

Part 3...Magazines

This is an exciting chapter for me to share, simply because much of the technology has only recently become available. That's exciting because not only will you be able to replicate the strategies I've taught on before, you now have access to the newest, most up-to-date technology available. What I'm sharing in this chapter is not difficult at all and I will, of course, show you how to do it step by step.

So prepare yourself, in this chapter we are going to discover how to:

- ☐ Find public domain magazine easily online and offline
- ☐ Turn magazines into best-selling products
- ☐ Create new products by using a blog created from magazine content
- ☐ Turn magazine content into mobile apps

Why Magazines?

Magazines are one of my favorite sources of content. And, it is a source that is often overlooked. First, most people are simply not aware of the concept of using magazines for content. Second, it takes a little more work to use and, honestly, people tend to be lazy. The good news for you is, if you apply a little bit more effort than the Average Joe, it gives you an immediate edge.

One of the beautiful things about it is there are over 200,000 magazines in the public domain. I'm not speaking about issues here; I'm talking about magazine titles. Titles like: Popular Science, Popular Photography, and on and on and on. Each of those magazines, depending on how long they are being published, may have 50 issues up to 1,300 issues that are available in the public domain.

Out of all the 200,000 plus magazines that were published before 1964, 99.4% of them never renewed their copyright. Why? My guess is that the publishers were not forward thinking. Back in the 30's, 40's and early 60's, there was no internet and publishers simply didn't consider that people would want to read their magazine years later. I image they believed more people would use older magazines to line bunny cages than would be interested in reading a five year old magazine...right? Seriously, my family used to take old magazine and make Christmas tree doorstops. Don't worry, that is not a product creation technique I will be teaching.

Another thing I love about magazines is that there is content available in nearly every niche. There are some new niches that this wouldn't apply to, simply because they are new and rely on current data. The housing market, stock market and futures trading and those types of niches you would not want to pull older data from...unless you are looking for parallel content.

Another really cool reason why I love magazines is that not many are available online, unlike books. This provides us an opportunity because, as I said before, people tend to be lazy and simply do not want to do any more work than necessary. When they find out that they have to do a little scanning or a little OCR on the scans, they suddenly turn the other way and go buy overused PLR content, run it through an article spinner and end up with content that is barely readable. That is not what Google is interested in; they are banging down sites with that crap on it. We want high quality proven content that was

written by experts. That is exactly what we are going to get in when we use magazines for content.

Where To Find Them

It will come as no surprise for me to list eBay.com as my primary source for finding magazines. It is a great place to find unusual products simply because of the sheer mass of people selling there. Until recently, eBay is just about the only place I looked for magazines, but that has changed and I'm excited to share these new sources with you.

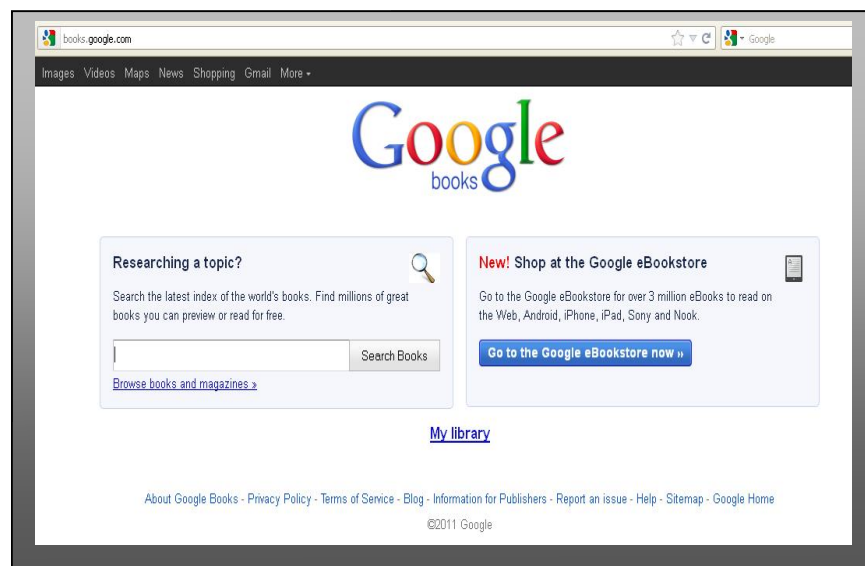
eBay.com

Searching for magazines on eBay is easy. Simply go to eBay.com, type in your niche as well as the word 'magazine,' to begin your search. Then, find magazines that are pre-1964. Check the copyrights as I've demonstrated in previous chapters and you are good to go.

Google Books

A new source that I'm sharing is...Google Books. I used to steer people away from Google Books in terms of magazines simply because there

wasn't many available. But that is changing rapidly. Google is scanning more and more magazines, both new and public domain, making looking for them



much more worthwhile. There are primarily two methods for finding magazines on Google Books.

Case Study 1

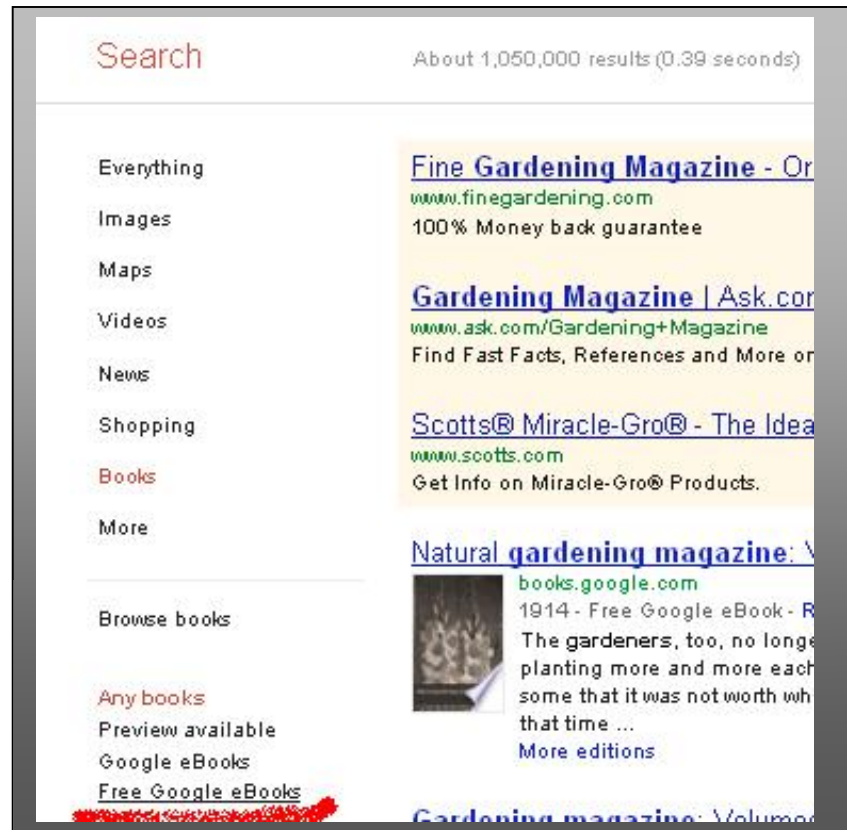
One of my favorite niches is gardening so let's begin by typing in 'gardening magazine' in the search box and click 'search.' Next, weed out (pun intended) the non-public domain content by clicking on 'free Google ebooks'

Notice that we still have close to 82,000 magazines to choose from!

Next, select a magazine and determine if it has what you want content wise. We'll choose the first one

listed, Natural Gardening Magazine: Volume 1. In looking through the magazine, we find an index that talks about different types of plants. Scrolling down into the content, this magazine seems to be mostly about Gladiolus.

Now, let's assume that you have a blog or want to create a product related to Gladiolus, and you want to use this content. Because Google has started converting some magazines into editable text, all you need to do is click on 'plain text' and it will automatically convert the article into editable text.



The good news is that the text is now completely selectable, which is a huge time saver for you. The not so good news is that you won't be able to use the photographs, the quality is poor.

Note that some non-US viewers may not get unfiltered access to all this information.

To convert the entire magazine, the process can be a bit more tedious as Google only show five pages at a time. But, since the content chunks are smaller, this method normally works fine. If you were to decide to download the PDF, simply follow the methods I described in the previous chapter on how to extract the text out of the PDF using the PDFOCRX program.

There are so many magazines to choose from when you are searching books.google.com. The Gardener's Magazine is really old, 1839, but guess what, some of the methods from the late 1800's to early 1900's are actually better than what we are using now. They give you a lot of insight on how to treat the soil before it was polluted with chemicals, which I like a lot. Just note that some of the content you will be getting is relevant, some is not which is why you must sort through the content.

Another way to use Google Books to also find magazines is to go to books.google.com and click on 'browse books and magazines.' From here, type in



gardening' and then choose 'magazines.' Then, as before, choose 'free Google ebooks.' To narrow down your search, you can search for a particular year.

Another way is filter searches is by selecting a custom range. Simply type in your range and you will be provided with magazines within those time

frames. To be safe, always verify the copyright using the techniques demonstrated in previous chapters but now you do have publications pre-1964 which is our target zone for copyright.

One problem you could run into when taking this approach is that sometimes it is impossible to download this content; the 'view text' or 'view PDF' options are not there. But all is not lost. Using the software that I demonstrated in a previous chapter, PDF OCR X, and a screen shot, you can extract the text pretty quickly.

For our example, let's use an article out of Popular Mechanics magazine. First you need to scanning software and some options are:

- ☐ TopOCR - PC
- ☐ Acrobat – PC and Mac
- ☐ PDF OCR X – my favorite for Mac and PC

For screen capture, you also have several options:

- ☐ Gadwin – PC



- ☐ SnagIt – Mac
- ☐ Grab – this is the one I will use now.

Also on the Mac, if you hold down 'command and shift' and hit 3, it will take a screen shot of your entire screen. With Grab, you can select specific sections.

Step By Step

- ☐ Launch Grab (or your favorite screen capture program).
- ☐ Select the block of text you wish to capture.
- ☐ Save the snapshot of the text.
- ☐ Launch the PDF OCR X software (or your favorite OCR program)
- ☐ Upload the screen shot into the program
- ☐ Choose the correct settings. Be sure to choose the correct layout: Single or multi column. Under 'Output Settings' choose 'soft wrap' so that there are no hard returns.'
- ☐ Click 'convert'

It will take a few minutes to process but once completed you will have editable text.

Note: with any type of OCR, you will need to clean it up. That's ok because the process I just showed you saves tons of time while allowing you access to this terrific content.

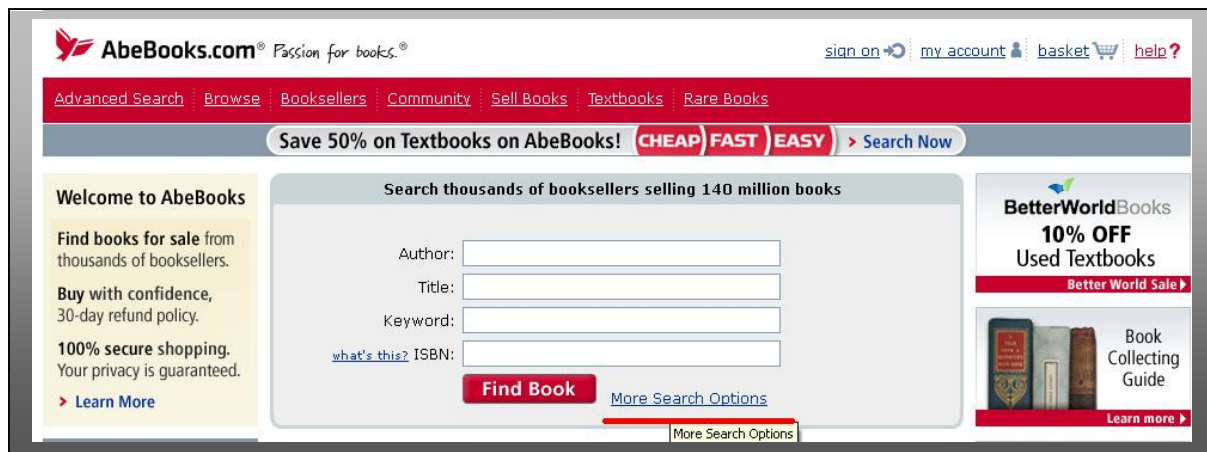
Amazon.com

Although I'm not using Amazon a lot right now, this can be a good source for your magazine content. The best way to identify old magazine is to use the keyword 'vintage' while searching. For example, 'vintage gardening magazines.'

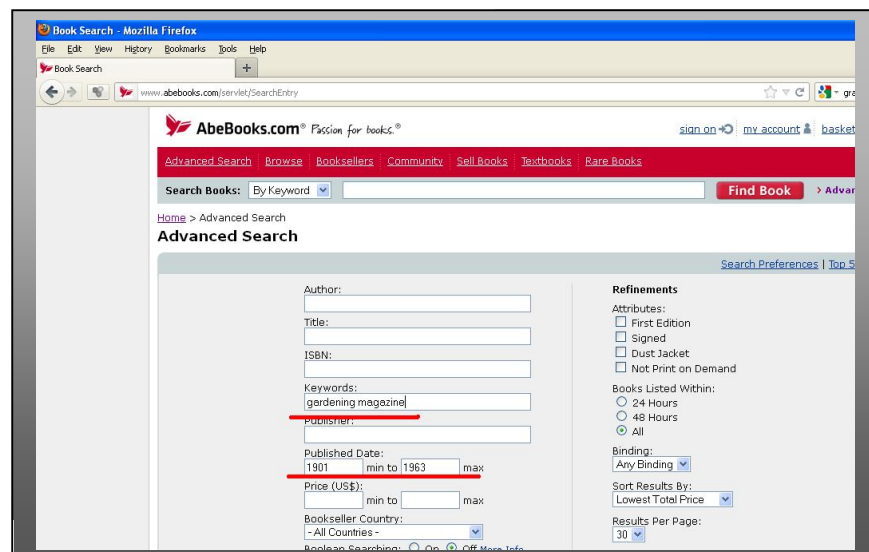
Note: Using the word 'vintage' seems to work better on Amazon than on other sites.

AbeBooks.com

We've discussed using AbeBooks as a source for finding public domain books but it is quickly becoming my favorite source for magazines as well.



At AbeBooks.com, the first thing you will want to do is click 'more search options.' Narrow your search by selecting the date ranges you wish to



search. As with the other sites, type in keywords, using the word 'magazine'

Click 'Find Book'

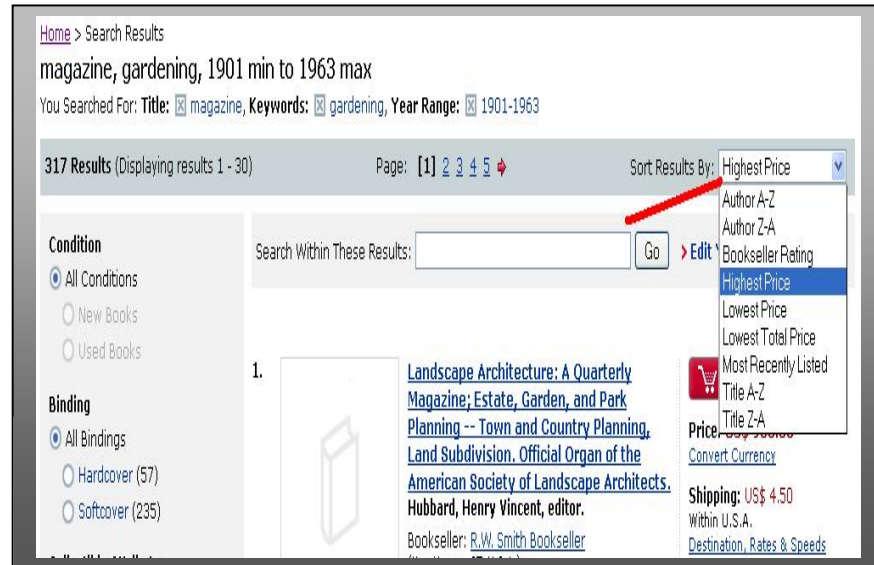
You now have 767 results. Of course, you will want to check the copyright status of the magazines you find but the great thing about this site is that the price of the magazines are listed on that page and you can add it to your cart easily. You can also learn more about the publications just by clicking. By clicking on a publication, you will learn about the condition of the magazine and buy it if you want. In some cases, you can bulk buy.

You can also use the advanced search in a slightly different way, which will give you some different results. I've found it is valuable to search both ways, as you will often get different results. Begin by putting your niche keyword in the 'keyword' section. However, in the title, put the word 'magazine' there. The reason for doing the search this way is that many magazines have the word 'magazine' in their title.

The image shows two overlapping screenshots from the AbeBooks.com website. The top screenshot displays a product page for 'The National Horticultural Magazine, Vol. 34, No. 2, April 1955'. The page includes a search bar with 'By Keyword' selected, a 'Find Book' button, and a red 'Add to Basket' button. The price is listed as US\$ 3.49, and shipping is US\$ 3.99. The bottom screenshot shows the 'Advanced Search' form. The 'Title' field contains 'magazine' and the 'Keywords' field contains 'gardening'. The 'Price (US\$)' field is set to 'min to 1963 max'. The 'Refinements' section on the right includes options for 'Attributes' (First Edition, Signed, Dust Jacket, Not Print on Demand), 'Books Listed Within' (24 Hours, 48 Hours, All), 'Binding' (Any Binding), 'Sort Results By' (Lowest Total Price), and 'Results Per Page' (30). A 'Find Book' button is at the bottom of the search form.

Searching this way can focus your results, in this example we now have 313 results. You can also sort the results by Author, bookseller ratings, highest price, title, A-Z, etc.

Although I don't imagine I'll be interested in paying \$900 for this highest price product, I do want to point out that these high price items are often collections. This



could be fun because it gives you the opportunity to grab huge numbers of magazines because they are bound in volumes.

Note: The only time I spend premium prices for a magazine is when I'm absolutely certain a particular magazine has amazing content. Then, I'll pay a premium price to ensure I get a copy. To help you understand premium, the most I've needed to spend on a single magazine is about \$15. The way I look at it, if I can get 5-6 good 1,500 – 3,000 word articles from a single magazine at \$3 each... that is really cheap.

Now What?

Let's say that you find some really great books on AbeBooks.com, eBay or one of the other sources. Now that you found them, what do you do?

To watch over Tony's shoulder, watch Video 3_1, beginning at 32:45

Case Study

I have already selected a magazine to demonstrate this process, America Cookery. This time, I'm going to use Adobe Acrobat to scan the articles I want.

Step By Step

- ☐ Open Adobe Acrobat
- ☐ Click 'file'
- ☐ Click 'create'
- ☐ Click 'PDF from scanner'
- ☐ Choose 'front sides' (the other defaults should be good)
- ☐ Click 'scan'
- ☐ Click 'preview'
- ☐ Set the Select Source to 'newspaper'
- ☐ Select the text you wish scan
- ☐ Click 'scan'
- ☐ You will be prompted to choose if the scan is complete or if you want to scan more pages. In this case study, we will 'scan more pages.' Click Ok.
- ☐ Preview the new page by clicking 'preview'
- ☐ Select the text you wish scan
- ☐ Click 'scan'
- ☐ This time, click 'scan is complete', click Ok
- ☐ Save and name your scans

If I wanted to perform OCR within Acrobat, click 'view' then click 'tools.' From the dropdown box, choose 'recognize text.' On the side box choose 'In this file', all pages. Once it has processed, you can select the text and copy it or you can save the file as a Microsoft Word document. If you copy it, you can then 'paste special' into Microsoft Word. By doing a 'paste special' instead of a

regular paste, it gets rid of the special formatting. There are still hard returns which will need to be cleaned up.

Another method: Still using the PDF that was created in Acrobat, this time use the OCR X program. Be sure to choose 'multi column' since this is a multi column document. Make sure 'soft wrap' is selected and then click 'convert.' This process separates the columns so that it reads correctly. Now you can highlight and copy this text and 'paste' in the new text, you will not have those hard returns, the flow is more natural. That said, there is still some cleaning up to do, but this process is much faster.

Another scanning option: Hammer Scanning works with most all scanners out there and has 64 bit drivers. If you are using the latest version of Photoshop, you can also use this to run your scanner.

That's it...you now have a converted a well written, professional document. You can now go in and massage it, making sure the paragraphs are complete and that all the words came through correctly. Luckily, you still have the original document to compare it to in case you have any questions.

Best Uses for Magazine Content

Now that we have found the content, converted it and cleaned it up you can use this content for E-books and print books. One of my favorite methods is to take multiple magazine articles that are related. Let's use 'posing techniques for photography' as an example. I could find 12 articles that discuss different types of posing: posing babies, posing pets, glamour poses, portraits, etc.

Often the magazine title can become the chapter title of the new book I'm making. I then create e-book, or print books where the articles become chapters and the resulting new work is something I can copyright.

You can also turn your new content into audio books and videos, both of which I will be teaching about in future chapters. For videos you can create content based screen capture videos, which is good use of the content. Or, you can do mixed media videos in programs such as Sony Movie Studio. Again, I'll be teaching this later in this book.