

Public Domain

BLUEPRINT

Video #2
Books

Public Domain

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In This Webinar...

- Finding Public Domain books easily online and offline
- Discover books no one else knows about using a secret resource
- Product Creation tricks that save massive amounts of time and money
- The secret ingredient you need to add to Public Domain books to make them sell like crazy
- How to easily avoid the Amazon “Slap”
- And much more!

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Why Focus on Books?

- Massive content source
- 85+ Million Books in the Public Domain
- 4 Million online
- People want information, to be entertained, etc.
- Can easily be converted into other mediums like audios, videos, courses, etc.

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Where You CAN Sell Vs. Where You SHOULD Sell

- Sell on your own site
- Sell through Clickback, Plimus & E-Junkie
- Create the site, manage payments, get traffic
- Traffic will ALWAYS be an issue
- This approach has its place for listbuilding, direct sales, membership sites, etc.

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Where You CAN Sell Vs. Where You SHOULD Sell

- Amazon.com – 81.8 million visitors / month
- Ebay.com – 74.6 million visitors / month
- BarnesandNoble.com – 10.7 million visitors / month
- 167.1 MILLION buying customers per month!

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Case Study – Ebay.com

- pulse.ebay.com (research)
- Books => Non-Fiction => Most Watched

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Products You CAN Make Vs. SHOULD Make

- You MUST add value!
- Okay to sell ebooks, BUT don't ignore Amazon!
- Turn into PLR
- Create Audiobooks
- Turn into Webinars
- Collections
- Mashups (be creative)

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Sample Product Blueprint: Lead Gen

- Book Chapter or Two => Giveaway Report AND a FREE Kindle Book
- Links point back to your website and FULL product
- Ads for related products, like the full Kindle book, a printed version of the book, videos, etc.
- Powerpoint Video of SAME chapters bullet points on YouTube with description pointing back to website

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Sample Product Blueprint Lead Gen

- Excerpts for a blog post
- Conversation starters on Facebook and Google+
- *Optional* – Audio version on Amazon MP3 and iTunes

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Finding the Books Online

- Google Books (books.google.com)
- Internet Archive (archive.org)
- HathiTrust (hathitrust.org)
- AbeBooks (abebooks.com)
- Ebay (ebay.com)

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Finding the Books Online

- Finding What You Don't Know to Look For
- Catalog of Copyright Entries
- (<http://books.google.com/googlebooks/copyrightsearch.html>)

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Obtaining Editable Text

- Download the PDF and Convert (Google, Hathi)
- Copy and paste text parts (Google, Hathi)
- Download Text (Archive.org)
- Images (Archive.org)
- Software for OCR – PDF OCR X (<http://solutions.weblite.ca/pdfocrx/>)
- Microsoft Word Formatting Tricks

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Book Checklist

- Cover
- Title, Author
- Copyright Page
- Table of Contents
- Text
- Contact Info
- Ads, Links, Etc.

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Next Week:

Magazines!

Homework Assignment:

Find ONE book, add unique content and format it the way we discussed.

Extra Credit: Upload to Kindle