE FILM, NOW WHAT?**

Once you’ve found a film possibly in the Public Domain and you’ve found a copy of the film for purchase, you have to verify its copyright status. The research process for this is the same as with a book. You can do the research yourself through the Copyright office ([http://www.copyright.gov](http://www.copyright.gov)), pay the Copyright office to do it for you (details are on their website for how to do this), or hire a Copyright Attorney to verify the copyright status. I would recommend the later option. It will cost you $50 - $80 bucks, but the peace of mind will be worth it.

While Copyright terms are the same for film as they are for books, there are a some additional considerations to remember when researching your film for commercial use.
**Copyrighted Elements in Public Domain Resources**

There are instances where certain elements of a resource may be in the Public Domain, but other elements are not. This type of scenario is mostly prevalent with recorded media, such as film, video or audio recordings. An example of this would be the television program, *The Beverly Hillbillies*. Some of the show’s episodes are now in the public domain; however, the theme music is protected by copyright. One approach that some businesses have used in this situation is to remove the protected music and provide different, royalty-free music in its place. The most important point here is to do your research homework! More complete explanations of this type of copyright scenario can be found at Copyright.gov.

**Privacy and Publicity Rights**

“Privacy and publicity rights reflect separate and distinct interests from copyright interests. Patrons desiring to use materials from this website bear the responsibility of making individualized determinations as to whether privacy and publicity rights are implicated by the nature of the materials and how they may wish to use such materials.

“While copyright protects the copyright holder’s property rights in the work or intellectual creation, privacy and publicity rights protect the interests of the person(s) who may be the subject(s) of the work or intellectual creation. Issues pertaining to privacy and publicity may arise when a researcher contemplates the use of letters, diary entries, photographs or reportage in visual, audio, and print formats found in library collections. Because two or more people are often involved in the work (e.g., photographer and subject, interviewer and interviewee) and because of the ease with which various media in digital format can be reused, photographs, audio files, and motion pictures represent materials in which issues of privacy and publicity emerge with some frequency.
“The distinctions among privacy rights, publicity rights, and copyright are best illustrated by example, as follows: An advertiser wishes to use a photograph for a print advertisement. The advertiser approaches the photographer, who holds the copyright in the photograph, and negotiates a license to use the photograph. The advertiser also is required to determine the relationship between the photographer and the subject of the photograph. If no formal relationship (e.g., a release form signed by the subject) exists that permits the photographer to license the use of the photograph for all uses or otherwise waives the subject’s, sitter’s or model’s rights, then the advertiser must seek permission from the subject of the photograph because the subject has retained both privacy and publicity rights in the use of their likeness. The privacy right or interest of the subject is personal in character, that the subject and his/her likeness not be cast before the public eye without his/her consent, the right to be left alone. The publicity right of the subject is that their image may not be commercially exploited without his/her consent and potentially compensation.

“While copyright is a federally protected right under the United States Copyright Act, with statutorily described fair use defenses against charges of copyright infringement, neither privacy nor publicity rights are the subject of federal law. Note also that while fair use is a defense to copyright infringement, fair use is not a defense to claims of violation of privacy or publicity rights. Privacy and publicity rights are the subject of state laws. While many states have privacy and/or publicity laws, others do not recognize such rights or recognize such rights under other state laws or common law legal theories such as misappropriation and false representation. What may be permitted in one state may not be permitted in another. Note also that related causes of action may be pursued under the federal Lanham Act, 15 U.S.C. § 1125 (a), for example, for unauthorized uses of a person’s identity in order to create a false endorsement.

“While an individual’s right to privacy generally ends when the individual dies, publicity rights associated with the commercial value connected with an
individual’s name, image or voice may continue. For example, many estates or representatives of famous authors, musicians, actors, photographers, politicians, sports figures, celebrities, and other public figures continue to control and license the uses of those figures’ names, likenesses, etc.”*

An example of this would be where you have located a Public Domain resource that contains a photograph of Elvis. Because of Publicity Rights held by his estate, you cannot use any likeness of Elvis for commercial gain, even if it is in the Public Domain.

*(Library of Congress website; http://memory.loc.gov/ammem/copothr.html, accessed 1/26/06)*

Now before you change your mind about pursuing Public Domain films offline, let me assure you that the above cautions will not be an issue in most cases of your research. Use due diligence with your research and work with a copyright attorney if you have questions.

**CREATING A DIGITAL COPY OF YOUR FILM**

Once you’ve cleared the copyright on your film and made the purchase, the next step is to have a digital copy created of the film so that you can edit the film for your own uses, produce DVD’s of the film or create downloadable versions of the film. This part of the offline process HAS to be done by professionals because it involves the use of a specialized piece of equipment called a Telecine Transfer. There are quite a few Film Transfer Studios available to make this digital version for you, but as with anything, caution must be exercised to ensure you receive the highest possible quality. Following is a list of four factors to keep in mind when choosing a film transfer studio.
Factor #1
DVDs are NOT “high resolution” mediums

In order to fit the maximum amount of “quality” video possible on a DVD (about 2 hours), compression must be used. With DVD’s, MPEG-2 compression is the standard. The reason why this compression is necessary is due to the sure volume of data included with an uncompressed video/audio signal. One minute of uncompressed video (standard definition) requires around 1.8GB per minute (HD video requires 9GB – 14GB per minute depending on the HD signal). A DVD-R/+R disc holds 4.7GB. That means that only 2.6 minutes of uncompressed video will fit on a DVD. So the alternative is to compress the video so that more of it will fit onto the DVD. This is where the current standard, MPEG-2 compression, comes in.

One underlying assumption of MPEG-2 compression is that motion pictures contain lots of redundancy, both within each frame and between a series of consecutive frames. For example, if your film included a sequence where a person was talking in front of a stationary wall, the compression software might determine that “data” related to the wall can be removed because it is essentially the same for a number of consecutive frames. Another assumption with MPEG-2 compression is that some information in each frame may be discarded without noticeably affecting the way that picture is perceived when played back. MPEG-2 reduces the overall volume of data by both discarding such “unneeded” information and storing redundant data more efficiently.

What MPEG-2 means for you when having film transferred is this: If you transfer directly to DVD, you are cutting the resolution of your film in half, right from the start, not counting the other effects that occur from the compression process. To achieve the highest possible quality for your product, you MUST have a high resolution digital master created first. Your DVDs can then be created from THAT master…not the other way around.
Factor #2

A “Digital Copy” is NOT a “Digital Equivalent” of Your Original Film

The original film IS your high resolution master and a DVD copy will never match that. You want to have a digital equivalent that is as close to the original as possible. Remember, your original film is made up of thousands of full-frame photographs, and your digital equivalent should be as well. That means that the film should be transferred frame by frame using a Telecine Transfer (as opposed to a Telecine Projector) and then stored on a MiniDV master tape. While MiniDV stills uses compression, it retains much more of the original data.

Telecine Transfers are your best option for film to digital video transfer. The term simply refers to the digitizing process where the frame rate of your 8mm film, Super 8 film, or 16mm film is synchronized to the same NTSC video frame rates as is used for your television, without a flicker. The alternative, using Telecine Projectors, results in a best-case scenario of VHS quality, due to the fact that the Telecine Projectors (unlike Telecine Transfers) work with composite video signals. So if your transfer house uses the lower quality Telecine Projectors to transfer your film, and then save it to high quality MiniDV tapes, the result is STILL going to be VHS quality.

Factor #3

Editing MPEG2 (DVDs) Video—garbage in, garbage out

It IS possible to edit MPEG2 video files, a number of today’s most popular software packages like Final Cut Pro and Sony Vegas allow you to work with MPEG2, but you HAVE to be aware of the risks and dangers involved. First of all, remember that you are working with compressed video. That means that you are already starting out with digital artifacts and reduced quality. Also, MPEG2 is notorious for causing problems with video/audio sync. I discovered this on a short clip I obtained from a client who wanted the video footage edited and placed on
their website. I captured the footage from a DVD and imported it into Sony Vegas, and right away, noticed that the audio was not synchronized to the video. I had to manually tweak the audio and video lengths to make it line up well enough that the average viewer would not notice the discrepancy. Fortunately, the clip was under 2 minutes. (you can see the result here: http://www.seedofanation.com)

You also run the risk of color smear and other digital artifacts, ESPECIALLY if you edit the clip anywhere other than on the primary keyframes. Working with video captured directly from MiniDV eliminates these hassles and provides a MUCH higher quality, lossless digital file that will produce a superior end-product.

**Factor #4**

**DVDs have a limited shelf life**

The NIST (National Institute of Standards and Technology) has found that the shelf-life of a typical DVD-R/+R is ONLY 2 to 5 years, VERY short in terms of archiving your films or other data. Other independent studies have also demonstrated similar results. In other words, DVD-R/+R is really not an acceptable standard for storing your films. Would you really want to risk losing your entire film archive in 5 years? Yeah…I wouldn’t either! This fact has caused the Computer Industry and the Federal Government to stop using DVD-R/+R completely as a method of archiving in favor of other mediums that are based on metal particle digital tape, such as MiniDV.

I mention this here because ALL film transfer studios use DVD-R or DVD+R technology, many as their first source for archiving YOUR films. When having your Public Domain (or other) films transferred by one of these companies, be sure that the company is transferring the film to MiniDV or similar medium FIRST, and then include a back-up on DVD-R.
IN CONCLUSION

Video is here to stay and the ones to anticipate where it’s going are the ones who will profit the greatest. Mobile devices are on the rise and so is social networking, so developing for these venues should be seriously considered. A common misconception (especially among those who are just starting out with Public Domain video, books or other resources) is that because they see someone else selling a similar product or idea, they think that it wouldn’t be worth their while to create their own version of the product or idea. Nothing could be further from the truth in many cases. There are lots of people selling both physical and digital products our there who don’t have a clue on how to market, how to drive traffic, etc. That gives you an edge. My challenge to you is to not settle for being a copycat. Rather develop new ways of presenting the Public Domain information (in this case, video) so that the hybrid products you create set a standard of excellence. THAT’S what working with the Public Domain is all about!
THE POWER OF THE "N" WORD

Public Domain Strategies Based on the Power of Nostalgia

by Tony Laidig

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Discovering the Power of the “N” Word

The Power of the “N” Word
Public Domain Strategies Based on the Power of Nostalgia

When you think about profiting from the Public Domain, chances are that your thoughts go immediately to selling your product or products online. That’s understandable in this day and age. The Internet should be a HUGE part of how you market and sell your products. You’d be insane not to take advantage of the opportunities it presents. This report, however, is not about selling online…it’s about selling your Public Domain products offline in some ways you may not have considered.

Let’s be honest here…you want to make money, right? Well one of my passions has always been to help people see things in different ways…from different perspectives. So I thought I would draw on some of my past experiences and successes with Public Domain works BEFORE the Internet was even around to teach you some “new” ways of thinking about your Public Domain products. Chances are you have not considered these methods before, or perhaps thought they would be too hard or expensive. Are you ready to dig in? Great…let’s get to it!

My experience with selling Public Domain works began around 1989. My wife and I had been married for just two years, had a one-year-old daughter and another one on the way. At the time, I was managing a commercial printing company in South Jersey. I enjoyed working there, but due to some excessive spending and poor financial planning by the owners, the company was facing the difficult choice of needing to make cuts. The solution came in the form of a 50% decrease in salaries for 6 months. To say that decision made things difficult for us financially would be a huge understatement. Knowing I had to still pay the same rent, car payment and utilities, I needed a way to replace my lost income fast. The first part of my answer came while taking out some trash at work…the second from a neighbor down the
Discovering the Power of the “N” Word

street. Both would draw from Public Domain resources and, in the end, provide us with the finances we needed and more.

**Strategy #1: One Man’s Junk Is Another Man’s Treasure**

You wouldn’t think a trip to the dumpster could result in a money-making breakthrough, but that’s what happened for me that hot, summer day. Honestly, the real success key was being able to recognize and opportunity and then act on it. As I dumped my trash can into the dumpster, I saw a bunch of old photographs laying there in a pile. There were hundreds of them. Being a huge photography buff and one-time commercial photographer, I couldn’t resist looking through the pile…and that meant climbing into the dumpster. As I began to sort through the 8” X 10” photos, I realized that the images primarily fit into two categories: Photographs of old yachts and photographs of the old hotels in Atlantic City. I collected every photo I could find, put them into a box and carried them back into the building. I set out to discover why these “gems” were in the trash. The answer provided was that they were from old job files that were being discarded, and if I wanted them, I could help myself…I did!

That night, I went home and sorted through all the photographs. As I went through them, an idea came to me that would result in multiplying my “supply” of photos and make me a ton of money. The idea was this: Copy the originals and sell the copies. Sounds simple enough, right? But remember…this is 1989…there were no scanners like we have today, much less digital cameras. PC computers were little more than expensive boxes that primarily ran DOS programs and Photoshop was still a year away for Apple’s Mac Plus. So I began making copy negatives of the prints and printing out the copies in the company darkroom.

Around the same time, my wife and I were selling stuff we’d find at yard sales at a local Sunday flea market. The flea market had a pretty huge following every week, so I thought I would introduce my copy photos there. My “idea” paid off…we sold hundreds of them. So the question is this: Will this same strategy work today?
Absolutely, and it’s much easier to pull of now thanks to scanners and inkjet printers. Obviously you can sell the same type of stuff online and you could do well with it, especially on eBay (which is the ultimate flea market). But the point I want to make here is that there is a lot of money to be made by selling face-to-face. People STILL love cash-n-carry, and if you have any sales skill at all, selling your Public Domain works this way can be a LOT of fun and profitable as well.

Look for places in your area where you can sell your physical products, whether they are photograph reproductions like I sold or something else. Try open-air flea markets, craft fairs, antique shops that take consignments and places like that. You will STILL want to follow sound rules for product research, like identifying what people might be looking for and then giving it to them. In my case, the flea market we sold at was located in a quaint boating town that was near Atlantic City. Plus I knew that several antique dealers regularly visited the flea market, so I gave them exactly what they were looking for—antique boat and vintage architecture photographs…over and over again. It was a beautiful thing. Here is a copy of one of the photographs I sold back then.
**Strategy #2: Finding a Map to Treasure Island**

This next Public Domain strategy also was discovered while I worked at printing company and resulted in a huge payout. It involved one of my all-time favorite Public Domain items—old maps. One of the pressman and I got the bright idea to start reproducing some old maps that a neighbor of his had. He had originals and they were not in the best of shape. My task was to create full-size negatives of the maps and then restore the parts that were faded or missing—not an easy task considering that all the work had to be done on the negative using special pins that allowed you to carefully scrape parts of the emulsion to add detail. In total, we reproduced four maps…mostly of the local area. They sold like crazy. The locals loved them. We sold them for $20 bucks a piece as limited edition runs of 500 each. We didn’t sell out of any of them BUT we still sold hundreds of them. You can do the math. What’s really cool is that our actual costs to print the maps was nearly zero (I managed the printing company, remember…he he).

It is interesting that most of the maps we sold are now available online as high-rez downloads. Here are two of them. We’ll use them as case studies:
The first map I worked with was a map of the town of Egg Harbor City, NJ. I actually had to work with an original and retouch the areas that were torn or missing by hand. It was a tedious process. Photoshop would have made things SO much easier then.
The second map I worked with was an old US Geological Survey map. Again, I worked from an original. I removed the entire green “ocean” coloring by hand, and then replaced it using hand-cut masks.
Both these maps sold REALLY well for one simple reason: NOSTALGIA. People LOVE to purchase things that remind them of the “Good ‘Ole Days,” and this point was the key to our success. You see, we didn’t try selling maps of Austin, Texas to people who lived in Egg Harbor City, NJ. We sold them maps of their OWN town and they eagerly purchased them. When you go to the Panoramic Maps Collection, you will notice that there are hundreds of maps of towns from across America…perhaps even YOUR town.

Now, let’s run some numbers…we’ll use MY hometown as an example since a map of it is included in the collection. Chambersburg, PA and its surround suburbs is home to around 56,000 people. Do you that you would have a pretty good chance at selling just 500 maps for $15 or $20 bucks each? You bet! Now think about it…a sellout would provide you a payout of $10,000…not bad. So let’s walk through the exact strategy you would use to accomplish this task.

**Download the Map**

This process involves a couple steps because the map files on the LOC are compressed using a special wavelet compression technology called MrSid. MrSID is a special compression format that enables the LOC to store large digital images as small files while retaining fine detail.
Discovering the Power of the “N” Word

After performing a search for “Chambersburg,” I locate the map shown above. At the bottom of the page is a link titled, “Download MrSID image.” I want to click on it to download the MrSid image of the map. Once I’ve downloaded the file, I’ll need to convert it into a TIFF file format so that I can prepare it for final outputting. The easiest way to accomplish this is by downloading a free, little program available on the Library of Congress website called “MrSID Viewer.” It can be downloaded here: http://memory.loc.gov/ammem/help/download_sid.html. Once I have it installed, I launch the viewer and open the SID file of the Chambersburg map I downloaded from the site.
To create a TIFF image from the SID file, I need to follow these steps: (listed on the LOC download site):

1. Open the image in the MrSID viewer (File-Open).
2. Choose File, then Export. (or click the small TIFF button.)
3. In the box that appears,
   a. Click “Export to” and check the location in the “Save in” box. If necessary, change the destination folder.
   b. Click the “1-1” button.
   c. Click the “full dataset” button.
   d. Click “Save.”
   e. Click “Go.”
Now I know from reading the LOC download information that the TIFF image is going to be much larger than the SID file. The SID file was around 8 MB…the TIFF image exported to a 184 MB file. Make sure you have enough space on your hard drive, especially if you create several of these.

Preparing the Image
Since the purpose of this report is to share selling strategies for Public Domain resources and is not a Photoshop tutorial, I am not going to go through the image preparation process step-by-step. My goal with the image file is several-fold:

1. Convert the color image to grayscale.
2. Readjust the highlight and shadow regions (density levels d-min and d-max) of the map so that the background is white (0% black) and the type is black (100% black)
3. Retouch areas that are torn, stained, missing, etc.
4. Resize the image to the final output size I plan to use.
Discovering the Power of the “N” Word

Of course, I could print the map in color if I wanted to. While that might make sense with other maps, with this single color map it’s really not necessary. The Black and White version will look great. Okay, a few thoughts on the final size of the map. I’ve learned from experience that you want to print your maps at standard poster sizes. That way, your customer will be able to go to Walmart, art store or frame shop and by a standard frame for their map. Standard sizes for posters in the U.S. are 18” X 24” and 24” X 36”. For this writing, I’ll choose the smaller size. When I resize the image in Photoshop to the output size I want, I notice that the map’s dimensions are not quite matching the final size. It resizes to 14.33” X 24”. So I decide to add extra white space to the bottom of the map to make up the difference so that our end result is the full 18” X 24”. We’ll also use that space for some clever marketing strategies later. Now that the image is ready for printing, it’s time to find someone to print it. I’ll show you how.

How to Get Your Job Printed Without Feeling Like a Dork

If you’ve never bought printing before, it can be a little intimidating, especially if you don’t know the lingo. That’s where I can help. But first, let me share a few things about the printing process. When we think of printing these days, we often think of our inkjet or laser printer, but their printing processes work much different than that of a printing press. We could print our maps using a wide-format printer, like the 24” Epson Stylus 7800, but the cost per each would be MUCH higher. This option only makes sense when you are printing a low quantity. We want to reproduce 500 or 1,000 maps for this exercise.

Typically, the printer will need to know several specifications for your printing job. Here are the primary specs needed with our options:

1. Size 18” X 24”
2. Quantity 500 / 1,000
3. Stock type/weight 70# natural parchment (More on this later)
4. Ink color Black; 1/0 (More on this later)
Let's look at each of these more closely.

1. **Size:** The first thing we want to consider in ordering our printing is the map size. As I stated earlier, we want to print this map at 18” X 24”. The primary poster sizes I shared above are not arbitrary, but rather, based upon industry-standard paper sizes. The 18” X 24” size fits very nicely on the 19” X 25” or larger 25” X 38” stock sizes, with the 24” X 36” poster fitting well on the larger stock size as well.

2. **Quantity:** It’s always good to ask for at least two amounts so that you get a good idea of what your cost per unit will be. It stands to reason that the more posters you print, the cheaper they will be per each. Your strategy will determine your quantity.

3. **Stock Type/Weight:** There are a lot of choices here, so I will offer some basic suggestions on stock types and weights.
   a. **Coated or Uncoated:** Most paper stocks can be classified as either coated or uncoated. Most posters are printed on coated stock because of its ability to reproduce colors accurately. Uncoated stocks are what we use most often for letterheads, flyers, etc. Uncoated stocks are usually offered in a much broader variety of textures, colors and weights. Parchment-type papers make excellent choices for single-color maps and can give your map the appearance of being “vintage” or “classic.”
   b. **Paper Weights:** Most posters, maps, etc. use 70lb. text (European and Asian printer specifications will use different units of measure). For a heavier weight choice, you could also choose 80lb or 100lb text. Your printer can provide samples for you to feel the difference. To learn more about paper weights, visit Paper.com [http://www.paper.com/paperweight.asp](http://www.paper.com/paperweight.asp).
4. **Ink Color:** Ink choices are pretty straight-forward for our example. We will be printing our map with black ink (also written as black/0 meaning the paper will be printed in black ink on one-side only. If we were printing in full color (also known as CMYK), the ink choice would be listed as 4/0.

5. **Coatings:** When printing on coated stocks, it’s often a standard part of the printing process to coat the printed stock with something to help preserve the ink. Printers will apply varnish, UV or aqueous coatings or laminates to the printed sheet. Not only do these coatings help protect the ink, but it can also add a gloss or matte sheen to the finished product. Since we are not printing on coated stock, using a coating is not applicable.

6. **Due Date:** This is pretty self-explanatory. In most cases, standard turnaround times should average about one week.

**Choosing a Printer**

With more and more printers looking to expand their business online, finding printers with competitive prices is easier now than ever. Just to give you an idea of the kind of prices available for printing, here are a couple examples I downloaded for our case study of printing 1,000 18” X 24” maps:

**PS Print**
http://www.psprint.com/printing_products/18x24_large_format_poster_printing.asp
1,000 18 X 24 Full Color Posters for $608. That’s $.61 cents a piece.

**Print Place**
1,000 18 X 24 Full Color Posters for $490. That’s $.49 cents a piece.

Working with these companies is very easy and I find that I get new ideas for physical products just by spending time on their sites. I would encourage you to play around with their online price calculators to see just how inexpensive the printing can be.
BTW…the price break on these sites is at 1,000 copies, which is why I used that quantity in the examples above. You may be able to order less copies of your poster, but the total price will not drop much. For example, at Print Place in the example above, you can order a minimum of 250 posters at the 18 X 24 size with a cost of $406. That’s only $84 less than the 1,000 quantity price. So you are talking about a price per each difference of $1.64 each for 250 posters versus $.49 each for 1,000 posters. BIG difference.

The reason for the printer’s pricing strategy is simple—there is a base setup cost that must be paid regardless of quantity that includes plate charges, press setup, make ready and the actual press run time. There is also a base fee for bindery (trimming your posters). This work is the same regardless of quantity. The only real difference for the printer between 250 and 1,000 copies then is the cost of the paper and ink…that’s it! Ultimately, the choice is yours on quantity and price, but I would recommend not considering quantities below 1,000, whether you need that many or not.

So Your Poster is Printed…Now What?
You can obviously sell your posters as-is and do well with them, but I want to share a few additional sneaky strategies for boosting the value (or perceived value) of your map or poster almost instantly. We will look at five inexpensive ways to increase the perceived value of your product.

1. Limited Editions
2. Gallery Prints
3. Embossing Stamps
4. Foil Seals
5. Custom Imprints

**Limited Editions:** This strategy is one used by artists everywhere and there are many variations on the theme. The basic premise is this: Limit the number of
posters available to increase value. If you want to take it one step further, number and date the prints.

**Gallery Prints:** Repeat after me, “They are ‘Gallery Prints,’ NOT posters.” Posters are what you buy for a few bucks at the store. Gallery Prints are worth MUCH more because they are for “galleries.” Do you get the picture here? Play up the fact that you’ve used “acid-free” paper, or “recycled” paper, or that the inks are durable for a million years…whatever. Be truthful, but also realize that the average person has no idea one way or the other. Remember, to be an expert, you only need to know one more thing than the next person.

**Embossing Stamps:** This is one of my favorites because it’s SO sneaky. You can purchase embossers with a custom seal plate for $40. These embossers squeeze or emboss whatever is on their embossing plate into the paper. Think “notary” stamps if you’re not sure what I’m talking about here. So here is the strategy: Come up with an official sounding seal like: “Guaranteed 100% Official Reproduction.” or “Limited Edition Official Reproduction.” Use your imagination. Then, emboss every poster, I mean, Gallery Print, using your custom embosser. It adds instant value to the piece for mere pennies.

**Foil Seals:** This one takes the previous example one step further. You can purchase metallic gold seals on a roll for around $30 per 1,000 seals (that’s $.03 each). Then take the customer embosser you purchased above and use it to emboss the gold seals. Peel the seal and apply it to your Gallery Print. Congratulations…you have exponentially increased the value of your print for just $.03. Sweet!

**Custom Imprints:** Most brick-and-mortar businesses struggle to market themselves effectively, mostly because they are clueless when it comes to effective marketing. One way you can “help” them achieve their goal without exploiting them is to offer your print to them customized with their name, logo and
contact info. By “branding” your poster with their information, you save them time and effort, plus you can sell your prints in bulk to the area businesses, schools, etc. each customized with their own information. They can then use them as giveaways for their customers, or can sell them as part of a special promotion. Be creative.

Creating an Army of Leveraged Affiliates
When I was a sophomore in high school, I had the opportunity to march in the Rose Bowl parade as a drummer in my high school’s Marching Band. It was a memorable experience that took a lot of time, preparation and fundraising to make happen. I remember selling candy, candles, magazine subscriptions—you name it—just so I could make the trip to California. Perhaps you’ve had similar experiences. Honestly, I hated fundraising. I saw it as a necessary evil.

Recently, a teen from our Youth Group approached us with HIS own fundraising pitch. He was selling coupon books to raise money for a school trip. We bought one to help him out, but also because, for the $25 it cost, you can save much more when eating at area restaurants. I was also curious about how the process worked, so I did some research on the process. The company who developed the coupon book gives $10 of every sale to the school, which means $15 goes to the publisher. I did some number crunching on the book’s printing cost (since I come from a printing background), and figured that the printers are paying around $3 - $4 dollars per book to print. That means that they’re turning a profit of around $11 or $12 dollars per book. That’s pretty sweet from a publishing perspective, but that isn’t what lit a fire in my imagination…it was something else.

Let me ask you a question…When your child sells something as a fundraiser, do you purchase what they’re selling? Sure you do! So do your co-workers, friends and family. WHY? Because you want to help Johnny or Sally and their school, team, or organization out, right? So those sales come partly from obligation and partly from a sincere desire to have what they are selling, right? Do you think that will ensure sales? You bet! Let’s apply this thinking to OUR project.
Discovering the Power of the “N” Word

What if YOUR limited-edition gallery print was used as a fundraiser for a local team, a church group or school club? Think about it…If you set a selling price of $20 per poster print and offer $10 dollars from each sale to the group selling it, they make decent money from each sale, but SO DO YOU! And you make that money without having to do ANY selling yourself. You have a veritable team of children or teenagers who are selling your product to parents, friends, church members, co-workers, etc. Who’s going to say no to them? Very few people because they want to help Johnny and Sally out. How many returns will you have? ZERO! Who’s going to ask for a refund from a fundraiser? No one! Do you see the beauty in this strategy? The group receives a nice chunk of change for their cause; and YOU receive payment for YOUR effort…developing the product. It’s a win-win situation.

A Quick Review
The methods I’ve offered here are not you standard Internet Marketing fare. I think it can be real easy to get tunnel vision when considering viable products. Of course, I also do not expect you to follow these case studies verbatim, although you certainly could. There are other offline strategies that will work well within your community based on the NOSTALGIA approach. I say it a lot, but USE YOUR IMAGINATION! Find what works, then duplicate your efforts.

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If you’ve read my blog lately, then you probably know that I recently moved my business to an office suite downtown in my hometown of Chambersburg, PA. It’s been fun getting to know the other business owners and checking out the local shops and restaurants. Just the other day, I decided to walk a block down from the square to a restaurant I haven’t eaten in for years...the Historic Texas Lunch. When I was a kid, we ate there often. Dad would always order a “hot roast beef sandwich, with gravy on the fries.” I liked to eat there because the restaurant set right next to the railroad tracks. I enjoyed watching for the trains that passed by the restaurant. There was an old wooden trestle that spanned the nearby Conococheague Creek and you had a perfect view of it from the window booth seats. The rail line is now a hiking trail.

As I entered the restaurant, I was greeted by a sight that stopped me in my tracks. The owners of Texas Lunch had completely remodeled the place using vintage, historic photographs of the town. Walking over to one of the nearby booths, my
smile grew bigger by the minute. The restaurant had backlit photographs in panels along the ceiling, framed pictures on the walls and even classic pictures from around town frosted in the glass divider that separates the smoking and non-smoking sections. Looking around at all the old photographs, I reflected on my own childhood memories of some of those featured locations from a time that was much different from today’s high-speed life of fast food, cell phones, iPods and the World Wide Web.

I finished my meal and walked up front to pay. The owner was sitting by the cash register so I commented how much I enjoyed the new look. His response was very interesting. He said,

“You know, at one time we were known for having the best gravy in town, or the best this or that, but people want more than just good food these days. That’s why people go to certain restaurants...it’s because they’re looking for something more. You know what they’re looking for?”

I responded that I didn’t.

“An escape. People are looking for a way to escape from the busyness of life, even if only for an hour. When our customers look at the photographs, they are given that escape. They talk about how old they were when a photograph was taken. Or they talk about the “Good Ole Days” and how times have changed. So that’s why we remodeled the restaurant using the photographs. It has actually been really good for business.”

As I walked back to my office, I thought about the Historic Texas Lunch and what the owner had shared. I also thought about how his “escape” marketing approach that capitalized on the power of photographs from the Public Domain. This owner recognized and put into practice an extremely powerful marketing technique that
MOST online marketers never even consider...we will get to WHAT that technique is in just a minute. Keep reading...

The Birth of an Inspired Idea

My visit to the Historic Texas Lunch that day inspired me to do a little research on the office building where my new office is located. It’s situated in a beautiful location downtown on the square, right next to the Old Courthouse. As I began to dig into materials on the history of the town (of course, they are in the Public Domain), I made an interesting discovery: The Courtside Professional Building where my office is located rests on the same location as a warehouse that was burned to the ground by Confederate soldiers on July 30th, 1864.

The “Burning of Chambersburg” was a major event during the Civil War because of the repercussions that followed. Here is a brief excerpt from one of the texts I came across:

“The Confederates torched a warehouse first, then the courthouse and town hall, and within 10 minutes the flames engulfed the main part of the town. The terrified residents, seizing a few possessions, fled to a cemetery and fields around the village. Some citizens who had paid money to have their homes spared saw them burned anyway.”
These two photos taken the day after the Burning of Chambersburg show all that remains of the Courthouse and Warehouse.

Of course, many of the 400 destroyed buildings were rebuilt, including the Courthouse and the building which now houses my office suite.

Here is a picture taken after the construction was completed.
Discovering the Power of the “N” Word

By now, you’re probably wondering, “Okay, Tony...thanks for the history lesson, but WHAT THE HECK does this have to do with making money using Public Domain resources?” Well, the answer involves a powerful, but little used marketing technique that can really boost customer response on your site AND this technique draws on the power of the Public Domain. Do you want to know what this marketing “N” word is?

“NOSTALGIA”

Using Nostalgia as a marketing strategy can be highly effective in boosting customer response, increasing traffic and more. Restaurants and other consumer-driven venues are recognizing the benefits of this strategy more and more...case in point...the Historic Texas Lunch that I spoke of earlier. But can this strategy work online? ABSOLUTELY!

Most people have an unspoken sense of connection with the past, and that sentimentalism can be a strong ally when it comes to marketing your products or
services. By using classic photographs, films, audio (such as oral traditions, historic accounts, etc.), book excerpts and more, you can tap into “the good ole’ days” and blow out your competition.

Last year, I came across a creative example of someone capitalizing on the power of Nostalgia in marketing. The approach provided the foundation or “back story” for a captivating website developed by marketing genius Tellman Knudson called, “The Perpetual Marketing Machine.” On this site, Tellman offers audio and images that tell the story of a secret experiment conducted by his Great-Grandfather in 1922, and how that experiment inspired Tellman to create his “Perpetual Marketing Machine.” It’s a great story and a great use of Nostalgia to tell a story. I would encourage you to check it out here:

http://www.perpetualmarketingmachine.com

Using This Simple, Yet Highly Effective Approach
Sometimes it’s really easy to develop a narrow perspective of what effective marketing looks like, or how it should be handled. In time, we often see a few marketing pioneers create brilliant marketing methods that are just copied by everyone else. These fads are great for a while, but eventually loose their effectiveness due to market saturation. It seems that you will always have leaders (the pioneers) and parrots (the copycats). There certainly is no shortage of creativity available...it really comes down to learning how to see things from different perspectives (that’s a whole discussion unto itself for another time). Having said that, I want to give you two examples of new ways you can see using Nostalgia as an effective marketing technique for your own online business.
Discovering the Power of the “N” Word

Images
It seems that the only time marketers seem to think about images is when they need to create an e-cover or website header. Images (illustrations, photographs, etc.) are often not considered as marketing tools per se (although we are seeing an increase of cartoons now). But when you bring Nostalgia into the picture (no pun intended), new design opportunities arise that can be a lot of fun...not only for you, but for your customers as well. I have no idea what niche(s) you serve in, but let me throw out just a few general niche ideas where using vintage photographs or illustrations could work quite well. (Note: While you’re reading the following examples, I want you to ask yourself, “How could this work in MY niche?”)

Real Estate Niches: Vintage photos of the houses you’re selling (yes it could take a bit of work on your part), or just classic architectural photographs, blueprints, etc. could make a huge difference in the appeal of your site.

Hobby / Craft Niches: Show examples of vintage crafts or hobbies that compliment your niche. Classic crafts and hobbies are often seen as the standard by which current offerings are judged.

Pet Niches: Everyone loves cute pictures of dogs or cats playing, horses racing, etc.

Transportation Niches: My wife and I did quite well selling vintage (copies of the originals) photographs of yachts, but you could also use similar images on your boating site. Of course, there are the classic
Discovering the Power of the “N” Word

cars, trains, horse and buggy pictures, etc. that you could use as well, depending on your niche.

**Travel Niches:** Classic vacation photographs from the past can provide an effective addition to your marketing campaign in the travel industry.

**Marketing Niches:** Illustrations and photographs from successful marketing campaigns of the past can add a nice nostalgic touch to your current promotions.

**Health and Wellness Niches:** Vintage images of herbs, photographs of the early days of medicine, etc. can tie your customer’s memories of the days of doctor house calls and trusted home remedies to current practices and technologies.

**Food Niches:** Old-time packaging, photos of farming practices and more can fit well into current marketing strategies.

**Money / Stocks / Banking Niches:** Again...classic photos from the days when you knew your banker by name, vintage currencies, old-time views of Wall Street, etc.

**Religious Niches:** Draw on classic illustrations by Dore, hand-painted icons from centuries-old holy books, etc. and bring together the beauty of the past with current technologies.
Sports Niches: Sports fans love the old-time baseball cards, player photos and other available media. There is a lot that can be done with Nostalgia in the sports niches.

I could continue listing niches and the possibilities but I think you are getting the picture that this approach is nearly limitless. Don’t be afraid to even draw from your OWN experiences as Tellman did. I’ve found this to be very effective in my own endeavors as well.

Video
Video is a powerful medium and is increasing in popularity more and more with the advent of sites like YouTube, Google Video, Broadcaster, and others. Those of you who joined my list in 2007 missed a fun thing I did with a classic 1960’s video clip to promote my Public Domain Code Book around Christmas. Here is the link to check it out (be sure to watch it to the end):

http://www.publicdomaincodebook.com/yournamehere

Jim Edwards’ use of vintage WWII footage as a part of one of his promotional campaigns is another great example of taoing into the power of Nostalgia through video.

While finding the right footage for your niche may be a bit more challenging than locating related photographs or illustrations, it often CAN still be found with some persistence. I’ve included some links below where you can begin your searching.

Where to Find Resources
If you have my Public Domain Expert Toolbar (www.thepublicdomainexpert.com), finding media resources should be pretty easy for you. I have included a ton of media links as well as several media-related search options in the Toolbar. If you haven’t picked the Toolbar up yet, here are a few great sites to get you started.
Discovering the Power of the “N” Word

American Memory from the Library of Congress
http://memory.loc.gov/ammem/index.html
This is a great place to start for finding vintage photographs, illustrations, video and more. This ONE site can provide you with tons of media to incorporate into your marketing programs.

Davis Joint Unified School District Images, Audio and Video Clips
http://www.djusd.k12.ca.us/technology/images.htm#historic
The sites listed on this page contain primarily public domain images, video and audio. You can use the links to lead you to numerous collections of images, video and more.

From Old Books
http://www.fromoldbooks.org/
Over 1700 images scanned from more than 100 different old books, most with multiple high-resolution versions and many with text excerpts!

Karen’s Whimsey
On the following pages you will find hundreds of scans of beautiful images from my collection of old books, magazines, and postcards. They are all from material printed prior to 1923 and are in the public domain.

Prelinger Archives
http://www.archive.org/details/prelinger
You are warmly encouraged to download, use and reproduce these films in whole or in part, in any medium or market throughout the world. You are also warmly encouraged to share, exchange, redistribute, transfer and copy these films, and especially encouraged to do so for free.
In Conclusion

The challenge for you in using this little-known technique is to use your own creativity and research skills...have fun with it. The possibilities are nearly limitless and can be very effective if used correctly. Your media can come from many online sources, but do not overlook offline places like flea markets, antique shops, libraries, etc. The images you see throughout this article came mostly from online sites I found using the PDE Toolbar and Google Images. The newer views (except for the photo including the fountain, which was in the Public Domain) were taken by me. The postcard image (hint) came from a purchase made at a local flea market.

It is often said that there are **five primary motivations** you can appeal to for people to purchase from you:

1. They want to save money.
2. They want to make money.
3. They want to avoid pain.
4. They want to save time.
5. They want to save effort.

The reasoning the owner of the Historic Texas Lunch offered for using the Public Domain images draws on motivation number three: He said that people were looking for an escape from the hassles and busyness of work and life (which can be painful at times...grin). Of course, the motivation I am drawing on through this article is for you, the reader, to make money. This technique can help you do that. I
Discovering the Power of the “N” Word
encourage you to experiment and have fun with how you too can draw on the power of NOSTALGIA. And don’t be surprised if you see a jump in your click-throughs and conversion rates!

Appendix

Here are a few more niche photos I found while working on this report:

“Make Piles of Money!!”

“You Deserve Better Care”

“Home-Grown Goodness”

“Just Like Grandma Made Them”
Finding Public Domain Works in Other Languages

Using Advanced Public Domain Search Strategies

I've been experimenting with a new Search Strategy for finding Public Domain works that I would consider somewhat advanced. It involves taking roads less traveled, at least for English-speaking researchers. The results from these experiments have been remarkable and have some HUGE implications in working with Public Domain works on a global scale.

The insights for this strategy came primarily from two sources—including one which was rather unconventional. The first source for this strategy was a dream where I was interviewing Joe Vitale, the great marketer and hypnotic copywriter. In this very vivid dream from over a year ago, I was sitting across the table from Joe Vitale. I asked Joe if there were some techniques I could use to further my research skills in locating Public Domain works. Joe answered very clearly and quickly. He told me that the answer I was looking for would be found in foreign languages, and he proceeded to give me six specific strategies for expanding my Public Domain research into those areas. While I DID write those strategies down the day of the dream, busyness with other projects caused me to forget about them completely until I was reminded of the strategies once again through a second source of inspiration…a calendar.

I’ve been working on a series of products for another niche including a calendar that is translated into seven different languages (http://www.WorldDiversityCalendar.com). As I worked on the various language sections of the project, I found myself wondering how you would say “Public Domain” in those other languages (one of the six strategies Joe shared). After a little digging I found my answers. I typed one of the foreign language translations for “Public Domain” into Google to see what would happen. The results surprised me. I felt like I had opened the door to the Secret Garden. Of course, I cannot speak any of those languages, but over the course of
experimenting and testing, I developed a cool, little strategy that will help you broaden the scope of your Public Domain research into other languages, even if you don’t speak those languages.

To begin, let me share an important piece of information you’ll need for your research—language translations of the keyword phrase “Public Domain.” I’ve selected eight of the more prevalent languages to begin with: German, Spanish, French, Italian, Portuguese, Japanese, Chinese and Arabic.

The following chart displays the language, the phrase “Public Domain” translated into that language, and the most common country code extension for websites.

<table>
<thead>
<tr>
<th>English:</th>
<th>Public Domain</th>
<th>Country Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>German:</td>
<td>Gemeinfreiheit</td>
<td>.de</td>
</tr>
<tr>
<td>Spanish:</td>
<td>Dominio público</td>
<td>.es</td>
</tr>
<tr>
<td>French:</td>
<td>Domaine public</td>
<td>.fr</td>
</tr>
<tr>
<td>Italian:</td>
<td>Pubblico dominio</td>
<td>.it</td>
</tr>
<tr>
<td>Portuguese:</td>
<td>Domínio público</td>
<td>.pt</td>
</tr>
<tr>
<td>Japanese:</td>
<td>パブリックドメイン</td>
<td>.ja</td>
</tr>
<tr>
<td>Chinese:</td>
<td>公有領域</td>
<td>.cn</td>
</tr>
<tr>
<td>Arabic:</td>
<td>ملكية عامة</td>
<td>.ar</td>
</tr>
</tbody>
</table>

For our searches, we are primarily going to use Google, and we’re going to use it in some ways you may have never considered before now. Since the object of our search is to uncover new information and resources related to the Public Domain using that keyword phrase translated into other languages, the obvious first step would be to go to the Google.com website and type in the translated phrases. You can use that approach, but I want to introduce you to a way that will enable you to be more focused in your foreign language searches—Google Language Tools.
The easiest way to use Google’s advanced language search abilities is to go to their Language Tools page (http://www.google.com/language_tools?hl=en) and choose the country or language you wish to use as a search base. For example, if you want to conduct a search for Spanish websites, you would click on “Spanish” on one of the country flags where Spanish is spoken. Then, when the Google Search page for that country or language appears on your screen, enter your keyword phrase—in our case the chosen translation for “Public Domain”—into the search box and click “enter.” Your results will vary depending on the language you choose, but the thing to remember here is that these are results that you will not find any other way!

Of course, all the returned results are in the language of your choice—one which you may not be able to read—but that’s okay. Google offers us a great solution to this “problem.” Select a webpage link from the returned results and choose “Translate Page into English” from the “Translate” button on the Google toolbar (Note: This button is not active by default. You will have to enable it in the toolbar preferences).
For example, If I go to the Google German Search page (http://www.google.de) and type in the German word for “Public Domain” (Gemeinfreiheit), I get 167,00 results. Of course, the results will be in German, which could be an issue if you don’t speak German. What I do is translate the pages using Google’s Translate feature found in their toolbar. It doesn’t give you a perfect translation, but it’s usually good enough to allow you to peruse the website. Here is an example from one of the pages my search turned up.

Web Address:
http://www.initiative-tageszeitung.de/ol-presserecht/olp-artikel.html?LeitfadenID=284

(Original Paragraph in German)

▶ Gemeinfreiheit

(Translated Paragraph Using Google’s Translator)

▶ Common liberty
A work is in common-free, if it is not subject → to a copyright. When this is the case, can determine in individual cases with difficulty is. In the USA e.g. a work can become in common-free by the fact that the author does to favour of the public without its rights. In Germany a freiwilliger renouncement of copyright is not possible (§ 29 UrhG). However the author can make the work available under such a right to use, so that it is freely changeable by everyone.

Here is another example…this time, in Japanese.
(Original Paragraph in Japanese)
ところで、日本における著作権存続期間の計算には、第二次世界大戦中には著作権が正当に守られなかったということで、連合国側（英米等）の著作物については戦後約10年間を著作権存続期間にプラスするという戦時加算という制度があってちょっと計算がややこしくなっています。単純計算だとジェローム・カーンの曲は1995年にパブリックドメインになっているはずですが、そう簡単ではないのです。

(Translated Paragraph Using Google’s Translator)
By the way, copyright was not protected legitimately in the World War II, there being a system, wartime addition that after the war it designates approximately 10 years as copyright continuance period, with the notion that where, United Nations side (concerning) book such as England and United States just a little calculation has become complicated in calculation of periods copyright continuance in Japan. When it is simplicity calculation, [jieromu] Caen tune in 1995 becoming public domain, is [ru] expectation, but it is not to be so simple.

I hope that you’re beginning to see the research implications behind this advanced search strategy. Want to try searching for other related words in the language of your choice? Try one of these online translation tools:


SDL International Free Translation: http://www.freetranslation.com/

AltaVista BabelFish Translation: http://babelfish.altavista.com/

In closing, please realize that the possibilities with this strategy are much more far-reaching than the scope of this article. Use your imagination and dive in. Yes, it requires some work, but if you’re like me—a researcher at heart—then you’re going to have a blast testing this new approach to using other language translations as a basis for your Public Domain research. I know the results I’ve found are truly exciting and I expect that yours will be as well.
EXPANDING YOUR USES OF THE PUBLIC DOMAIN

A New Product Case Study for Using Public Domain Resources in New Ways

A Report by Tony Laidig
If you haven’t figured it out by now, I’ve been trying to get you to think outside the box when it comes to creating new products using Public Domain resources. Sure, it’s easy to download a book from Gutenberg.org, dress it up a little and try to sell it as-is, but where’s the fun if THAT? Successful marketers ALWAYS go the extra mile when creating their products…and it shows!

When creating information products (or ANY products for that matter), it’s important to do so with the END result in mind (and I don’t mean “to make lots of money”). The END I’m talking about is this: How will this product fit into the overall scheme of my business model? Will this product help me get to where I want to go in my business?

There are a few key strategies you should always use to guide you when creating products for your market:

- **Learn the basics.** You have to have a foundation of understanding to build your business from. You wouldn’t want a lumberjack doing your taxes, would you? No! You want someone who understands the process and hopefully has some specialized knowledge about tax preparation. It’s nearly impossible to find success in product creation if you don’t know or understand the process (unless you outsource everything). I’m not saying you have to be technically proficient at doing everything, but it’s certainly helpful to understand the process. There are LOTS of excellent courses out there to teach you what you need to know. Invest in a couple of them. The payoff will come when your products begin to sell!

- **Brand yourself.** Do you want to be known for creating quality products, or crappy ones? You’ve probably noticed that, most of the time, well-known marketers produce higher-end products that look professional. You want to do the same, ESPECIALLY if you’re starting out. Because you will be known by your products, take the time to establish yourself early on as
one who has an attention to detail and quality. It will make a HUGE difference in your business as it grows.

- **Be innovative.** Just because everyone else is creating a certain type of product (i.e. e-book) doesn’t mean that’s what YOU have to create. Be innovative. I’m sure you’ve heard the saying, “There’s more than one way to skin a cat.” (sorry cat lovers) Well, it’s true! Use imagination and create something with a new spin on it. Now maybe you’re thinking, “But I don’t know how to do that.” Sure you do, and I’m going to give you the secret to tap into that creativity. CHOOSE to do something different. Ask questions! Get feedback from your target audience…from your spouse…from your neighbor…from your dog (well maybe not your dog). I’m sure you have heard “insanity” defined as: “Doing the same thing over and over, but expecting different results.” So often, we approach our product creation the exact same way everyone else does, and then we wonder why we aren’t successful. Be innovative! Always ask yourself, “I wonder what would happen if I tried it THIS way?” Experiment! It’s smart to stick with proven methods, but innovate within them.

- **Pay the price.** So many in business today…at least, in the Internet Marketing business…seem to expect riches without work. If that’s you, I hate to burst your bubble, but it isn’t going to happen! You have to pay your dues. That means constantly learning, adapting, testing and experimenting. Be consistent. It builds credibility, and credibility leads to relationships and partnerships with other marketers. And THAT is when your business will really begin to take off.
A CASE STUDY

You know how marketers never seem to talk much about their non-marketing niches where they really make the big bucks? I hate that, but I also understand why. The concern is (and rightly so) that if they say they’re having huge success in a certain market, then tons of other marketers will flood into that market to take advantage of that opportunity. Makes sense! For this case study, I’m going to peel back the curtain to one of the non-IM niches I serve in to provide a quick peek inside. My business partner and I have seen some encouraging results in this niche, and I have her permission to share what I’ll share here (yes, I asked). The reason why I’m going to share about this niche is because I want to show you some innovative ways we are using Public Domain resources to create a very cool product that is selling pretty well (we’ve already hit five figures in pre-order sales…literally in just a few weeks…and the product isn’t even printed yet!)

The niche market we’re working with is the Cultural Diversity market, and the product I will talk about in this case study is our 2008 World Diversity Calendar. (www.worlddiversitycalendar.com)

I’m not going to go into all the details about the niche itself (that’s not the purpose of this case study), but I will share HOW I’m using Public Domain resources with this product and WHERE I found them. Okay? Good!

As you’ve probably figured out by now, it’s a calendar. And in case you’re wondering how hard it is to break into the calendar market…it’s tough (of course the promotional products industry produced 18.6 billion in sales last year, too…big grin).
The purpose of the *World Diversity Calendar* is several-fold. First, we wanted to create a product that would support the diversity initiatives set forth by global businesses, educational institutions and organizations. All the top Fortune 500 companies have recognized that building a diverse work force only serves to make the company stronger. Of course, our schools and universities face diverse classrooms everyday. So our products are postured to compliment and support what is already in place thanks to HR directors, Diversity managers and teachers.

To increase the effectiveness of our product, we knew it needed to contain several necessary elements:

1) The calendar had to be visually appealing and include culturally relevant images from around the world. I wanted to use at least some photographs from the Public Domain...partly because that’s my “thing” but also to save some bucks on licensing fees. So some of the photographs, like the ones pictured for January above, were pulled from the Public Domain. I found them on a couple sites like visipix.com, morguefiles.com, a couple government websites and others. The map I used for the cover and background images is from the Public Domain ([http://www.cia.gov](http://www.cia.gov)), as well as some of the flags (also [http://www.cia.gov](http://www.cia.gov)). The balance of the photographs and illustrations were licensed from iStockphoto and Dreamstime ([http://www.istockphoto.com](http://www.istockphoto.com) & [http://www.dreamstime.com](http://www.dreamstime.com)).
Pleas note that you will need to purchase the extended licenses from these sites if you plan to create calendars, posters, etc. Be sure to read their terms of service.

2) One of the primary features about this calendar is its listing of national, civic and religious holidays from around the world (over 190 countries). The information is an immense help to global companies, but it also makes for a great point of discussion for teachers. Of course, all that data can be found online through various sources (like wikipedia.org) and is in the Public Domain. Here is a close-up image of the calendar showing more detail. You’ll also notice the different languages, which is our next point.

3) We wanted the calendar to have a broad appeal to as many people groups as possible, so all the months and days have been translated into 10 different languages (English, Chinese,
Spanish, Arabic, Portuguese, Russian, Japanese, German, French and Italian). I’m sure you probably never thought about it, but month and day names are in the Public Domain. We grabbed the translations from this cool website: http://www.geonames.de/months.html. Our photo captions and introductory paragraph were also translated into the 10 languages as well. We used a translation company (http://www.verbatimsolutions.com) for those (great rates, BTW).

4) We also thought it would be important to include a time zones map as well, especially considering that a holiday may begin on a set day in one country or locale, but because of time zone differences, may not begin until hours later in other countries. As you might have guessed, the map also came from the Public Domain (http://www.cia.gov).

I hope you’re beginning to see that there are many opportunities available for using Public Domain resources. Let me provide you with another good example, again, from the cultural diversity niche. On our website, www.worlddiversitycalendar.com, you notice we have a link at the top of the navigation bar to cultural diversity articles. These are current, relevant articles for both teachers and business people interested in cultural diversity information. What’s cool is that they are ALL from the Public Domain, and I have hundreds more to add as we continue to grow the site (http://www.ericdigests.org). We also
have some other related Public Domain-based products in the works as well. Perhaps I'll share about those another time.

The main message I want to get across through this report is to “see” things differently. The possibilities are endless. And whatever you do, do NOT overlook Government resources. You’ve already paid for them (through your tax dollars) so why not enjoy the benefits of them.

To your continued success!

Tony
PHOTOSHOP TRICKS
IN PUBLIC DOMAIN
PRODUCT CREATION
&
DEVELOPING
“THEMED COLLECTIONS”
OF PUBLIC DOMAIN WORKS
FOR PROFIT

A Report by Tony Laidig
Part One

PHOTOSHOP TRICKS
IN
PUBLIC DOMAIN
PRODUCT CREATION
Web Photo Galleries

One of the HUGE secrets to successful product creation is simply this: USE the right tools! And if you plan to be working much with images (which includes creating webpage headers, e-book covers, CD & DVD Jackets, graphic-based physical products, etc.), sooner or later you are going to need to invest in Adobe Photoshop. It is the de facto standard for raster-based image design, digital photo processing and web graphic creation. I’ve been using Photoshop nearly every day for the past 15 years and the software’s awesome design capabilities along with some applied creativity has resulted in hundreds of thousands of dollars in income for me over the years.

Recently, I was working on a Public Domain-based project using some of Photoshop’s unique “skills” and thought I would document what I did so that you could benefit from the same “tricks.” If you remember, a few weeks back I posted an article on my blog called, “A Public Domain SECRET Cash Cow Revealed!” In that article, I talked about the power of using Public Domain works in “Themed Collections.” The tricks I’m going to reveal today apply directly to this type of product creation…which, for this case study, will be a collection of vintage photographs.

It should come as no surprise that the first step in this process is to acquire a collection of images. They can be any type of image, from clip art, baseball cards and posters to photographs, paintings and tobacco labels. My Public Domain Expert Toolbar (http://www.publicdomainexpert.com) can help you track down huge numbers of images quickly based on keyword, but you can also download or scan your images of choice from many other sources as well. Here are a few websites to help you get started:

http://www.fromoldbooks.org
http://www.loc.gov/rr/print/catalog.html

The small collection of images I'll be using in this case study come from the Library of Congress website and were part of a recent project of mine that explored the history of ethnic diversity in the American workplace. Here is a screen shot that shows thumbnails of the photographs we'll be using for this case study.
While we’re only going to be using a relatively small number of photographs for this case study, the process will work easily AND automatically for thousands of images as well. And I’ll mention here at the beginning that the beauty of these tricks are that they are completely automated! Okay... let's get started. Once we've launched Photoshop (I'll be using version 7.0 for this study), we'll choose “FILE,” then “AUTOMATE.”
From the dropdown menu, we'll choose “Web Photo Gallery.” Web Photo Gallery enables us to automatically create a Photo Gallery website of all our images.

There are several settings for you to experiment with…the first being “Styles.” Styles allows you to choose how you want your Web Gallery presented. By selecting each of the available options, you will see a small thumbnail example below the “Cancel” button of how each style will look. The style I chose for this case study was the “Vertical Slide Show 2.” You are also given the option to include an e-mail address in your final site, as well as the choice of whether you want your webpages to have an .htm or .html extension. I chose the .html extension since that's what I usually use for all my sites.

Next, we come to the “Folders” section. This is how we tell Photoshop where to look to find the images we'll be using for our gallery. You will want to have ALL your final images collected in one of two ways: Either have them all in one folder by themselves; or have them organized in subfolders from your primary folder. With most of the projects I produce this way, I just dump all the images into one folder…makes it nice and easy. Once you've selected the folder where you have your images, you'll want to choose (or create) a “Destination” folder. This is where Photoshop will create and store the final files for your Web Gallery. I always create a new
folder for this so that all the files are self-contained in that folder without worries of missing something or having other files mixed in that aren't needed.

The final parameters to be set are the “Options” settings. You can just leave these set at the default settings, or, if you want to experiment, feel free to change the settings to your own preferences. Please note that there are several choices for options to be customized, including: Banner, Large Images, Thumbnails, Custom Colors and Security. Each of these options will affect the appearance of your gallery according to your own preference.

Again, I would encourage you to experiment! If you don’t like the results of the gallery you ultimately create, delete it, change the settings, and make another one. Remember, it’s all automated. I think I created four or five different versions of the first gallery I produced until I had a result I was pleased with.

Once you have all the settings established the way you want them, the fun begins. Just click, “Okay” and watch Photoshop perform its magic!
Whenever Photoshop is finished creating your Gallery, it will launch a browser so that you can see the end result. Above is MY result using the images from this case study.

The best way to deliver your new Gallery to potential customers is on CD or DVD. Because of the way Photoshop generates all the associated files for the gallery, everything is self-contained in just a few, organized directories, which can be burned direct to CD or DVD. When preparing your final files for creating your gallery product, you may want to consider adding an auto-start capability to your CD or DVD. This gives your CD or DVD the ability to launch automatically as soon as the disc is placed into your customer’s CD or DVD drive. Adding this feature is NOT a difficult task and can be easily accomplished using a freeware program called, “1st AutoRun Express” (http://www.autoruntools.com/express/). Download the program, follow the simple instructions and you will be on your way to creating a professional product that your customers will love! Just specify your folder with CD files; Specify what program or document you’d like to start when CD is inserted, or what programs or documents you’d like to display in a menu; Specify an optional icon and title; and then Press Finish and burn your autorun CD! That’s it!
Contact Sheets

Another great automation tool that Adobe has included in Photoshop is the ability to automatically create contact sheets of images based on those you have collected in folders or sub-folders. These contact sheets can then be collected together into a nice PDF where your customer will be able to view them with Acrobat Reader or print them out for reference. The contact sheets also make a perfect compliment to the Web Gallery we just created.

To create a contact sheet using the same folder of images we just used for the Web Gallery, you will go to “FILE” => “AUTOMATE” => “CONTACT SHEET II.” The Contact Sheet dialog box will appear.

As in the Web Gallery example, you will want to choose the source directory where your images for the contact sheet are located. Next, the document width, height, resolution and mode should be selected. The default setting should work in most cases, unless you want to increase the resolution. For our case study, I set the resolution to 150 pixels/inch rather than the default 72 pixels/inch. Lastly, determine the number of images per page you want to display. For our case study, I chose 3 columns and 3 rows for a total of 9 images per page. Also, if you want to include the filename as a caption (which can be helpful for reference sake), choose your font and font size. Once the settings are set the way you want them, click “OK.”
Once again, Photoshop does its work automatically to: Open => Resize => Paste Into Page => and Close Original. Here is the result for the images in our case study.

As I stated earlier, these sheets can be saved and assembled into PDF format for easy distribution and printing and provide one more tool to your product creation arsenal.

**Download Secrets for Collections**

Perhaps you are wondering HOW it’s possible to download all the images, books, etc. to use for your Themed Collection. Basically, you have three options. You can:

1. Download the files one at a time.
2. Hire someone to download them for you.
3. Download them automatically with software help.

If you are only planning to download a few images or books, then taking the “do-it-yourself” approach may not be too bad. But what if the collection you plan to use for that new project numbers in the thousands? You COULD do it yourself or hire someone to download all the files for you, but it will take a LOT of time and potentially cost you a small fortune. I’ve been
there…trust me…it motivated me to discover a better way! Well, I DID find a better way in the form of a free software program called HTTrack (http://www.httrack.com).

HTTrack is a free (GPL, libre/free software) and easy-to-use offline browser utility. It allows you to download a World Wide Web site from the Internet to a local directory, building recursively all directories, getting HTML, images, and other files from the server to your computer. HTTrack arranges the original site's relative link-structure. Simply open a page of the "mirrored" website in your browser, and you can browse the site from link to link, as if you were viewing it online. HTTrack can also update an existing mirrored site, and resume interrupted downloads. HTTrack is fully configurable, and has an integrated help system. 
(Note: Description excerpted from HTTrack website)

I have used this software for a number of projects now and it works great! You can literally grab an entire website (or just parts of it) to download right to your hard drive. A few words of caution: First, make sure you have an idea of how much hard drive space you'll need to download the files you're after. For instance, I once downloaded all the image files from a certain collection on the Library of Congress website. There were over 2,000 items in the collection and 4 different sizes of images for each file, with the largest being 15mb. The entire collection required nearly 35gb (yes, gigabytes) of hard drive space and took nearly 50 hours to download with a broadband connection. So please use some common sense and planning before you begin downloading everything in site.

Also be aware that, if you use Comcast as an internet service provider, they can reserve the right to shut down your account if you use too much bandwidth for downloading. Because I have a business account with them, this isn’t an issue, but it CAN be for residential accounts.

In Conclusion
All that remains is to create a nice cover insert for your CD or DVD and you’ll be ready to sell your new product. I'm not going to go into designing a cover in this report, but many templates exist online to follow for precise measurements and correct layouts.
Part Two

DEVELOPING
“THEMED COLLECTIONS”
OF PUBLIC DOMAIN WORKS
FOR PROFIT
Themed Collections bring together Public Domain resources that are related in context, subject matter, resource type, etc. These collections can then be offered for sale in a variety of mediums and sales channels. Here are six variations for you to consider:

1) **Themed image collections.** This collection style features Public Domain photographs and artwork based around a specific theme.

   *Examples: “The Birds of Yellowstone” or “WWII Infantry”*

2) **Themed mixed media collections.** This collection style features Public Domain photographs and artwork, videos, audios, and books based around a specific theme.

   *Examples: “Baseball: The Early Years” or “The Life and Works of DiVinci”*

3) **Themed book collections.** These can be based around subject, type or author.

   *Examples: “Stories from the Railroad” or “Early Illustrated Children’s Books” or “The Complete Charles Dickens”*

4) **Themed movie collections.** This collection is obviously videos, films, etc. that are related in scope, theme, subject, actor, etc.

   *Examples: “The Superman Collection” or “Classic Sci-Fi”*

5) **Themed report collections.** There is SO much government information available that many are unaware of. This can be pulled together for sale as collections.

   *Examples: “Everything You Need to Know to Buy a Home” or “Infamous Patents” or “Secret Declassified Documents on UFOs”*

6) **Themed list collections.** This collection is comprised of listings of information available in the Public Domain.
Examples: “Public Domain Cartoon Resources” or “Government Media Listings” or “Poetry in the Public Domain: A Complete Bibliography”

As you can imagine…the possibilities are nearly endless.

You have numerous choices for delivering your themed collections, including: CD, DVD, Membership Sites, Digital Download and Printed Form (think framed image collections, physical books, etc.). Here is a listing of several excellent resources I use to produce the collection products I create:

- www.kunaki.com - Full color CDs and DVDs for only $1.60. This is an awesome resource!
- www.cafepress.com - Excellent variety of product choices.
- www.zazzle.com - Like Cafepress, except better, and with different product choices.
- www.blurb.com - Great place for creating themed books!

Themed Collections will work in nearly any niche, but the key is to identify the ones that are hot now. A great place to start is with the niches that are considered “evergreen”, meaning, there will always be interest in these niches. Here is a list:

- Making money
- Astrology and the occult
- Health (herbs, botanical remedies, natural cures, etc.)
- Cooking
- Magic
- Exercise and fitness
- Handicrafts
- Beauty
- Sex
- Psychology
- Investing
- Losing weight

So now that the secret is out, have fun with it…and use it to make money.
MORE PHOTOSHOP TRICKS IN PUBLIC DOMAIN PRODUCT CREATION

A New Product Case Study for Using Public Domain Resources in New Ways

A Report by Tony Laidig
There are nearly limitless ways to use Public Domain resources to create products (if you haven't figured that out already). From books and films to photographs and paintings, the only way you CANNOT create products from Public Domain works is to do NOTHING.

If you’ve been on my list for very long, you’ll know that I regularly create free reports that share A LOT of tips and strategies on how to use Public Domain works in your business. Of course, as any good marketer would, I track downloads and responses to each one (there has been nearly a dozen reports over the past several months). The other day I was checking my stats and decided to see which reports have been downloaded the most, so that I could get an idea of the types of information that interest you the most. Surprisingly, the number one report download was “Photoshop Tricks in Public Domain Product Creation.” I was shocked that this report was the most downloaded because many folks focus almost exclusively on books, but I was also pleased because, as a graphic designer, I have spent a LOT of time working with images in Photoshop (15 years).

So following the lead established by my stats, I decided to create another Photoshop Tricks report and share with you some of my successes in one of my favorite personal niches—Native Americans. I’m also going to introduce you to a cool, little trick I use from time to time using an amazing program called “Expressions.” We’ll get to that in a few minutes. First, we’ll stop by Photoshop.

The first trick I’m going to show you is really simple and one I’ve used over and over again...especially for creating some of the t-shirts I test on one of my CaféPress stores. If you don’t have a CaféPress store yet, you’re missing out on a lot of fun, and a great way to test new product ideas quickly.
One of my stores can be found at http://www.generation-7.com.

It’s one of my favorite sites to test new physical product ideas. The header graphic is from my most popular t-shirt design (which outsells the other designs by a lot), and is based on a classic image from the Public Domain. I’ll show you how I created it.

The original image is an Edward Curtis image that I downloaded from the Library of Congress website. Curtis took some of the most celebrated photographs of Native Americans of all-time. The photograph I used for this design is one of my favorites. The original is pictured here in its original sepia form.
The first step we need to take in our journey to create the final design is to convert our image from RGB to Grayscale. The result is pictured here.

I didn’t do anything fancy to the photograph in the conversion…I simply chose (Image => Mode => Grayscale) to convert it to a grayscale image.

The next task we need to accomplish is to increase the contrast dramatically. Our goal here is to ONLY have black or white areas in the photograph…NO grays. To create this effect, we'll use the “Levels” feature in Photoshop (Image => Adjustments => Levels).
You’ll notice here that the three input level sliders (shadow, midtone, and highlight) are all together in the middle. This is a key factor with this adjustment. By having all three sliders together, it removes the possibility for gray areas, something we do not want. As you experiment with this, you’ll that if you move the sliders to the left, there will be more white areas…to the right and you’ll have more black areas. For the effect I was looking for, I set the sliders at near center. Those settings provided me with a perfect mix of contrast and detail. When finished, click okay. The next thing we need to do is clean up the image a bit so that all the small dots and spots left over from the last task are removed. To do so, you can use the paint brush tool, eraser tool, etc., whichever tool you prefer. I personally use the Marquee tool and highlight the areas I want to remove and then hit “Delete” (Note: You’ll want to make sure that your Background Color is set to the color you want to delete to, whether it’s black or white.).
The next step in our design task is to crop and re-center the image. The original image had much more black in it than I needed, and not enough white area at the top. So, after cropping the image to show the amount of black area I wanted, I chose to resize the canvas to add more white at the top (Make sure your Background Color is set to white). As you can see in the illustration, you'll want to select the bottom center Anchor block (since we want to add the white to the top), and then type in the amount of additional space we need to add. In this case, I changed the original height from 478 pixels to 700 pixels (even though the illustration says 600 pixels…grin), thereby adding an additional 232 pixels of white to the top of my image. Click “OK” when finished.

For this illustration, I wanted to add a Medicine Wheel behind the riders, and that means I need to isolate the riders from the white background. There are a couple ways to do this. In this case, I decided to use the Magic Wand to select the white
areas with the Tolerance set to “0.” This setting is very important, because it means that you will ONLY select white and nothing else. I made a copy of the image layer and then, using the Magic Wand, selected all the sky areas, including the spaces between the horses’ legs. Once I had everything selected from the sky, I deleted it, so that only the black and the white highlight areas remained.

Here is what the image looked like after deleting the white. The final task I wanted to perform on my riders was to add a thin, white outline around them so that the back areas would stand out against the background we’ll add in the next step. The easiest way to add this outline, or stroke, is by using a Layer Style (Right-mouse click on the layer containing your image and select “Blending Options.”). The last style listed is the “Stroke” style.

You can see that I chose a size of 3 pixels, with it positioned on the outside of my image. When finished with your Stroke settings, click “OK.”
My next step is to add the Medicine Wheel layer (or whatever layer you would want to include behind your image). To make things simple, I created centered snap guides and then drew my circle to center on those. I then filled the entire circle to white and locked the layer by clicking on the “lock” box on the Layers Palette. This allows you to add color ONLY to the area that already has some sort of content already…in our case the white we just filled the circle with. Using the guides as a reference, I drew a rectangular box using the Marquee Tool and just filled each quadrant with my desired colors—red, yellow, white and black are traditional Medicine Wheel colors. The only thing remaining is to add my type and the design will be complete. The end result is included on the next page.

I’ve sold a ton of t-shirts with this design on it and am expanding its use out to other physical products as well.
Below is another Edward Curtis image that I used for the same design trick, along with the end result. Here is the “before” image…
And here is the end result from the Curtis photograph…

Now you’re obviously not limited to Native American images and this technique can certainly be used to create graphics for more than just t-shirts and mugs. I encourage you to think about the “trick” I just showed you and decide on some ways you can use it in your own product creation.
Here is an image I created using Illustrator. I created it as part of a series of greeting cards I launched a few years back that sold quite well for me, and most of the “original” illustrations were created from Public Domain photographs.

So, if you guessed that the above image is based on a Public Domain photograph, then you are paying attention… GOOD! To the right is the original photograph (yes, it’s another Curtis image) I’m sure you see the resemblance. Believe it or not, the illustration was created by simply tracing the basic contour lines of the photograph!
Here is the image as it appeared in Illustrator:

As you can see, I have the transparency of the photograph toned back to around 50%. Then, using the paintbrush, I painted the strokes on top of the photograph… literally tracing the contours of the image. Yes it was THAT simple (although it DID take a little practice getting to know the program!)

Here is another, closer view of the image detail:

The shape of the strokes is what this program is known for. These “skeletal strokes” always remain fully editable in every way (unlike Photoshop), so if you draw the line a little crooked, just adjust it as needed…no erasing or re-drawing necessary! You can also assign stroke styles to each line as well. The feathers are
an example of a stroke I created from another existing stroke in the included stroke library.

As I stated earlier, I’m not going to get into the “how-to” on this…this section of the report was not meant to be an Expressions tutorial (perhaps another time). My goal was simply to make you aware of this terrific program, provide you access to it, and entice you a little with what’s possible with it using Public Domain photographs.

Here is another greeting card design I did for my greeting card series based on a Public Domain photograph of an eagle. The characters at the bottom right represent the word “eagle” in Cherokee (pronounced wo-ha-li).
In conclusion, I am determined to present you with as many product creation ideas as possible in hope that you can resonate with one that fits who you are and the type of product you want to create. There are many, MANY ways to create products AND make money using Public Domain works. As I stated earlier…the possibilities are nearly endless, so you can rest assured that there will be more of these reports to follow.

To your continued success!

Tony
THE
PUBLIC DOMAIN
ON
YOUR NINTENDO DS?!

&

DISCOVERING PUBLIC
DOMAIN COMICS

A Report by Tony Laidig
Coming to a Gaming Console Near You...

I am constantly amazed at the variety of ways Public Domain works are finding their way into new mediums and platforms. I recently stumbled onto a very cool website that offers a nice selection of Public Domain works (books, films, comics and audios) for a platform I had not considered—the Nintendo DS game console.

The Moon Books Project ([http://moonbooks.net](http://moonbooks.net)) is dedicated to bringing classic literature, films and other content freely to users of the Nintendo DS game console.

Available books are among some of the greatest, most enlightening, and most entertaining in the world. Everything from Shakespeare to The War of the Worlds. From such diverse topics from science fiction to religion, and they're just beginning to reach the tip of the iceberg.

They have also delved into the film industry, to release classic films on the Nintendo DS. That's right, a collection of films from a diverse number of genres are now available for your enjoyment. Such films range from classic horror titles like Night of the Living Dead to film noir drama like DOA. They've even thrown in some Rashomon, just for the fun of it.

As always, everything there is completely legal, as all content from The Moon Books Project is in the public domain. (adapted from their website)

Now, perhaps the idea of owning a Nintendo DS has been relegated to your children, but don’t allow that to distract you from the potential opportunities that exist for Public Domain works and portable devices. If you look at a few of the
major players in the gaming and portable gaming console market and the numbers of units sold, it’s easy to get excited about selling Public Domain works to this market. Here’s why: Nintendo DS (47 million units sold worldwide), PlayStation Portable (17 million units sold worldwide), Xbox 360 (11.6 million units sold worldwide), Wii (11 million units worldwide), PlayStation 3 (5 million units sold worldwide), and those numbers are growing daily. If you sold to just .1% of that market (one-tenth of one percent), you would have nearly 9,200 sales. Excited yet?

Consider this as well…the numbers listed above do not even include iPods, iPhones, other portable MP3 and portable video devices, PDA’s, cell phones, Blackberry’s, and all the other handheld electronic gadgets that you can adapt Public Domain content for. Are you excited yet?! You should be jumping up and down about now.

An easy solution for converting your Public Domain video, audio or text files into the correct format for use on your portable device of choice is a free online conversion tool called Media-Convert (http://media-convert.com). Media-Convert will convert your audio files, video, presentation, document, spreadsheet, etc. into any of dozens of formats, up to 150mb, at no cost. They support conversions for nearly every portable electronic device known to man, including the Nintendo DS, PSP, iPhone, Wii, Zune, Pocket PC, many cell phones and much more.

Of course, porting Public Domain works over to these portable and gaming devices opens up some really cool possibilities for you, like membership sites, content CDs and DVDs, free content sites monetized with Adsense, and many others as well.
Discovering Public Domain Comics

I also discovered another really great site that features Public Domain works from another classic genre—comic books!

The Golden Age Comics site (http://goldenagecomics.co.uk/index.php) offers a huge selection of comics that are copyright-free or that are now in the Public Domain. Their offerings include comics from publishers such as Ace Comics, American Comics Group, Fox Feature Syndicate, Hillman Periodicals, MLJ Comics, Prize Comics Group and many others.

Downloading the comics requires a free membership (please note that the validation process can take a little while), and there are some imposed downloading restrictions, which, actually are not all that limiting. I also want to note that the downloads are archived with a CBR extension, which is not readily addressable by most archive programs like WinZip or Stuffit Expander. I found that the archive is actually just an RAR archive, so I changed the file extension from CBR to RAR (using Extension Changer: http://www.seegh.com/extchanger/) and it opened right up in my Power Archiver program. Typically, all the files are sequentially numbered JPGs and are scanned at 100% percent, 150dpi. I downloaded a great Moon Mullins comic (pictured above), as well as this one titled, “Western Adventures.”
Secret Tip: While looking through your downloaded comics, make sure you pay attention to the ads that are included within the comic. You’ll often find them on the inside front cover or inside back cover. Here’s why: There were often ads for books, products and other goodies presented within the comics…I’m sure you remember seeing them if you were a comic book reader. These ads can often lead you to OTHER Public Domain treasures just waiting to be found and cashed in on (like these body-building courses from the Jowett Institute of Physical Culture). Of course you have to locate the items advertised, AND you have to insure that they are indeed in the Public Domain. But as I always say, “You can’t find what you don’t know what to look for.”

The easiest way to create saleable products from Public Domain comics would be to offer the collections on CD or DVD, but I would challenge you NOT to do that. The task at hand for the Public Domain user is to create hybrid products that blend the success and creativity of the past with the imagination and technology of today. Ask yourself what NEW, creative product creation strategies can you use to bring these Public Domain works to life once again in a way that is both inventive and fun. The solution to that challenge may very well launch you on your way to a very profitable future.
You may not be aware of this yet, but Amazon has decided to “cash in” on the Public Domain. Through a non-exclusive arrangement with NARA (National Archives and Records Administration – www.archives.gov), Amazon has teamed up with CreateSpace (which Amazon now owns) to make thousands of historic films from the National Archives available for purchase. The National Archives and Records Administration holds more than 200,000 motion picture titles that include documentaries, newsreels, instructional films, combat footage, research and development films, and many other formats that provide an unequalled visual history of the United States.

For those of us who use Public Domain resources to create info products for sale, this is great news, because it means we now have easy access to at least some of the massive amounts of Public Domain film footage held by NARA without having to make a trip to College Park, MD (which is where NARA’s primary holdings are kept).
The initial offering from the National Archives through its partnership with Amazon will be its collection of Universal Newsreels, dating from 1929 to 1967, many of which are available for purchase now on Amazon.com. Newsreels cover worldwide events in politics, entertainment, fashion, sports and technology. Historic moments in world history, such as the death of FDR, the end of WWII, the famous 1960 Nixon-Kennedy debate and the royal wedding of Princess Margaret, are all chronicled. Thousands of public domain films and other U.S. Defense Department and U.S. Information Agency titles from the National Archives motion picture holdings will also become available in the near future.

I recently purchased one of the currently available DVDs from Amazon: “Universal Newsreels: Jan.28, 1960 – Feb. 22, 1960,” also known as “Universal Newsreels Volume 33, 9-16.” I wanted to see for myself:

1) What was being offered on the discs?
2) Was there any useful content on the DVDs?
3) What was the quality like?
4) What possibilities could exist for the content?

The DVDs are being produced on-demand so they are DVD-R discs. They have no menus or chapters and play beginning to end without any type of user interaction needed. The DVD I purchased (and all of them in this particular series) are in black and white. The quality on this one was actually pretty good, although they have a line included on the case that says the quality of clips will vary based on the varying quality of the source material.

I was a bit skeptical about whether viable information products could be created from old black and white news reels, but about halfway through the video, some ideas started coming to mind. The newsreel contains short clips on all kinds of
topics, from news around the world, to sports, fashion and more. On the DVD I purchased, there were several sets of clips that stood out to me as having potential for new products, such as the clips that were included on dog show competitions and highlights of the Golden Glove boxing competitions. I don’t want to connect ALL the dots for you, but I have to say that, with some creativity, there are some serious possibilities for products from these discs.

A current search for the NARA DVDs on Amazon will yield results of around 670 listings for the DVDs, although this count contains duplicate entries. The actual count of different discs currently listed on Amazon totals 563 different DVDs on a broad variety of topics, from military footage to UFO investigations; women’s issues to popular dance styles. However, most of these DVDs are not yet available for sale. Currently, the only DVDs available for purchase are primarily the Universal Newsreel DVDs and those are priced at around $19 dollars. If the others follow that same pricing structure, purchasing the entire set of current listings will set you back around 11 grand!

I tried to find a complete listing of the DVDs that were being released through Amazon, but none exists…with the ONLY alternative being scrolling through page after page of Amazon search results. So I decided to create an alphabetized listing of ALL the DVDs currently listed on Amazon for your reference. The listing includes ALL 563 entries. You won’t find this list anywhere else, probably because no one else is crazy enough to spend the time it takes to create it…but it’s reproduced here for your reference and benefit.

If you ARE interested in purchasing or reviewing the NARA discs, here is a direct link to the Amazon listings:

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<th>Referenced Year</th>
</tr>
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<td></td>
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<td>Ahyung America: Two Korean Families, 1979</td>
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<td>America’s Political Parties: The Republicans - Before and after Reagan, 1988</td>
</tr>
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<td>An Ounce of Prevention: Strengthening Your Wood Frame Home for Earthquake Safety</td>
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<td>And Now Tomorrow, 1957</td>
</tr>
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<td>America in Space - The First Decade, 1968</td>
<td>Apollo 8, 1969</td>
</tr>
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<td>America Presents America, 1956</td>
<td>Appointment with Adventure, 1955</td>
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<tr>
<td>American Dance Fads</td>
<td>Arab-Israeli War, 1973</td>
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<tr>
<td>American First Army - Aachen to the Roer River, 1946</td>
<td>Armed Forces Day Open House, England and Germany, 1968</td>
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<td>Arms Limitation in the Nuclear Age, 1979</td>
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<td>American Opinion and the Arab World</td>
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<td>1966</td>
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<td>Atoms in the Marketplace, 1968</td>
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<td>Attack on the Americas, 1982</td>
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<td>Ballistic Missile Battline</td>
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<td>Ballistic Missile Division Program Highlights, 1958</td>
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<td>Barriers and Passes, 1939 - 1945</td>
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<td>Battle of Midway</td>
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<td>Before The Mountain Was Moved, 1969</td>
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<td>Berlin - 1961</td>
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<td>Berlin: Test for Freedom</td>
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<td>Bikini Bomb Test, 1968</td>
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<td>Black History of World War II, 1995</td>
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<td>Blessing of Atomic Energy</td>
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<td>Blueprint for Terror, 1964</td>
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<td>Body of Iron, Soul of Fire: The Statue of Liberty, 1986</td>
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<td>Briefing on the Strategic Defense Initiative, 1985</td>
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<td>California, 1974</td>
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<td>Captain Bartlett’s Pre-War Film of the Orient, 1935 - 1939</td>
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<td>Captured Viet Cong Film, 1967</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>China Leaps Forward, 1958</td>
<td></td>
</tr>
</tbody>
</table>
Doctor Teller

Drug Dog Training, 1982

Earthquake Preparedness Training, 03/30/1994

Earthquake Preparedness: What Every Child Care Provider Should Know

Ecstasy, 1985

El Salvador: The Battle for Democracy, 1983

Electronic Defense, 1951

Emergency Food and Shelter National Board Program: Federal Dollars - Local Concerns, 1990

Emergency Response to Terrorist Incidents, 05/10/2000.

Energy Crisis and the Environment, 1974

EPA: What We’ve Learned, Where We’re Going, 1985

Eva Braun, 1940

Evacuation from the Arab-Israeli Conflict, 1967

Examination of Stolen Cars, 1970 - 1979

Explosion in the Pentagon; Etc, 1972

F-4c Mig Killers, Ubon Ab, Thailand, 1967

FB-111a Bomb Drop Test, 1972

FBI Day Celebration, Edgar Hoover FBI Courtyard, 1983

Fighter Operations, 6th Air Force, ETO, 01/1945

Flight to the Future, 1956

Flowers of Darkness

Flying Saucer Investigations, 1967

Flying Saucers: Duncansville, Texas, 1957

Focus On Israel and the Palestinians, 1977

Focus On the FBI, 1959 - 1970

Food for Reflection, 1921

Food Science: Technology with Taste, 1989

Foreign Cities, 1920

Foreign Press Center Briefing with Edward Teller, 1986

Foreign Press Center Briefing: B. Maccabee, L. Koss, J. Shandera, and B. Hopkins, 1987

Freedom and You
<table>
<thead>
<tr>
<th>Freedom of the Press</th>
<th>Harry Truman, President of the U.S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freedom Seven, 1961</td>
<td>Helping Negroes to Become Better Farmers and Homemakers, 1921</td>
</tr>
<tr>
<td>Gas Racket, 1943</td>
<td>Henry Kissinger</td>
</tr>
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<td>Gemini-Titan Launch, 1966</td>
<td>Hindenburg Crash, 1937</td>
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<td>Geneva Conference, 1955</td>
<td>Hoover Dam, 1936</td>
</tr>
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<td>German Entry into Austria, 1938</td>
<td>House of the Woods: A Forest Trilogy, 1983</td>
</tr>
<tr>
<td>German News Excerpts, 1944</td>
<td>How Americans Win the War from Home, 1939 - 1945</td>
</tr>
<tr>
<td>German News, No. 106, 1944</td>
<td>How to Fight a Guerilla War</td>
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<td>German Newsreel Excerpts, 1942</td>
<td>How You Can Help America Win the War, V.1</td>
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<td>German Newsreel Excerpts, 1943</td>
<td>How You Can Help America Win the War, V.2</td>
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<td>Hungarian Revolution</td>
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<td>German Newsreel Excerpts, 1944 Part II</td>
<td>Hurricane Betsy</td>
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<td>German War Film, 1914 - 1918</td>
<td>Hurricane Circuit, 1947</td>
</tr>
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<td>German World War II Film, 1944</td>
<td>Hygiene for Women - Protecting Health</td>
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<td>Guatemala Gains a Friend</td>
<td>In Pursuit Of Peace, 1967</td>
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<td>Happy Birthday USA, 07/1976</td>
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<td>John F. Kennedy: Years of Lightning, Day of Drums, 1964</td>
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<td>Intelligence Summary of Saipan</td>
<td>Journey to the Pacific</td>
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<td>Interrogation Techniques, 1955</td>
<td>Jud Suss [Nazi Propaganda Film], Jungle Drug Lab Footage, 1986</td>
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<td>Introduction to Emergency Response to Terrorism, 1998</td>
<td>Kabul Experience, 1979</td>
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<td>Invasion - Afghanistan, 1980</td>
<td>Kansas, 1986</td>
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<td>Invasion of Saipan, 1944</td>
<td>Kennedy Address: Cuba</td>
</tr>
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<td>Iran-Contra Investigation, 1987</td>
<td>Kennedy Assassination Attempt, 06/05/1968</td>
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<td>Iran-Contra Investigation, V.2</td>
<td>KGB Connections (Parts 1 &amp; 2), 1981</td>
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<td>Iraq: Northern Mountains, 1951</td>
<td>Khrushchev's American Journey</td>
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<td>Italian Propaganda, 1943</td>
<td>Knowing the Communist Mind</td>
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<td>It's One Family: Knock on Wood, 1986</td>
<td>Kodo Nippon: Views of Japan</td>
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<td>Japanese Newsreel Excerpts, 1942</td>
<td>Lady Marines, 1944</td>
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Landsat, 1976
Launch and Explosion of the Titan I Rocket, 1963
"Leading From Strength" And "Us Missile And Military Might", 1962
Leakage of Sensitive Western Military Technology - Perle, 1985
Legacy for Wings, 1984
Levi Strauss And Company - People and Denim, 1976
Living With the Threat of Terrorism, 1985
Loma Prieta Earthquake, 1989
Lyndon B. Johnson Inauguration
Man of the Month: Ho Chi Minh, 1966
Man with the Gun, 1954
Managing Terrorism Events: The Oklahoma Experience, 1996
Mastery of Space, 1962
Me and Mr. Marshall, 1948 - 1953; Treasure Of the Rhone, 1948 - 1955
Meeting Of the Minds, War on Poverty
Mercury-Atlas 7 Launch, 5/27/1962

Mexico-U.S. Seminar on Undocumented Migration, 1980
Military Parades in Iraq and Egypt, 1959
Mission Mind Control, 1979
Mollie of Pine Grove Vat, 1922
Mondale/Reagan Political Commercials, 1984
Montana, 1986
Moscow Summit - Powell, 1988
Moscow to Mekong: Communist Aggression, 1965
Mud and Soldiers, 1943
Mudslides in Los Angeles County, 1994
MX Protest Operation Integrity II, 1983
National Alert Broadcast, 2000
National Alert Broadcast: Program 1.5, 1997
National Alert Broadcast: Program 1.6, 1997
National Alert Broadcast: Program 1.7, 1997
<table>
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<tr>
<th>National Alert Broadcast: Program 3.12, 1999</th>
<th>New Strides against Disease / the Space Age, 1979</th>
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<td>National Conference on PCB’s In the Environment (Part I), 1975</td>
<td>Nicaragua Was Our Home, 1985</td>
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<td>National Conference on PCB’s In the Environment (Part II), 1975</td>
<td>Nine from Little Rock, 1964</td>
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<td>National Conference on PCB’s In the Environment (Part III), 1975</td>
<td>Ninth Infantry Division in Cambodia, 1970</td>
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<td>National Conference on PCB’s In the Environment (Part IV), 1975</td>
<td>Nixon at the Pentagon, 1969</td>
</tr>
<tr>
<td>National Conference on PCB’s In the Environment (Part V), 1975</td>
<td>Nixon Defends His Office on Watergate Charges</td>
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<td>National Conference on PCB’s In the Environment (Part VI), 1975</td>
<td>Nixon Speaks From White House on Watergate</td>
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<td>National Conference on PCB’s In the Environment (Part VII), 1975</td>
<td>Nixon-Kennedy Debate No. 4</td>
</tr>
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<td>National Emergency Management</td>
<td>Nixon’s Address on Watergate, 1973</td>
</tr>
<tr>
<td>National Town Meeting - The United States and the Islamic World, 1980</td>
<td>Nixon’s Television Address on Vietnam</td>
</tr>
<tr>
<td>Native Songs, 1948</td>
<td>Normandy: The Airborne Invasion of Fortress Europe</td>
</tr>
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<td>New Communications Technologies - Brand, 1988</td>
<td>Northern California, 1986</td>
</tr>
<tr>
<td>New Directions in Flight, 1978</td>
<td>Northwest U.S.A, 1944</td>
</tr>
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<td>© 2017 – Expert Media Group, LLC</td>
<td>Nuclear Proliferation, 1983</td>
</tr>
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Nuremberg, 1949
Nurses in Vietnam, 1967
Occupying a Public Shelter, 1966
Ode to Joy, 1968
Of Saucers and Believers, 1965
Oil across Arabia, 1950
Oil for War
Okinawa Invasion Scenes, 1945
Okinawa Operation Mob-56
On Target - Atlas ICBM
One Week in October
Operation Power Flight, 1957
Operation Sandstone, 1950
Operation Tiburon, 1982
Operation Titanic, 1944
Out of the Rock, 1991
Out of the Shadows, 1920
Partners in Freedom, 1956
Pavement Research
Pearl Harbor Scenes: Hickam AFB, And Tripler Hospital, Hawaii, 1969
People and Petroleum
Planning and Conducting CBR and Nuclear Defense Training
Pop and Neopop, 1986
President Bill Clinton on Disaster Assistance, 1994
President Ford's State Of The Union Address, 1975
President Kennedy Speaks About Soviet Threats to Berlin
President Kennedy’s Nuclear Test Ban Treaty
President Kennedy’s State Of The Union Message
President Nixon’s Visit, 1969
President Reagan Address from the White House, 1984
President Reagan’s Address on Arms Control, 1983
President Reagan’s Address on Central America, 1984
President Reagan’s Address on Foreign Policy, 1981

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<thead>
<tr>
<th>Event</th>
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<tbody>
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<td>President Reagan’s Address on International Economic Affairs</td>
<td>1981</td>
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<td>President Reagan’s Second Inaugural Ceremony</td>
<td>1985</td>
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<td>President Reagan’s Speech on Defense</td>
<td>1983</td>
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<td>President Reagan’s Speech on Lebanon and Grenada</td>
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<td>President Reagan’s Speech on U.S.-Soviet Relations</td>
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<td>President Reagan’s Speech to the Nation on the Economy</td>
<td>1981</td>
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<td>President Reagan’s State Of The Union Address</td>
<td>1983</td>
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<td>President Reagan’s State Of The Union Address</td>
<td>1987</td>
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<td>President Reagan’s Statement on the Mideast Situation</td>
<td>1982</td>
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<tr>
<td>President Reagan’s U.N. Address - The Problems of Apartheid</td>
<td>1984</td>
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<td>Presidential Debate - Bush-Dukakis</td>
<td>1988</td>
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<td>Presidential Debate, No. 2 - Reagan-Mondale</td>
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<td>Press Conference: Bubble Concept</td>
<td>1979</td>
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<td>Press Conference: Revised Ozone Standards</td>
<td>1979</td>
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<td>Press Conference: Sources of Smog</td>
<td>1975</td>
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<td>Price of Peace and Freedom</td>
<td></td>
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<td>Project Safeguard</td>
<td></td>
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<td>Protest against LBJ at Century Plaza</td>
<td>1967</td>
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<td>Psychics, Saints, And Scientists</td>
<td>1972</td>
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<tr>
<td>Psychological Warfare, Nha Trang Air Base, Vietnam, 01/13/1966 - 01/18/1966</td>
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<td>Psyops Team, 1969</td>
<td></td>
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<td>Public Health</td>
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<td>Radiological Defense</td>
<td></td>
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<td>Ranger Combat Training School</td>
<td>1942</td>
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<tr>
<td>Ready for The ‘80s, 1983</td>
<td></td>
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<tr>
<td>Reagan’s 26th News Conference</td>
<td>1984</td>
</tr>
<tr>
<td>Reagan’s Mission, 1987</td>
<td></td>
</tr>
<tr>
<td>Reagan’s Program to Combat Drugs and Organized Crime</td>
<td>1982</td>
</tr>
</tbody>
</table>
Scenes from American History, No. 2 - To Freedom, 1953

Red Enemy, 1922

Scenes from American History, No. 3 - Nation Sets Its Course, 1953

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The Battle of Khe Sanh, 1968
The Bay of Pigs
The Berlin Airlift, 1949
The Berlin Conference, 1945
The Bombing of Poland
The Call of the Air
The Cape, 1963
The Capture and Trial of Machine Gun Kelly, 1933
The Death of a Black Panther: The Fred Hampton Story, 1969-70
The Detroit Riots, 1968
The Discoverers, 1968
The Dream That Wouldn’t Die, 1965
The Eagle Has Landed: The Flight of Apollo 11, 1969
The Final Goal - El Gol Final, 1978
The Fleet That Came To Stay, 1945
The Holloman Story (Military Briefing Film), 1957
The Inauguration of Franklin Delano Roosevelt, 1933
The Inheritance, 1965
The Invaders of Sicily, 1960
The Japanese Paper Balloon Bomb
The John Glenn Story, 1963
The KGB in America, 1985
The Last Bomb [Silent Footage]
The Long Weekend - The Odds Get Shorter
The Manhattan Rhythm Kings, 1986
The March, 1963
The Mount St. Helens Story, 1984
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The Nazi Plan, 1945
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Japanese Blasted From New Guinea, British Pursue Rommel in Libya

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U.S. Bombs Japanese from the Aleutians, Roosevelt with UN Leaders

Training In South Vietnam, 09/02/1962

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Warring And Roaring (1914-1929), 1983

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USAF Forward Air Controller in Vietnam, 1965

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Why Vietnam

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Vision through Electronic Windows - Contemporary Video Art, 1979

Woodrow Wilson: Spokesman for Tomorrow

Visions of the Wild, 1985

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Voyager II - Uranus Discoveries, 1986

World Affairs Council Speech - Reagan, 1986

WADC Aircraft in Operation Red Wing, 1956

World Congress of Flight, 1959

War and Power: The Rise of Syria, 1984

World War II Fighters and Bombers, 1945

World War II: Russia and Germany
X-2 Incident, 09/27/1956

You Can’t Get Away With It, 1936

Young Men of Our Country (Mass Calisthenics in Russia)

Your Neighbor with a Beard, 1961
UNDERSTANDING THE IMPORTANCE OF MARKET ADAPTABILITY

My Cherokee heritage has proven to be an amazing source of stability for me over the years, because, in knowing who I am and understanding what that means, I have a better understanding of where I am headed and how to get there. I've learned that this stability is equally important in business as well. If you don’t know **who you are** in business AND **what being that means**, you’ll find it extremely (and unnecessarily) challenging to succeed. However, it is from this position of stability that we can then adapt and adjust to meet the ever-changing needs of our customers.

I was reminded of the importance of this adaptability recently on a trip to the Cherokee Reservation in North Carolina. One of the most popular tourist destinations in Cherokee for the past 50 years has been “Chief Henry: The World’s Most Photographed Indian.” There you can have your picture taken with “Chief” Henry Lambert for a nominal fee. Perhaps even you have one of those “classic” pictures lurking around somewhere in a long-forgotten photo album.

*An early postcard of Chief Henry in his Plains regalia*
Market Adaptability

On the surface, this tourist opportunity might just seem like an old Indian trying to capitalize on a long-gone era. Trust me; nothing could be further from the truth. Henry Lambert fully understands the importance of adaptability in marketing. You see, Henry is a Cherokee man, and the Cherokee have a very distinct traditional outfit that is very different that what you would typically see in a movie or television program like “Dances with Wolves” or “Walker, Texas Ranger.” Often, when we think of Native American clothing for men, we usually picture a leather shirt and leggings with beadwork and long fringe and one of those big eagle feather headdresses. And it is true, many of the plains tribes DID dress like that. Chiefs from tribes including the Lakota, Cheyenne, Crow, etc. wore clothing and headdresses of that type. The Cherokee did not. The Cherokee often wore tight fitting leggings with no fringe, an overjacket and a turban, often ornamented with an ostrich plume.

The average American buying public is not familiar with traditional Cherokee clothing, they are familiar with Plains clothing. Henry had to recognize that fact and adapt if he wanted to survive in his business environment. So he gave the public what they wanted by dressing up as a Plains Indian, 1,500 miles from the Great Plains. Chief Henry has no doubts about what the tourists expect, and he has no doubts about his own identity. Henry says, “I didn’t have to play the part of being an Indian…I just dress the way people wanted me to dress so to capitalize on what they were showing American people on the movies.”
Doing business online is no different. It often doesn’t matter if you think something should be or sell a certain way. We often think OUR product is the greatest thing since sliced bread (and it honestly may be). The real question is, “What does the buying public (your customer) think about your product or service?” “How do they see or perceive your product or service?” One of my former mentors told me years ago, “Tony, if people think it’s a mistake, it’s a mistake. It doesn’t matter if you meant to do it that way, or if you even presented the thing correctly. Right or wrong, it’s still a mistake.” That wisdom has stuck with me through the years and I’ve seen it proven over and over again. Chief Henry certainly understands it. Had he shown up in traditional Cherokee clothing, we probably wouldn’t even know of a “Chief Henry.” Stereotypes can be funny that way. The secret is to identify what your perspective customer expects from you in whatever niche you’re in. It may NOT be what you think.

Here is a good example from a research study I did for a friend of mine a few months back. My friend had an “inside track” on how to get Tommy Hilfiger jeans for $1.85 each, and then wanted to sell them on eBay for a huge profit. He asked me to “help” him invest in this “deal.” I was not interested in selling jeans on eBay, but I also knew that my friend hadn’t done any market research to find out if anyone would even buy the jeans. So I did some research on my own specifically for selling jeans on eBay. Here is how I responded to my friend based on what I found:

Hey there…

Just because the prices are good doesn’t necessarily mean the demand is there. Have you done any market research on eBay to see whether those jeans are actually selling? And for how much? And to what audiences? And in what quantities? I would think the jeans especially might be difficult to move because, for women, they want to know that the size will fit their body type. Just because they wear a size 7 and that is what you are selling doesn’t mean it will fit them.
For instance, the most popular searches in **Women’s Jeans** on eBay right now are:

1. seven for all mankind
2. true religion
3. seven
4. abercrombie
5. american eagle
6. citizens of humanity
7. hollister
8. lucky
9. diesel
10. seven jeans

This is what’s popular and what people are searching for on eBay, so THAT’s what you want to give them. Now here is some more research for you. These are the current auctions on eBay for the keyword “jeans” that have the highest number of bids.

<table>
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<th># Bids</th>
<th>Current bid</th>
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<tbody>
<tr>
<td>28</td>
<td>212.50</td>
<td>Anastacia custom lace up blue jeans TOP OF THE POPS</td>
</tr>
<tr>
<td>25</td>
<td>61.00</td>
<td>SEVEN jeans size 27</td>
</tr>
<tr>
<td>23</td>
<td>61.00</td>
<td>SEVEN jeans size 30</td>
</tr>
<tr>
<td>22</td>
<td>89.75</td>
<td>SEVEN jeans size 31</td>
</tr>
<tr>
<td>21</td>
<td>71.00</td>
<td>ladies SEVEN jeans size 28</td>
</tr>
<tr>
<td>18</td>
<td>46.00</td>
<td>New, Seven for all mankind jeans, 30, 4, 6, dark wash</td>
</tr>
<tr>
<td>18</td>
<td>41.00</td>
<td>True Religion Jeans New</td>
</tr>
<tr>
<td>18</td>
<td>36.99</td>
<td>Not Your Daughters Jeans sz 8 flattering and wonderful!</td>
</tr>
<tr>
<td>13</td>
<td>76.99</td>
<td>NWT Citizens of Humanity Jeans Sz 28 - Kate</td>
</tr>
<tr>
<td>13</td>
<td>60.00</td>
<td>Seven For All Mankind womens jeans size 28 o 28 o</td>
</tr>
<tr>
<td>13</td>
<td>30.07</td>
<td>Lot of 10 Old Navy &amp; Gap pants &amp; jeans Excellent cond.</td>
</tr>
<tr>
<td>12</td>
<td>51.00</td>
<td>Armani Exchange Jeans</td>
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<tr>
<td>12</td>
<td>46.00</td>
<td>ladies SEVEN jeans size 29</td>
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Now in looking at this data you’ll see a trend...jeans (and specifically, the name-brand Seven for All Mankind) for plus-size women is what is selling well. Doesn’t mean it’s a market I want to get into, but the data is there to identify the trend. So, if you want to really make some money on eBay, find a good source for “Seven” jeans in plus sizes and you should do well. Here’s some more info:

Here are the top ten Jeans-related searches on Yahoo in the past 30 days and how many times the term was searched for:

- Jeans 161504
- true religion jeans 143628
- seven jeans 54724
- dem jeans 35506
- tight jeans 30289
- levi jeans 25697
- red monkey jeans 22708
- lucky jeans 17035
- diesel jeans 16138
- joes jeans 15104

You’ll notice that the name brands line up with what people are searching for on eBay. So 143 thousand people searched for info on “True Religion” jeans on Yahoo in the past 30 days and 54 thousand searches for “Seven” jeans.
All that to say if you really want to succeed and make money, then you need do your homework. Do the market research. It’s easy to make money when you’re selling people what they’re already looking for. And, it’s difficult to make it when you’re selling something they aren’t looking for. I do this type of research for EVERY venture I get into because I want to succeed, and I spend A LOT of time doing research.

Here are the tools I used for the data above. Most are free.

eBay Pulse: (Trends on eBay. http://pulse.ebay.com)

Hot Item Finder: (Identifies hot items on eBay.) You can purchase it HERE for $37

Good Keywords: (Yahoo/Overture keyword research. Free from www.goodkeywords.com)

I hope, by now, you’re seeing the importance of adaptability in your business. If you want to succeed, you have to adapt. It’s that simple. Here are some quick “Adaptability” strategies to keep in mind as you prepare for your next campaign, develop your next product or review existing products or marketing strategies.

1. **Know your market.** The products that sold well in the past may not sell well now. Which will sell better, DVD’s or VHS movies (not counting collector markets). When you know your market, you can stay one step ahead of everyone else.

2. **Know your marketing.** Different times mean different marketing strategies, which is why it’s always beneficial to study the latest success stories and techniques. Be wary of flash-in-the-pan novelties.
3. **Know your customer.** The needs of your customer evolve and change just like everything else. Provide regular feedback mechanisms for your customers, like surveys, ask campaigns, webinars, etc. And then respond quickly based on the input you receive. If you don’t, someone else will.

4. **Know your products.** I’m a big believer in re-purposing content, and so by identifying emerging trends in your industry early on, you can adapt your existing products to match new demand. Why re-invent the wheel?

5. **Know yourself.** It is important to recognize your limitations and adapt your strategies accordingly. Nothing will take the joy out of business quicker than for you to be performing tasks you are not equipped for, do not enjoy or don’t have time for. Don’t be afraid to outsource where possible. You know what you’re best at so DO THAT and outsource everything else.

People seem to hate change by nature…TO BAD…the old adage says, “The only thing constant is change.” So I would encourage you to stay fluid and organic in your approach to business. Adapt as needed and enjoy the process. Over time, you’ll marvel at just how far you’ve come and how much success you have achieved.
A LOCAL COMMUNITY’S $7,000 PUBLIC DOMAIN SECRET

“When I Saw This Product, I Laughed at the Idea and Even Ridiculed Its Poor Design... Then They Told Me It Sold Thousands of Copies, so I Bought One on the Spot!”

Now I’ve reverse-engineered their process so that you can produce the same type of products and achieve similar results.

A Public Domain Case Study by Tony Laidig
A Local Community’s $7,000 Public Domain Secret

My wife and I recently visited a local craft show. We enjoy looking for unique ideas and clever craft creations. We’ve seen some really great, out-of-the-box ideas at these events, although most craft vendors are just copycat artists. This particular craft show was being sponsored by the Scotland Community Association in the little town of Scotland, PA, near where we live, and honestly, the craft show was kind of boring.

One of the bright spots at the event, however, was the table selling 2008 calendars for the Association. I’ve been aware of these calendars for a few years, but have never had the opportunity to speak with anyone involved with their creation. First, let me describe these calendars to you. They are not your standard, beautiful full color creations you’ll find at Borders, Wal-Mart or Hallmark. Each month features some historical image from the local town of Scotland along with a brief description. Of course all these images are in the Public Domain because they’re all from the late 1800’s and very early 1900’s. Then, there is a basic calendar…like the kind you would create with a calendar template in Microsoft Word or similar program. Finally, there is a front and back cover…that’s it. The calendar is “printed” in black on a copy machine using cream-colored stock, and then “bound” using typical GBC binding. The design process for calendar creation cannot get much simpler than this. I wasn’t impressed. Then I asked how many they sell.
This is where this local “cheapo” calendar gets interesting. The 2008 calendar is the 10th year to be offered, and they’ve always sold at least 1,000 copies or more. I was shocked (did I mention that the town of Scotland only has a population of around 400 people?). At a selling price of $7.00 each, that’s a “gross sales” intake of over $7,000…not bad from a copy machine-printed, basic calendar that uses Public Domain pictures. What’s even more amazing is that the Association was also selling past year calendars…you know, for the years that have already past, like 2002 and 2005…and people were BUYING them! I bought the 2008 calendar, and for some strange reason, I really wanted to buy the older ones too.

**Now let me ask you this:** HOW MANY small communities, towns, neighborhoods, even cities, do you think there are in your county, your state, your province, your region or your country (especially considering this concept would obviously work in nearly any location around the world)? **What would happen** if YOU created a historical calendar for YOUR town? What about ALL the towns in your area? You could simply conduct your research at the local library, historical society, flea market or antique shop and then create a historical calendar that showcased the highlights, people, buildings and events for each town in your region. You could easily sell your calendars at local craft shows, through the local newspaper, with flyers, at the local banks, etc. You could also partner together (think affiliates) with the local Historical Society, or use the
calendars as fund-raisers with schools, youth groups, Boy Scout and Girl Scout groups, or other local organizations. Split the profits with them so that they benefit, you benefit, AND you support your local community in the process…it’s a WIN-WIN-WIN!

Let’s run some numbers. If you picked five medium-sized communities in your area and produced a calendar for each one, and each of those calendars sold just 1,000 copies at $10 each, you would take in $50,000 in gross sales. At that’s just from five communities. Figure a few hours of research and production for each calendar, it’s not a bad payday!

**Building Your Own Calendar**

First, you will need some sort of calendar or calendar template for 2008. The easiest and best place to find a variety of templates at no cost is the Microsoft website. There they offer calendar templates for use in Word, Excel, Powerpoint and Publisher. Of course, most of these same templates should work with Open Office as well. Here is the web address for the Microsoft templates:


You will also need photographs…at least 12 (one for each month). Old pictures have an amazing ability to tap into that something within each of us that reflects back to another time. And as I’ve stated previously, nostalgia can be a powerful tool to drive your product’s sales (I get much deeper into this concept in my report, “The Power of the ‘N’ Word.”

For your calendar, you should consider some specific types of photographs, including photos of:

- Buildings or bridges that no longer existence
- Old sports teams or clubs
• Trains, plains and automobiles
• Famous people from your area
• Old signs or advertisements from your area
• People at work, especially performing tasks no longer performed
• Parades and celebrations
• Veterans and military personnel
• Church events

As I mentioned earlier, these can often be found at your local library, newspaper, historical society, flea market or antique shop. An alternative to using photographs is to make use of old post cards. While some post cards are photographic in nature, you may also find examples that include illustrations of local buildings and attractions as well. Be creative…or not…it’s up to you!

Once you have gathered everything you need for your calendar, simply put it together in whatever program you choose. You can even just print out “master” sets of each page! When finished, you will need to “print” your copies. Staples and Kinkos are options and probably the easiest way to complete your calendar project, but you can also do-it-yourself as well…especially if you own a laser printer with duplex capabilities. I own an HP 8100DN, which works perfectly for projects like this.

Make sure you remember to consider your binding options as well when preparing the calendars for print. If you’re printing on letter-size paper, the calendars will need to be bound in some fashion, using hole-punched fasteners like wire-o, spiral or GBC bindings. If you print your calendars out on ledger-size paper, you can fold the pages in half and saddle-stitch them. ALSO, makes sure you don’t forget to have the hole drilled in them so that they can be hung on the wall!
So once again, here is another simple, physical product, easily produced from Public Domain resources, that has the potential to provide a decent supplemental income stream for your business. May you find the success and joy you deserve.