

# Part 1

Welcome everyone to tonight's webinar; this is video number one of Public Domain Blueprint. Tonight we're going to basically give an introduction and overview of what we will be teaching in the coming weeks. The first thing, there's a couple house cleaning things in the beginning. First, tonight's webinar is going to be an introduction and overview but we are going to cover two primary things in addition to the overview. We're going in-depth into copyright research, essentially: Tony's Essential Guide On Everything You Need To Know About Copyright Research. I've taught on book and magazine before and how to research that so you might be familiar, but what I've never taught on before is how to research copyrights for images and movies and those types of things, as well as rules for patents and copyrights in other countries, etc. So we are really going to get into detail there. It might be slightly boring for you at times, I'll do my best to make it as exciting as possible, but for the sake of completeness and the sake of you own safety in working with this stuff, it is something we really need to cover.

Also, we are going to get into niche research. I think you are going to like this as well because I'm taking a different approach than many people take as far as niche research. We're not really going to get into keyword research or anything like that per se. We are going to look at what is popular right now and how to identify that for selling all the different types of public domain based products that we will be covering in the next eight weeks. So I will be showing you how to research the best types of images, the best types of books, all those types of products. Physical products, digital products, all of that. I will show you how to do the niche research for those different areas. We are going to dig down deep and dig down fast because there are a lot of really great websites

that I have been using and identifying that I haven't really talked about much that really peels the layer of what is selling and what isn't online.

As we go through this course, there are a lot of different things you can do with the content we are discussing but over the last five years, since I've been working with it, there have been things I've identified that just don't work. And, some types of products that you really don't want to waste your time in. I'll share those as well.

One last thing I want to get across here in the beginning, before we get started is, whenever I talk about product creation and website development and content development which is what public domain is best for, providing proven content, I want you to realize I'm not just talking about creating one product and then you're done. Ok? The money that is available on the internet to be made is huge, there's still a lot of profit to be made by all of us. The real key isn't in placing all of your eggs in one basket or just betting on one sure thing or a couple of sure things, everyone who I know that is making any real money online is doing so because they have, first of all, their hands in multiple niches, as well as a lot of websites or a lot of products or whatever the case may be. As we go through the next several weeks, I'll show you exactly what I mean by that.

For instance...just to get your brain going...when I talk about a bunch of products, I'm not talking about one or two or five. I'm talking about two or three hundred, or a thousand. And you might think, holy cow, how in the world will I do that? It is actually easier than you might think to produce quality products that people actually want to spend money on and to do so in quantity, because that is where the money is. I'm telling you right now, all the fun push button softwares and all of the stuff everybody is trying to sell, quite honestly, doesn't work. But there is a new trend, I don't know if you noticed it or not, but

the last couple of product launches including the one today from ??? 5:03, they are all focusing on building automated websites. Here's the thing, even with that, and although his products work great, I own a couple of them myself, but even with building automated websites for affiliate selling, you still need content. And that is where a lot of those fall apart. They are either using spun content or they are scraping it from other websites or whatever. To really keep the ball rolling, you need good quality content that not a whole lot of other people are using, if anybody.

As we go through the next several weeks, I'm going to show you exactly how to do that. So we're going to approach product creation and selling from a lot of different directions. Not everything I present in the coming weeks will be a fit for everyone. But my hope is that as we go through here, there will be one or two things that you go wow, that I can do. I feel quite confident that each of you will have that moment at some point as we go through this series. Kind of like the little nugget I threw out to you the other day in working with the images and stock photo sites, I didn't just invent that, it was a 'for real' thing that I was researching for a book cover because I've started designing book covers again for a certain publisher. I did a specific keyword search and I'll tell you exactly what I was researching, I didn't want to give it away to everybody but, the search that I did was 'grunge backgrounds' on dreamstime.com. Whenever I brought up that search I was blown away by what was public domain and how many times it had been downloaded. So when we get to the image webinar, which is in a couple of weeks, we are going to go into that in detail and we're going to look at some other image things that are really cool, some brand new stuff I've just started playing around here in the last week.

That is all coming up. And to answer Deborah's question, Princess Mya is doing just great, that's my granddaughter, I didn't see her today but I will tomorrow, I was too busy today. But yes, she's doing very well. She's in love with

eating I think, she really packs it away. Anyway, let's jump right into what we have to cover here.

## Why Public Domain?

One of the primary reasons I love the public domain is that many public domain works include nearly timeless and entirely relevant information. As an example, think about photography. The way photographers posed babies in the 1950s is pretty much the same way you pose babies today. The way you would train dogs in the 1960s is pretty much the same way you train dogs today. The way you get six pack abs today is pretty much the same way you did 50-60 years ago. The way you do vegetable gardening today is pretty much the same way that you would have done vegetable gardening 50-60-100 years ago.

See what I mean? Much of this information is timeless.

Now, granted, some of the tools have changed, some of the technology has changed, but much has stayed the same. And there is so much information available for your personal use.

And now, more than ever we need content, and a lot of it. We need content for our blogs, articles, websites, whatever the case may be; it is a whole lot easier to start with something than to start with nothing. By using the public domain, the base of your content is ready. All you do is enhance it and make it your own.

Another thing I love about the public domain is that the information is immediately usable in many cases, especially if you are pulling content from government websites or from works such as magazines. This means you can hit the ground running.

Just the other day, I discovered a new magazine that I didn't know existed and bought every copy available on eBay. The first one, in the health and wellness niche, came yesterday and I was totally blown away by the quality of content in this magazine... a magazine from 1951. Now, because of this find, I can start scanning the article and begin using it right away, with almost no re-writing. Get this; no one else has this content on the entire internet. How cool is that?

And there is an abundance of this information. There are around 85 million books in the public domain, that's a lot, especially when you consider that only a fraction of those books are found online. If you combine the three largest online resources that provide public domain books, you're still only tapping into 4 million books online. Of course that is still a lot of books, more than you and I combined could utilize but I want you to understand is that the potential is huge. We haven't even scratched the surface as far as what is truly available, and that is just books.

And there's more. Those 85 million public domain books don't count the 200,000+ magazines titles that are available in the public domain. Notice that I said titles, not just issues. That also doesn't count the five and a half million patents, that doesn't count the hundreds of millions of photographs and artwork that is available. It doesn't count the videos, documentaries and films, all of those types of stuff.

None of us could ever possibly exhaust this content source.

If we spent a hundred years making a product a day, we  
would never exhaust this content.

To me that is pretty exciting. And, the other thing I love about it is this content is available on diverse mediums meaning that you are not just limited to just finding books, you can get the content from books, magazines, videos, and audios, etc. And you are not limited in how you can use it. You can take it in one form and recreate it into other forms.

Take books... you can take a public domain book, read and record it and boom, you now have a new audio product that you can sell. It makes it very easy to create new types of products from the content that is available to you and me. As a matter of fact, I strongly recommend that you do that. One of the things you are going to hear me say over and over again as we go through this course is this... 'do not, under any circumstances, think that you are going to get away with taking a public domain work and putting it out there as a product as is.' You can, but unless you actually want to make money, I highly recommend against doing that.

Everybody has gotten wise to that and is really smacking it down. If you attempt to sell a public domain book 'as is' on Amazon and Kindle, you are going to get smacked down. They use technology like Copyscape to scan the content being uploaded and comparing it to what already exists. If they identify that 1/3 or more of your content is already present in something that is already available, they will slap you down; they won't even let you publish it. Especially if you have it marked as 'public domain', they won't even allow you to put it up there. So they are really getting hard and heavy and it has just happened over the last few months.

With that said, it is a little bit different if you find a public domain work that no one else has put up there yet, that is a little bit different but, for the most part, I strongly recommend against doing that. It is just the way it is, there are a few exceptions to the rule and we'll talk about those when we get into books and all of that in the next week or two.

# What is the Public Domain?

So, what is public domain exactly? Let's take a look, because you may not be completely familiar with the entire concept. First of all, it is any type of work (and I will reference the word 'work' when I describe public domain products) whether it is a book, a magazine, photograph, artwork, movie, etc. Any media that has been published and/or released to the public is what I am referring to as a 'work'.

Works created before copyright laws are in the public domain. For example, the works of Shakespeare or the King James Bible are good examples of works whose copyright has expired. We're going to get into a lot of detail as far as what that means but essentially, in all countries, there are limits to how long a work can remain in copyright. Different countries have different laws but for the United States, essentially anything published before 1923 is automatically in the public domain.

Between 1923 and 1964 the work had to be renewed in the 28th year after its first publication. In other words, if you find a book and it is published in 1930, the publisher had to renew that copyright 28 years later, which is 1958. If they did not renew it in 1958, then the book fell into the public domain.

You might think; who wouldn't want to renew their work, right? I would think that too but according to a study that was conducted by the copyright office, they discovered that over 90% of all the books that were copyrighted, the authors never renewed their copyright. With magazines it is even worse, 99.4% of all magazines that were published before 1964 never renewed their copyright. I guess they were thinking, who is going to want to read the June 1953 issue in 1956? I'm sure they weren't thinking of the Internet, of course. So I think they just didn't have forward vision to plan for it and as a result we end up with a lot of great content we can use.

Works created by the US government are in the public domain essentially because our taxpayer dollars pay for the creation of a lot of the content the US government generates. Content from NASA and housing in urban development and others are available to us because our taxpayer dollars pay for it. The government cannot claim copyright to it, so it is in the public domain.

There are also works that are donated to the public domain where the creator of the work basically gives it away. They declare that they don't need to retain copyright and are donating the work to the public domain. Believe it or not there are quite a number of images, like on Flickr and Wikipedia that are given to public domain. There are also a number of blogs out there today being currently published along with quite a few people on Twitter that have donated their content to the public domain. You just have to find it.

Ideas, concepts, formulas, lists and equations, those types of things are in the public domain. You might be thinking, yeah, how in the world will you create a product out of that, out of those types of things? We'll be talking about that later and I think some of the kinds of things I suggest to you are really going to surprise you. This is actually one of my favorite areas to play in for product creation when it comes to the public domain.

One last thing that I'll mention here is... nature. We take for granted that we can just grab a camera and walk outside at night or go to a state park or something like that and snap a picture of a tree, or leaves or flowers, or whatever the case may be. For the most part, it is all in the public domain because we have a legal right to do that. There are some places that limit access, like certain gardens where you can't take pictures of their flowers and use them commercially without permission but for the most part there is nothing stopping you and I from going down to the ocean, standing on the boardwalk and snapping a picture of the waves. Or heading up to the mountains and taking pictures of the trees, the streams, snow and all that kind of stuff. We all do



it, the sunset tonight, I didn't photograph it but it was really awesome. There is nothing stopping me from going out and taking a picture of that sunrise or sunset and selling it and making money from it. We kind of overlook that and the truth is, that may not always be the case. It is hard to say, I can't imagine them limiting us shooting sunsets but you never know. Anyway, that is also part of the public domain and I will be talking a little bit more about that in what I am doing with it later too.

## What Is Considered Public Domain?

In the US, works published with or without a copyright notice before 1923 are in the public domain... period. No questions asked, hands down, it's all good. You can take that work and reproduce it in any way you wish.

Works published between 1923 -1964 whose copyright was not renewed in the 28<sup>th</sup> year are in the public domain. Because this is Public Domain Blueprints, I have blueprints to actually take you through these processes.

Lastly, works published in the United States before 1989 without the proper copyright notice are in the public domain. One thing I will say about this last one, is even though it is technically true, it is hard to find those works because you don't know if the copyright page has been removed from a book or something like that. So I pretty much just ignore it, I usually stick to pre-1964 content to be safe.

## At a Glance

The work is public domain if:

- ☐ It was published prior to 1923

- ☐ It was published between 1923 – 1964 whose copyright was not renewed in the 28<sup>th</sup> year
- ☐ It was published in the US before 1989 without proper copyright notice

## Market Research

So, moving right along, let's talk a little bit about market research. This is something that you will find extremely helpful and something you really must do.

It is a very bad idea to create any kind of product because you think it's cool and then go out and try to sell it to the public and try to figure out why it's not selling. So why not stack the deck in your favor, why not take an approach where you already have an idea of what people are buying and then create products or websites based on that information? It increases your chances of success dramatically, there is no magic bullet here, there is no guaranteed way to know that if I identify a certain market and it seems like people are buying here and I create a product that fits in there that I'm going to make money. There is no guarantee but there are ways that you can vastly increase your odds and that is what we are interested in. It's kind of like your chances of winning a drawing of one out of the hundred versus trying to win the Powerball, which is one in 7 billion. We are going to increase your odds of winning dramatically through the type of market research we are going to look at.

### At a Glance

When choosing a niche market, look for niches where people are:

- ☐ Passionate about the niche
- ☐ Have Disposable income

- Provide continuity (you can sell them additional products in the future)

You've probably heard this before from other people, this isn't like super secret revealing kind of stuff; it is very straightforward, common sense. When doing niche research, the first thing you want to look for are people who are passionate about their niche, you also want them to have disposable income and some sort of continuity in that niche, meaning that there are plenty of other types of products that you can sell them. You don't want to only be able to sell your customer one thing and then not have anything else to sell, that would be bad. There are a ton of market out there, especially when you are getting down to sub niches where all three of these are definitely in place.

Think about people and their dogs, using that for an instance, they are very interested in dog training, dog clothes, you name it, and people are crazy about their dogs. I never understood this passion until I got a dog myself. I had always had cats and whenever I went to the store to buy cat food, no one ever stopped and said 'oh what kind of cat do you have?' But you take dog food up to the checkout counter and it's 'oh, what kind of puppy do you have?' I really felt like I entered a new level of the human race whenever I got my husky several years ago, it was like 'I've arrived,' I'm a person now because I have a dog. People are that crazy about their dogs and that's cool, I get it, I understand. They'll do anything; they'll spend crazy stuff like Halloween costumes for their dog or whatever. That is the type of customer you're looking for, and not just in the dog market.

If you follow me on Facebook it is not a big secret what my passions are. I love photography, I love making soup and baking cookies and all of that. Because I love doing those things, guess what, I have this massive interest in

kitchen gadgets and recipes and all that kind of stuff. It's just things that I love. I also love gardening, landscaping, those are my interests and I spend money on them, all the time.

You want to make sure that people have money to spend, there was a market I was involved in years ago pretty heavily, the Native American market. One of the things I found early on is that my family, my mom's family is Cherokee, danced the powwow circuit for years, that kind of stuff. But when it comes to selling to that market, Indians don't have any money for the most part except for buying craft supplies for their regalia. If you're trying to sell other products to them, it can be extremely challenging.

The best market for Native American stuff is non-native Americans people, believe it or not. Upper middle class white people buy a lot of Native American stuff for decor so that is ultimately where I discovered the Native American market was. It wasn't with the native people; it was with the upper-middle-class white people, Southwest decor or whatever. It was a lesson learned, I didn't make a whole lot of money in it until I shifted and changed some of what I was selling and then everything changed for me. It's definitely something you want to look at.

## Market Demand

The next thing that you must have in place is market demand. When it comes to market demand, most of you have heard this; the big question is 'what kind of problem can you solve for your audience?' And it may not be a problem like they need to stop smoking, or stop snoring; they may not need to stop anything. They may want to know how to make something, create something or gain something which is still a problem essentially that needs to be solved. So when you are looking for those answers, whatever those answers may be, you have to realize that all of us are motivated by triggers, they are specific

things that cause us to respond and react in a given way. Whenever you recognize those triggers and use them to your advantage, I'm not talking about manipulation here; I'm talking about making educated choices. When you understand them, it makes the market research process so much easier.

The first four triggers, there are many triggers but I'll give you the top... people are interested in ways to save money, ways to make money, ways to save time, ways to save effort, and how to avoid pain, how to be happy, how to feel loved or receive acknowledgment. So when you create products that surround or pull from one of those four, and avoiding pain is huge, saving and making money is huge, actually feeling loved is too if you think about the dating market and some of those. Whenever your product is addressing one of these issues, or you identify a niche where it is very easy to plug into that make selling process that much easier.

## At a Glance:

- ☐ What problem can you solve?
- ☐ All people are motivated by triggers:
  - ☐ Save money
  - ☐ Make money
  - ☐ Save time
  - ☐ Save effort
  - ☐ Avoid pain
  - ☐ Be happy
  - ☐ Feel loved
  - ☐ Feel acknowledged

*Question: Julie asked a really good question, she asks: is that only physical pain, or emotional pain? Any kind of pain, people want it to stop, whatever it is. Maybe*

*they just went through a relationship breakup, maybe they keep hitting a wall in their finances and can't figure out why they can't get past making 50 grand a year, maybe they have unforgiveness toward their dad or their sister. Pain takes on a lot of different forms. It could be that they have bunions on their feet or maybe their hair is falling out, like me. Whatever the case may be, so it is any kind of pain.*

## Niche Market Research

Now, one of the things I'm going to do is share the best places I go to and use for niche market research and I'm going to list everything out here for your benefit but I'm also going to take you to the websites and show you exactly how I use it. It's one thing for me to tell you to go here and another thing for me to show you what to do when you get there so that is what I'm going to do, actually show you what to do and what to look for when you get there. One of the things you will find is that with some sites you can use to research niches for multiple types of products and other sites will be specific research for a certain type of product, like physical products or image based products or something like that.

The first two sites I want to mention are sites I've talked about before but you may not be familiar with them. These are actually websites that I created for my own benefit initially just because I couldn't remember where all the different research sites were so I compiled them all together into two websites.

The first one is different types of tools available to help you do keyword research. The second site features tools to help you do trend research. Actually,

trend research is more important these days than keywords because keywords can be deceptive, in other words you may see that as certain keyword is getting X number of searches per month but that doesn't necessarily mean that those people are spending money. It doesn't even mean, necessarily, that they are looking for a solution to the keywords they are searching for like sleep, or sleeplessness. We'll be talking about that more a little bit later, I've been following more and more...trends. Trends identified where people are spending money more. Let's take a look at these two sites:

Online Keyword Tool... <http://onlinekeywordtool.com>

On this first site you can see most of the popular websites that are out there for doing keyword research are here:

- ☐ Google Ad word Keyword Tool
- ☐ Google Insight
- ☐ YouTube Keyword Tool, which I'm using more and more
- ☐ Word Tracker,
- ☐ Keyword Discovery
- ☐ Quantcast, one of my favorites for doing research
- ☐ Compete, one I use all the time for checking websites



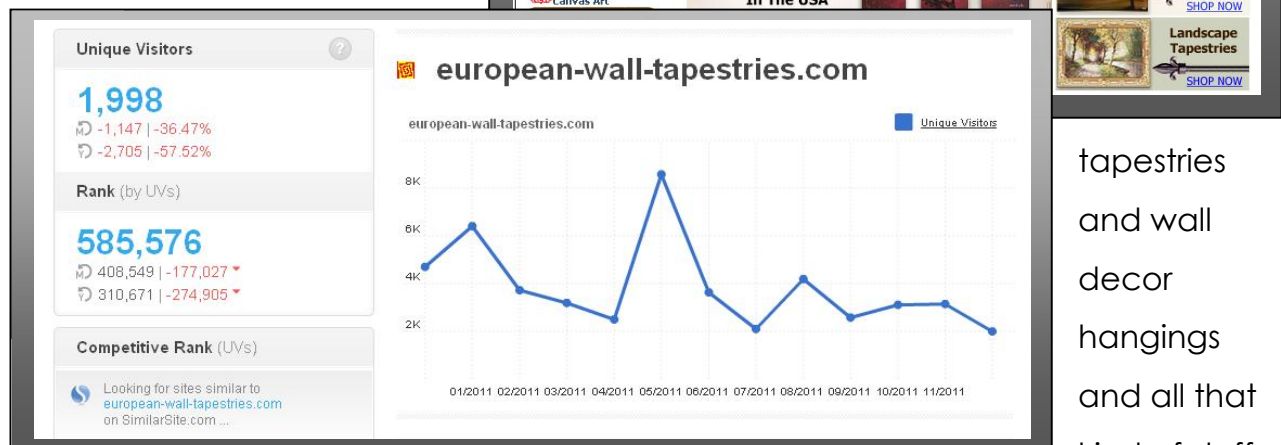
I'll explain exactly what I do with Compete. If you find a product or a niche that you think you might be interested in, one of the methods for research

that I do is see what the top 10 websites are that are selling products related to that niche, whatever products they are, whether they are physical products, e-books, image products, etc. So I'll do a search for the keyword phrase or the product type that I'm looking for in Google and identify the top 10 websites. Then I'll go to Compete and enter in that website to see what kind of traffic they're getting. That gives me an idea of what the interest is because I can track the traffic over time.

Let's do a quick example...wall hangings.

Overstock.com, we're not really going to look at because it's not necessarily the type of website we need to worry about as far as competing with. Same with Etsy.com which we will talk about in a little bit. What we are interested in is the non-mass sites like this one, European wall tapestry. They are talking about wall

*Watch over Tony's shoulder on video 1, beginning at 36:50*



If we go to that website and check it out, it's pretty cool, they have some vintage art and different types of tapestries and that's a good thing. What we'll



do is highlight that URL, go over to Compete, pop our URL in there and we discover that they've been having a tumultuous time. In September, they had 2,500 visitors, nothing huge and 4,200 in August. You'll notice there are spikes so they had a big month in May and a big month in November which was probably Christmas shopping. You can also see trends here in Compete, which gives you an idea of how many people are visiting the site which is an indicator as to whether there is an interest in the products they are selling. Usually I'll go through a whole series of websites that are related to my search and it will tell me whether I need to go there or not, as far as creating products for that market.

Trend Research Tool... <http://trendsresearchtool.com>

The other tool that I have is that trend research tool. If we click on that, you can see there is the online keyword tool. I use this one a lot more. This showcases a lot more of the tools I use on a regular basis; we'll take a look at several of these options.

## eBay Pulse

<http://pulse.ebay.com>



The screenshot shows the homepage of Trends Research Tool. At the top is a blue header with a logo on the left and navigation icons on the right. Below the header, the site's name 'TRENDS RESEARCH TOOL.COM' is displayed in a serif font, followed by the tagline 'Your Site for Research Tools to Track Trends & Forecast the Future of Your Business!'. The main content area features a grid of ten research tools, each with a title, a 'Favorite!' badge, and a brief description. The tools include Alexa Movers and Shakers, Alltop, Amazon's Best Sellers, Amazon's Hot New Releases, Amazon's Movers and Shakers, AOL Hot Searches, Ask.com - Top Searches, Bing Online Commercial Intent, BuiltWith Technology, and eBay Pulse.

Tool Name	Description
<b>Alexa Movers and Shakers</b> Favorite!	Alexa's traffic rankings are far from perfect, but the Movers and Shakers list may help you to identify some current trends.
<b>Alltop</b>	Alltop links to popular sources of content in a wide range of topics.
<b>Amazon's Best Sellers</b> Favorite!	Amazon's Best Sellers list includes various categories and can provide a glimpse that may be helpful, especially for affiliate marketers.
<b>Amazon's Hot New Releases</b>	You can follow Amazon's Hot New Releases list to stay on top of the latest products that are of broad interest.
<b>Amazon's Movers and Shakers</b>	Amazon's Movers and Shakers may not be the top sellers, but they're the products that are gaining the most in terms of ranking.
<b>AOL Hot Searches</b>	AOL Hot Searches is similar to MSN A-List with a variety of information on hot topics.
<b>Ask.com - Top Searches</b> Favorite!	Ask.com also has its own list of top searches.
<b>Bing Online Commercial Intent</b>	This tool can detect customer intent to acquire information or to purchase products based on their search queries or recently visited URLs.
<b>BuiltWith Technology</b>	BuiltWith Internet Technology Usage Statistics provides free information regarding the most popular technology used on the, including analytics, advertising, frameworks and website
<b>eBay Pulse</b> Favorite!	The eBay Pulse shows what items are selling right now, and which items are being watched the most.

One of the first research tools that I use is eBay Pulse. One of the reasons I use eBay Pulse is that eBay gets a lot of visitors every month and they are there for one reason, to spend money. That is why we are going to be looking at these

sites is because people go there with credit cards in hand. That means they are buying customers and if they're buying and we can figure out what they are buying, it gives us a pretty good idea of the kinds of products we should be creating. Most of the sites I'm visiting are information product-based sites, which is what we are making ourselves.

So, we've got eBay Pulse, essentially what that does is tell us what is popular on eBay. One of the things that I like about eBay Pulse is that we can really dig down into

what is popular. This is the opening page and it is very broad, it really doesn't tell us a whole lot of

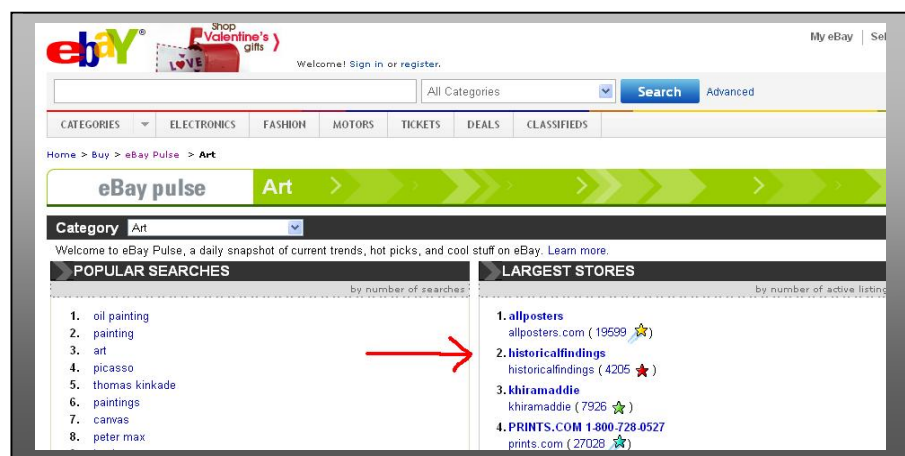
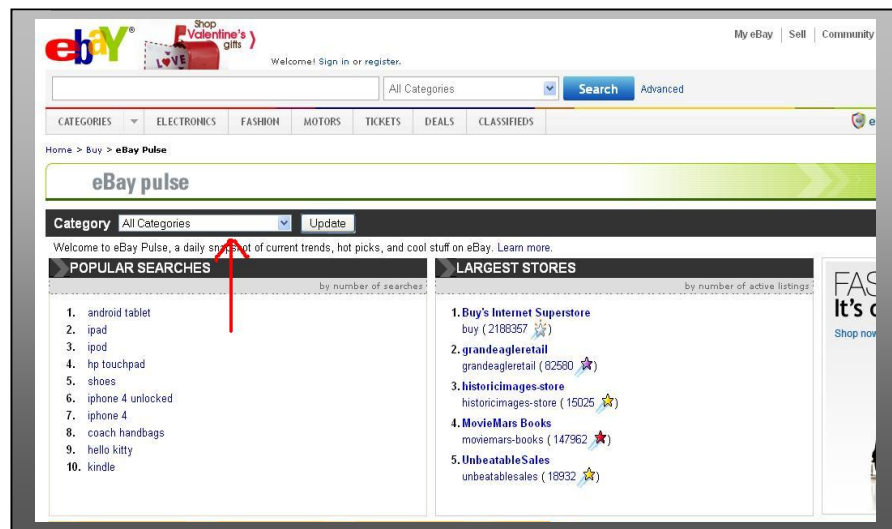
everything. I can't imagine that Blackberries are

popular search on eBay right now but okay, I have a couple they can have.

One of the things that you really want to do and you can do with eBay Pulse is really dig down in. Let's say we are interested in arts, so click on 'art' and we see

the top 10 popular searches: oil painting, paintings, art, Picasso paintings, Pete Max, Kincade, etc. We also see the largest stores which is cool because we

can go in and spy and see what they are selling. You will notice the number two largest store in the art category is Historical Findings, well that vaguely sounds



like something that could be public domain related. If we click on that, we noticed this guy

that has all this old stuff straight out of the public domain.

He could be selling originals because a lot of people do

that, or not. If we

click on one and

we scroll down and

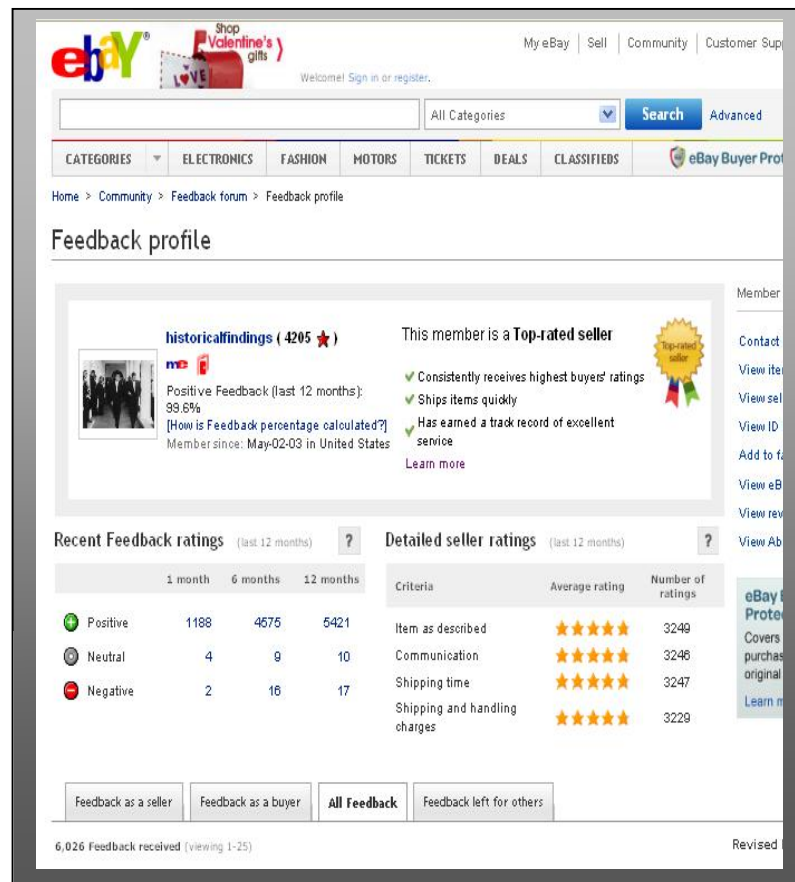
see that it's an old photograph and we read down through his thing here, notice that it says 'this is a photographic print from a high-quality scan of the original.'

That means he is selling

reproductions, okay,

which you and I all can do.

Now just because he has it listed on eBay, it doesn't mean it's selling. So what exactly does he have, because he has a lot of products. If you take a look here, go back and you'll see he has 80,000 products listed. He's been a busy boy, assuming that he's



the guy. So let's go back and see if we can figure out what he is selling exactly. The way I like to do that is to click on their feedback because it will tell us what people bought, it kind of makes it easy. If we start tracking down through and looking at all the different sales that he made, we get a feel of what people might be interested in because they've spent money. We also get an idea of how much money they're willing to spend for all this. It helps us. You'll notice here that the same dude bought a number of different items, we like people like that, they aren't afraid to spend money. So we can identify even people who aren't afraid to spend money on the page and get a feel for what they'll be buying. What is he doing with it? My guess is that he is probably reselling it which brings up an interesting point about public domain content and something you need to be aware of.

Remember earlier that I said I would always tell you to re-purpose and re-create and add to and all of that and there is a big reason why I tell you to do that. The copyright law says that if you make an exact reproduction of something that is in the public domain, your exact reproduction is also in the public domain, you cannot protect it by copyright. But, if you apply minimal creativity, and that's the words used in the law...minimal creativity... then you have the right to copyright it. If you are doing exact reproductions of images, maps or books, etc., people can rip you off and there's not a thing you can do about it so you need to be aware of that. So, that is essentially how I do a lot of stealth spying on eBay, I will go through and take a look to see what is going on in eBay Pulse and check out some of the sellers or check out items that are being watched. That is another thing that will give you an idea of what people are interested in is the most-watched items. Of course you can really dig down into each of these categories, if I click on 'see more eBay Pulse categories' you can see where it takes art and breaks it down into all the different subcategories so you can really dig down deep into things like photographs for instance.

So now you can see the largest stores for photographs, you can see the popular searches that are related to photograph, you can see what the most-watched items are for photographs. So if you're trying to sell photographs, this is information you would want to know. EBay Pulse is a great way to do that level of research; it gives you an idea of what's popular. And it isn't just to sell on eBay; one of the things you will find is that if you do the research with multiple websites, it starts to give you an idea of what is popular overall.



## A note about minimal creativity

Remember that you can take a public domain, apply minimal creativity and then copyright the work as an original. But what is minimal? A good example would be... If you find a book in the public domain and you read it into a microphone and record the audio you now have an audio version and because you applied creativity, you had to use your voice to read it, you now have the legal right to re-copyright for copyright that audio book.

If you apply minimal creativity to change a print book into an audio book and then copyright the audio book, this does not prevent others from converting the print book to audio? In other words, anybody can take that



same public domain work and read it and create an audio book. But there's a little something you need to understand here and I want all of you to hear this and take what I'm about to say to heart. Whenever you take the approach in your product creation or website development or whatever to be willing to do what other people aren't willing to do, you will have a lot more success, because, for the most part, people are lazy. It takes effort to record a book as an audio book, I don't know if you've done it before, I have and it takes time to read a book. Hours and it's not necessarily fun but a lot of people aren't willing to do that or they don't have the equipment to do it or they don't have the know-how or whatever. So just the fact that you even do it gives you an advantage.

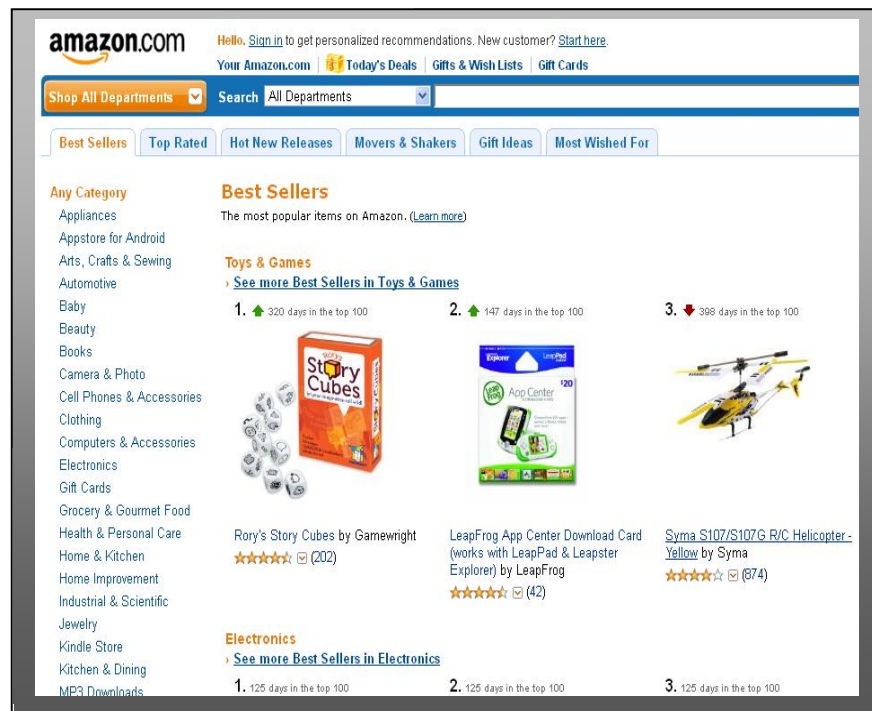
## Amazon Best Sellers

<http://www.amazon.com/gp/bestsellers>

I won't spend a lot of time here, but this is a site worth checking out because anywhere from 75-90,000,000 people visit Amazon every month. What are they there for? They're there to buy stuff.

One of those

90 million is me; I'm on Amazon all the time. The best way to find out what



people buy is to check the bestsellers and they have a bestseller list for every possible category that is available on Amazon, which is a good thing. They also have hot new releases which is something you may want to pay attention to. You can also check out movers and shakers although that can be manipulated, just so you know.

< Any Category

**Books**

- 4-for-3 Books
- Arts & Photography
- Audible Audiobooks
- Bargain Books
- Biographies & Memoirs
- Books on Cassette
- Books on CD
- Business & Investing
- Calendars
- Children's Books
- Christian Books & Bibles
- Comics & Graphic Novels
- Computers & Technology
- Cookbooks, Food & Wine
- Crafts, Hobbies & Home
- e-Docs
- Education & Reference
- Gay & Lesbian
- Health, Fitness & Dieting
- History
- Humor & Entertainment
- Love, Dating

**Best Sellers in Books**

The best items in Books based on Amazon customer purchases. ([Learn more](#))

1. 499 days in the top 100  
**The Hunger Games**  
 by Suzanne Collins  
 ★★★★★ (4,436)  
 Paperback  
 List Price: \$8.99  
 Price: **\$5.39**  
 You Save: **\$3.60 (40%)**  
 282 used & new from **\$4.00**
2. 893 days in the top 100  
**Catching Fire (The Second Book of the Hunger Games)**  
 by Suzanne Collins  
 ★★★★★ (1,427)  
 Hardcover  
 List Price: \$17.99  
 Price: **\$9.67**  
 You Save: **\$8.32 (46%)**  
 222 used & new from **\$7.00**
3. 734 days in the top 100  
**Mockingjay (The Hunger Games, Book 3)**  
 by Suzanne Collins  
 ★★★★★ (1,427)  
 Hardcover  
 List Price: \$17.99  
 Price: **\$9.67**  
 You Save: **\$8.32 (46%)**  
 222 used & new from **\$7.00**

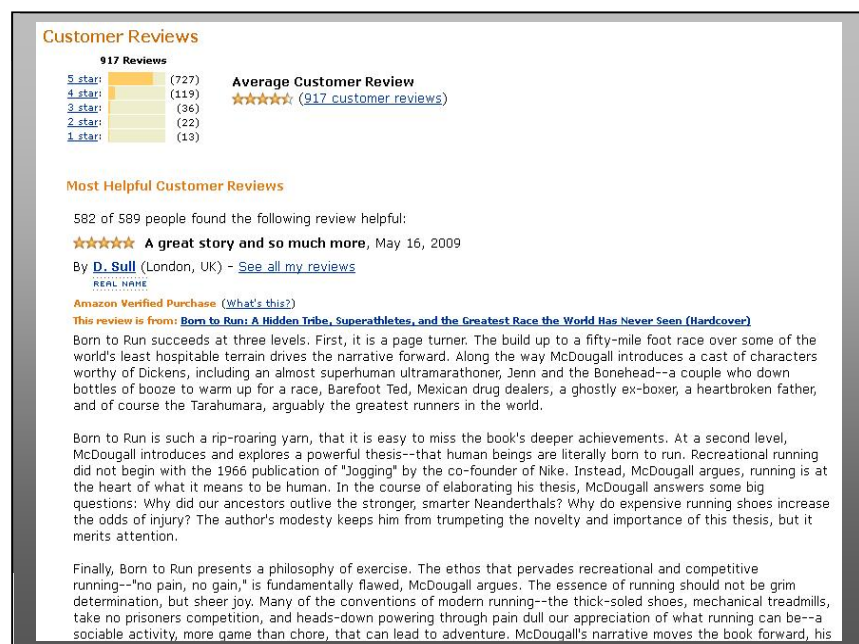
Let's say, for instance, that you are interested in producing something that is book related, just to pick something. So if we click on books in the bestsellers section you can see what the best-selling books are for any given category. This is the best sellers in books overall and then you can't really dig down deep, let's say we are interested in outdoors and nature so we see here Born to Run, The Quest, Energy Security, Unlikely Friendships, a Survival Handbook, Historical Things 1941. It gives you an idea of what's popular and you can also see that, for example, Born to Run is number one in outdoors and nature but what does that mean exactly, are people actually buying it? So let's click on it and we can get a feel for that.

If we scroll down we can get an idea of where it is overall in books, its number 87 so it's doing okay and it is number one in multiple categories.

The next thing we want to do, let's say we're interested, we found some great content related to running so we are thinking about creating a product in this niche. I don't run, okay, but that might interest some of you. So let's see what people like about it. Wouldn't you want to know that? If you were creating a product in a niche, would you be interested in having your customers tell you exactly what they wanted in your product or what they are looking for in a product? Well,



sure. And the easiest way to do that is to read the reviews of the top selling products on Amazon, and there are 850 or so. By reading down through the reviews, people love this book, five stars. So you start reading down through what people are saying about the book and they will tell you exactly what they love about it but not only that, if you click on the comments you get some feeling of what people don't like about a book. If you will read the comments in the reviews, very often they will reveal,





especially if there something in the book that they didn't like, that will often come across in comments, in the review or both. That is why it's important to pay attention to both.

Not only can you get a feel for what people are buying on Amazon, probably the largest shopping store online, but the people who are buying it are telling you what they like about it and what they don't like about it. Two bits of information that you definitely want to know whenever you are preparing to create your own product.

This same methodology and approach for Amazon works for any product that is on Amazon, digital cameras or whatever, then you can use those objections that they have listed in the comments in the reviews as bullet points for your sales copy. That's the other beautiful thing about reviews is they tell you, your customer base actually gives words to use for your sales copy. They are describing the products so they are going to hit the keywords that you need to include when you are writing the sales copy for your website.

To give credit where credit is due, this research concept isn't original with me just as hardly anything is original for anybody, I got turned on to this type of research through Terry Dean. It was a jaw dropper whenever he revealed it because it is brilliant. The thing that is great about it, whenever you are looking for public domain content using this method of research on Amazon really helps you identify what you are looking for or the types of products you want to be creating.

## **Craft Count.com**

Whenever you get to Craft Count, essentially what it does is it tracks the top 10 sellers on ETSY and it does so by categories, so on and so forth. What I do

is go to 'top sellers by category' and you can choose the category. We are selling old stuff for the most part, we will just go with that and look, they have a main category called 'vintage.'

Click on vintage, which is very popular by the way and you can see here that in vintage the number one seller, Ink Painter, has made 16,000 sales on ETSY. What I like to do is go down through this list to see what exactly they are selling, and it gives you an idea. You can't always tell by the people's names what

The screenshot shows the Craftcount website interface. The top navigation bar includes links for 'Summary Top Sellers', 'Top Sellers by Country', 'Top Sellers by Category', 'Top Sellers Timeline', and 'Information'. The main content area is divided into sections for 'Top 10 Overall', 'Top 10 Handmade', and 'Top 10 Vintage (excluding supplies)'. A red arrow points to the 'Top 10 Vintage' section, which lists the following top sellers:

Rank	Name	Sales
1	inkpainter	17189
2	ohmymilky	15164
3	penorus	12593
4	vintagefabulous	9155
5	estatesaletreasures	9121
6	FOUNDLINGS	8250
7	CoolVintage	7401
8	bananatrudel	7282
9	highstreetmarket	7151
10	grandmothersattic	7138

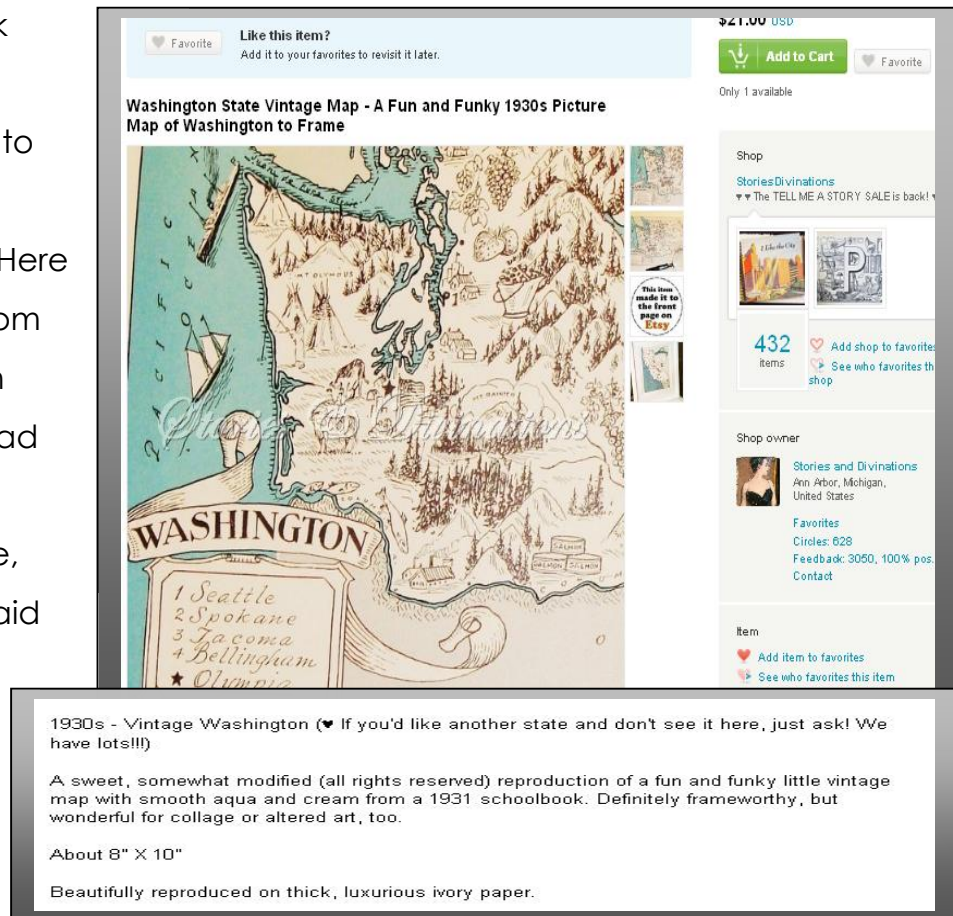
The screenshot shows the 'Top Seller' list for the 'Vintage (excluding supplies)' category. The list includes the following top sellers:

Rank	Name	Sales	Country
1	inkpainter	17189	United States
2	ohmymilky	15164	United States
3	penorus	12593	Canada
4	vintagefabulous	9155	United States
5	estatesaletreasures	9121	United States
6	FOUNDLINGS	8250	United States
7	CoolVintage	7401	Ukraine
8	bananatrudel	7282	Canada
9	highstreetmarket	7151	United States
10	grandmothersattic	7138	United States
11	DearGoldenVintage	7095	United States
12	therpsajik	6760	United States
13	RogueRetro	6689	United States
14	Iciernia	6684	United States
15	RetroStash	6563	United States
16	bostonbaglady	6260	United States
17	petitbrocante	6187	France
18	KnitsandPics	6113	United States

they are selling or what they're not selling, I usually start flipping down through them and you may find something that is public domain-based or not. Since we are in the vintage section, in most cases they are. On ETSY there are people who sell original, older materials and it is considered vintage and yes, Ink Painter

is the number one seller on ETSY who has sold over 16,000 sales. Look what he is selling, he selling old stuff. If you click on it what you will discover is he is selling originals, these are book plates from 1946. Guess what, he selling it for a buck, do you see where I'm going? Buy the bookplate, the original then scan it and sell it for a profit. Of course you will want to first make sure that your market research shows that this is a viable product.

Now let's look check out another seller who appears to be selling public domain products. Here is a vintage map from 1930 of Washington State. When we read further, it says, and notice the verbiage, remember what I said about minimal creativity... 'a sweet, somewhat modified (which means it is



copyrighted) reproduction of a fun and funky little vintage map.' This is somebody who has made 4,600 sales and they are selling reproductions of public domain content.

Again, this is another form of research that I do and, of course, not all of this research is going to apply to all the types of products you were going to

create but I'm showing you the different research methods that I use to identify what is selling and what isn't.

## Top Café Shop

The next site I want to talk about quickly is Café Press. It is another great way of making products and selling them, and for doing market research. One of the sites I like to use is Top Café Shop and if we go there this updates the hundred best Café shops. What's cool is it shows you exactly what they are making and selling but you can really dig into what they are doing as far as visitors and all that kind of stuff.

The screenshot shows the 'TOP CaféShop.com' website. At the top, there's a navigation bar with links: Rankings, Join for Free!, Members, Free Banner Exchange, Our Friends!, and Contact Us. Below this is a search bar with filters for Pageviews, All Sites, and a range of 1-40. The main content area is titled '100 Best Cafepress Shops list.' and includes a promotional banner for 'Fun Zazzle Shirts'. The first shop listed is '8 Paws Up Labrador Retriever Dog Gifts'. To the right of the shop name, there are statistics: Today: 472, Average: 599.9, Category: Other, and Movement: —. Below these are links for 'View Site Details' and 'Rate This Website'.

This screenshot shows the detailed page for '8 Paws Up Labrador Retriever Dog Gifts'. It includes a sidebar with site information: Username: 8pawsup, Category: Other, Average Rating: 4/5, Number of Ratings: 20, and Member Since: 2007-04-25. The main content area features a banner for 'Purebred, rescue, or Lab mix chocolate, yellow, and black Labrador Retriever t-shirts and dog lover gifts.' Below the banner, there's a 'Reviews' section with a date and time stamp (2007-05-05 17:53:31) and a 'Stats' section with a table of daily, unique, and total page views and unique/in/out counts.

Daily	Unique PVs	Total PVs	Unique In	Total In	Unique Out	Total Out
Average	600.4	836.3	0	0	3.1	3.2
Today	477	672	0	0	3	3
Yesterday	666	833	0	0	5	5
Jan 28	539	732	0	0	3	3
Jan 27	626	819	0	0	2	2
Jan 26	593	955	0	0	2	2
Jan 25	611	943	0	0	3	3
Jan 24	632	907	0	0	4	4
Jan 23	639	832	0	0	4	5
Jan 22	597	790	0	0	3	3
Jan 21	624	880	0	0	2	2

So if you click on 'view site details' we can see their stats, how many page views they are getting today. Today that particular Café Press store got 558 page views, which is huge. They have a lot of eyeballs looking at their products and that is a good thing; that is something we want to know. So it

breaks it down daily, it breaks the page views down weekly and it breaks it down by month. These guys are getting a ton of traffic to their site, 15,000 in

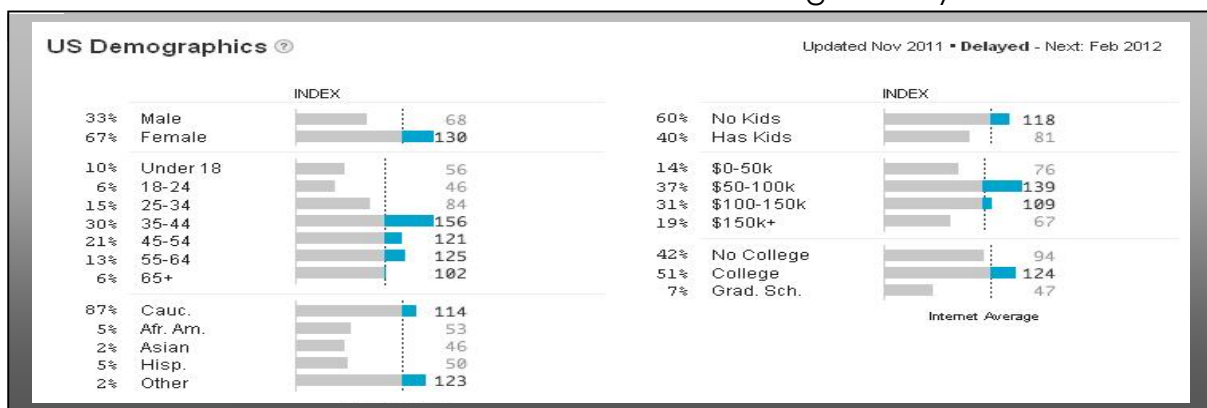


September page views. It could have been the same person multiple times granted, that's still that's not bad stats. We can actually go to the site and see what they are selling. Notice how they have niched in, they are only selling products related to, not dog, but to labs, all kinds of labs.

To be honest with you, I have nothing against labs but if you are looking at the same images I'm looking at right now, I don't know how the hell they're selling that much stuff and getting as many page



views but the truth is, they are. I don't think they're great looking myself but the truth of the matter is they are selling a lot. What they've just identified for us is, T-shirts related to labs are popular because they are getting a lot of visitors. It's information we want to know, if that is something that interests us. Then we can go, I wonder about other dogs. What about Huskies? What about Peekapoos? Then we can follow their model to create our own thing. Then you can take



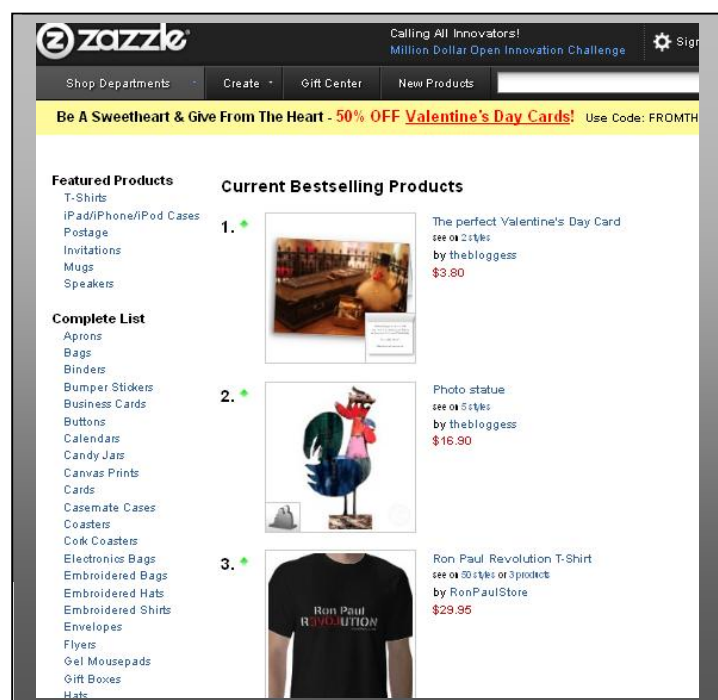
their site, plug it in to Compete like I did earlier and see how many visitors per month they are getting to their site. You can also use Compete to track where they have inbound links.

You can also, if you go to Quantcast.com and paste in the URL, they aren't able to display the data but it still shows us some interesting things, which is an estimated 67% of their visitors are female, the majority of them are over the age of 35, most of them are white, most of them don't have kids, they are making between \$30,000-\$100,000 per year and wow, 51% are college educated. Now we know even a little bit more about our potential audience just by checking out that website through Quantcast.

That is one of the best bits of information that we can learn through this site, Top Café Shop, is that we can go in and see what the top café shops are and get an idea of what they are selling. And as I've gone through some of the different shops it became readily apparent that a lot of these guys are selling that kind of stuff we are talking about, they're pulling from public domain and other places, kinds of content like that. The truth of the matter is, it sells and I've been saying that for years. A lot of people ignore me except for the ones who pay attention and are making money.

## Zazzle Best Sellers

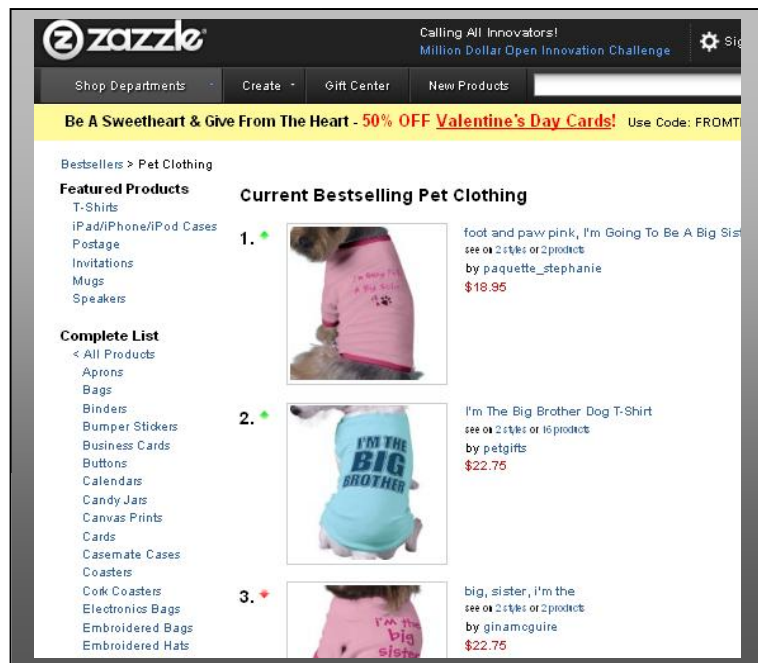
We have one more to take at in the niche research here and that is the Zazzle Best Sellers, and we'll just take a look at that real quick. Again, Zazzle is another site like Café Press



that there isn't an external site that shows us who the bestsellers are but Zazzle was kind enough to create a whole bestsellers section and it is [zazzle.com/bestsellers](http://zazzle.com/bestsellers). Once you get there you can click on the list of categories and it will show you the best sellers in those categories.

Let's say that you wanted to take public domain images and wanted to make calendars out of them and you're wondering if they would even sell and what would sell if you did it. Well, we click on calendars and it shows as the bestsellers for calendars. You can go down through there; here are the top 50, 60, 100 selling calendars on Zazzle right now. So you can go down through and see what types of images people are buying, what selling on there. Maybe you are not interested in calendars; maybe you are interested in something else like pet clothing, speaking of our earlier dogs. The number one pet clothing product is...I'm going to be a big sister for the dog. Geez, that's kind of sad. Cute, obviously it is selling. It gives you an idea of what those trends are and this is information we want to know.

You can see the benefit of this type of research, right? Compared to just going over to Google and doing keyword research because there's no guessing here, this is lots selling, we know people are spending money here which is why I take this approach to research.



## Wrapping Up

I didn't cover all of the sites that are available in the trends research tool so there is more there for you to explore. The ones I showed you in this chapter are the primary ones I use for product research whenever I am creating products using public domain content.

Another quick point is that between the sites that I showed you, there are about 175 million buying customers who visit those sites every month. Out of those five sites that we just visited, that I showed you how to identify what is selling the most, chances are likely that you're going to be able to identify products that will actually make you money. That is what we want. That is why I showed you those sites compared to just going to the Google keyword tool because those are where people are spending money and we can find out what they are spending money on and use that to gauge what type of products we want to create as we go through the next weeks and look at different types of content.