

Public Domain Blueprint

Video 2...Books

We are starting off with books first because...there's a lot of them. Before we get into that let's take a quick look at what you can expect to discover in this chapter. In this chapter you will...

- Find public domain books easily online and off-line.
- Discover books no one else knows about using a secret resource - I have this saying, 'you can't find what you don't know to look for.' That is really true if you let it sink in. Sometimes through things like research and key words you might stumble upon something new but you can be much more focused and deliberate if you know what you're looking for. So I will show you how to do that.
- Learn product creation tricks that save massive amounts of time and money - this section will save you a lot of time when it comes to getting that usable content out of the books that we discover.
- Discover the secret ingredient you need to add to public domain books to make them sell like crazy
- Find out how to avoid the Amazon 'slap' - we've heard of the Google slap and the Google panda and all the funky Google things, Amazon has been cracking down as well especially concerning public domain books. I will show you how to avoid that completely.
- And much more!

Why Books?

The big question here is... why focus on books? Honestly it just seems like the logical choice because when people think of public domain they think of books. And, public domain books are a massive source of content. When I say massive, I mean 85+ million books and this is a low, conservative estimate. I've heard numbers as high as 250 million and maybe more. I don't know about you, but I think that a lot of books.

I don't expect that any of us will be able to use all of them in this lifetime, rightfully so. Some of the content in these books we, frankly, don't need to pay attention to because it is just not relevant today. But, a lot of it is.

Now, consider that number compared to this one... out of that 85+ million books, only around 4 million are available online right now in one form or another. As you can see, we've got a long way to go to tap into this content.

Whenever you go to Google Books and some of the other sites I'm going to share in this chapter, it looks like there is so much information there, and there is. But in the grand scheme of what is truly available to you, we are still just scratching the surface and that is exciting to me. What that says is, while it is a finite number, meaning it isn't truly limitless, the number of books that are available is still so massive that...are you ready for this...if the top 1,000 internet marketers each created 1,000 products that would still only be 1 million. And that doesn't even come close to accessing and using the amount of content that is available to us. That's huge and that's one of the reasons why I love public domain books.

We know that people want information, they want to be entertained and regardless of what anybody says, books aren't going anywhere. If today's technology is any indication...smart phones, iPads, Kindle Fire, Nook's new color reader...this is only going to increase and books are not going anywhere.

But with that said, the focus of books is certainly shifting. I remember before the tablet craze started, everybody was teaching that you needed to create e-books and sell them on your website. That was certainly true and a lot of people made a lot of money, including myself. But is that method and approach still valid today? We're going to discuss that in this chapter but you can't help but pay attention to and address current technology. If you really don't like making money, go ahead and ignore it.

One of the beautiful things about content from books is that text can easily be converted into other mediums like audio, videos, courses and things like that, which you will be learning how to do in this chapter.

As I was preparing this chapter, one of the things that really stood out in my thinking was that there's been a lot of teaching over the last few years, even teaching from me, where you can talk about what you can sell but that doesn't mean that you should. There are a lot of different types of products that you can create using book content but that doesn't necessarily mean that you should.

We are also going to look at places that you can sell your book-based content but that doesn't necessarily mean you should sell it there. Some of this will fly in the face of what is still being taught, that's okay, I don't have a problem with that. I'm not going to blow smoke up your skirt and tell you at a bunch of stuff that when you go try to do it, it doesn't work out that way. What I really want to do is focus on tools that are selling right now and will be selling in the future.

Should You or Shouldn't You...Sell On Your Own Site?

One of the things that you can do is sell on your own website. I'm not saying that you shouldn't do that. You can create book-based products, whether they are e-books or courses and sell them on your own website. Then, you can sell them through Clickbank, Plimus and E-Junkie which gives you access to affiliates which does make it easier to sell. If you're selling it on your own website, by yourself, that's one thing. But when you take the next step and make it available on one of these sites, it gives you access to more traffic and more people.

The problem with selling on your own site, and again I'm not saying that you shouldn't, but one of the problems you can run into is all this extra stuff. You have to create the site, you have to manage the payments, you have to get traffic and, traffic is always going to be an issue because you are going to need it if you want to make sales.

Not that there is anything wrong with that, I have around 120 websites, so I'm all about having your own website. But, is that the best way to sell? In some cases it is, in others not so much. There are some benefits to this approach:

- ☐ It is a great way to build your list
- ☐ It is a great way to have direct sales
- ☐ Great for membership sites

Having your own site is ideal for those things because some of the other methods available to us that we will talk about later, list building isn't as easy. Direct sales, yeah, but someone else is taking a cut. And membership sites, not at all. It definitely has its place in selling your product on your own websites, especially if you want to do membership sites for you are interested in building your own list is so that you can send promotions and build those relationships.

And while I highly encourage you to do that, there is a specific way that I want you to do that and I will take you through that blueprint in just a moment.

There is another way that you can sell. I want to ask you something... are you getting 1,000 unique visitors to your site per month? How about 100,000 unique visitors per month? I don't know about you but I would love to have 100,000 unique visitors coming to my websites per month. What about one million unique visitors, coming to your site each and every month ready to spend money? But I don't and I'm betting you don't either.

Wouldn't it be cool if you could have your product available in locations where they have massive amounts of traffic? And not even have to pay for it? Wouldn't that be cool? The truth is there are those opportunities available to us, and one of those opportunities is Amazon.

Amazon has 81.8 million visitors per month, that's unique visitors. I don't know about you but I shop Amazon on a regular basis and I'm there for one reason, and that's to buy stuff. Now, it stands to reason that if you don't have products on there and chances are most of you don't, then those 82 million visitors aren't going to be buying from you. That's obvious, right? But do you realize the opportunity that you were missing... 82 million people each month are there with their credit card ready to buy, it's like built in traffic.

Yes, Amazon takes their cut but I'm glad to have Amazon as an affiliate, even if they make more money than I do, I really don't care. They are hand delivering buying customers to me so it is worth it to me. I don't have to worry about pay per click, I don't have to worry about having a website, they do that. I don't have to worry about generating traffic, they do that. I don't have to worry about advertising, I don't have to worry about any of that stuff because they do all of that. To me, that's a good thing. All I have to do is say, yes, I have some things to sell and then give them my stuff to sell. They say, 'oh great, thanks, we

will make that available to all of our people who come and visit.' So, it is a great opportunity. Should it be your only opportunity? No, not necessarily but it is a great opportunity.

They are not the only one, there's eBay. Some people say that eBay is on its way out and that may be true. But at 74.6 million visitors per month they've got a way to go to be out, in my opinion. The way you have to sell on there is a little bit different, and there's lots of competition, I'm not arguing any of that but, the truth of the matter is, there are 74 1/2 million people there on eBay each month and why are they there... to spend money. Do you have to build an eBay website? You do have to build your own store so yes, in some respects I guess you do but, you are not having to generate traffic, and you're not having to jump through all these other two. They take their cut just like Amazon, although it's not as much but, the traffic that's built in is astounding. I hope you see where I'm going with this.

Barnes and Noble is another one. They aren't generating the kind of traffic that the other two sites are but they're still getting 10.7 million unique visitors per month that are there to spend money. In that case, they're there to just buy books. Amazon pretty much sells anything, so does eBay but Barnes and Noble is a bookstore. They are there to buy books and that's what we want to sell. If we want to sell books and 10 million people are there to buy books, then it is a great match.

When you take a look at these three sites, that's 167 million buying customers per month. I don't know about you but I'm not getting 167 million people to my website. If I did I would be one of these guru's selling pushbutton software's getting rich. Because I'd be telling you, trust me. But I'm not, these guys are. What that says to me, if I got one tenth of one percent of these people to buy, can you realize how much money there is to be made. And what if I have more than one product on the site, what if I have 10, or 50, or 100, or 1000?

You can see the income potential? Now, am I saying shouldn't sell on your own website? Absolutely not, but one of the models I've been working on and developing is kind of a hybrid of the two. I'll walk you through that in just a moment. I hope you see the possibility here, one of my goals for you... which will be part of your homework assignment... is that you need to get products on the sites to sell. It's like this, if you're not there, you're not going to get it. It's like lottery ticket, it's hard to win the lottery but if you don't buy a ticket it's impossible to win. It's the same way with this, if you don't have products on these site it is impossible to get them to buy. If you do, you've got a winning chance. And if you follow the research video that I taught earlier and what I went through is some of the research that increases your odds quite a bit.

Question: Do you have to sell your e-books at a lower price on these three sites then you would on your own? In most cases you do. Here is something I want you to think about... Let's say we are selling an e-book on our own website and the price is \$47. If you were selling that exact same e-book on Kindle on Amazon, there's no way people will spend \$47 on that e-book. You will be lucky if they spend \$7. You are probably thinking that you could make a lot more money at \$47 compared to \$7. Technically yes, except that you don't have 82 million people coming to your website. And, chances are likely that a very, very, very small percentage of that 82 million people would ever visit your website to begin with because there's another factor that plays into shopping on these three sites and it is their credibility, you are borrowing on their reputation. When people go to Amazon, they shop there because they feel safe; they don't know you in many cases. Once you build a relationship, that's another story but they do know Amazon, they trust them. They trust eBay, they trust Barnes and Noble, that's why there's so many visitors going there to shop. I'll never forget, a friend of mine, Armand Morin said one time 'if it isn't on Amazon, it isn't real.' Quite honestly, if you are selling on the Kindle for Amazon or the Nook for Barnes and Noble and your price point is seven dollars, I don't see any problem or disparity

at all selling at those low-priced points on those side and at a higher price point on your main site because you are not going to get that other traffic there anyway, people won't go 'hey, they were selling this for \$47 on their website but I saw the same thing on Amazon for \$7 so I'm just going to go there and buy it.' Well, there may be some people who do that but there's a whole lot more people who might buy it at seven dollars on Amazon that will never find your other website. That's my point. Also, when you factor in the whole idea of using these three sites not only as a place to sell, but as a lead generator which is what will look at in a minute, then that changes things quite a bit.

Allison says: you may pay that much in the website fees that would cancel out the other profit. Yeah, because you have your hosting account fees, your shopping cart fees, those kinds of things. I pay \$100 per month to One Shopping Cart; I have my hosting account, all of that kind of stuff. That all factors in and comes out of what you are making out of that.

David says: don't you have to have a physical product on eBay? Yeah, you do but how difficult is it to take a digital book and burn it onto CD? It's not that difficult at all. I actually have a case study that is going to blow you away.

Sheila says: location, location, location. Yeah, that's it. This is the difference between owning your own restaurant and then eating at the fast food places. McDonald gets a lot more traffic than the Flamingo which is where I have breakfast a lot of morning. I go to the Flamingo and they are pretty busy but whenever you take the amount of traffic that the Flamingo gets in this little town called Fayetteville compared to all the McDonalds around the world, there's no comparison. It's kind of the same thing.

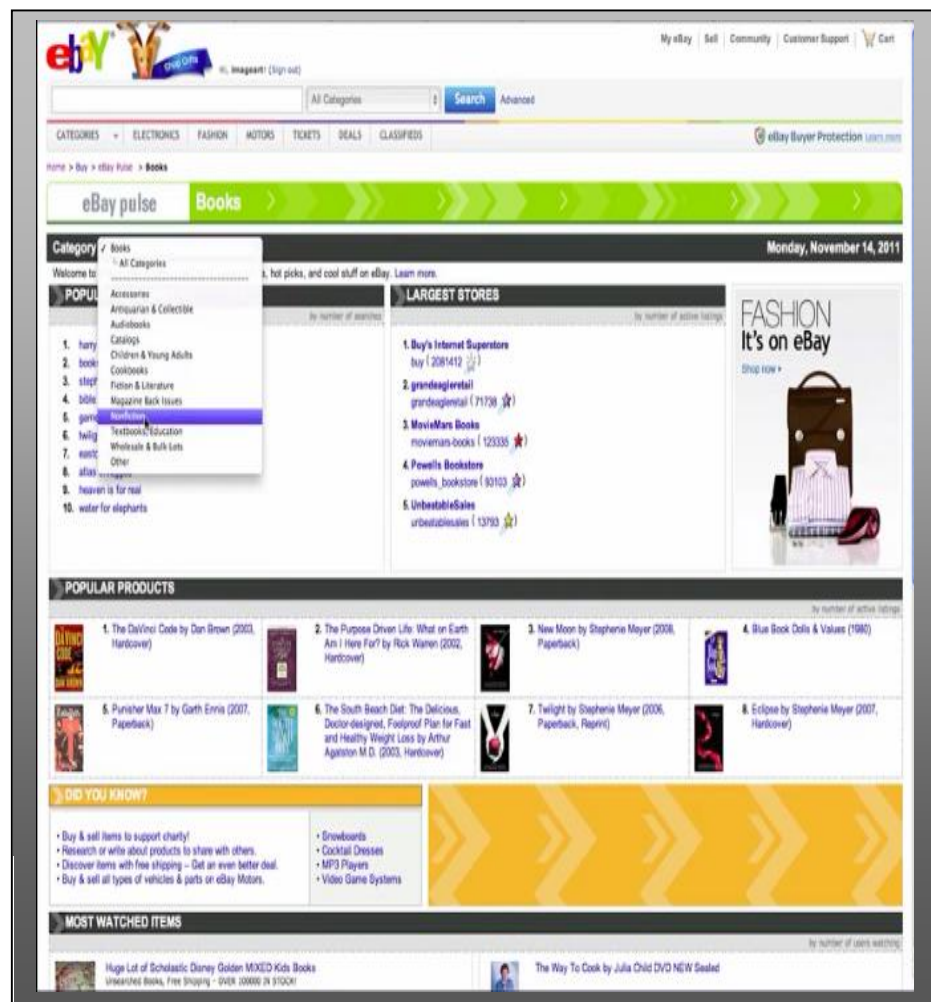
Case Study

....eBay.com

To watch over Tony's shoulder, go to Video 2, beginning at 29:45.

In the last chapter, I talked about doing research on eBay through pulse.ebay.com. I want to show you something to get some strategy and methodology going around in your thinking. In other words, how I want you to look at the selling process that we've been talking about and why, in some cases, it makes more sense to sell on one website but not another. One of the interesting discoveries about this case study is that it absolutely flies in the face of things I have told people in the past not to do. It totally proves me wrong and I'm okay with that.

If you'll remember from the last chapter, eBay Pulse shows you what people are watching, what the most popular searches are, the largest stores and that kind of thing. You have the ability

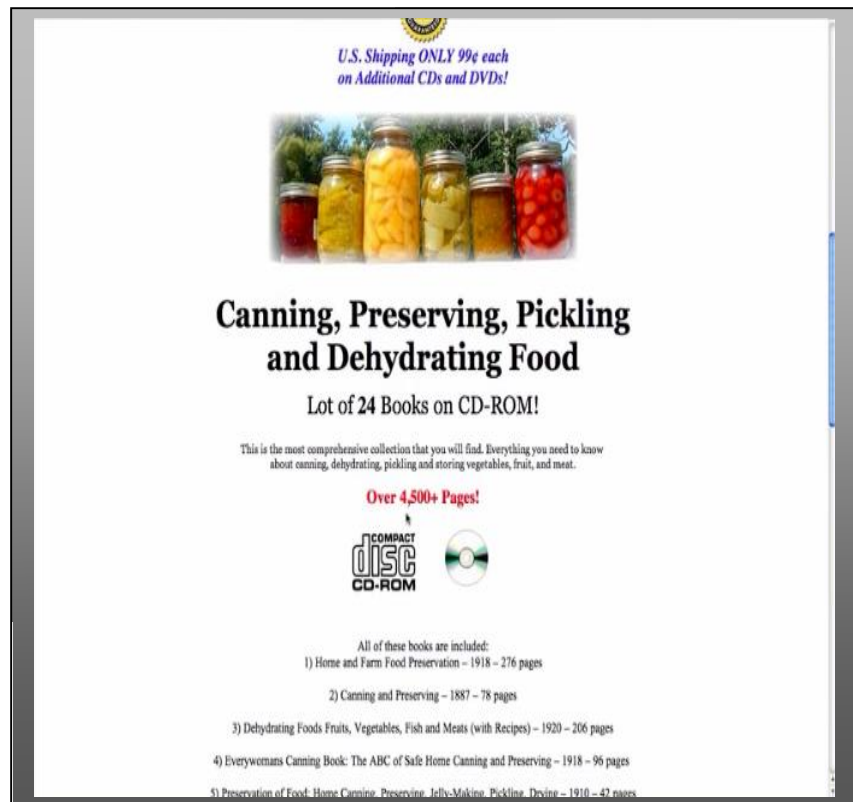


to dig down in this and since we are talking about books, let's narrow our pulse categories down by books first. So click on books and then narrow it down a little bit more to nonfiction books because a lot of what we will be selling will be nonfiction.


Now we can see what some of the popular searches are, books, Bible, lot, survival, signed, civil war, etc. But I'm really interesting is knowing what people are watching. When you look at 'most watched items' it gives you an indication of what people are interested in. Notice this...I discovered by doing this process a product called 24book on Home Canning Self Sufficiency Recipes Backwoods (notice the keywords in the title).

By visiting that store we find that they are selling 24 books on a CD, over 4500 pages. What are these books? They kindly gave us the published date... 1918, 1887, 1920, 1918... they are public domain books, 24 of them on this topic of canning, preserving and pickling. Now you might think who in the world is going

to buy 24 books on canning on a CD off of eBay? Who would think that that would have any kind of popularity whatsoever? Let me show you something, when we scroll to the top of that page, we find something shocking... The history



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Over 4,500+ Pages!



All of these books are included:

- 1) Home and Farm Food Preservation - 1918 - 276 pages
- 2) Canning and Preserving - 1887 - 78 pages
- 3) Dehydrating Foods Fruits, Vegetables, Fish and Meats (with Recipes) - 1920 - 206 pages
- 4) Everywomans Canning Book: The ABC of Safe Home Canning and Preserving - 1918 - 96 pages
- 5) Preservation of Food: Home Canning, Preserving, Jelly-Making, Pickling, Drying - 1910 - 42 pages

for this product, 4,117 units sold of this product. 4,117 people paid \$7 to get 24 e-books on a CD about canning.



I don't know about you, but I find that extremely astonishing. It is insane; it is crazy because people could have found these for free. I'll prove it to you, let's pick one: Preservation of Food. Let's take this one and go over to books.google.com and search for Preservation of Food.

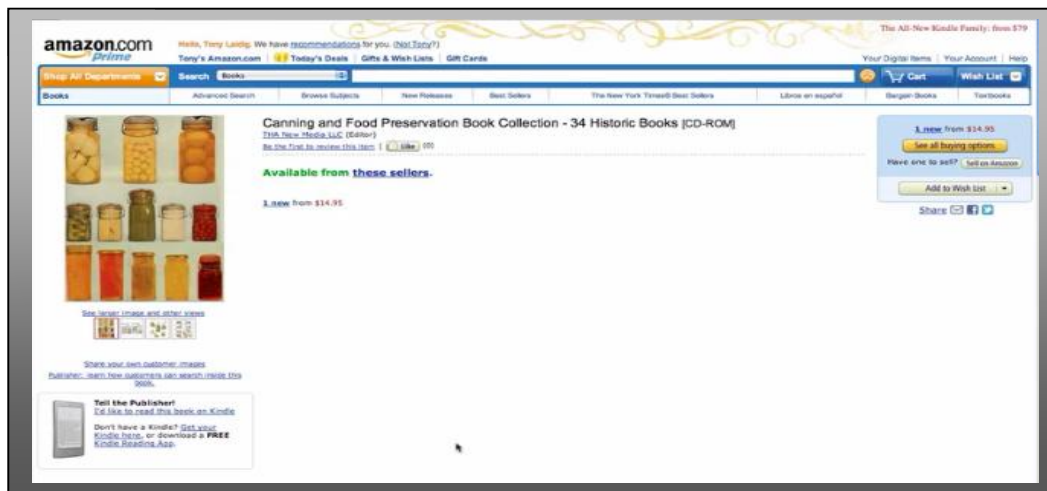
Note: whenever you are searching for public domain books within books.google.com, click on 'free e-books' which narrows it down. Initially, at first glance we don't see this book here so we will put it in quotes. We still don't see it so perhaps people couldn't find it for free, maybe or maybe not so let's look somewhere else.

Go to archive.org and type in your title again and click 'go.' Remember to put it in quotes to narrow things down and then limit it to 'text.' We found it and you'll see that 1,000 people have accessed this book off of Archive for free. Here's the PDF, you can download the entire text, the whole nine yards. It says that it is not in copyright, obviously, it is in the public domain. Yet, it is one of a collection.

I didn't buy this collection off of eBay, but I'll tell you what this dude did... He just did what I did; he went to archive.org or to Guttenberg, Google or

wherever and just scarfed these 24 books and burned them onto a CD. Anyone can do that, you can do that today. But the thing that I want to point out here is...4,117 sold.

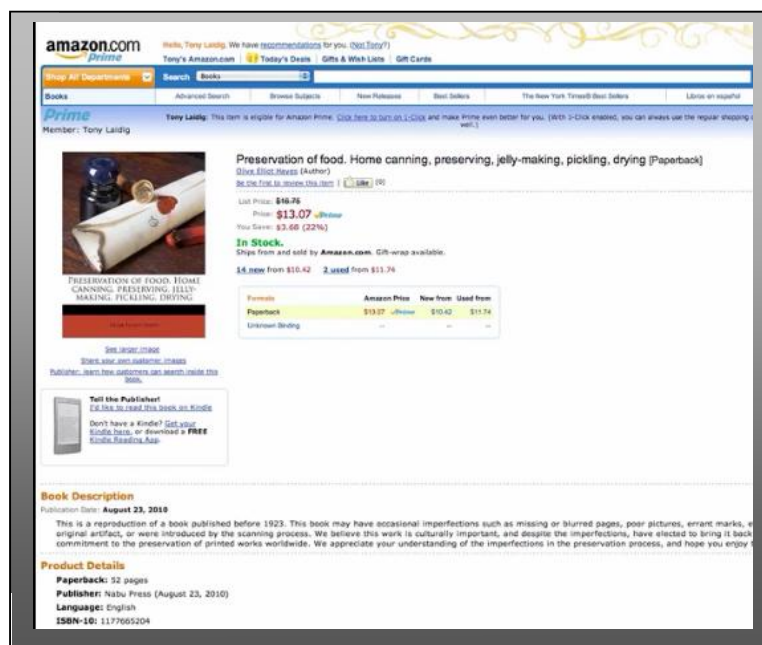
Now, let's take a look somewhere else, let's go over to Amazon and see if that book is here. I don't see this title, Preservation of Food on Amazon, but I do see this...



It is probably the same book or same collection except there are more books, 34 books in this one. Someone may have ripped off that guy on eBay.

Now, just to be sure, let's copy the entire title from the eBay collection and paste the entire title into Amazon. When we do that, we see that it is being sold there, as a reprint.

When you look at this, you may be asking



what in the world does a sealed document have anything to do with food preservation? This is a classic case of somebody who is publishing lots of public domain text with generic covers. But I want to point something out to you, they have no description of the book itself, they have a stock description that says: this is a reproduction of a book published before 1923, blah, blah, blah.

What do you think their chances are of people actually finding this on Amazon? Very small. But notice something else that is missing, if you have done any shopping for books on Amazon, normally it says 'this book is ranked 4,257,000 (for example) click here to see the top 100' but this doesn't say that. You want to know why? Because they haven't sold any. One of the reasons they probably haven't sold any is because they don't have a description, this is probably one of those companies that is just throwing up bunches of products on Amazon for the sake of making money. Will they make money? Sure, they'll make some money not off of this book.

Notice this...this is the same book that is part of a collection that sold 4,000 copies. My point here is, how you describe things first of all, but in some cases different people are going to shop for different things in different locations, that is really what it comes down to. As I showed you in the niche research chapter, you can click on this guys eBay feedback score to see what all he is selling, I'm sure he has more than just this one product.

I want to draw your attention to, this was one of the most watched auctions, people are paying attention to this auction. Standard shipping is \$2.99 so this product is basically \$10 and if he is shipping it medium mail it's costing him \$1.40 plus the packing and those kinds of stuff which means he may break even on the shipping. I hope you're seeing the power of this, this is off of free books and it's likely that he isn't doing OCR or anything like that; it's just PDFs burned to a CD. This is a pretty powerful option I think.

Robert brings up a really good point, he says: people are lazy; they'd rather pay someone seven dollars to do the research and compiling of these books. Frankly I would to, absolutely. And there is value in that. Can I let you in on a little secret? Because these are exact reproductions of a book that they dumped onto CD, guess what? You can copy these files off their CD and do whatever you want with them because the law says that the exact reproduction of public domain works are in the public domain. If they do anything special to the CDs you may not be able to do the special things because that part is copyrighted but if the book is an exact reproduction, then yes, you can do what you want. I've done that sometimes, if I was looking for certain books and someone else did a nice job of collecting them all on a CD I would just buy this CD, that way I don't have to download them all myself, it saves me a lot of time.

Allison asks a good question, she says: does the number of downloads on archive.org gives us an idea of how popular the book is? Not necessarily because a lot of people aren't aware of archive.org, especially the normal buying public. People who shop on eBay and Amazon don't necessarily know about some of these resources that I'm telling you about. Again, we are doing them a service by pulling together these questions.

Allison says: I thought Amazon didn't allow this type of thing. That's not true completely, they do allow it. What Amazon is frowning against is people who keep putting up multiple variations of the exact same book. These guys are doing print books. I will tell you that there is no Kindle version of this book on Amazon and that Kindle version may sell, I don't know, I haven't researched food preservation for Kindles, whether that type of book sells on Kindle or not. I know that recipe books are selling really well so it may, it is kind of like what my friend Daniel Hall says 'it is like a first-come, first-served thing, if you are the first one on Amazon, especially for the Kindle, with a public domain book, good for

you.' The Amazon slap happens when ever it is already there and you try to get yours up there too. Which leads to another topic, making it unique and there are some tricks to that which we are going to talk about.

Paul says: since these books are images, they are all in the public domain. Yeah, absolutely because of what they are doing is taking the exact standards that Google or whoever did and printing those exact scans so the books themselves are even in the public domain because it is an exact duplication.

Is the Kindle version considered a variation? It is, but probably not the kind of variation I'm talking about.

In the top Kindle search results for food preservation is a book that is #19 in container gardening, #28 in canning and preserving so there are some people who are looking for this kind of stuff for their Kindle. I've been buying recipes although I have an iPad, not a Kindle. It all pretty much works the same way.

Should You or Shouldn't You...Products?

Along with the places you should or shouldn't sell there are also products you should or shouldn't make. Let's take a look at what some of these are. The first important point I want to make and I just alluded to this is that you must add value. I said before and I'll say it again, whenever we work a regular job and we are working for 'the man' we spend our 40 or 50 hours working, not sitting around, not watching videos or porn on our computer. We are doing our job; this is what we are being paid to do. Yet, whenever we become entrepreneurs and we are creating our own product to sell it is like we don't want to deal anything, we've forgotten how to work. The public domain is the same thing, it's tempting, it's like a carrot before our eyes. There's all this great content that we could make a lot of products from...true. Many people then think they can throw it up as is and make a lot of money and you could have gotten away with

that in the past. But Amazon has gotten smart and are not letting people get away with it, they are scanning content and if one third of the content in your book is somewhere else they will bounce you out, maybe not initially but whenever they quality check you, ultimately they will bounce you out. I've seen it happen, that is why you want to add value.

That value can take on a lot of different forms, it could be you adding questions at the end of each chapter, points to ponder, or one of my personal favorite ways of adding value isn't necessarily adding value, it is just taking multiple books like that canning book we were looking at was about 50 pages, not very big so take a couple of different books on your topic and mash them together. That adds value because it is now no longer the same thing, you've applied creative effort. So mix it up a little bit, it doesn't take that long to do that kind of stuff yet it makes a big difference in the eyes of Amazon and in the eyes of your reader.

Here's a good point: if there are 80 or so million books that are not yet on Amazon and if you use those, will they find them? No, that is the whole thing about being first to market, which is a completely different topic. Right now we're just talking about books that you can't find online. Let's say you go to a bookstore and you see some books on some topics that people are searching for on places like Amazon and eBay, but the book itself isn't available anywhere online then yes, by all means scan that puppy and put it up on Amazon and you probably don't even have to make that many changes because you were first. That is the thing, when ever Amazon goes to check it, they can't find it anywhere. That is primarily for the Kindle that they are searching because they can't search through print books. Either way you want to add something unique. Yes, there is an opportunity there but you're talking about work because now you've got to go to the used bookstores, find those books and research the copyright, scan the pages and converted into text and all of that. For some

people that is a lot of work even though you're only talking about a couple of hours. Or you can outsource the whole thing for \$50 or \$60 but to some people that's a lot of work. So yes, if you do that and you are first to market on Amazon, you are golden so that is a great exception to the rule.

Melissa asks a great question: if you create an audio book from the text, would Amazon kick you out for not honoring two thirds? No, that's another story because that is creative effort, it's audio. And, they are not scanning the words in the audio, they are primarily doing like a Copyscape type of thing on Kindle books because it is easy to do, it is digital text, so it is easier for them to do that.

Old newspaper articles that have been scanned in the Library of Congress...yes, that's another opportunity, not a lot of people are doing much with old newspapers. We will actually be talking about that in the chapter on magazines because I will include newspapers, comic books, etc. because they are all periodicals. But the same thing works extremely well. My point is, in one form or another you have to add value. In the case of using books that are not currently on there, you are adding value because you are adding something that doesn't currently exist so in my opinion you are still adding value.

Julie asks a good question: if you are modifying a product and adding questions, so on and so forth, is it best to change the title of your new product or keep the title of the book you copied? Personally, I would change the title, even just a little bit. I don't mean, for example, changing The Preservation of Food to Preservation of Food, dropping the 'the', that is not what I'm talking about. Here is an easy example, let's assume that in the book, which obviously I haven't read they give ten different methods for preserving food. You could easily change the title to The Top Ten Methods For Preserving Food or something like that. Actually that would be a good title.

As I said before, it is okay to sell e-books but don't ignore Amazon, it is a huge mistake because Amazon is not going anywhere. A little secret I'll tell you, the 81 million people they got last month, I bet they'll top 100 million visitors in December. What does that mean? It means you better get moving in implementing what I'm sharing with you so that you can get some stuff on Amazon so people can buy it for Christmas.

Another thing you can do with this stuff is turn it into PLR, private label rights. This is a completely different animal because in this case you are selling to information product creators, people in the Internet marketing space. For whatever reason, people love PLR. I buy a lot of it myself, I admit, but why do most people buy it? Because they would rather have it done for them than having to do it themselves. Maybe you are the same way, that's why I buy it, there are some things I could write about because I'm knowledgeable in it but if someone has already written it and all I need to do is tweak it, it saves time. That's why private label rights are so popular. But if you have a market, or a website or whatever, where you have an 'in' to the Internet marketing space, then public domain books are a great source for content that you can use to create and offer as PLR in that space. A lot of the craft and home improvement market, even self-help and some of those different types of things are perfect candidate for this type of stuff.

A couple of things to point out, if you buy much PLR at all you will know that a lot of it averages 30 to 50 pages and a lot of the public domain books might be 300 to 400 pages so, let's say you find a great book on gardening, which is a fairly popular niche. There are content creators out there who are looking for good content in the gardening market. Should you offer the whole book? I would say no, break it up into five or six modules. Now you have six different PLR reports or e-books or whatever that you can sell. And you don't have to sell them for a lot, remember if you look at the grand scheme of things

you can sell the content on Amazon for three, four or five bucks or you could break it up and sell it as PLR for three, four or five buck. So it's the same content, you're making money in different ways with it but it's a different marketplace. It's just another way of spinning the exact same content and profiting from it.

Deborah says the numbers are going up on Amazon because we are all doing research there. Trust me, there are not enough of us to make that much of a difference.

As was mentioned earlier, you can create audio books and this is something I really don't want you to overlook. Again, it takes effort to make audio books because you or someone you know is, whether voice over talent or whatever, actually has to read it and that takes time. I don't know if you've ever done that, I have and it takes time and several bottles of water. Technology wise, it's pretty easy because all you need is a microphone, a quiet room, audio recording software like Audacity that you can download for free. So creating an audio book doesn't have to be that difficult but again, there are many opportunities for you to sell them.

On Amazon, you can sell MP3 downloads. If you go to Create Space, it says that you can sell music but they also have a miscellaneous category where you can also sell spoken word products as well. So you can sell it on Amazon or iTunes as long as you have an iTunes account. Apple approves it of course, but I have stuff on there so it isn't that hard to do.

You can also turn your content into webinars. If you haven't noticed, I love webinars because it's a very easy to teach. Most smart marketers who are making the kind of money we all want to make online are making it through quality plus quantity, they have a couple hundred websites, or 1000 websites. They have hundreds of products whether you are selling stock photography or books or e-books, affiliate products, they don't have five affiliate websites, they

have 300. That is how they are making their money, that is how I make my money and that is how you should be making yours. Whenever you are talking about a resource that has 85 million books it makes it easy to do that. Yes, it takes time but once that's done, it's done and you can move onto the next one. Or you can outsource all of it and teach someone else how to do it if you don't feel like doing it then upload it and reap the benefits of it.

Should You or Shouldn't You...Collections?

Collections...there was a very long period of time so where I told people not to make collections because they don't sell. Unfortunately, in some cases, I was wrong and I'm not afraid to admit it because as the case study proves, collections sell. Not just any collection, I really discourage you from doing, and you'll find this on eBay, is where you have idiots up there who take a collection of 30,000 e-books and put them on a DVD and then tried to sell it for \$5. That won't sell, that's just stupid. That is not what I'm talking about. One of the reasons that the collection we looked at in our case study is doing so well is because they did their homework, it is extremely focused, very sub-niched in a market that people are interested in. That is why it sold 4100 copies.

Should You or Shouldn't You...Mashups?

Mashups... mashups can be spun in a number of different ways. There are some really cool mash ups that are happening using public domain books right now that are outstanding. One of the examples is one that I mentioned a few minutes ago where you would take the content from a couple of different books and mix them together to create a new product from that mixture. That is a mashup because you are mashing multiple pieces of content. It could be adding images that you find in the public domain. One of my favorite mashups is taking content from the public domain plus PLR plus a little bit of my own

writing and use all of that to create a new product. That makes it much more original, which is beneficial because when you upload it on Amazon, especially for the Kindle, no longer do you have to say this is in the public domain, you don't have to click that because it is changed. Now you can publish it as a regular book and take advantage of the 70% royalty that Amazon pays compared to the 35% royalty they pay for public domain books. Basically you're getting double your money which is a really good thing.

One of the cool things that is starting to happen with mashups is that there have been a couple of authors who have taken a very popular books like Jane Austen, a couple of books that she has written and a few others and they are rewriting those books and adding in characters or story lines that are more popular today, like zombies and vampires and crazy things like that. So they are taking Jane Austen books and turning them into zombie books. They are taking books about Abraham Lincoln's childhood and making him a vampire slayer. You might be thinking, you are kidding. But here's the thing, these mashups which are based on public domain books are so popular that they are being turned into movies which is crazy to me because here is a resource they have found for free, downloaded it for free, did their own creativity and writing using characters that are popular in the moment thanks to the Twilight series and all the different zombie movies, The Walking Dead. And all those appeal to a market because they are classics that they also have this other genre in them and they are selling millions and millions. Maybe you and I are not top notch writers, or all that creative, but then again, maybe you are. There is nothing stopping you from doing this, and there's a lot of opportunity there.

Paul says: if you do a search in search category you find one example, 3,000 vintage Native American Indian photos for \$5.56. Yeah... In my opinion, that's just stupid. I don't know how many this person sales, they probably sell some. That's a good example of what not to do.

Vickie asks: is it okay to sell the book on Amazon and also as PLR. Yes, absolutely, what I'm telling you to do is to sell it in as many forms as you want. Once you take one of these books and you create it, you can sell it as PLR, you can sell it on the Kindle, you can sell it as a print book, you can't read it and sell the audio book. You can do all of the above, it isn't like there's a qualification that says 'you've sold it on Kindle so that's it.' The sky is the limit, it really is. One of the things that is cool about publishing on Kindle is you can pretty much take that same content, flip it around and sell it as a printed book through Create Space without a huge amount of additional effort, just creating the cover.

Allison says: I like this idea, is the demand that great? Assuming that I am correct and you were talking about PLR, yes, there is demand for private label rights content. Several of my friends like Nicole Dean have made and built a nice little business on selling content. I'm not saying that they get their content from the public domain, but they may. There are definitely opportunities in private label rights.

Robert says: you could also have a defined period membership site where the members pays for the entire series, say six months in advance, and they get one module a month for six months with a very low touch model. Right, exactly, you can break it up into pieces and drift out that content in a defined period of time. If you make that price point low, think about this, you take the same content that you just published on Amazon; let's say it's a 200 page book. Divide that by six, one module per month. You may add a little additional content from other public domain books or whatever. Let's say you are selling the print book on Amazon for \$15, which is pretty typical. Now, let's say you take that same content and put it into a membership site and you want to make the price point extremely non-objectionable, five dollars per month. So for just five dollars per month they can join this fixed term membership site, it's only five dollars, the cost of a venti mocha chino. For five dollars per month you can gain access for six

months to this dripped content. In six months, they have giving you \$30 which is double what it is selling for on Amazon. Again, it is just another way to spin the same content and make the money a different way. You can do both/and, that is the beautiful thing about this, it doesn't have to be either/or, it can be both/and because different people are going to find the membership in different ways than how they found the book on Amazon perhaps.

Shortly, I'm going to show you how to use all the forces for good to work for your benefit.

Allison says: Audio books. Yes, there is a demand for audio books as well because again, audio is one of those unique things that you can do anywhere compared to reading or whatever the case may be.

Deborah laughed about me talking about Lincoln being a vampire slayer's, let me show you something...

There
you go...
Abraham
Lincoln
Vampire
Hunter and this
is what the
book is being
turned into a
movie and it is based on a public domain book. Here's another one, Pride and Prejudice and Zombies.



There are more,
Sense and Sensibilities
and Sea
Monsters...really? But
this stuff is selling. Here's
another one, Little
Vampire Women. It's
crazy, who would have
thought. Yet, this stuff is
selling.

The screenshot shows the Amazon.com product page for the book "Pride and Prejudice and Zombies: The Classic Regency Romance - Now with Ultraviolet Zombie Mayhem!" by Jane Austen and Seth Grahame-Smith. The page features a book cover, a "Click to LOOK INSIDE!" button, and a "Bargain Price" of \$5.18. A table lists various formats and their prices. The "Book Description" section is also visible.

Format	Amazon Price	New from	Used from
Kindle Edition	\$5.18	—	—
Library Binding	\$16.07	—	\$17.84
Paperback, Bargain Price	\$5.18	—	\$4.00
NPI CD, Audiobook, MP3 Audio, Unabridged	\$16.40	—	\$18.48
Audiobook Edition, Unabridged	\$16.85	—	or Free with Audible 30-day free trial

The screenshot shows the "Frequently Bought Together" and "Customers Who Bought This Item Also Bought" sections of the Amazon.com product page. The "Frequently Bought Together" section shows three books: "Pride and Prejudice and Zombies: The Classic Regency Romance - Now with Ultraviolet Zombie Mayhem!" by Jane Austen, "Abraham Lincoln: Vampire Hunter" by Seth Grahame-Smith, and "Pride and Prejudice and Zombies: Dawn of the Dreadfuls" by Steve Hockensmith. The "Customers Who Bought This Item Also Bought" section shows a list of related books with their prices and ratings.

Book Title	Author	Price	Rating
Pride and Prejudice and Zombies: Dawn of the Dreadfuls	Steve Hockensmith	\$4.23	4.5 (100)
Abraham Lincoln: Vampire Hunter	Seth Grahame-Smith	\$10.98	4.5 (299)
Pride and Prejudice and Zombies: Dreadfully...	Steve Hockensmith	\$10.36	4.5 (40)
Sense and Sensibility and Sea Monster...	Jane Austen and Ben W...	\$12.00	4.5 (55)
Jane Eyre	Charlotte Brontë	\$6.00	4.5 (13)
World War Z: An Oral History of the Zombie War	Max Brooks	\$7.99	4.5 (107)
Little Vampire Women	Louise May Alcott	—	4.5 (10)

Sample Product Blueprint

Let's look at a sample product blueprint on using some of this content as a lead generator. This example shows how to use your own website together with Amazon in a really good way. Let's say that you find a book that is really good and it seems there is a good market and there is demand for it, all that kind of stuff. So you want to create a print book, or maybe sell an e-book on your own

website and do all of the above, just like I said. But you also want to benefit from the traffic that Amazon gets and that Barnes & Noble gets, so what do you do?

One thing that you could do, and I recommend that you do, is take a couple of chapters, and just one or two out of the book. For your website you create a giveaway reports. You've heard this before, enter your name and e-mail address to get this free report on how to can your own food so that you are building your mailing list, which is what you want and you can sell to your customers again and again, build relationships and all that fun stuff. But, take the same information and create a free Kindle book. I know, if it's free, how are you going to make money? Well, it's simple, it's not the whole book, it's just a chapter or two. Perhaps it's 30 or 40 pages but in the free Kindle book there are some very special things that you are including like links that point back to your website where the full product is. There are ads for related products, like the fool Kindle book which they could buy if they like what they've read. Or the printed version of the book which is available on Amazon or the videos, or the audio book, or affiliate products that are related to the market you are selling is. Do you see what I'm saying?

What you are doing with the free book, you are using it as a lead generator, it's a giveaway just like you are doing on your website to get the e-mail addresses. Of course you will include your website in there as well because you want people to go back to your website so that they enter their name and e-mail address. You may be thinking, if I use the same giveaway report on my site as the free Kindle e-book, won't they figure that out? Well, they might, which means you can find something different. Listen, on most of these topics there are more than one public domain book on them. Just pick a different chapter from a different book and do one each on the same topic. This is not difficult, this is very simple. Putting these ads in is as simple as putting in a URL, a link in your Kindle book.

Now, you can take the same chapter that you use for your giveaway report or your free Kindle book and turn what I call the 'powers sentences,' the ones that stand out to you the most, turn those into bullet points and create PowerPoint slides to create a YouTube video. The purpose of creating the YouTube video off of the same content is to get it on YouTube so that the description points back to your website, where your full product is. Or, you can also point it to the printed book on Amazon if you want; you can direct the traffic anywhere you want. The point is you are building traffic leads, you are building credibility and you are using the exact same chapter that you are giving away anyway, it's just in a different form.

You can also use some of those excerpts for a blog post, you'll probably be on your website anyway but you can also use them as conversation starters on Facebook and Google Plus. Now, does this work? Of course it works, especially if you are handling Facebook and Google Plus as you're supposed to. I don't know how many of you follow me on Facebook but, let me take a couple of moments to talk about Facebook.

If you follow me on Facebook, there are a couple of things that you know about me. You know that I am creating a photography project called A Day With The Sacred and every day I post a photograph to Facebook and to the website. You know that I have a new granddaughter named Mya, or as Deborah likes to say Princess Mya, which I pretty much use that all the time now. So you know I have a granddaughter named Princess Mya. You know that I like to make soup because just about every weekend I'm making soup and occasionally some cookies. And you know that I talk about business and public domain.

Because of how I structure my entries, and yeah, I love living in public and hanging out on Facebook, all that kind of stuff but I can tell you, in exception of my granddaughter, that the things I post there are very deliberate. There's a reason why I'm making soup, other than the fact that I like soup but there is a reason why I'm posting pictures of my soup on Facebook every week along with some of the recipes and photographs. There's a reason I'm talking about the cookies that I make, there's a reason why I'm presenting my photography project on Facebook. Why? Because it starts conversations and it builds relationships. So guess what? If I establish myself as Chef Tony who is making soup every week, more and more people start asking for recipes, which they are. Then, I can put recipes together and potentially make a product out of. So, it is not just me having fun. It is because I love doing it but I have people logging in on the weekends on Facebook' to see what soup I'm making.

Now, I'm the Public Domain Expert here, I'm no chef but they are already logging in just to see what soup I'm making just because I've made soup for the last month and a half. So you see how powerful that is and you can do the exact same thing in whatever niche or market you are interested in and just use little tidbits out of the books you found in the public domain. As those conversations start... 'hey I just came across this really cool tip on how to can peppers, I've tried this and it worked well for me. What kind of methods are you using to can peppers with?' Ask a question, you are engaging people.

You can use Facebook and Google Plus in the exact same way, they pretty much works the same way more or less. It works out extremely well and it not only generates leads but it establishes credibility and it gets people interested and excited in what you are doing. A lot of people thought that I posted a lot of photographs on Facebook because I'm a photographer and that is partly true. But what is really interesting is that when I offered my photography course several months ago, which I'm thinking about offering that

live again, but when I offered it several months ago a large number of the folks who signed up for that course were from Facebook because they saw my photographs. And they thought, well he knows how to take photographs. So that was deliberate.

It wasn't just to get the sale, don't get me wrong, I wasn't just out to manipulate people to buy that isn't the point I'm trying to make here, the point I'm trying to make is that it is important to engage people and build relationships. That is why they buy, because they trust you. Facebook and Google Plus make it easy to do that because the traffic is already there. In most cases, depending on how much time you spend on Facebook, your comments are probably getting more views on Facebook than your blog is.

Audio

An optional point you can do with this same blueprint here that we are talking about is also create an audio version to be available on Amazon MP3 and iTunes.

Peter brings up a very good point: answering questions during the presentation and covering the same ground over and over really eats up time. That is true.

Paul says: pay for the course with one slide, the sample product blueprint. Awesome.

Ron asked a great question that I'd like to address: where can you find recipes in the public domain? Are recipes public domain? They are and there's something specific that I want to address about these recipes. According to copyright law any kind of list cannot be copyrighted, like list of ingredients for example. So any recipe, even those published in today's magazine, the list of

ingredients cannot be copyrighted. Now, the description on what to do with those ingredients can be copyrighted, the photographs accompanying the recipes can be copyrighted but you can take the list of ingredients and write your own version of what to do with them and guess what, it is all fair game. That may not seem fair, but that's the law. A lot of people don't realize that which is why I wanted to take time to mention it. The truth of the matter is, there are tons and tons of cookbooks in the public domain.

What I would recommend is if you want to get into cookbooks and recipes because they are popular, be very niche specific. In other words, don't just focus on grandma's favorite recipes or whatever. Get very, very specific, like certain types of Mexican food. A friend of mine who decided to create a cookbook and she did a wonderful thing with it. She lives in Maine and made a very creative cookbook based on public domain content on different ways of preparing lobster, except that she spun the stories that she told about these recipes, like the origin of the recipe and how it came from aunt who ever and invented these stories which are like mobster stories on how these recipes came to be. It's all invented but it is a clever way of presenting these recipes and it is very niche specific, just on lobster. I think she ended up doing some radio shows about the book and all kinds of cool stuff; it was just a really cool way of doing it. She sent me a copy of it after the fact just to see if there was anything I thought should be changed and I'm glad she sent it to me after she had done the work because if she would have come to me before I would have told her not to do it and that would have been my mistake. Because she actually did pretty well with it. So yes, there are opportunities there, just be very specific.

Finding The Books Online

Next, I'm going to share how to find books online including some new software I found to convert PDFs to text, it's cheap and it works really well and is available in both PC and Mac.

TONY: HOW DO YOU WANT TO END THIS CHAPTER? The end of the audio is about you completing the rest of the presentation offline and putting it up for them. Then, you got bunches of questions. The questions are below. I left out the 'you are awesome' one. HOWEVER... I'm going to go back later and transcribe them for you...they will be good social proof for your sales page.

Questions

How do you make a free Kindle book, I see them on Amazon but when publishing on the Kindle platform it only allows down to \$.99? I'll be covering that in the video but think of it this way, even if you drop it down to \$.99 it is kind of a throwaway price. If you buy many books, if you have an iPad or Kindle, \$.99 is one of those no-brainer kinds of things. Most people won't refund on \$.99 although there may be some who would. The point is even if you went for \$.99, the price for entry is so low that most people wouldn't even think twice and then you could have the full Kindle book of all the content to be priced at \$6.99, or whatever. You really want to test those prices, but even at \$.99 and using it as a lead generation you aren't making a lot of money, it's the sales that you are after, you want to make it really easy for people to buy or gain access to it.

Will you be showing how to create audio versions and how to sell on iTunes? I do have a video that I already created that shows you and walks you through the entire process of preparing audios to sell on iTunes and how to do it. We will also be including that in the audio chapter later.

How can you tell if an old home study course is in the public domain? It would pretty much be the same method that I demonstrated in checking the copyright for other types of works. You first have to determine when it was published and then depending on the year it was published you would search on copyright.gov or on the Penn State website and check the status there under published works.

Copyright after 1964, what about multiple editions of a work, which date is used, copyright.gov how do you find out what the codes mean for copyright? First, if something is published 1964 or later, it is totally off limits, you can't do anything with it, it is protected by copyright because the laws changed in 1964. So, if it is post 1964, it is a mute point, you can't use it. Whenever you are searching on copyright.gov, if you are searching for a book, magazine or anything else for that matter, if you are searching for a book and it comes up where...first of all, if the title shows up more than once, more than likely it is still protected by copyright. That's the first rule, if it even shows up. But, if it has been renewed, let's say the book was published in 1955, if they had renewed it in the 28th year as they were supposed to, that means it would have to be renewed in 1983. So, if they renewed it, there would be the little catalog number in your search result and it would have an RE in front of it, which stands for renewed. If, after you search for the authors name and title and it was published after 1950 and you are on copyright.gov and after searching for the

author's name and book title, the book still doesn't show up, it is in the public domain. It is pretty much that straight forward.