

VINTAGE IMAGE PROFITS\$

"Combining **Vintage Images**
with the Power of **Nostalgia**
to Create **Visually Stunning**
& **Highly Profitable Products**"

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INTRODUCTION

Over the past few years, I have spent hundreds and thousands of hours researching, testing and writing about all the amazing ways we can use the proven content of the Public Domain to create all types of information products...from printed books and e-books to audios, videos, calendars and so much more. With my background in graphic design, one of my favorite areas of product development using Public Domain content has been in the vast arena of using images.

My initial explorations ultimately led me to the creation of my first e-book on working with images, the *Easy Money Picture Project*, where I shared my best research and product development case studies for making money with Public Domain images! Since writing *Easy Money Picture Project*, I've continued to research, experiment and test even more ways to create profitable products with Public Domain images. The results have been pretty amazing. With all the new image sites, software options, product ideas and selling strategies, it made sense to publish a brand-new, up-to-date book on the topic.

The purpose of this new book is two-fold: First, to explore and reveal ways to connect with the creative passions and art of those from the past; and second, to use those "proven" works as the foundation of a new fusion of art-based products that will create new streams of income, both for you personally, and for your business. Of course, I'll also be sharing research methods for finding these treasures, product creation styles and strategies, marketing techniques for image-based products and much more!

I felt that it was necessary to address this arena of the Public Domain because it has been completely overlooked by most Infopreneurs. Most marketers are quick to jump on the information bandwagon, but lag way behind when it comes to working with images. Honestly, there are some amazing opportunities that exist with using Public Domain images in product creation, and it's my intention to explore many of those opportunities with you throughout this book in great detail.

Before we begin our discussion on image-based product creation ideas, however, let's take a look at exactly what I mean when I say "images." The word "image" is explanatory enough, but for my purposes includes the following:

- Photographs
- Illustrations
- Fine Art
- Comics and Cartoons
- Artwork
- Logos
- Clip Art
- Etchings
- Engravings
- And More...

These images can be presented in (and found in) an extremely diverse group of resources, including:

- Books
- Calendars
- Magazines
- Photographic Prints
- Copper, Wood, and Steel Etchings
- Playing Cards
- Trading and Greeting Cards
- Wallpaper
- Textiles
- Postcards
- Packaging
- Broadsides and Flyers
- Posters
- Print Publications

- Originals
- Toys
- And So Much More!

While some estimates offer statistics of 85 million books in the Public Domain, I would venture to guess that there are likely billions, if not tens of billions of IMAGES in the Public Domain. To me, that presents an incredibly HUGE and nearly inexhaustible opportunity for creating products in nearly any type of niche. Perhaps the most shocking revelation about this opportunity of money-making product creation is the simple fact that almost NO ONE is teaching it or taking advantage of those opportunities!

As a Note: The examples and strategies that follow in the coming chapters vary in degree of difficulty, from extremely simple to a bit challenging...but, with that said, ALL are strategies that anyone can use, including you, to create successful products from Public Domain images! Before we jump into the product creation methods though, let's take a brief look at what the Public Domain is (and isn't).

What is the Public Domain and Why Should I care?

The Public Domain refers to that collection of published or unpublished 'work' that is not protected by the US copyright law (or the copyright laws in other countries). This includes works published before 1923, works published between 1923 and 1964 but not renewed in the 28th year from publication and works created by government employees during the course of their job.

The public domain inherently encompasses all creative works and other mediums of information that are not protected by copyright law. What that means (and what most people don't realize) is that when the copyright expires on any type of creative work (book, magazine, photograph, painting, film, audio, etc.), you can do whatever you want with it because it is no longer protected by copyright law. This key point is actually the whole reason that copyright law was set up the way it was—to encourage future

generations to create hybrid products based on the classics from the past, thus keeping them alive and passing them on.

What that means for you as a product creator, artist, craftsman, etc. is that you have access to a nearly limitless supply of original artwork of all types and on nearly any topic known to man. Can you fathom the scope of what I'm saying? The Public Domain is an artwork goldmine containing tens of millions of artworks created by the best artists who have ever lived—and YOU, my friend, can use that artwork to create as many new products to sell as you see fit!

Now many people think that if you can find an image online, it's in the Public Domain...like finding a photo of a baseball using Google's Image Search. Unfortunately, nothing could be further from the truth! **ANY image created since 1964, with the exception of most US Government images and those dedicated to the Public Domain by their creator, is NOT in the Public Domain.** This is a KEY point. Just because you found it online doesn't make it Public Domain. For a more detailed description of the laws governing what is and isn't in the Public Domain, and how you can check the copyright status of any work, please refer to Appendix One.

THE POWER OF NOSTALGIA

Most people like old stuff. Chances are that you do as well. There's something about it that makes us feel good regardless of our age (although our children may disagree). Whether we are looking at a classic car, trying on vintage clothing, re-discovering old toys we used to play with as children or just searching through our family's old photographs, the "good old days" have a way of whisking us away to another time. This point was recently driven home when I revisited a local restaurant.

When I was a kid, Mom and Dad often took the family to the Historic Texas Lunch. It was a treat I always looked forward to. I'll never forget how Dad always ordered the same meal: a "hot roast beef sandwich, with gravy on the fries." I liked to eat there because the restaurant set right next to the railroad tracks. There was an old wooden trestle that spanned the nearby Conococheague Creek and I loved watching for the trains that passed. You had a perfect view of it from the window booth seats. It had been years since I enjoyed a meal at the restaurant so I stopped in a few months back.

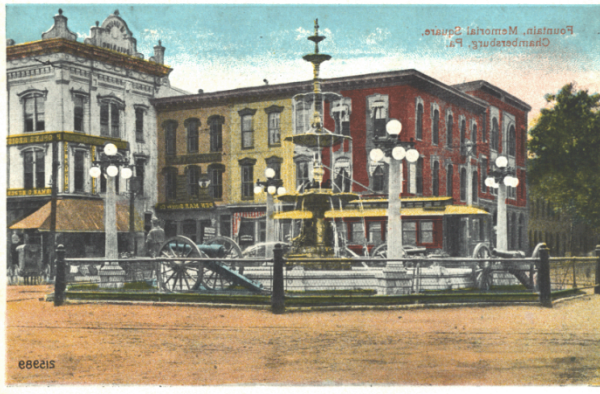
As I entered the restaurant, I was greeted by a sight that stopped me in my tracks. The owners of Historic Texas Lunch had completely remodeled the place using vintage, historic photographs of the town (Chambersburg, PA). Walking over to one of the nearby booths, my smile grew bigger by the minute. There were backlit photographs in panels along the ceiling, framed pictures on the walls and even classic pictures from around town frosted in the glass divider that separated the smoking and non-smoking sections. As I looked around at all the old photographs, I began to reflect on my own childhood memories of some of those featured locations. It certainly was a time much different from today's high-speed life of fast food, iPhones and the World Wide Web.

After finishing my meal (and checking out all the old photos), I walked up front to pay. The owner was sitting by the cash register so I commented on how much I enjoyed the new look. His response was very interesting. He said,

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

I responded that I didn’t.

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



As I walked back to my office at the time on the Square of the town, I thought about the Historic Texas Lunch and what the owner had shared. I also thought about how his “escape” marketing approach capitalized on the power of photographs from the Public Domain. This owner recognized and put into

practice an extremely powerful marketing technique that MOST product creators and online marketers never even consider...

“NOSTALGIA”

Using Nostalgia as a marketing strategy can be highly effective in boosting customer response, increasing traffic and more. Restaurants and other consumer-driven venues are recognizing the benefits of this strategy more and more...case in point...the Historic

Texas Lunch that I spoke of earlier. But can this strategy work in other markets, or even online? ABSOLUTELY!

Most people have an unspoken sense of connection with the past, and that sentimentalism can be a strong ally when it comes to marketing (or even creating) your products or services. By incorporating classic photographs, films, audio (such as oral traditions, historic accounts, etc.), book excerpts and more, you call back to “the good ole’ days” and tap into massive markets full of customers with disposable income!

How I Got Started with Nostalgic Images!

In *Easy Money Picture Project*, I shared the story of dumpster diving for old photos and menus being discarded by the printing company I managed in the mid-1980’s in New Jersey. Those photos, along with some old local maps we reproduced became the foundation for my first journey into the world of selling reproductions of vintage art for profit (you can read the entire story in *Easy Money Picture Project* : <http://easymoneypictureproject.com>). This successful selling strategy worked great at the local flea market located in Smithville, NJ, well before the Internet was around (or even decent computers for that matter). So the question you may be wondering is this: Will this same strategy work today? The short answer to this obvious question is “absolutely,” and it’s much easier to pull off now thanks to scanners and inkjet printers. Obviously you can sell the same types of image-based products online and you do well with it, especially on eBay (which is the ultimate flea market) and similar auction sites.

While we are often conditioned in this day and age that selling online is the ONLY way to make money with information products, nothing could be further from the truth. There is STILL a lot of money to be made by selling face-to-face or POP (point of purchase). People STILL love cash-n-carry, and if you have any sales skill at all, selling your Public Domain-based products this way can be a LOT of fun and profitable as well. Later in this book, I will share different types of selling strategies, including some awesome offline strategies that will tap you right into the heart of profiting from the power of Nostalgia!

Before we get to selling those amazing products you will be creating, we have to first identify what your future customer is looking for!

MARKET RESEARCH:

What Are Your Customers Searching For?

Market research is a vital part of building a business of any type, even one based on selling products created from vintage images! The truth is that, what might seem cool to you as a product may not seem “cool” to the rest of the world. Very often, we get an idea to create a product...the next big thing...and then try to sell it to people, only to discover they are not interested. Why not find out what they’re already spending money on and focus your creativity in THAT direction! This is the reason why market (or niche) research is so important...it increases our chances of creating winner products to offer our customers!

When it comes to understanding what motivates your customer to buy a certain product, their decision ultimately can be narrowed down to just one of two motivations: to gain pleasure or avoid pain! And often, “avoiding pain” will take on the greater priority of the two. Of course, when it comes to image-based products, we are almost always appealing to the “gaining pleasure” motivation. It is important to recognize and understand this because it changes how we “sell” to our potential customer. Very often we try to sell based on the merit of our product. Don’t get me wrong, quality and creative design is important, but people USUALLY buy based on emotion and justify their purchase with facts. So knowing WHAT they are looking for and WHY they want it, we can fashion a “sales” presentation that appeals to both factors and increase our chances for sales...whether selling at a craft fair or online at Etsy.com!

Many of the websites we can sell products on, like Amazon for instance, have massive numbers of shoppers visiting them every day. Amazon averages 92 million unique visitors per month who are going to the site for one purpose...to spend money! So it makes sense to understand what they are already buying to then position ourselves in a way that attracts buyers to OUR products. Amazon is just one website of many that are worth paying attention to.

Fortunately, technology exists today that helps us get laser focused on what our potential customers are searching for. It is even possible in some respects to predict what those customers are going to be buying in the future (no crystal ball necessary). These market research tools truly help you avoid wasting your time, effort, and money. So let's take a look at how to increase your chances for success with your vintage-based products!

One of the problems I was encountering with Market Research was remembering ALL the sites available to me to help with the research process. Sure, I had a few that I ALWAYS used, but even some of those had looooong URL's that I could never remember. So I decided to do something about that, and I'll share that solution with you here. You'll love this! I created two websites...one for keyword research and one for trends research...and pulled together all the best websites that are important for good market research. The first website, Online Keyword Tool, is found at <http://onlinekeywordtool.com>:



OnlineKeywordTool.com

Your Site for Keyword, Trends and Market Research Tools!

[Google's Adwords Keyword Tool](#) Favorite!

Enter a website name or keywords for list of related searches and the monthly search volumes for those keywords.

[Google Insights for Search](#)

With Google Insights for Search, you can compare search volume patterns across specific regions, categories, time frames and properties.

[YouTube Keyword Tool](#)

Use the Keyword Tool to get new keyword ideas. Select options to enter a few descriptive words or phrases, or type in a YouTube video's id (or watch page url).

[SEO Book Keyword Suggestion Tool](#)

Offers rough suggested daily search volumes by market for Google, Yahoo!, and MSN. Links the search volumes to the related global search results. Provides links to price estimate tools from Google AdWords. Requires FREE registration.

[Wordstream Keyword Tool](#) Favorite!

Wordstream provides the most comprehensive and accurate keyword suggestions and relative volume estimates of any free or paid keyword suggestion tool or keyword software on the market. It was designed to generate more accurate keyword suggestions by aggregating over 1 billion unique keywords.

[Spyfu](#) Favorite!

Spyfu enables you to spy on your online competitors and download their keywords and Adwords ads. It also provides ad histories, ad budgets for your competitors and much more!

The second website, Trends Research Tool, can be accessed at

<http://trendsresearchtool.com>:



TrendsResearchTool.com

Your Site for Research Tools to Track Trends and Forecast the Future of Your Business!

[Alexa Movers and Shakers](#) Favorite!

Alexa's traffic rankings are far from perfect, but the Movers and Shakers list may help you to identify some current trends.

[Alltop](#)

Alltop links to popular sources of content in a wide range of topics.

[Amazon's Best Sellers](#) Favorite!

Amazon's Best Sellers list includes various categories and can provide a glimpse that may be helpful, especially for affiliate marketers.

[Amazon's Hot New Releases](#)

You can follow Amazon's Hot New Releases list to stay on top of the latest products that are of broad interest.

[Amazon's Movers and Shakers](#)

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.

[AOL Hot Searches](#)

AOL Hot Searches is similar to MSN A-List with a variety of information on hot topics.

[Ask.com - Top Searches](#) Favorite!

Ask.com also has its own list of top searches.

[Bing Online Commercial Intent](#)

This tool can detect customer intent to acquire information or to purchase products based on their search queries or recently visited URLs.

Both websites are completely free to use and put ALL the research tools you need for Market Research right at your fingertips! I don't want to take a lot of space in the book to go through all the research tools and how they work since we have a LOT of additional material to cover. So I've included Bonus Videos to show you how to do your own Market Research. Just watch the video titled, "Market Research."

There is one important website NOT currently included on the two research pages. The site is called CraftCount (<http://craftcount.com>). CraftCount is an amazing research site that tells you who the best-selling vendors are on Etsy.com, the hugely popular craft-selling site. On this site, you can see who the best-sellers are for any category, how many sales they've made and what they're selling...powerful information.

The screenshot shows the CraftCount website interface. At the top, there's a logo with three numbered boxes (1, 2, 3) and the text 'craft count'. Below the logo are navigation tabs: 'Summary Top Sellers', 'Top Sellers by Country', 'Top Sellers by Category' (which is highlighted), 'Top Sellers Timeline', and 'Information'. The date 'April 8, 2011' is displayed. On the left, there's a 'Main Category' dropdown menu with options like 'All', 'Handmade', 'Mixed Supplies', 'Vintage', 'Sub Category', 'Supplies', 'Fabric', 'Vintage Supplies', 'Handmade', 'Accessories', 'Art', 'Bags and Purses', 'Bath and Beauty', 'Books and Zines', 'Candles', 'Ceramics and Pottery', 'Children', 'Clothing', 'Collage Sheets', 'Crochet', 'Dolls', 'Everything Else', 'Furniture', 'Geekery', 'Glass', and 'Graphic Design'. The 'Vintage' category is selected. To the right, a 'Top Seller' table is shown for 'Vintage (excluding supplies)'. The table has columns for Rank, Name, Sales, and Country. Below the table, there's a 'Sort by:' dropdown menu with options: 'Most Recent', 'Lowest Price', and 'Highest Price'. At the bottom, there's a grid of 12 product listings, each with a thumbnail image, a title, a seller name, and a price.

Rank	Name	Sales	Country
1	inkpainter	13404	United States
2	ohmymilky	12459	United States
3	penorus	9820	Canada
4	vintagefabulous	7898	United States
5	estatesaletreasures	7471	United States
6	FOUNDINGS	5925	United States
7	DearGoldenVintage	5612	United States
8	grandmothersattic	5381	United States
9	highstreetmarket	5246	United States
10	bananatrudel	5168	Canada
11	bostonbaglady	5130	United States
12	petitbrocante	4983	France
13	Iciernia	4928	United States
14	RetroStash	4866	United States
15	therpsajik	4840	United States
16	CoolVintage	4294	Ukraine
17	allencompanyinc	4036	United States
18	bluebellbazaar	3953	United States
19	Thrush	3884	United States
20	patternmania	3855	United States

Sort by: Most Recent | Lowest Price | Highest Price

5 Old 1868 Manual of Geogr...
inkpainter \$2.00 USD

5 OLD 1897 THE ARABIAN
inkpainter \$1.00 USD

5 Old 1900 Shakespearean p...
inkpainter \$3.00 USD

Old 1946 Book Plate Audubo...
inkpainter \$1.00 USD

Old 1946 Book Plate Audubo...
inkpainter \$1.00 USD

Old 1946 Book Plate Audubo...
inkpainter \$1.00 USD

Old 1946 Book Plate Audubo...
inkpainter \$1.00 USD

Old 1946 Book Plate Audubo...
inkpainter \$1.00 USD

5 OLD 1897 ANTIQUE MOTHER
inkpainter \$3.00 USD

5 OLD 1927 Nursery Friends...
inkpainter \$3.00 USD

5 Old 1868 Manual of Geogr...
inkpainter \$2.00 USD

At left is a screen shot from CraftCount to show you some of the statistics available in the “Vintage” category. When we click on the #1 seller in that category (inkpainter) and go to their page on Etsy.com, we make an interesting discovery, which you will see from the screenshot below...they are selling original bookplates, most of which are in the Public Domain. I’m not surprised. Vintage is HUGE.

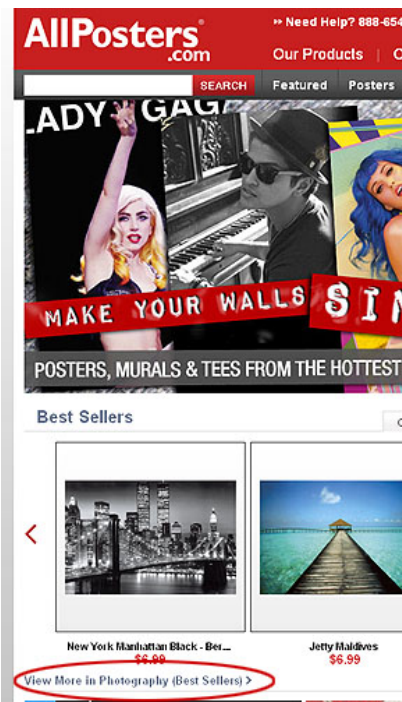
An important point I want to make here before we move on is that we can learn a LOT just by spending time on the sites where we may likely sell many of our vintage image-related products. Sites I focus on include: Etsy.com, Amazon.com, eBay.com, Zazzle.com, CafePress.com and iOffer.com. Between these six websites, there are around 175 million visitors per month looking to buy products. Imagine having access to even a small piece of THAT pie! Yeah...!

thought so! Okay...next we are going to look at a clever research strategy I love using Art.com and AllPosters.com. This is cool!

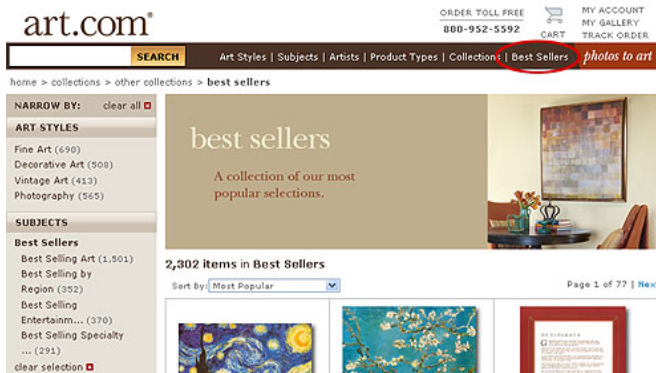
Covert Art Research

In this section, I will share a clever research strategy I use to identify popular selling images and combine it with another sneaky method for finding high-rez Public Domain images. This approach isn't being taught anywhere so you're learning it here first!

Imagine how powerful it would be to have **3.5 million art-buying consumers** tell you exactly which Public Domain images they like to purchase. Information like that could revolutionize your "art" business, couldn't it? Think about it...one of the keys to succeeding in business is to know what your prospects want (or the problem they need solved) and providing them with the answer. So, if we had a way where buying customers, and LOTS of them, would tell us what they like through their consistent purchasing decisions, the results would be a good indicator of what WE should consider selling as well, right?



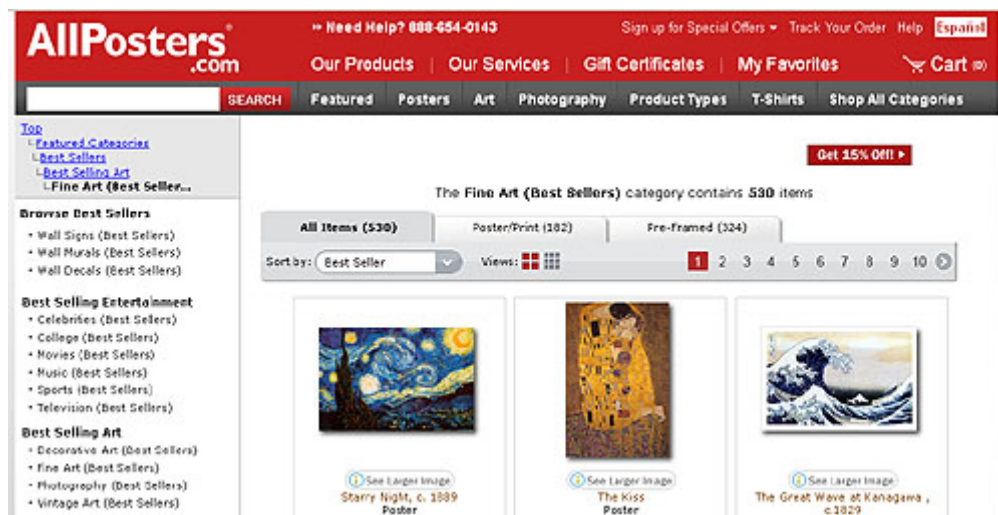
Good news! **That is EXACTLY what I am going to show you in this section!** There are two websites online that sell a massive amount of art posters: AllPosters.com and Art.com. Between the two websites, they receive 3.5 million unique visitors per month. That's HUGE! Plus, with each site offering around 500,000 art choices, it becomes pretty easy to consider that we may be able to identify buying trends. What's cool is that both sites make our covert research pretty easy! Let's get into the process. It works the same for both sites.



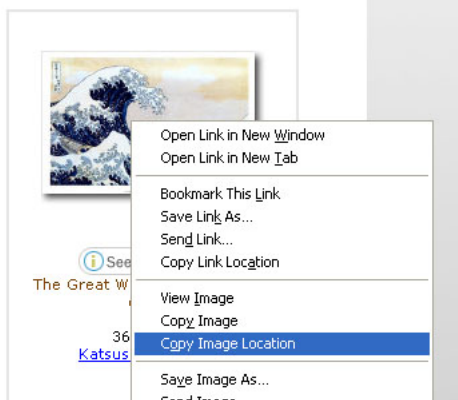
The first step in the process is to identify what the best-selling images are on each site. Below are screenshots that show you where to click to discover that information for each site. On AllPosters.com, you want to click on the circled link, “View more in ‘category’

(Bestsellers)” (pictured at left). On Art.com, click the “Bestseller” link in the top navigation bar (circled in the image below).

Once you get to the Bestseller section of each website, you will notice that you have several style options. I typically look at the “Fine Art” and “Vintage” bestsellers, since many of those bestsellers are actually from the Public Domain. The screenshot below shows the top-sellers in the Fine Art category on AllPosters.com. I also want to point out that AllPosters.com is SO kind to actually tell us the copyright date for the art that was purchased! How kind of them...grin.

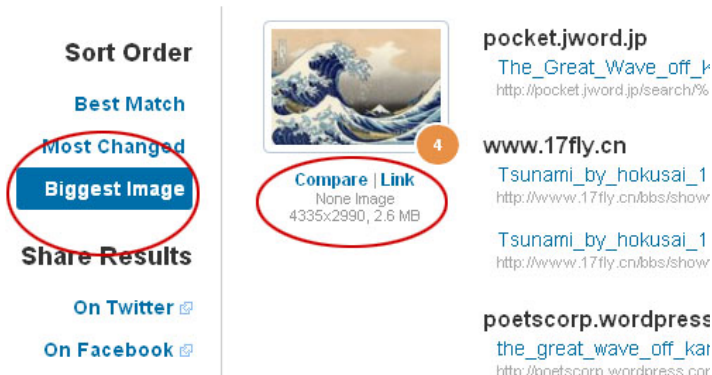
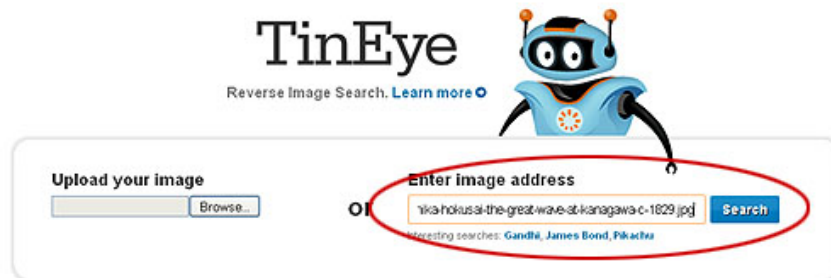


Now we could stop there and, with just a little time, you would gain valuable insight into which images consumers are purchasing the most, and indeed that is valuable info! But



I'm not planning to stop there. It's great to know WHAT people are buying, but what about finding the actual files for those images so that you can create and sell products based on the SAME images (or related ones) yourself? Check this out...let's pick an image, like the "Great Wave" image in the #3 position. On the website, we right-mouse click on the image and choose "Copy Image Location."

Next we are going to open a new tab and visit the site, TinEye.com. Once there, we want to "Paste" the URL we just copied at AllPosters.com into the "Enter image address" section and click "Search."



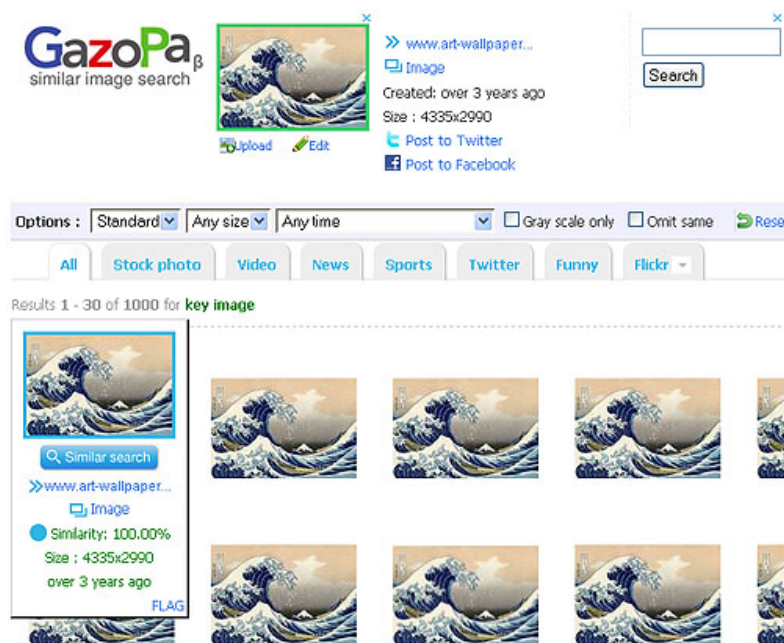
TinEye searches through 1.8 billion images and return results that are identical or similar to the image URL you entered. Once the results are returned for your search, you want to sort the results by "Biggest Image." You will notice in our

result below that our largest result is 4,335 X 2,990 pixels...large enough for us to print a

decent 16" X 20" print! How cool is that? And, we know that the image is in the Public Domain because AllPosters.com listed the copyright date as 1829!

I hope you see the power in this strategy! Now, to be completely transparent, you will NOT find high-resolutions of EVERY image using the method I just showed you. However, it's likely that you WILL uncover MORE images than you are currently aware of. Now, for the sake of completeness...let me show you another site that you can ALSO use to find similar image results. That site is GazoPa.com. The process for this site is very similar to that of TinEye, but the results work a little different. Below is a screenshot of my result using the same image URL.

You can see that GazoPa found the same size image as our results turned up using TinEye. I have found in some cases, however, the one site might return results that the other doesn't, which is why I usually check both!



Okay...that's it. In just a short period of time, we have not only identified some of the top-selling art images online, but have also discovered a way to connect us with some of the high resolution digital files for those images as well. Now we can create our OWN versions of those best-selling posters or any other type of related products! Go have

fun with it!

Focused Niche (Market) Research: Drilling Down Into the Most Popular Niches

I personally believe that the Public Domain is definitely the place to start for YOUR information and content needs, especially considering just how much information is available in the Public Domain. I like to call it the One-Two (Three) punch. “One” referring to Books, “Two” referring to Magazines and “Three” referring to Images. With books, magazines and images JUST from the Public Domain, you have access to enough “stuff” to create literally millions of products. Of course, you probably only NEED to create a few.

I often receive e-mails from different customers who aren’t sure exactly where to begin, or what niche to start with, so below I’ve listed some general niches that exhibit a lot of potential for creating successful products AND have tons of content available in the Public Domain. I also listed three examples of sub-niches for each one knowing full well that many of the general niches have dozens or even hundreds of sub-niches. Think of this list as a starting place, a hotbed of possible niches to explore that would be a perfect match for your interests. Then from there, begin to imagine the types of image-based products you might be able to create from vintage images for those niches. Here they are:

- Hobbies (collections, crafts, visual arts, etc.)
- Research (genealogy, historical, science, etc.)
- Sports (vintage, tips and tricks, personalities, etc.)
- Animals (pets, training, care, etc.)
- Historic (major events, famous personalities, technology, etc.)
- Trades (architecture, building, DIY, etc.)
- Health and Beauty (skin care, exercise, natural products, etc.)
- Communication (writing, linguistics, public speaking, etc.)
- Medical (remedies, homeopathy, herbal, etc.)
- Food (recipes, farming, nutrition, etc.)
- Transportation (trains, planes, automobiles, etc.)
- Bizarre (paranormal, UFOs, unexplained, etc.)

- Literary (poems, short stories, authors, etc.)
- Arts (dance, acting, painting, etc.)
- Science (alternative energy, how things work, everyday science, etc.)
- Religion (ancient texts, translations, discussions, etc.)
- Family (pregnancy, child-raising, relationships, etc.)

To provide an example of how to explore these niches, I picked just one broad niche (Sports) and drilled down as far as I could into sub-niche possibilities (please note that this is not an exhaustive exploration but will still help paint the picture I want you to see). Below is the method to my madness:

Sports => Baseball

LEVELS: Professional => Minor League => College => High School => Little League => T-Ball

Then you have:

- Equipment [glove styles, bats, pendants, uniforms, etc.]
- Officiating [rules, umpires (great and notorious), etc.]
- Baseball in Other Countries
- Historic Teams
- Famous Players
- Managers / Owners
- Parks / Fields
- Great Plays
- World Series
- Scandals
- Improving Your Game
- Collector Stuff [stamps, baseball cards, patches, hats, programs, etc.]
- Baseball-related Novels and Books
- Photographing Baseball



- Songs Related to Baseball

Within each of the items above, you can often go even deeper. Think about all the teams and players to have played the game. And consider the fact that, to create your Baseball-related products, you would have books, magazines, newspapers, ephemera, photographs, paintings, audios, films and more at your disposal. And that's JUST Baseball. How can you drill down into your niche, market or interest?

Another type of market research that closely follows our example above is called *Parallel Market Research*. Parallel markets (my definition) are those markets that are related to YOUR market. It's not the same market, but there are common elements. For instance, let's say your niche market was corn husk dolls...you made all types of corn husk dolls to sell on Etsy.com or at craft fairs. A parallel market for you could be to actually sell the actual corn husks or patterns to make the dolls. Another parallel market for you might also be a website devoted to Native American dolls of all types, a corn husk doll artists cooperative or even other crafts made from corn husks. What parallel markets are there related to your niche or market?

Market Research Conclusion

Good market research is a necessary means to an end, but don't get too bogged down with it. If you're a research addict like I am, that can be easy to do because your research will likely reveal all kinds of bright, shiny objects to still your attention. The key is to pick ONE...just one...and then move onto the next phase of the process, which is to find content to support your niche!

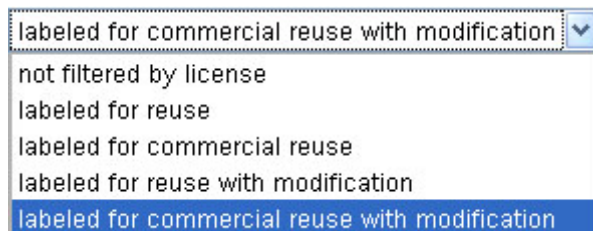
WHERE TO FIND THE IMAGES

In order to create vintage image-based products, we need VINTAGE IMAGES! This is the chapter you want to pay close attention to, because in it, I share my top strategies for finding vintage images. I have also included a list of the best places online to locate and download Public Domain images. These are the same websites I use personally. For your convenience, I've listed my personal favorite image sites first. These are some of the best I've found and use regularly. After those, I've included a wealth of additional great image sites, all in alphabetical order. You'll also want to make sure that you read the copyright and licensing information. Just because a website has Public Domain images on it doesn't necessarily mean that ALL the images are in the Public Domain.

New Google Image Search Feature

Recently, Google announced some exciting news that will definitely impact your ability to find quality Public Domain Images...for the better! They extended the functionality of Google Image Search (<http://images.google.com/>) to now include the ability of filtering search results based on Usage Rights. To access this new feature, you will want to click on "Advanced Image Search." The Usage Rights option is located toward the bottom of the page. With this new feature, Google provides us with a few options:

- Not filtered by license (default)
- Labeled for reuse
- Labeled for commercial reuse
- Labeled for reuse with modification
- Labeled for commercial reuse with modification



The choices are based mostly on the Creative Commons licenses associated with the page. The option WE are most interested in is the final choice, “Labeled for commercial reuse with modification.” This choice provides the greatest return of Public Domain images out of all the selections. One caution though...not EVERY image result is going to be in the Public Domain. The majority of results will be, but I strongly encourage you to read the license on each page.

commercial reuse with modification ([show all images](#))



jr jasmine

- jpg
n



fruit museum 03f
333 x 500 - 97k - jpg
www.flickr.com



Fruit & Vegetable Box
500 x 333 - 151k - jpg
www.flickr.com



I performed several searches using this filter and was super pleased with the results. I found some amazing Public Domain images from a wide variety of sources...and I quickly realized that the implications of this new tool are vast for product creation.

Below is one example of what I found, along with the included license...indicating that the image was indeed in the Public Domain. I feel confident in saying that this new

search strategy will definitely become a regular part of my research and product creation efforts for sure!

My great hope is that more people will realize the income-producing potential of image-based products...especially in these times! I remember back in the mid-80's when times were tough for my family. There was no internet, only the local flea market in Smithville, NJ. Selling Public Domain image-based products (maps, photos and more) paid our bills and provided the extra spending money we never would have had otherwise. Now with the ease of website creation and sites like CafePress, Zazzle and eBay, the opportunities are ONLY limited by your imagination.

To ramp up your search results even more, you may also want to check out the Creative Commons search page (<http://search.creativecommons.org>). The page is devoted to locating different types of media (including images) that can be used for commercial purposes. Below is a screenshot of their search interface:



The search tabs you would want to focus on for images are the ones for Google Images (essentially the same search as discussed previously), Flickr, SpinXPress (although many of their images come from Flickr) and Wikimedia Commons. Simply enter a keyword search term (like butterflies) and click “Go.” Then choose the tab you want results for. That’s it!

In the “Recommended Websites” section of this book, I have also included other image search options that you will want to visit as well, such as Visipix and the Beineke Digital Library.

Easily Find Government-Produced Photographs for Product Creation!

As a former commercial photographer and graphic designer, I was naturally drawn to the images side of the Public Domain first...even before books! It was from selling images that I made my first dollars from the Public Domain...thousands of dollars actually! Of course, images (photographs, illustrations, fine art, ephemera, maps, etc.) are those images whose copyrights have expired or that did not qualify for copyright protection. For this article, I want to focus on the latter option...how to find images that do not qualify for copyright protection.

Many people do not realize it, but most content created by our Federal Government does not qualify for copyright protection because, when created as a part of a Federal employee's regular duties, the content is paid for by taxpayer's dollars and is therefore "owned" by the people. Simply stated, that means that you are free to use Federal Government-created content (books, images, videos, audios, etc.) in any way you see fit because YOU paid for it! So let's take a quick look at what your hard-earned money paid for in the way of image resources.

There are a TON of image resources available online (and offline) related to images...in this section, I'm going to focus on two of the best. One of my personal favorites is the U.S. Government Photos and Graphics site (<http://www.usa.gov/Topics/Graphics.shtml>) Most of these images and graphics are available for use in the public domain, and they may be used and reproduced without permission or fee. However, some images may be protected by license, so you want to make sure you thoroughly read the disclaimers on each site before use.

When you visit this page, you will discover that it is actually a directory of government website links where you can locate photographs and graphics. Nice of them to make it easy for us...guess they should since we paid for it! As you scan down through the list, you'll quickly discover that there are LOTS of photos available to you from this portal...literally hundreds of thousands of them!

Some of my personal favorite websites listed on this page include:

- America's Historical Documents (<http://www.archives.gov/historical-docs/>)
- Earth as Art (<http://earthasart.gsfc.nasa.gov/index.htm>)
- Grand Canyon National Park
(<http://www.nps.gov/archive/grca/photos/index.htm>)
- National Park Service (http://www.nps.gov/pub_aff/imagebase.html)
- Portraits and Stock Photos (<http://www.state.gov/r/pa/ei/pix/>)

There is another Government-image site that I really enjoy digging through called "Government "Resources for Science Images" found at the Sciences Reference Services (<http://www.loc.gov/rr/scitech/selected-internet/imagesources.html>). This is another image portal site for Government-produced image content specifically related to the sciences. Yes, I admit it...I am a science geek...always have been! Anyway, there are a few sites that were also included on the previous resource website, but there are many new sites listed here as well. One of my personal favorite sites from this portal HAS to be the USGS Maps and Imagery site (<http://www.usgs.gov/pubprod/>) the very first Public Domain "anything" I sold (and made a lot of money from) was a USGS map of Atlantic City that was reproduced by the printing company I managed. Having access to big printing presses has its advantages! I was selling these maps 20 years ago at flea markets...now you can download them digitally and sell them literally anywhere! And again...because you paid for their creation, it's your legal right to do so!

I always say that you can't find what you don't know to look for, and I hope that this brief article has peeled back the curtain just a bit to what is available to you image-wise courtesy our Federal Government (and your tax-payer dollars of course). I have included many more Government web links in the "Recommended Websites" section of this book.

Finding Elusive Images in the Public Domain

How often have you tried to find a certain type of image in the Public Domain, and no matter what you try, you can't seem to find what you're looking for? It can be pretty frustrating for sure! I recently received an e-mail from one of my UK customers who was experiencing that exact dilemma. She e-mailed me to ask:

"I purchased your "Easy Money Picture Project". As you are US based it's not surprising that your links to internet sites for public domain are going to mostly contain US public domain material. I am in the UK, I know most of the US material can be used here OK but I am interested in old images of the UK & I didn't know whether you had come across any sites that contained such images or any UK websites that contained content from the UK."

To be honest, I had never researched images specific to the UK, so I thought it would be a good exercise for my research skills. After spending 2 or 3 minutes with Google, I sent her a few of the results I discovered:

"Here are a few starting points for you:

- <http://www.historyworld.co.uk/>
- <http://www.ouldukphotos.com/>
- <http://grumpystumpy.com/>
- <http://www.edinphoto.org.uk/>

Hope this helps!"

She responded back the next day with:

*"I've just quickly linked to the sites you sent me & had a quick look & they look as though they will be very helpful, **why couldn't I find them? Must be doing wrong searches!**"*

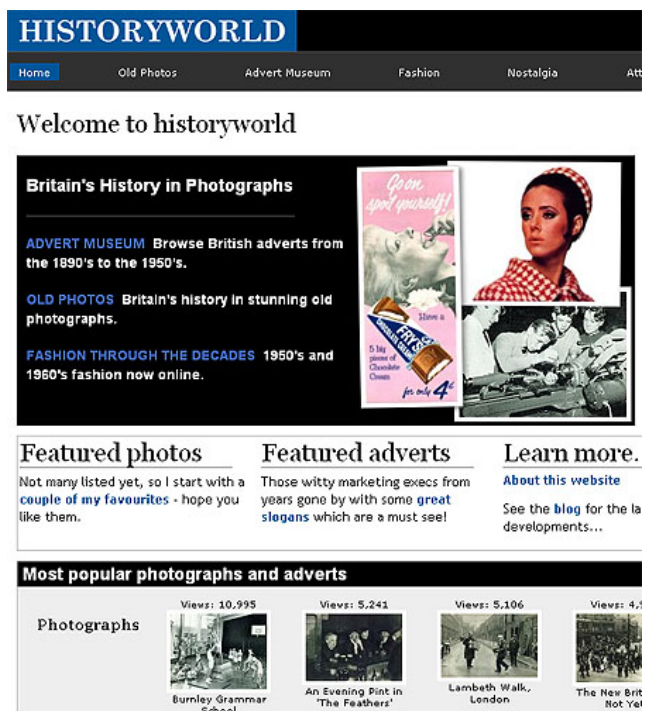
I responded to her that searches can be tricky and offered keyword phrases I used to find the websites I sent her. After writing my response to her, I wondered how many MORE of you have encountered similar frustrations? So I thought I'd write a post to share the methodology behind how I research.

I've found that there is no rhyme or reason to why websites use the text they use in describing the contents on their websites. The sooner you learn that fact, the sooner you can move into conducting and enjoying meaningful research online.

First of all, you need to be aware of variations on your keywords. You can use a thesaurus if you get stuck. For example, let's consider the keyword "photograph." Photograph could also be displayed as:

- Photography
- Photo
- Picture
- Pic
- Image
- Graphic
- Illustration
- Still
- Poster

To this end, you will notice in the screenshot to the right how this website uses the word "advert" for advertising, so if you were searching for "vintage UK advertising," you may not find this site because of the variation.



Now, in the case of our case study, I simply used two keyword phrases:

- "vintage UK photographs"

- “old UK photographs”

Again, there are a number of variations for “old” and “vintage.” The same holds true for “UK”: United Kingdom, Britain or British Isles...and don’t forget specific locations, such as “Gloucestershire” or “London.” I think you get the idea.

Another trick I want to point out is this...when you find a site you like in Google, very often you will see a link for “similar sites” in your search results as seen in the screenshot below. **CLICK that link!** It will reveal even more related sites for you.



Now there is ONE keyword phrase that, oddly enough, you probably DON’T want to use in your search phrase...“Public Domain.” Seems odd to say that being that this is the Public Domain Blog, but the truth is that it’s not a common word that many sites use. Yes, you can find Public Domain images using that phrase in your searches, but I can tell you from experience that you will not get the kinds of results you truly want if you include it. As a matter of fact, with this case study, my customer indeed wrote back and said she was searching using the keyword phrase, “public domain vintage UK photos” among others and wasn’t finding the sites I found. Notice that her search phrase is a variation of one of mine except for a noticeable difference...she included the phrase, “public domain.”

So, as you search, be sure to keep these tips in mind...they may just open up a LOT more opportunities for finding the vintage photos or images you are searching for!

The Ultimate Wikipedia Image Search Strategies

One of my favorite “go to” sites for finding Public Domain images is Wikipedia.org. Many (but not all) of the images are in the Public Domain. In this section, I am going to show you some straight-forward ways (and a few covert ones) to find Public Domain images using Wikipedia.

The most obvious approach to finding Public Domain images on Wikipedia is to go to the site (<http://www.wikipedia.org>) and perform a search for your keyword of choice. For instance, let’s say we wanted to find photographs or illustrations of “Eagles.” When we perform the search on Wikipedia, we discover the following page at the right.

When we click on the image on the right-hand side of the page, we discover that the photo is indeed in the Public Domain as noted by the included disclaimer. Pretty straight-forward, right? Sure! Now let me put a *spin* on that search method for you! In the search we just performed, our keyword, “eagle” was in English, and the result we received was in English. But what would we discover if we performed a search for “Eagle” in other languages? Well, Wikipedia makes answering that question simple. You may have noticed that, to the left of the page, there is a huge list of other language translations. When you click on another language from that column, say Spanish (Español) or French (Français), we

The screenshot shows the Wikipedia article for "Eagle". On the left is the Wikipedia sidebar with navigation links. The main content area has a title "Eagle" and a sub-header "From Wikipedia, the free encyclopedia". Below this is a disambiguation note: "This article is about the bird. For other uses, see Eagle (disambiguation)." The article text states: "Eagles are members of the bird family Accipitridae, and belong to several genera which are not necessarily closely related to each other. Most of the more than 60 species occur in Eurasia and Africa.^[1] Outside this area, just two species (the Bald and Golden Eagles) can be found in the United States and Canada, nine more in Central and South America, and three in Australia." To the right of the text is a photograph of a Bald Eagle perched on a branch. Below the photo is a caption "Bald Eagle" and a "Scientific classification" box showing: Kingdom: Animalia, Phylum: Chordata, Class: Aves. Below the article is a "Full resolution" notice and a "Summary" box with details: Description: English: Bald Eagle (*Haliaeetus leucocephalus*) in Tree, Date: July 2005, Source: U.S. Fish and Wildlife Service, Author: Hillebrand, Steve, Permission: See below. Below the summary is a "Licensing" section with a disclaimer: "This image or recording is the work of a U.S. Fish and Wildlife Service employee, taken or made during the course of an employee's official duties. As a work of the U.S. federal government, the image is in the public domain. For more information, see the Fish and Wildlife Service copyright policy." and a "U.S. Fish & Wildlife Service" logo.

discover new pages for our “Eagle” keyword, except in those languages! Below are the results for both:



WIKIPEDIA
La enciclopedia libre

- Portada
- Portal de la comunidad
- Actualidad
- Cambios recientes
- Páginas nuevas
- Página aleatoria
- Ayuda
- Donaciones
- Notificar un error
- Imprimir/exportar
 - Crear un libro
 - Descargar como PDF
 - Versión para imprimir
- Herramientas
- Otros proyectos
- En otros idiomas
 - Afrikaans
 - Aragonés
 - العربية
 - Aymar aru
 - Башҡортса
 - Български
 - भोजपुरी

Registrarse/Entrar

Artículo [Discusión](#)

Leer [Editar](#) [Ver historial](#)

Búsqueda

Águila

Para otros usos de este término, véase [águila \(desambiguación\)](#).

Águila es el nombre dado a las mayores *aves depredadoras*. Las diversas especies y subespecies de águilas pueden encontrarse en casi cualquier parte del planeta excepto en la *Antártida*. Son miembros de las *aves de presa*, del orden de *Falconiformes*.¹ (o *Accipitriformes* acorde a una clasificación alternativa), familia *Accipitridae*, subfamilia *Buteoninae*. Pertenecen a varios *géneros*, los cuales están sujetos a una reclasificación más adecuada puesto que los expertos no llegan a una opinión consensuada. Las águilas se caracterizan principalmente por su gran tamaño, constitución robusta y cabeza y pico pesados.

Como todas las aves de presa, las águilas poseen un pico grande, poderoso y puntiagudo para desprender la carne de su presa. Cuentan también con *tarsos* y garras poderosas. Llama también la atención la fuerza de las águilas, que les posibilita alzar en vuelo a presas mucho más pesadas que ellas. Además poseen una vista extremadamente aguda que les permite visualizar potenciales presas a distancia, por ejemplo el águila real posee dos puntos focales en sus ojos, uno para mirar de frente y otro para localizar la mirada hacia los costados escudriñando a la distancia.

Las águilas han sido utilizadas por muchos pueblos como *símbolo nacional* y especialmente símbolo imperial, mostrando tanto poderío como belleza. Del *Imperio romano* es que, en general, otros estados han tomado la forma más usual del emblema con un águila; el *Imperio bizantino* aportó el símbolo del *águila bicéfala*.

El águila era sinónimo de poder para muchos pueblos antiguos como los *Mochica* del antiguo Perú, *mayas* y *aztecas*.

Contenido [ocultar]

- 1 El águila como símbolo
 - 1.1 Heráldica
 - 1.2 Símbolo romano



El águila real es el símbolo nacional de México.

Créer un compte ou se connecter



WIKIPÉDIA
L'encyclopédie libre

- Accueil
- Portails thématiques
- Index alphabétique
- Un article au hasard
- Contactez Wikipédia
- Contribuer
 - Aide
 - Communauté
 - Modifications récentes
 - Accueil des nouveaux arrivants
 - Faire un don
- Imprimer / exporter
- Boîte à outils
- Autres projets
- Autres langues
 - Afrikaans
 - Aragonés
 - العربية
 - Aymar aru
 - Башҡортса
 - Български

Article [Discussion](#)

Lire [Modifier](#) [Afficher l'historique](#)

Rechercher

Aigle

Pour l'article homonyme, voir [Aigle \(homonymie\)](#).

Aigle est communément le *nom vernaculaire* donné à certains grands *rapaces* planeurs diurnes. C'est aussi le nom que la *nomenclature aviaire en langue française* donne plus précisément à 38 espèces d'oiseaux qui constituent 12 genres. Tous les aigles appartiennent à la famille des *Accipitridae*. Certaines espèces sont actuellement disparues.

Sommaire [masquer]

- 1 Cri
- 2 Dénomination
- 3 Caractéristiques
- 4 Liste des noms normalisés d'aigles en français
- 5 Autres noms d'aigles en français
- 6 Les aigles dans la culture
 - 6.1 Symbolisme
 - 6.2 Iconographie
 - 6.2.1 Dans l'art
 - 6.2.2 Dans la chanson française
 - 6.2.3 En héraldique
- 7 Notes et références
- 8 Voir aussi
 - 8.1 Articles connexes
 - 8.2 Liens externes

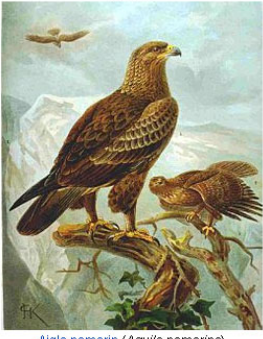
Cri [modifier]

On dit que l'aigle ébloui ou trompette.

Norm vernaculaire ou nom normalisé ambigu :

Le terme « **Aigle** » s'applique, en français, à plusieurs *taxons* distincts.

Aigle



Aigle pomarin (*Aquila pomarina*)

Taxons concernés

Plusieurs espèces de la famille des *Accipitridae*

As you can tell, expanding the language parameters for your search results will lead you into a brand-new world of image discovery, which is why I LOVE this search strategy!

Okay...we're not done with Wikipedia yet so don't get lost with your newly discovered research power...lol. The next Wikipedia strategy we're going to have fun with actually uses Google to locate Wikipedia images for our keywords that are in the Public Domain. Through some experimentation, I developed two search strings for Google that reveals 99% of all the Public Domain images on Wikipedia! The strings are included below. The first string reveals images that were already in the Public Domain when uploaded. Examples of this type of image would be scans from books, images from Government websites, etc. The second string identifies images that were dedicated to the Public Domain by their creator...a distinct difference from the results of the first string. Examples of this are images that the photographer simply wants to release to the Public Domain (very nice of them to do so).

Google Search Strings for Wikipedia Public Domain Images

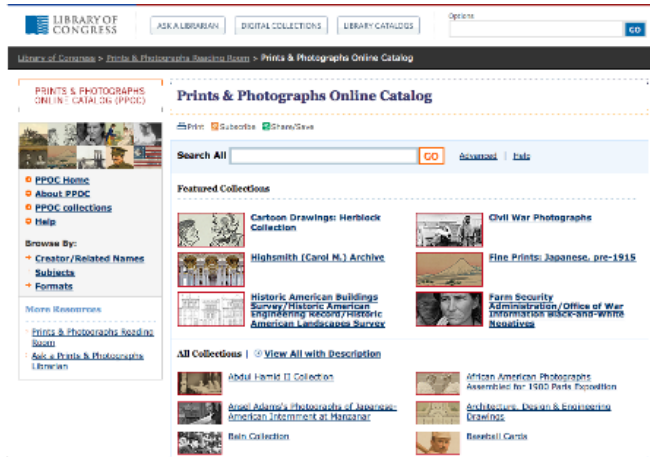
- KEYWORD "the image is in the public domain" site:wikipedia.org
- KEYWORD "hereby release it into the public domain" site:wikipedia.org



To use the strings, simply copy the entire string and paste it into the Google search bar, replacing KEYWORD with whatever

keyword you're trying to find images for (like "eagle" earlier). Notice our image from the earlier search we performed. **Go try it yourself!**

Print and Photographs Online Catalog



One of my favorite U.S. Government sites for finding great vintage images is the Prints and Photographs Online Catalog, a part of the Library of Congress. Just a few months ago, the curators and technologists at the Library of Congress revamped the entire site, making it much easier to search.

The online collection can now be found at the easy-to-remember address of www.loc.gov/pictures/ — with many images available for downloading.

Some of the new features include creative new ways to browse their **1.25 million online prints and photos**, such as grids that give a quick overview of dozens of images at once and even a slideshow format that lets you toggle bibliographic information on and off.

The interface is reminiscent of other existing sites that offer powerful ways to search for and display images, such as the ever-popular Flickr. In celebration of this new milestone, the LOC has posted a new set of highlight images from the Library called "[Meet More Treasures](#)." They consider it a thank you to all of those who have found value and pleasure in the Library's priceless collections of more than 14 million pictures (both online and in their physical collections). I for one am grateful since I've found value (in the form of income) and pleasure from this site. Many of you have as well.

A couple quick tips...to expand the reach of your search for related words, wildcard characters can be used. For instance, performing a search for "free*" would provide results for "free" but also "freedom," "freeing," "freeman," etc. Also, don't ignore "Group Record" links and links within records! Some group records contain links to images and/or links to further information within them. Some groups of images have

been digitized but not individually cataloged. Select the icon that indicates that you can click for more images. For instance, FSA/OWI records have links that allow you to see related images that do not have titles and are not indexed by photographer, because they were not captioned or printed at the time the images were produced. Lastly, I recommend not just relying on the “Search” function. PPOC also gives you the option to BROWSE in a variety of ways. Depending on the types of vintage images you’re searching for, this may be a better approach in exploring this huge resource!

Tin Eye and Visual Search

The last search strategy I want to share with you is “Visual Search.” I’m always on the lookout for new ways to find Public Domain content, so I’m always researching and testing new strategies and tactics. This section highlights one of the new websites I’ve been experimenting with. It’s producing some promising results for locating Public Domain images. I mentioned this site in the market research section earlier, but want to highlight its abilities in a more beneficial way.

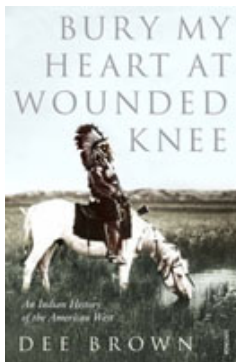
[TinEye](#) does for images what Google does for text. Simply put, TinEye helps you find images that are the same or similar to an image you upload or link to on the site by using sophisticated pattern recognition algorithms. TinEye searches for your image on the web by comparing its fingerprint to the fingerprint of every single other image in the TinEye search index, which currently includes around 1.95 billion images (at the time of this writing. Their index is constantly being added to).

There are some obvious benefits with this service if you are searching for people who might be infringing on your image copyright, but I’ve been experimenting with ways to use it for parallel searches. What I mean by that is I upload a known Public Domain image at the TinEye website and then see if it shows up on other sites. I figured that it could be a great way to find Public Domain image repositories of which I was previously unaware. Seems to work...grin.

Let me give you an example of the types of results it can produce for you. I recently uploaded a classic Edward Curtis photograph at TinEye. You'll see it pictured below.



Then, when TinEye finished analyzing the image, it returned results like the ones below.



You can see that it's obviously the same image but in a variety of forms. Very cool. Anything interesting trait I found with the searches is that by using similar versions of the same image, you will often achieve different search results. I tried color variations, size variations, etc., and I'm still testing possibilities.

In summary, [TinEye](#) is still a fairly new service and they have come a long way in being viable for the average user, especially from when I first began using them. The site does have a LOT of potential, especially once they increase their image database, which is currently kind of small (even at nearly 2 billion images). So I plan to continue to experiment with it to see what's possible to discover with it in the Public Domain. I recommend that you do the same!

RECOMMENDED WEBSITES FOR IMAGE RESOURCES

American Memory (LOC)

<http://memory.loc.gov/ammem/index.html> A digital library of historic maps, photos, documents, audio and video from American Memory, maintained by the Library of Congress. (Check copyright information for the separate items before deciding to use them!)

Archive.org

<http://www.archive.org>

Archive.org is an amazing repository for all types of books, including many illustrated ones. Some careful digging around this site will produce some wonderful results for all types of quality illustrations.

Beinecke Rare Book & Manuscript Library

http://beinecke.library.yale.edu/dl_crosscollex/

Yale University's Beinecke Rare Book & Manuscript Library's online collection of digital images. This collection contains over 90,000 images from rare books and manuscripts, searchable by keyword.

Digital Collections at the University of Wisconsin

<http://uwdc.library.wisc.edu/Collections.shtml>

Not everything on this website is in the Public Domain, but a LOT of high resolution images can be found here in a wide variety of topics and niches.

Flickr

<http://flickr.com>

Flickr is one of the most popular social image-sharing sites online. While many of the photos on Flickr are copyright-protected, many photographers and individuals are also

beginning to release photos into the Public Domain. Using the “Advanced Search” feature on Flickr will help you locate these gems!

Prints & Photographs Online Collection

<http://www.loc.gov/pictures/>

The collections of the Prints & Photographs Division of the Library of Congress include photographs, fine and popular prints and drawings, posters, and architectural and engineering drawings.

U.S. Government Images

<http://www.usa.gov/Topics/Graphics.shtml>

This is a huge repository of links to all the best image resources produced and maintained by the U.S. Government.

Visipix

<http://www.visipix.com/>

The largest online fine art and photo museum, with 1.3 million entries.

Wikipedia Free Images

http://en.wikipedia.org/wiki/Wikipedia:List_of_images

The purpose of this page is to provide a browsable repository of images that are available on Wikipedia. Only public domain, copyleft, and otherwise free images are included in this repository.

ADDITIONAL IMAGE SITES

Administration on Aging Photos

<http://www.aoa.gov/press/multimed/multimed.aspx>

AoA is the Federal focal point and advocate agency for older persons and their concerns. In this role, AoA works to heighten awareness among other Federal agencies,

organizations, groups, and the public about the valuable contributions that older Americans make to the Nation and alerts them to the needs of vulnerable older people. Here you will find their multimedia resources.

African-American Activists

<http://lcweb2.loc.gov/pp/anedubhtml/anedubabt.html>

The Paris Exposition of 1900 included a display devoted to the history and “present conditions” of African Americans. W.E.B. Du Bois and special agent Thomas J. Calloway spearheaded the planning, collection and installation of the exhibit materials, which included 500 photographs.

American Museum of Natural History

<http://digitallibrary.amnh.org/dspace/>

AMNH scientific publications disseminate the results of laboratory investigations and fieldwork conducted by museum scientists and their colleagues in the areas of zoological systematics, paleontology, geology, evolution, and anthropology.

Backgrounds Archive

<http://www.backgroundsarchive.com/>

Here you can download free tileable and desktop wallpapers and Myspace backgrounds (widescreen and regular resolutions).

Canadian Illustrated News

<http://www.collectionscanada.gc.ca/databases/cin/index-e.html>

The *Canadian Illustrated News* site is a selection of almost 4000 images of people, places and events across Canada and around the world taken from the popular 19th-century magazine.

Cascades Volcano Observatory

<http://vulcan.wr.usgs.gov/Photo/framework.html>

The USGS collection of volcano photographs.

CDC Image Library

<http://phil.cdc.gov/Phil/home.asp>

Much of the information critical to the communication of public health messages is pictorial rather than text-based. Created by a Working Group at the Centers for Disease Control and Prevention (CDC), the PHIL offers an organized, universal electronic gateway to CDC's pictures.

Creative Commons Content Directory

http://wiki.creativecommons.org/Content_Curators

Many of the listings in the Content Directories are organizations that provide services using Creative Commons licenses. For example, Flickr.com is a photo-sharing website that allows users to license their photos under Creative Commons licenses. Flickr hosts millions of CC-licensed photos on its site.

Copyright-Free Photos

<http://www.copyrightfreephotos.com/default.aspx>

The copyright (royalty) free photos available on this site have been made available, free of charge, for any application as you require - web design, graphics, backgrounds, printed images, desktop wallpaper & screensavers.

Curtis Botanical Magazine

<http://www.nal.usda.gov/curtis/sects.shtml>

William Curtis (1746-1799) was a trained pharmacist living in London, whose greater interest was the study of flora and insects. He maintained a large garden where he grew beautiful exotic plants, and began publishing the Curtis Botanical Magazine in 1787. This digital presentation represents most of the first 26 volumes that were published.

Daguerreotype Portraits

<http://memory.loc.gov/ammem/daghtml/daghome.html>

The Library's daguerreotype collection consists of more than 725 photographs dating from 1839 to 1864. Portrait daguerreotypes produced by the Mathew Brady studio make up the major portion of the collection.

David Rumsey Collection

<http://www.davidrumsey.com>

The David Rumsey Historical Map Collection has over 12,600 maps online. The collection focuses on rare 18th and 19th century North and South America maps and other cartographic materials. Historic maps of the World, Europe, Asia and Africa are also represented.

Department of Agriculture Image Gallery

<http://www.ars.usda.gov/is/graphics/photos/index.html>

The Image Gallery is provided as a complimentary source of high quality digital photographs available from the Agricultural Research Service Information Staff. Select a category from the left to view images with caption information, or in a proof sheet format without captions.

Department of the Interior Photo Resources Library

<http://www.doi.gov/gallery.html>

The Photo Library for the Department of the Interior. Also includes links to other relevant government websites that contain images.

Edison Media Archive

<http://www.nps.gov/archive/edis/edisonia.htm>

A collection of everything related to Edison, from inventions, to photographs, to writings on the great inventor, to just about anything in between.

FEMA Photo Library

<http://www.photolibrary.fema.gov/photolibrary/index.jsp>

The FEMA on line Photo Library includes photos of Hurricanes, Tornadoes, Floods, Typhoons, Fires, Avalanches, Ice Storms, Blizzards, World Trade Center and Pentagon Terrorist Attacks, Earthquakes, and others.

Free Foto

<http://www.freefoto.com/>

FreeFoto.com is made up of nearly 125,000 images with 162 sections organized into 3424 categories, and is the largest collection of free photographs on the Internet.

From Old Books

<http://www.fromoldbooks.org/>

This site contains over 1680 images scanned from more than 100 different old books, most with multiple high-resolution versions and many with text excerpts! They are mostly Public Domain (copyright-free, out of copyright) in Canada, and often in other countries as well.

Grand Canyon Nat'l Park

<http://www.nps.gov/archive/grca/photos/index.htm>

A nice collection of Public Domain photographs of, and related to, the Grand Canyon.

Graphic Maps

<http://www.graphicmaps.com/clipart.htm>

Any clip art featured on this website's pages may be used (without) written approval on any web site, intranet site or within a document or publication.

Great Depression to WWII

<http://memory.loc.gov/ammem/fsowhome.html>

The images in the Farm Security Administration-Office of War Information Collection are among the most famous documentary photographs ever produced. Created by a group of U.S. government photographers, the images show Americans in every part of the nation.

Great Images in NASA (GRIN)

<http://grin.hq.nasa.gov/>

GRIN is a collection of over a thousand images of significant historical interest scanned at high-resolution in several sizes. This collection is intended for the media, publishers, and the general public looking for high-quality photographs.

Great Lakes Image Collection

<http://www.epa.gov/glnpo/image/>

The Great Lakes National Program Office image collection captures the magnitude and awesome beauty of the Great Lakes and its surroundings and helps to tell the story of our region and the ways in which the Lakes have impacted our daily lives.

Greg Goebel: In the Public Domain

<http://www.vectorsite.net/>

This site contains a set of public-domain writings, illustrations and photographs on a range of subjects. All documents have been written by the author and are free for use in the public domain.

Hortus Nitidissimis

<http://www.kew.org/hortus/default.jsp>

A year in a brilliant garden of exquisite flowers represented in beautiful pictures. This a classic horticulture book available online.

NPS Historic Photograph Collection (Lighthouses)

<http://home.nps.gov/applications/hafe/hfc/npsphoto.cfm>

The National Park Service Historic Photograph Collection is comprised of more than two million images with subjects including: Park architecture, Native American heritage, roads and transportation, scenic views, and much more.

Images, Audio & Video Links

<http://www.djUSD.k12.ca.us/technology/images.htm>

The sites listed on this page contain primarily Public Domain images, video and audio. A few of the sites are free of copyright but request a link or citation.

Images of American Political History

http://teachpol.tcnj.edu/amer_pol_hist/

All images in this collection of American Political History photographs are strongly believed to be in the public domain. They were obtained from non-copyrighted U.S. government holdings and publications and from published works with clearly expired copyrights.

Images of the Northern Forest

http://www.na.fs.fed.us/spfo/for_images/imagegall.htm

Explore the “Images of Northern Forests” galleries. Many staff members enjoy photography, and have placed these images onto the website (and into the public domain) for your enjoyment.

Images in the Public Domain

http://srufaculty.sru.edu/david.dailey/public/public_domain.htm

This is a collection of illustrations from a variety of subjects that were scanned from an early Webster’s Dictionary.

Incredible Clipart & Images

<http://www.princetonol.com/groups/iad/links/clipart.html>

The Incredible Art Department brings together a huge collection of art-related links for the purpose of promoting art education.

Indian Health Service Gallery

<http://www.ihs.gov/publicinfo/photogallery/index.cfm>

The photographs found in this gallery are the beginning of a growing collection of images taken throughout Indian Country that tell the story of the Indian Health Service’s mission to deliver health care to American Indians and Alaska Natives.

John Leech Sketch Archive

<http://www.john-leech-archive.org.uk/>

From the first Punch magazine in 1841 until his death in the 1864 John Leech's cartoons were a major feature. This is an online archive already containing over 600 chosen cartoons of his from Punch over the period.

Karen's Whimsey

<http://karenswhimsy.com/public-domain-images/>

On these pages you will find hundreds of beautiful images gleaned from my collection of old books, magazines, and postcards. They are all from material printed prior to 1923 and are in the public domain.

Lightning Photos NWS

<http://www.weather.gov/os/lightning/photos.htm>

Many photos on this page are NOT from government sites. You may download and use them at no charge but MUST credit the photographer.

Military Images Online

<http://www.cs.amedd.army.mil/history/pics.html>

An excellent collection of image links related to the military and military history.

Morgue File

<http://www.morguefile.com/archive/>

This site provides the public and creative community with free raw photo materials. Don't let the name fool you. There are a lot of great images here. They are NOT in the Public Domain but ARE still free to use privately and commercially.

NARA Image Search

<http://www.archives.gov/research/start/browse-images.html>

<http://search.archives.gov/>

Access the vast image collection of the National Archives and Records Administration.

NASA Images

<http://www.nasaimages.org>

NASA Images is a service of Internet Archive (www.archive.org), a non-profit library, to offer public access to NASA's images, videos and audio collections. NASA Images is constantly growing with the addition of current media from NASA as well as newly digitized media from the archives of the NASA Centers.

NASA Planetary Photojournal

<http://photojournal.jpl.nasa.gov/>

A huge collection of photographs related to our solar system and the universe and all the wonders it offers. Hosted by Jet Propulsion Laboratories.

National Agriculture Special Collection

<http://www.nal.usda.gov/speccoll/imagegallery.shtml>

The links on this site lead to digitized selections from a variety of Special Collections' rare books, nursery and seed trade catalogs, and manuscript collections. Each image is a digital reproduction of the original artwork or written text.

National Health Museum Images

<http://www.accessexcellence.org/RC/VL/GG/>

Graphics Gallery is a series of labeled diagrams with explanations representing the important processes of biotechnology. Each diagram is followed by a summary of information, providing a context for the process illustrated.

National Institutes of Health

<http://www.nih.gov/about/nihphotos.htm>

A links page that will direct you to the various photo collections related to the National Institutes of Health.

National Library of Medicine

<http://www.nlm.nih.gov/>

This collection provides access to the nearly 60,000 images in the prints and photograph collection of the History of Medicine Division (HMD) of the U.S. National Library of Medicine (NLM), and includes portraits, pictures of institutions, caricatures, genre scenes, and graphic art in a variety of media, illustrating the social and historical aspects of medicine.

National Park Service Digital Image Archive

<http://photo.itc.nps.gov/storage/images/index.html>

This site provides links to public domain digital images of many of those sites, including national parks, monuments, historic sites and related areas in both JPG and Photo CD formats.

National Science Foundation

<http://www.nsf.gov/news/mmg/>

The National Science Foundation (NSF) is an independent federal agency created by Congress in 1950 to promote the progress of science; to advance the national health, prosperity, and welfare and to secure the national defense.

Naval Research Lab

<http://www.nrl.navy.mil/content.php?P=IMAGES>

Popular images from the Naval Research Lab.

New York Public Library Digital Gallery

<http://digitalgallery.nypl.org>

NYPL Digital Gallery provides access to over 415,000 images digitized from primary sources and printed rarities in the collections of The New York Public Library.

NOAA Historical Maps and Charts

<http://nauticalcharts.noaa.gov/csdl/ctp/>

The Office of Coast Survey's Historical Map & Chart Collection contains over 20,000 maps and charts from the late 1700s to present day.

NOAA Photo Library

<http://www.photolib.noaa.gov/collections.html>

The NOAA Photo Library has been produced to help bring the work of one of America's most remarkable Government agencies to the American people.

Online Archive of California

<http://findaid.oac.cdlib.org/search.image.html>

We provide access to tens of thousands of photographs, paintings, graphical materials and other types of images.

Open Clip Art Library

<http://www.openclipart.org/cgi-bin/navigate>

This project aims to create an archive of clip art that can be used for free for any use. All graphics submitted to the project should be placed into the Public Domain according to the statement by the Creative Commons.

Open Photo Project

<http://openphoto.net/>

A nice collection of free photographs with an open license.

Perry-Castañeda Library Maps

<http://www.lib.utexas.edu/maps/index.html>

An extensive map collection hosted by the University of Texas. Of special note is their Historical Collection of maps.

PhotoGraphic Libraries

<http://www.photographiclibraries.com/index.php>

The stock images, film and photo archives listed provide a creative source for television producers, advertising agencies, libraries, education centers, picture researchers and

Photojournalist researching visual communications—contains national and private photographic collections.

Pictures Catalogue

<http://www.nla.gov.au/apps/picturescatalogue>

This catalogue contains descriptions of paintings, drawings, prints, photographs and three-dimensional objects held in the Pictures Collection of the National Library of Australia. The Pictures Collection contains approximately 45,000 paintings and over 600,000 photographs; most of this material has been catalogued with individual descriptions or collection summaries.

Prints With a Past

<http://www.printspast.com/index.htm>

Prints with a Past provides original antique prints, engravings and lithographs on topics including botanicals, natural history prints, children's prints, sports, landscapes, maps, fashions and much more! If you're looking for Public Domain original prints to reproduce, this is the place to shop.

Public Domain Photo Database

<http://pdphoto.org/>

PDPhoto.org is a repository for free public domain photos. Unless something is clearly marked as being copyrighted, you can assume it is free to use.

Public Domain Photos

<http://www.public-domain-photos.com>

A collection of 5,000 photos and 8,000 illustrations that are in the public domain.

Selected Civil War Photos

<http://memory.loc.gov/ammem/cwphtml/cwphome.html>

The Selected Civil War Photographs Collection contains 1,118 photographs, including scenes of military personnel, preparations for battle, battle after-effects, as well as portraits of both Confederate and Union officers, and a selection of enlisted men.

Smithsonian Images

http://smithsonianimages.si.edu/sipphoto/sipphoto.portal?_nfpb=true&_pageLabel=home

Browse or search through selected images from the Collections of the Office of Imaging and Photographic Services. Included are images from current exhibits, Smithsonian events and historic collections.

State Department Photo Gallery

<http://www.state.gov/r/pa/ei/pix/>

An image collection from the Office of Electronic Information and Publications.

Tornado Photographs

<http://www.spc.noaa.gov/faq/tornado/torscans.htm>

Here are some tornado images which were scanned for SPC web use from the National Severe Storms Laboratory's storm intercept slide archive.

Training Reference Photos

http://www.trainingreference.co.uk/free_pictures/index.html

If you're looking for pictures for your learning materials, courseware or presentations, Training Reference's free to use collection of original images contains over 170 photographs, covering a wide range of subjects.

U.S. Air Force Photos

<http://www.af.mil/photos>

Photo library for the United States Air Force.

U.S. Census Bureau Photos

<http://www.census.gov/pubinfo/www/broadcast/photos/index.html>

Broadcast and photo services for and related to the U.S. Census Bureau.

U.S. Customs Photo Gallery

<http://www.cbp.gov/xp/cgov/newsroom/multimedia/>

Customs Border Patrol is one of the Department of Homeland Security's largest and most complex components, with a priority mission of keeping terrorists and their weapons out of the U.S. They offer an extensive collection of photos related to that mission.

U.S.D.A. Photos

http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_2E5?navid=CSC_PHOTO_LIB

USDA's Online Photo Center provides more than 20,000 high-quality digital images, and it continues to expand. Images are organized by categories for easy access.

U.S. Fish & Wildlife DLS

<http://images.fws.gov/>

The U.S. Fish and Wildlife Service's online digital media library. Presently, the library system contains the National Image Library--the Service's collection of Public Domain still photos.

U.S. Fish and Wildlife Services Images

<http://www.fws.gov/pictures/>

The U.S. Fish and Wildlife Service's online digital media library. Presently, the library system contains the National Image Library—the Service's collection of public domain still photos.

U.S. Forest Service

<http://www.fs.fed.us/photovideo/>

Access thousands of copyright free wildlife, fish, wildflower and environmental education photographs, donated by Forest Service employees and their partners and volunteers.

U.S. Government Graphics and Photos

<http://www.usa.gov/Topics/Graphics.shtml>

This is a treasure trove listing of government websites that have image links. Most of the images are in the Public Domain.

U.S. Government Public Domain Images

http://stellar-one.com/public/us_federal_government_public_domain_images.htm

A collection of links to U.S. Government photographs that are in the public domain.

U.S.G.S. Multimedia

<http://www.usgs.gov/pubprod/multimedia.html>

The USGS serves the Nation by providing reliable scientific information to describe and understand the Earth; minimize loss of life and property from natural disasters; manage water, biological, energy, and mineral resources; and enhance and protect our quality of life.

U.S. Mint Image Library

<http://www.usmint.gov/pressroom/index.cfm?flash=yes&action=Photo>

Need of coins produced by the United States Mint product or event? Download high-resolution images from this website.

U.S. Navy Images

<http://www.history.navy.mil/branches/org11-2.htm>

The Online Library is the Photographic Section's readily accessible index to Naval and maritime history pictures.

Visible Earth

<http://visibleearth.nasa.gov/>

A catalog of NASA images and animations of our home planet.

Volcanoes of Hawaii

<http://hvo.wr.usgs.gov/gallery/>

The images on this site illustrate the striking landscapes of Hawaiian volcanoes and the islands they've built in the past few million years. You'll also find images of recent eruptions and the work that we do to improve our understanding of volcanoes and issue timely warnings when hazardous activity threatens people and property.

Whitman Mission Photos

<http://www.nps.gov/archive/whmi/history/moor.htm>

The photographs presented here were taken near the beginning of the 20th Century by Thomas Leander "Lee" Moorhouse (Major Moorhouse). He took many photos of the people on the Umatilla Reservation and their lifestyle. Many of the photos include the names of the individuals shown. These people are the ancestors of tribal members alive today on the Umatilla Reservation.

Wikimedia Commons Public Domain Collection

http://commons.wikimedia.org/wiki/Category:Public_domain

An Amazing collections of all types of Public Domain materials and resources, from audio and art work to books and videos.

Wikipedia PD Image Resources

http://en.wikipedia.org/wiki/Public_domain_image_resources

A nice collection of Public Domain image resources links courtesy Wikipedia.

Wise Gorilla Clip Art

<http://www.wisegorilla.com/>

A collection of free clip art and educational material from various religious traditions, themes from natural history, geography, science and other relevant subjects.

World Maps Collection

[http://www.uflib.ufl.edu/UFDC/UFDC.aspx?c=map1&";](http://www.uflib.ufl.edu/UFDC/UFDC.aspx?c=map1&)

World Map Collections is a joint project of several universities including the University of Florida's Map & Imagery Library and the University Libraries' Department of Special and Area Studies Collections, and are heavily weighted toward historic or antique maps.

WWII Posters

<http://www.library.northwestern.edu/govinfo/collections/wwii-posters/>

The Government and Geographic Information and Data Services Department at Northwestern University Library offers a comprehensive collection of over 300 posters issued by U.S. Federal agencies from the onset of war through 1945.

Yellowstone National Park Images

<http://www.nps.gov/yell/press/images>

Yellowstone National Park has created this page to provide over 9,000 publication-quality images for use by the media and the general public. These images are in the public domain and are available for use, free of charge.

NOTE: For additional websites to explore, please check out [Easy Money Picture Project](#).

PRODUCT CREATION WITH VINTAGE IMAGES: Tools, Tips and Strategies

Amazing (and free) Image Editing Tools

An essential tool for any artist, crafter or creative working with vintage images is a high-quality image editor. Of course, the King of the Hill for image editing software is Adobe Photoshop. Having used Photoshop for the past 18 years, I can safely say that, from a design perspective, we're definitely joined at the hip...grin. I use it every day. The problem that often crops up, however, is that Photoshop isn't cheap and is often out of the budget range for many, especially if they're just starting out (more on this in the next section). It doesn't change the fact that there are still product graphics to create and photos to edit...book covers to design and DVD cases to finalize...but sometimes, having the best tools for the job simply isn't an option.

There are some cheap and free software options out there, like Photoshop Elements or GimpShop. I've talked about (and promoted) these options before, but they are not the topic of THIS section. There are some new, amazing web-based tools emerging, that, in my opinion, could actually give Photoshop a run for their money. Adobe DOES offer an online image editor (Photoshop Express <http://www.photoshop.com>), but I'm not including it in this section (more on the cool new things Adobe is up to in the next section). I personally prefer the other programs I DO include here. The point I want to make here as we begin to explore these new, online tools is that **you have options**...more now than ever before...and the best news is that they're FREE!

Pixlr (<http://www.pixlr.com>):

Pixlr is perhaps my favorite online image editing software of all the ones I'll be sharing today because it's so well done. The look and feel is nearly identical to Photoshop (as most of them are), and quite honestly, it performs nearly ALL the same tasks Photoshop will. It even opens Photoshop PSD files and maintains the layers, which is a nice touch. None of the other programs offer that. It offers an extensive line of filters and editing tools, as well as everything else you would expect from a high-quality image editing software. The ONLY issue I have with Pixlr (if you even want to call it an issue) is that it doesn't offer an option to show rulers or draw snap guides. And actually, none of the web-based programs I'm sharing here offer that feature (except for Aviary, which I'll talk about a little later). It's not a huge deal but it would be nice to have (Please take note Pixlr...grin). And...BTW...all the screen captures for this post were edited in Pixlr.



SplashUp

(<http://www.splashup.com>):

SplashUp is another great online image editing option. While it doesn't have all the features that Pixlr does, it's still a great choice...especially if you don't need all the extra features. It DOES have the ones that matter: layers and layer effects, some decent basic filters, etc. My



favorite option in this program is how it handles type. Unlike Pixlr (where you have to enter the type into a type palette and then click “Okay” to add it to your document), you can type directly into your document...just like you would in Photoshop. The biggest bummer with this program? It doesn’t support Photoshop files. Pixlr does. In my book that’s a big deal, but that aside, SplashUp is still a great option for your image editing needs.

Aviary (<http://www.aviary.com>):

Aviary is more than just an image editor, it’s an entire suite of free online tools that includes an image editor, a color editor, an effects editor, a vector editor (think Illustrator), an audio editor, screen capture and more! Quite honestly, it’s one of the most amazing suites of online tools I’ve

seen anywhere. When using the image editor (called Phoenix), you will notice, again, that the basic look and layout is similar to our standard, Photoshop (it doesn’t support PSD files however). What I love about Aviary is how they handle their layers. You can have regular layers (like images, text, etc) but ALSO access the Effects Editor and Vector Editor and add dedicated layers from those tools as well. This greatly expands the reach of Phoenix’s (the image editor) basic offering of tools. They also offer extensive tutorials, including how to create banners for Etsy (nice touch for one of their target audiences). All in all, this is another amazing suite of tools that is worth your time to investigate!



SumoPaint –

(<http://www.sumopaint.com>):

Sumo Paint is a full featured photo editing / painting application, which works right in your favorite web browser! It also is packed with powerful tools and extensive help for every part of the program. While it doesn't

support Photoshop PSD files, this program is definitely worth investigating. What I REALLY love about this program, however, is that they offer a PRO version for about \$26 US. It runs on Adobe Air (a free download), which means it's platform independent AND you can use it, even if you're not connected to the internet. Also, with the PRO version, you gain access to a TON of new features, like painting tools, gradient fills, 3D effects and a LOT more. This is easily worth WAY more than its cost!

What I would to you is to try out all four offerings I mention here and get a feel for what each one offers. You may prefer one over the others. Of course, the GREAT news is that you no longer have to stress about shelling out big sums of cash to address your image editing needs!

A Related Side Note for iPad Users:

I don't know if you're an iPad user, but I wanted to bring attention to a few apps available on the iPad that are ALSO worth mentioning as viable product creation tools from an art and image editing perspective. The apps I recommend checking out are as follows: *FilterStorm* (photo editing software), *SketchBook Pro*, *Art Studio*, *Artists Touch*, *Paintbook* and *Inspire Pro*. Each have their own unique qualities and levels of coolness. I



use *FilterStorm* a LOT (being a photographer and all), but use the others from time-to-time as well!

Adobe Gets Creative With Software Subscriptions

Adobe JUST announced an amazing offer that many artists and creatives are going to love...an affordable and flexible subscription-based pricing plan. This will be especially



attractive to customers that want to get current and stay current on Creative Suite products, have project-based needs, or try the software for the first time. New Subscription Editions ensure customers are always working with the most up-to-date versions of the software, without the upfront cost of full pricing. With subscription pricing customers can use flagship products, such as Adobe Photoshop for as little as US\$35 per month, Adobe Design Premium CS5.5 for US\$95 per month and Adobe Creative Suite 5.5 Master Collection for US\$129 per month. All the other major products and collections are also available at subscription pricing.

When I did a little math, I realized that the subscription price is actually the regular selling price of the product divided by 24 (2 years), which corresponds with Adobe's normal release cycle. Clever and cool. Personally, I believe you are going to see a LOT more of this from other software manufacturers as well. Best of all, it puts the power of Adobe's products squarely within the reach on nearly everyone...including YOU! Now THAT is cool! You can learn more about this amazing new opportunity to purchase subscriptions to Adobe's software [HERE!](#)

Choosing the BEST Colors for Your Designs

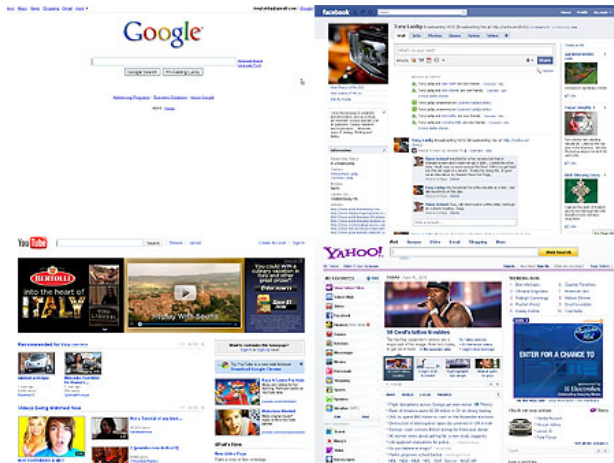
As many of you know, I worked as a graphic designer for 18 years, mostly designing book covers for publishers and authors around the world. During that time, I developed a great understanding and appreciation for the power of color and its effect on the consumer. It's a topic that I'd like to share about briefly in this section for one simple reason...I see many who create image-based products (or websites to sell those products) without any regard to the effect their color choices are having on their visitors or prospects. In other words, "because it looks cool or pretty" is NOT the reason to use a certain color scheme...grin.

Color has a language of its own and that language should be understood by anyone who expects to use it to its best effect. Many good website designs or product covers have been spoiled because the colors used said one thing and the words and illustrations another. **Color has three dimensions:** hue, intensity, and value.

Each of these has its part in the message of color, but the message of **hue** is most universally understood. For example, red suggests heat; yellow, light; blue, cold; purple suggests darkness; orange suggests flame; green suggests the blending light and coolness that conveys rest. Of course, these examples are just that...examples...because color can have multiple meanings. For instance, red can also mean "stop" and green "go."

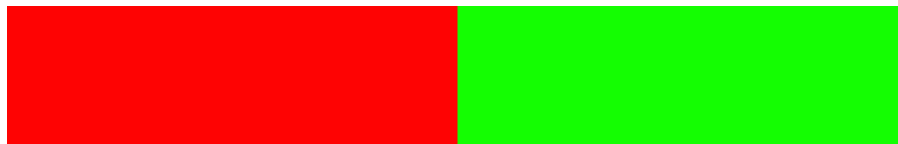
Intensity of color is measured by its brightness or dullness. The usual danger is that of using colors that are too bright. In general, it may be said that a full intensity color should never be used for backgrounds or for large spaces. Dull or neutralized colors are better for these purposes. The primary reason for this is that having a large area of bright color can be distracting. Your eye doesn't know where to land because of the huge area of bright color. When, from a selling perspective, we want the reader's eye to land on our website headline or book title.

The **value** of color is measured by its lightness or darkness. The lighter values should be used for backgrounds because they look larger; the darker values for the material which is to be emphasized. Of course, there are exceptions to this from a stylized design perspective. But let me ask you a question that drives this point home: “How many of the top 25 websites online have “dark” backgrounds?”



Of course, Colors should normally be used in harmonious combinations. There are of two types of these combinations; the combination of **allied** colors and the combination of contrasting or **complementary** colors. Allied colors are those which contain some part of the same primary hue. Two shades of green, or of blue, form an allied combination. Brown and

yellow make a good combination. In the same way a pair of complements, as red and green, yellow and purple, blue and orange, may be used. For the best effect and result for your designs, never use complementary combinations in their full intensity. Two complementary colors in full intensity form the crudest of all harmonious color combinations. Red and green is perhaps the worst of all combinations and the most frequently used and abused. A quick glance at the illustration below should be enough explanation for this warning.



My favorite website for choosing the best color schemes for any design I work on, whether it's a Wordpress theme or a book cover, is **Color Scheme Designer** (<http://www.colorschemedesigner.com>). It allows you to generate endless combinations of allied and complementary color schemes. And best of all, this amazing

tool is free. If you are creating ANY kind of design – image-based products, website graphics, banners, book covers, logos, etc. – Color Scheme Designer should become your newest best friend. Have fun with it!



It's NOT Just About the Images...or Is It?

It's no surprise that there are a number of marketing folks who talk about Public Domain content. I don't have the exclusive on the topic...expert or not. Of course, most give their primary focus to books...and rightly so...but books are just one branch in a massive tree of content possibilities. As we have previously discussed, other "branches" of the Public Domain include images, magazines, patents, movies, audios...the list goes on and on. In this section, we are going to depart "images" for a moment (kind of) and head down another branch that very few marketers, if any, are talking about with regard to

the Public Domain. I've hinted at a few of the "leaves" of this branch in the past...today I'm going to focus your attention on a few more.

Our discussion for this section draws from a curious paragraph found in Copyright Circular 40 on Works of the Visual Arts. It's no secret that I LOVE the visual arts in all its forms, but today we'll look at them with a spin. In this case, we are NOT considering content that was once copyrighted but is now in the Public Domain. Rather, we are going to discuss content that was NEVER copyrighted (and never will be). This is "content" we use every day, and it is likely that you have never considered using it for product creation. And that's the exact reason why I'm mentioning it now.

The paragraph I referenced earlier from Circular 40 reads as follows:

Copyright protection for an original work of authorship does not extend to the following:

- Ideas, concepts, discoveries, principles
- Formulas, processes, systems, methods, procedures
- Words or short phrases, such as names, titles, and slogans
- Familiar symbols or designs
- Mere variations of typographic ornamentation, lettering, or coloring

Notice the last three bullet points (I've discussed the other two on my blog): Words and phrases, symbols and designs, typographic ornaments and lettering. Defining this content is rather easy because you "use" it every day without thinking about it...letters, numbers, ornaments and colors! Now, about now, you might be thinking, "Okay Tony...book content I can see for products, even images and magazines...but letters? Like A or T or Z?

Yeah! Letters! Letters and symbols are the basis for all our written (and in some cases visual) communication. They represent specific concepts to us regardless of our language or worldview. And so, while the letters, "Z", "P", "A" and "I" may seem to offer no possible relevance to us for product creation, the word, "PIZZA" instantly conjures

memories of images, tastes, smells and experiences...at least it does for me. More than that though, you and I have the legal right to use that word, pizza, or the letters that make it up, to create ANY type of product we choose...as evidenced by the yellow-stripped shirt I'm wearing right now with "A87" embroidered on the pocket (yes, I bought it at Aeropostale)! To you and me, "A87" means very little if anything, but to Aeropostale, it means a multi-million dollar business and brand!



Here is another question to consider...what does **"STOP"** mean to you? And in how many ways have you seen those letters in that configuration used in products of all types? What about the color "red" as it's used with a stop sign? The color "red" carries meaning to it...think about it...you don't see "green" stop signs! Why? It sends the wrong message...and that message is conveyed with a color and four letters.



Let me offer one more example (I could provide thousands) in the form of another question...when you see the numbers 0, 1 and 9, they don't mean too much right? But what about **9/11/01**? Every American knows what THAT number combination stands for...and those numbers in that combination has generated tens of millions of dollars! How about this set of numbers: **12-25**? Merry Christmas! I hope you are beginning to get my drift.



You know what this means, right? A very common symbol online...**a smiley face**...that has been worth millions in one form or another!

It's likely that you have not consciously considered what possible products could be created with the combination of letters, numbers, symbols and colors. My hope is that this section will challenge you to consider new possibilities in your quest for best-selling products. Think outside the box and brainstorm how a letter or two might be able to transform your business!

Art Print Creation Strategies

In this section, we are going to focus on creating one of my favorite types of physical products: Art Prints. I've been conducting a lot of research on price and quality and have identified the best options for getting high-quality, low-cost prints made. For definition-sake, an art print can refer to any type of printed image, from maps and photographs to labels and posters.

It used to be that if you wanted to produce art prints, say 18" X 24" or 24" X 36", you had to go to a printer and have them produced in mass quantities to make them cost effective. When I managed the commercial printing companies in the late '80s and early '90s, my pricing model started with a base price whether you were printing one copy or thousands. The cost of creating a negative and plate for a job as well as the press startup were always the same. And if you wanted a 4-color job, it was expensive...especially in low quantities. Of course, with digital printing and large-format inkjet printers, all that has changed...and the pricing, if you know where to look, is pretty amazing.

In a later section, we will discuss Zazzle and CafePress as important manufacturing considerations for creating, selling and testing physical products. But for long-term product creation...art prints for our example today...they are NOT good solutions. When I compare pricing models in just a moment, you'll see why.

Two of the most popular art print/poster sizes are 18" X 24" or 24" X 36" and there are several options for having them produced. Some companies (like Zazzle or CafePress) will allow you to purchase just one copy. Other companies require a minimum quantity purchase (typically 100). Of course, in many cases, buying in quantity means a cheaper cost per unit, as we will see. In some cases, however, you may only want to purchase one print initially to test the market, and then increase printing numbers from there. Let's take a look at our current pricing options for Art Prints.

(Prices are Cost per Print and do not include S/H fees)

Zazzle.com: 18" X 24": \$19.95 24" X 36": \$34.95

CafePress.com: 16" X 20": \$16.00 23" X 35": \$19

ShortRunPosters.com: 18" X 24": \$2.97 24" X 36": \$15.97

As you can see, the best option by far is ShortRunPosters.com. Their quality is excellent and are, in my opinion, the best solution for short-run art prints/posters. If you find that you need 100 or more art prints of the same image (such as for a promotion or of an image that is selling well), there are better options that will drive your costs down even further. I recently found a company I had not heard of, JiperorPrint.com, who produces all types of printing including posters. While they require minimum runs, their prices are amazing compared to former solutions I've used like PrintPelican.com and PSPrint.com. Let me give you an example based on the above sizes.

(Prices are Cost per 100 and do not include S/H fees)

JiperorPrint.com: 18" X 24": \$109 (\$1.09 per print) 24" X 36": \$179 (\$1.79 per print)

The prices are amazing! And if you bump the quantities to 500, check out the cost per unit:

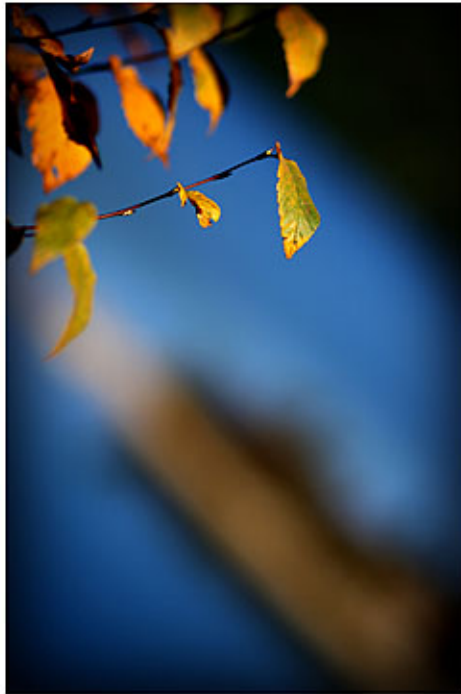
18" X 24": \$175 (**\$.35** per print) 24" X 36": \$336 (**\$.67** per print)

Think about this...why purchase 100 18" X 24" prints for \$109 when you can get 5 times that many for \$66 more?! Amazing! Now perhaps you're thinking, "That's great, Tony, but what if I want to print smaller sizes? It looks like my options are limited." Well, I'm glad you asked! The thing is, just because you're printing an 18" X 24" print doesn't mean the image HAS to be that size! You can fit two 11" X 17" prints side-by-side on a sheet or even four 8" X 10" prints on a single sheet. So let's say you want to produce 8" X 10" prints of four related images...you could put one of each on a sheet and drop your cost for each of the four down to just \$.75 (when printing at ShortRunPosters.com). Below are examples of a recent print order I had produced at ShortRunPosters.com that demonstrates what I mean:

Full Size



Two-Up



Four-Up



As you can see, there are a LOT of possibilities for ganging your prints!

In closing, I want to mention one quick note about using ShortRunPosters.com...they have a \$10 flat shipping fee so ordering just one print is still expensive. What I do (and recommend) is order multiple prints of several layouts. The shipping cost remains the same but is spread out over your order of prints. Also, make sure you use as high a print resolution for your files as possible. **I recommend NOT going below 180 DPI with 300DPI being the ideal!**

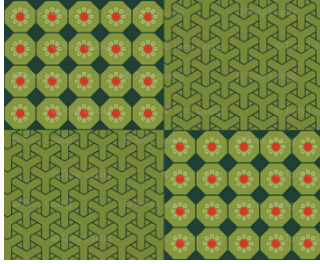
I hope that this section has inspired you to consider getting your own prints made. The art print market is HUGE (especially on eBay), and with the cost of prints I've shared above, and the millions of vintage images available to you in the Public Domain, you now have ZERO reason to venture into this profitable market! So go get 'em!

Create Your Own Fabric with Spoonflower

I am ALWAYS on the lookout for new product creation ideas, and recently I found a use for Public Domain images that, quite honestly wasn't even sure was possible for the average person. Boy was I wrong! The site I found is certainly one to check out...and it's one that I plan to do some serious experimenting with.

The site is called Spoonflower (<http://www.spoonflower.com>) and it allows you to create your own fabric. Now before you begin thinking that I'm going to tell you all to get into the custom dress-making business (yes, I can actually sew rather well...Mom was a career seamstress), hear me out for a little bit. The idea of using Public Domain images to create your own fabric isn't cool because of the fancy material you can make to sew your own clothes...oh no... **this strategy is cool because of ALL the things you can make with fabric**...like furniture and wall coverings, purses and bags, dolls and stuffed animals (using vintage patterns of dolls as the image for your fabric), pillows, camera and cell phone cases...the list goes on and on. There are hundreds, if not thousands, of products you can create from custom fabric apart from clothing! As a

matter of fact, I just shared one with my daughter related to her Native American regalia! To the right is an example I found on the site of a repeating pattern created for fabric using vintage images.



Creating the designs for fabric is pretty straightforward, depending on the type of fabric you

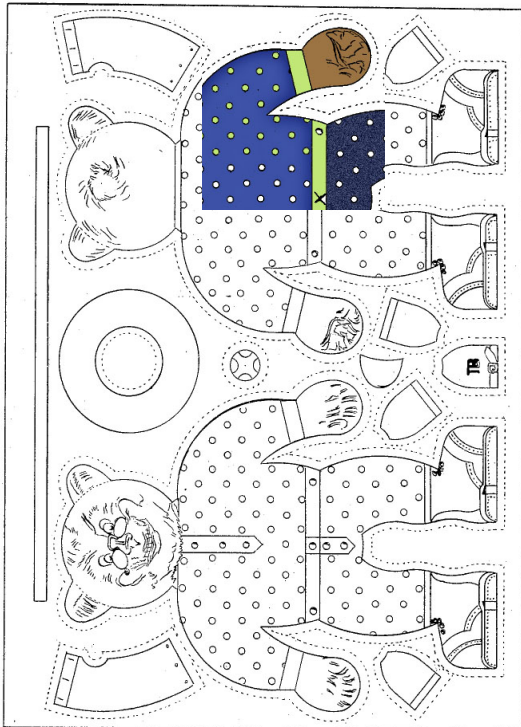


wish to create. Repeating patterns certainly have their place for creating clothing or other projects that require continuous

images. Here are two repeating patterns I created in Photoshop that were based on Chinese patterns I found in an 1860's art book! As you can imagine, this has HUGE implications for quilters and other crafters!

39,979.

Patented May 4, 1909.



Earlier I mentioned dolls...check this out.

At left is a pattern for a stuffed teddy bear I found in a 1909 patent application. It took me less than a minute to find it at Google Patents

(<http://www.google.com/patents>). There are thousands, if not tens of thousands of patterns of all types available in the Public Domain. You could easily colorize this in Photoshop and create a variety of different printed patterns to create an entire bear line from. Simply have the bear designs printed on the fabric, then cut them out and sew them together. Please note that the bear is just an example.

You can just as easily create custom tapestries, quilting panels (photos of family members is an option), designer upholstery for furniture, custom purses and totes, recreate vintage patterns for reenactment costumes...the list goes on and on! Currently, Spoonflower offers seven different fabrics to print on:

- Quilting Weight Cotton
- Organic Cotton Sateen
- Organic Cotton Interlock Knit
- Upholstery Weight Cotton Twill
- Linen-Cotton Canvas
- Silk Crepe de Chine
- Cotton Voile



Product Creation Ideas for Your Walls?

If you haven't figured it out by now, I am an idea guy (among other things). My intense curiosity is constantly wondering (and wandering) about the "next" thing. Everywhere I look, I find myself wondering, **"I wonder if there is an easy way to create that using Public Domain content?"** That's usually how the curiosity begins...including this time with what I'm sharing in this section.

Lately I've been doing a lot of research on new technologies that allow us to create even more custom products from Public Domain content, which previously would have been impossible or cost prohibitive. I admire companies who push the envelope with technology and then bring their successes to the rest of us. The latest companies I've discovered are like that...they take impossible or difficult product creation options and make them easy.

As I share my latest discoveries here, you will notice a theme. And the research paid off with new options for me (and you) to create entirely new types of products and

businesses from Public Domain content. What was I researching? **Wall coverings and signs!**

Perhaps it's because I'm currently remodeling my house, but I've been drawn to alternative ways of decorating walls, rather than just the boring paint styles...and apparently, others are curious as well. There is a definite interest out there in specialty wall coverings. The good news is that I found several companies who can help you create those wall coverings from your own images and designs (think Public Domain). You can then sell YOUR wallpaper, decals, signs, etc. to customers, on Ebay, to contractors...you get the picture (pun intended...grin).

[Totally Custom Wallpaper](#): Offers options for custom Murals, Wallpaper, Borders, Canvas and Peel-n-Stick Decals. Their site also offers an interactive designer template that walks you through the design process, step-by-step.

[Murals Your Way](#): Offers custom Murals in a straight-forward "choose your size, upload your image" kind of fashion. Simply upload your custom image and you're off and running! They also provide hundreds of existing designs as well.

[Java Signs](#): Offers options for custom Vinyl Lettering, Signs (more on this in a minute), Banners and Decals (wall decals among other things). Their site also offers easy-to-use design tools that make the creation process super simple.

[Speedy Signs](#): Also offers options for custom Vinyl Lettering, Signs, Banners, Decals and Displays. They also offer easy-to-use design tools for creating your own custom designs.

One of the things I love about these options is that we now have a lot of flexibility in product design and offering for an entirely new market...home owners and builders.

Remodeling is huge right now with the economy the way it is. More and more people are opting to remodel rather than buy or build. The sites above provide options for you, the product creator, to tap into this market in a very real way!

I also wanted to highlight another product offered on the Java Signs site...custom aluminum signs. Now when you think about metal signs, you probably think real estate or some other type of signage. I don't...I think custom décor. If you've been to any store that sells unique gift ideas, you have likely seen reproductions of old Coke signs or John Deere tractor signs. That's the direction I'm thinking in. Java Signs provides you with the opportunity to **create your own line of metal signs**...and Public Domain content is PERFECT for it. Use your imagination!

Another AMAZING Vintage Image Strategy for Your Walls

In the last section, I shared about creating custom wallpaper. In this section, I would like to continue the discussion on how to use vintage images for your walls. **I am going to share a new resource that I just started using.** I'm really excited about this company because their business model is awesome, their products and price points are great, and they truly understand third-party fulfillment!

[Wall Hogs](#) offers a unique spin on how to "hang" your art on your walls. While they DO offer poster prints, those are NOT why you need to use this company. They offer a technology much more "sexy" than poster prints. They actually give you the ability to produce your artwork or photos as removable vinyl cutouts that adhere directly to your wall. It's likely you have seen this before. What is amazing about this company, however, is that their prices are reasonable and they make it simple to be a reseller for their services. I like that!

Recently, I uploaded a piece of art that was based on a Public Domain image and initially created as a t-shirt design. The upload process was straight-forward and easy.



Hello, Tony

[Sign Out](#)

[Home](#)

[Shop Prints](#)

[Create Prints](#)

[Sell Prints](#)

[Photographers](#)

Select up to three files:

File 1: [Browse...](#)

File 2: [Browse...](#)

File 3: [Browse...](#)

UPLOAD

You may upload a maximum of 25 images, each as large as 35MB.

Image Guidelines



[How to take a photo](#)

Supported image formats: jpg, tiff, psd, eps, ai, svg and pdf.

Digital photo uploads require a minimum resolution of 2048 x 1536.

Digital artwork uploads require a minimum resolution of 150 dpi at full size.

Scanned images must be submitted at 300 dpi.

Your Images:



A minute or two and a Paypal payment later, my artwork was in-process for a 12" wide vinyl cutout. And the cost? Just \$12.99 plus a buck and change for shipping. Resellers get 25% off of those prices.



Step 2 Select Media, Size and Cutting

OUR GUARANTEES TO YOU:

- Price Match Guarantee
- Money Back Guarantee

Your image

Name: Homeland Security.tif
Type: jpg
Uploaded On: 24 Jan 2011
Resolution: 2163x3000 pix/inch

SPEAK OUT

Jenny McMahon
Toronto, ON

“My Wallhog arrived exactly when they said it would. UPS did a great job and being able to track my packages online is definately a plus in my book.”

Select Media Type

Photo-Text

- removeable / reusable
- indoor / outdoor
- Nearly any surface

SIZES	QTY
12" Minihog.	
24" long side	1
36" long side	
48" long side	
60" long side	
72" long side	
84" long side	

[View maximum print sizes](#)

☐ **No Cutting**
 Print and cut image as is

☒ **Cutting**
 Print and cutout image

☒ **Proof Required**
 (Proof will be uploaded into your account within next 24-48 hours)

☐ **No Proof Required**
 (No proof prior to printing. You will only be contacted in event of an issue with your image)

As you would imagine, there are a LOT of ways to use Wall Hog’s services in combination with vintage images. Sure you can create some cool decals for your home, but the larger implication here is what you can create to sell for OTHER people’s homes or businesses. I would recommend using the market research section of this book to identify what people are searching for and then locate the BEST Public Domain images to use. Flowers, butterflies, patterns, trains, architecture and scenics are possibilities to consider. Also, offer the images in different sizes...and in some cases, different color schemes. Even consider using type (more on that in the next section)...inspirational sayings and quotes...as a part of your design. You could create a really fun home décor business with these products so have fun with it.

Having been through the process a few times now, I strongly recommend using 300dpi as your base resolution. Wall Hogs says you can go down to 150dpi, but I wouldn't do it unless the images you're working with just cannot go larger. At the very least, try it! Make something for yourself. I guarantee you'll be hooked. I know I am!

Scanning Versus Digital Photography

If you have searched through ANY old books at your local book sale or used book store, it's likely that you have come across an image or two (or twenty) that you would LOVE to create products from or use as part of a design. The original school of thought for this opportunity is to scan the book page. The approach makes sense and is exactly what I often do. The scanner you use doesn't have to be super-expensive to achieve acceptable results, either. I use a CanonScan scanner and can't recommend them highly enough.

The latest model (at the time of this writing) is the CanoScan LiDE210 and sells on

Amazon for under \$100.



The main features I love about this line of scanners are primarily two-fold. First, they require no external power supply. The power and the digital transfer all happen through the high-speed USB port on your

computer...especially cool if you want to scan

on-the-go (like at the National Archives). The second feature that really stands out with these scanners is that they do not generate heat. The scanner light is LED-based, unlike many other conventional scanners. The feature is especially important to consider if you plan to scan old books or photographs because the heat from conventional scanners can damage the old, fragile pages and photos. As a matter of fact, the National Archives will ONLY allow LED-based scanners to be used there for that exact reason (which is how I learned about this type of scanner).

There is, however, an alternative to scanning that may actually suit your needs more effectively...using a digital camera. I first got “turned-on” to this idea when I discovered



that the books Google scanned for their Books program weren't actually “scanned” at all. They were photographed using Canon's 5D DSLR. My first thought was, what the heck? But being a HUGE Canon fan, my curiosity was aroused and I began to do some testing. What I discovered was amazing! Using a higher megapixel DSLR like the Canon 5D (21MP) actually made a LOT of sense

because you had the quality of the resolution, but also gained another huge benefit I hadn't considered...speed. You can photograph pages of a book a LOT faster (10X or more) than you can by scanning them. This is a HUGE time-savings. Of course, the same process works for capturing the images from the books and is the direction I've headed. The speed, quality and portability you gain from this solution makes it well worth adding to your image capture arsenal. And, if you don't have a DSLR, no worries, you can use your point-n-shoot digital camera until you can afford an upgrade!



Okay...with using this digital camera model for capturing your book images, there are a few key points to keep in mind for maximum success. First, you want to make sure that the book pages are kept flat. This can be accomplished by using clamps or a heavy, non-reflective piece of acrylic. Reflections **MUST** be avoided, hence the use of non-reflective materials. It is also important to use an f/stop on your camera of at least f5.6 or greater

so that all areas of the page are in focus. Good focus is crucial. To achieve the best exposure possible (at f5.6 or greater), your book will need to be well-lit. Again, watch for glare and hot spots. Shooting outdoors on a sunny day may work well if you watch for shadows. If shooting indoors, use as much light as possible. I typically use two

photofloods with 150-watt florescent lights. You can also use a copy stand like the one pictured at left.

Once you have your set-up established, you will find that you will be able to blast through your book illustrations quickly!

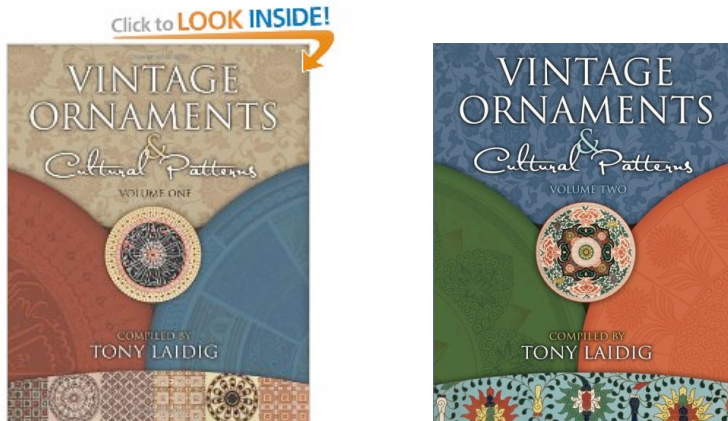
Creating and Selling Art Books

Since we're talking about vintage images, I would be remiss to not mention one of my favorite image-based products...printed art books! In the not-too-distant past, the idea of creating a full-color art book without spending a fortune was unheard of. With large print runs and the expense of setting up and running a four-color press, you would easily be facing a printing cost of \$10K to \$20K and beyond to realize the dream of having your own art book. However, with the advent of digital printing and POD (print-on-demand) publishing, all that has changed. Having been actively involved in the book design community for the past 18 years, it truly has been exciting to see full color book printing come within the reach of anyone with an idea and images to share with the world.

As you would imagine, it would be impossible to cover all the implications of this technology breakthrough because the author would only be limited by their creativity...even when it comes to nostalgic and vintage images. While the costs for printing a full-color book are still higher than those for a black only book, the fact remains that ANYONE can create their own art books now and purchase just one if you want!

One of the ways I've been exploring the creation of art books is through targeting new markets, such as the scrapbooking market. Using pattern and ornament images from the Public Domain, I've created two books so far (both available on Amazon) that I absolutely love. And the actual cost was much lower than I expected. Wholesale prices

for each book are \$9.25 and \$12.05 respectively for volumes one and two (Volume 2 has a higher page count).

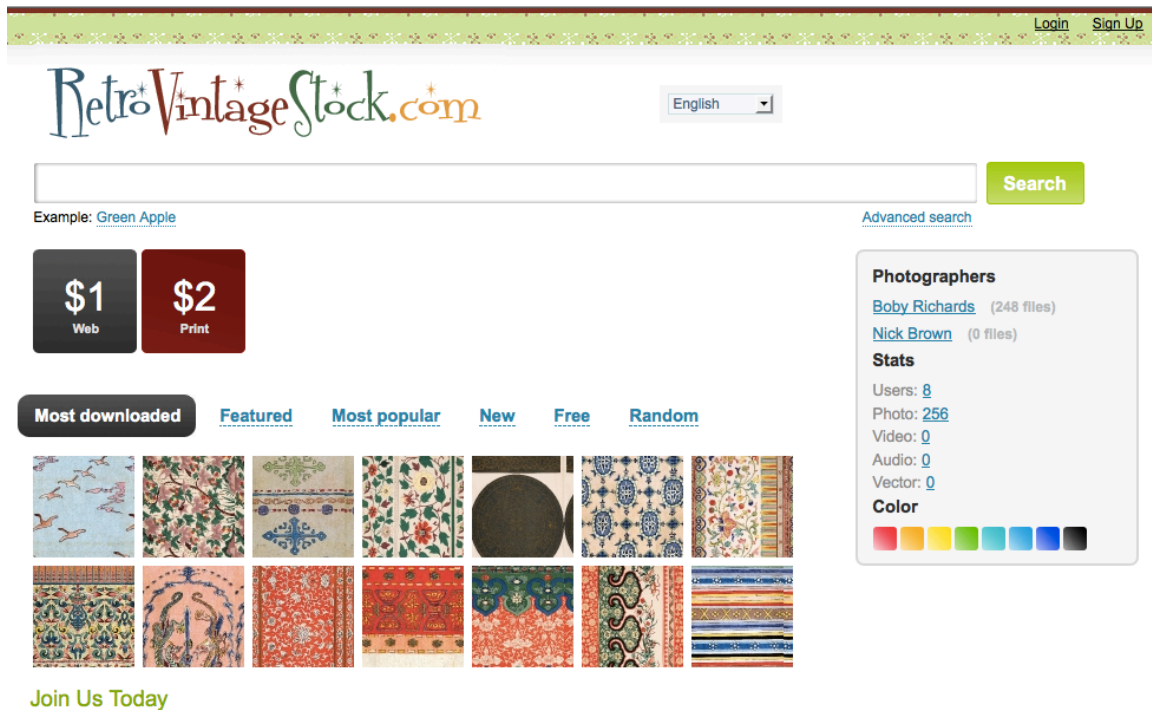


One of the cool ways I've been using these books is to include a link in the back of the book that takes the customer to a membership site where they have access to high-resolution digital versions of all the images in the book. That way, I am creating a path to gain further access to that customer for future products. The membership site is Wordpress-based, with the gallery being

created using the NextGen plugin. I'm using WishlistMember for the membership side of the site (<http://provencontent.com/go/wish/>).

I am also taking the SAME digital images found in the book and offering them for sale individually as stock images using the Photo Video Store e-commerce solution (<http://www.cmsaccount.com/>) for selling the images. The script is easy to use and is

completely customizable to your needs. This is the same approach you would find on stock sites like Dreamstime or iStockphoto. Just another way to repurpose and monetize the same content over and over!



When it comes to creating your own art books, there are a few options available to you online, including CreateSpace (<http://createspace.com>), Blurb (<http://blurb.com>), Lulu (<http://lulu.com>) and others. Having created books using all three of these sites, what I can tell you from experience is this: Out of the three mentioned here, CreateSpace is a very clear winner! The fact that they are owned by Amazon.com means that getting your book on Amazon is a simple process! CreateSpace also offers the best pricing on creating full-color art books...by a LOT! And lastly, the quality is great. I am a very picky career graphic designer (19 years) who managed a commercial printing company for 7 years as well. I know what to look for when it comes to quality with books. The books you will receive from CreateSpace will definitely compliment whatever type of artbook you choose to create! And if you do not need a full-color interior (in the case of line illustrations or B&W photos), the prices at CreateSpace are even MORE awesome!

So you might be wondering, “What kind of art books can I create, Tony?” Great question! The sky truly is the limit with this. I shared but one personal example of books I’ve created. The best approach in working with vintage images is to consider an approach of themes and collections. The themes could be based on events (i.e. the Civil War), sports (i.e. early races), objects (i.e. pre-war Japanese china or tobacco labels, etc.), travel (i.e. locomotives or vintage Paris), locations (i.e. early history of Baltimore), nature (i.e. birds of North America), culture (i.e. Native American dwellings), holidays (i.e. vintage Christmas décor), crafts (i.e. old paper dolls)...I think you get the idea!

I would like to issue you a challenge...to create at least ONE art book. CreateSpace offers templates that make the process pretty straightforward. Plus, I’ll be honest...holding the finished product in-hand...there is nothing like that feeling!

SELLING AND MARKETING: **Tips for Getting Your Products to the Masses**

Succeeding with Physical Products: It's in the Numbers!

As information product developers, we often spend a lot of time trying to get traffic to our websites so that we can increase sales. More traffic = more sales...or so the theory goes. But we often get SO focused on “digital products” and “traffic getting” that we miss some huge opportunities for capitalizing on massive traffic that already exists. The catch, however, is that to benefit from this traffic, we need to sell PHYSICAL products, not digital ones (with one exception which I'll address later).

I love creating digital products as much as the next person. They're fast and easy to manage. But with the abundance of “physical product” traffic that is available, it's time to re-think your product creation process. The truth is, that in many cases, your digital products can easily make the jump to physical with minimal effort. You will understand what I mean when I reveal the traffic sources.

I've been conducting a LOT of research and testing on sites like the ones I'm about to share BECAUSE of the traffic volume they receive...that's the ONLY reason. The numbers are simply too big to ignore! As a matter of fact, I will go so far as to say that if you are not selling on ALL (or at least most) of the sites I'm about to mention, you're missing a huge opportunity to boost your income. And the BEST news (as far as I'm concerned) is that Public Domain-based products are PERFECT for these sites! What websites am I talking about? Here is the list along with their traffic numbers (from Compete.com):

- Amazon.com (82.1 Million Visitors per Month)
- eBay.com (67.2 Million Visitors per Month)

- Etsy.com (6.5 Million Visitors per Month)
- Zazzle.com (5.7 Million Visitors per Month)
- CafePress.com (5.2 Million Visitors per Month)
- iOffer.com (1.9 Million Visitors per Month)

When it comes to selling physical products, the above sites are the cream of the crop. There are addition sites out there with traffic numbers under a million per month, but these six sites should be a part of your product-selling strategy...period...simply because of the traffic. Think about it, is it easier to create a river or stand in the middle of one? Obviously the latter approach is easier. By offering your products on the sites above, that is essentially what you're doing...standing in the flow of their existing traffic!

So...what should you be selling there? Be smart and do your research. Find out what people are already buying and then sell them more of the same! Most of the sites offer best-seller listings...use them! And with today's on-demand technologies (as we've discussed in the previous chapters), turning Public Domain or vintage image content into physical products to sell couldn't be easier!

Here are a few places to begin your research on the top three sites:

- <http://www.amazon.com/gp/bestsellers/books/>
- <http://pulse.ebay.com/>
- <http://www.craftcount.com/> (Top sellers on Etsy)

Profiting From the Holidays

Spontaneity in business can be a good thing, but the smart information entrepreneur ALSO plans ahead, and that's what this section is about. Regardless of when you are reading this, there are a lot of theme and holiday-related product opportunities coming up that you can take advantage of, but NOW is the time to plan for them. The great news is that there is tons of Public Domain content waiting for you to explode these opportunities into your bank account!

In the United States, the next few months will bring Labor Day, Halloween, Thanksgiving, Christmas and New Year's Day, not to mention Fall and Winter themes. If you've been thinking about tapping into the power of these times of the year, it's best to NOT wait until the last minute. Start planning (and executing) your holiday strategies now...and make sure you include the Public Domain!

Here are a few product ideas to consider:

- **Holiday Recipes:** In order for you to really hit a home run with this one, look for the unusual recipes...cultural foods, theme-related treats (101 Christmas Cookie Recipes from Around the World), Etc. There are thousands of recipe books available in the Public Domain.
- **Ghost Story Collections or Urban Legends:** Collect together stories from around the world that relate to this genre. This is a huge market and the Public Domain offers thousands of books and stories.
- **Victorian Christmas Images:** Collect together vintage Christmas postcards or greeting cards and offer them on a CD. You can create beautiful, CD or DVD products using Kunaki.com and there are tens of thousands of these types of images available to use in the Public Domain. You can start your research here: <http://commons.wikimedia.org/wiki/Category:Holidays>

- **Holiday Traditions:** Create an audio series of holiday traditions that can be read from Public Domain books and magazines. There is a crazy amount of holiday-related content awaiting you in Public Domain magazines that NO ONE is using. Be the first!
- **Movie Extravaganza:** Produce a collection of theme-related Public Domain movies and offer them as downloads for iPods/iPhones or on DVD. There are lots of classic holiday-related movies in the Public Domain, from “Night of the Living Dead” to “Santa Claus Conquers the Martians.” Don’t forget “Ozzie and Harriet’s Christmas.” Spend some time and www.archive.org.
- **Crafts:** Craft ideas will always be popular! Look for unique ones, like Christmas origami or Native American crafts from corn, etc. You’ll find lots of useful Public Domain ideas at <http://books.google.com>.
- **Greeting Cards:** I’ve made some decent money making my own Christmas Cards from Public Domain images to sell in packs. People love something different from the norm...so give it to them. You can print the cards yourself on an inkjet printer or have them produced through Cafepress or Zazzle. Have fun with them...Unique, inspiration or comedy will always win the day.

I hope you realize that there is SO MUCH holiday-related content in the Public Domain. You could literally just focus on these types of niches and do quite well every month. Use some imagination and creativity rather than copy what others are doing. Spend some time on Google Trends (<http://www.google.com/trends>) to see what keywords have been popular over the past few years during certain holiday time periods. And MOST important of all...**Get Started NOW!** Don’t wait until a few weeks before the holiday and then decide to make a product to sell. Do it now! Otherwise, you’ll miss a LOT of sales!

Why Use Zazzle and CafePress?

As someone interested in creating physical products from vintage images, you have hopefully heard of and have experimented with the hugely popular product creation sites, CafePress (<http://cafepress.com>) and Zazzle (<http://zazzle.com>). While I am not going to spend a HUGE amount of time here discussing the different types of products you can create with these sites (you can learn that from the sites themselves), I WILL share the primary reason I believe both sites are important to your product creation goals using vintage images. The reason is Market Testing!

Speed to Market is a key component to any business venture and these two sites make it possible to do just that. You can get an idea in the morning for a new t-shirt, poster, calendar, etc. and be offering it for sale later that same day! This is huge because the cash outlay is minimal and it gives you the ability to see if an idea is worth pursuing or not. You make sales, ramp up production using a more traditional manufacturer. No sales, move on to the next idea. No boxes of “stuff” sitting in storage and no huge cash drain to write off on your taxes as a loss. It truly is a win-win.

Now there are some people who do quite well with stores on these sites, but for me, the profit margins are just too low. The only real plus is the huge amount of traffic these two sites receive each month. That reason alone is enough for me to keep my CafePress store (<http://generation-7.com/>)!

So I would strongly encourage you to make use of these websites for product creation to test out those new ideas of yours. Then, as you identify the best-selling products (whether you are selling on Etsy, eBay, a personal site or offline), move those to manufacturers that can provide you with a better cost per unit!

Building a Local Affiliate Army

Let's talk a little bit about building an affiliate army to sell your physical products. You may remember that, in *Easy Money Picture Project*, I introduced the fund-raising model as an extremely effective way to sell a lot of physical products while, at the same time, helping local groups, sports teams and organizations. The important key to this example working effectively is in creating a product that is LOCAL based and has local appeal. **By sticking with local interest-based products, you are able to tap into the power of nostalgia** of the region and increase your chances of success. Vintage-based products that work well using this model include old map reproductions, vintage local-based cookbooks, calendars, apparel, products related to local history or historic events, products that celebrate what your area is known for, etc. Local interest and quality is key here, so your products for your area are going to look different than ones I would offer.

Here in *Vintage Image Products*, I'd like to map out this approach in MUCH more detail, especially given the success that a number of my students have experienced with this model. As I've shared previously, the reason why this sales model can work so effectively is two-fold. First, you are tapping into the marketing power of nostalgia. **People LOVE "the good 'ole days" because they provide an escape** from the boring (or stressful) day-to-day lifestyles so many people are stuck in. Nostalgic products create a place of happiness and discussion that many people are drawn to. Second, because of the fund-raising component, people genuinely want to help support the cause being offered...whether it is to help Johnny's T-Ball team buy new uniforms or the local band get to the Orange Bowl parade. Family and friends will not say NO to helping their family member or friend, especially if the price point for the product being offered is such that the purchase is an easy cash-out-of-pocket impulse buy. The other huge benefit to selling within the fund-raising model is this: **Who is going to ask for a refund for something they purchased to help their local little league team? No one!** So, you're talking about offering a nostalgic product that people like, being sold by a team of "affiliates" that few people can say no to, with zero refunds or returns. AND, you're helping and supporting a great cause! It's an amazing win-win!

Now that you have a basic understanding of what the model is, let's dig into the mechanics of how it works. First you need a product to offer. As I mentioned before, it HAS to be relevant to the local area and be something that local residents would actually WANT to by whether being offered as a fund-raiser or not. At the beginning of this section, I offered a few suggestions of the types of nostalgic products that work well in this model. Price here is key. You cannot exceed a selling price of \$20! So, when choosing a product to create and sell, production cost is ALSO important. Because I shared the production numbers for reproducing old maps in *Easy Money Picture Project*, let's look at another great-selling product that works well with vintage, nostalgic images...calendars!

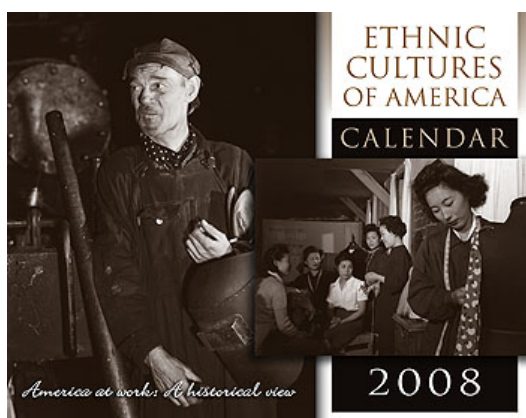


Local Calendars can work extremely well as a fundraiser! I have previously shared how my local community uses calendars to generate \$7,000+ a year for the local heritage society. To create your calendars to sell, you'll need a few key components: a calendar template for the year you plan to offer (2012, for instance) and 13 images for the calendar that are to the size required by the template (often 8 ½" X 11". The 13 images are for the 12 months plus the cover). The best resource I have found online for getting lower quantities of calendars produced (and I've looked at a LOT of them) is InkChaser (<https://www.inkchaser.com/calendar-printing>). Their prices are much better than any other option out there for low-run

quantities of calendars. For example, you can order (at the time of this writing) 50 custom calendars for just \$5.27 each...and that is with YOUR images in full color! The cost per unit drops to \$4.97 at a quantity of 100. That price is nearly half the rate you

will pay elsewhere online. They also offer templates for you to follow in your calendar creation!

A few words about the calendars you create...



The calendars you offer can be as simple as a single historic photograph per month, or as complex as graphic intensive designs created in Photoshop. You can focus on themes, such as certain time periods (Civil War, the Steel Boom, or the Roaring 20s, etc.) or specific themes known in your area or region (farming, covered bridges, the town square, famous people, etc.). If you like, you can even

create multiple calendars, each featuring a different theme. It could boost your sales, especially if customers like multiple designs. The sky and your imagination are the limit!

Once you have your product (calendar, map, etc.), it's time to find a team or group to promote it. Space will not allow me to detail everything you will need with this part of the adventure, but I will share two different approaches you can use. Both work well, but require different strategies. The first more traditional model is to develop a flyer that advertises and shares the product your group will be selling. It should include a photo of the product, the price and all the appropriate language necessary to convey that this is a fundraiser to support the team or group. **You may also consider designing the flyer in a way that is easy to customize with the team or group name and information.** On the back will be an order form for the actual product. The team or group members will use these flyers to collect orders, which will be paid for at the time of ordering or delivery (whichever you prefer).

The second approach requires almost zero work on the part of the team or group, but can work extremely well for you as a marketer. The **ONLY** requirement on the part of the team or group is that each member provides at least 10 e-mail addresses for family and friends. Then, using the provided addresses, you send an email to each one

explaining that you are working with the team or group to raise money for their cause. Direct them to a website where they can make their purchase online using a credit card. Make sure that you explain who benefits from the fund-raising, the expected delivery time, etc. This approach can be extremely effective because it puts the selling back into your ability, with the group or team members being lead generators with the e-mails. The more you are able to customize the message (with the member's name, the team name, etc.), the better your conversion rates should be. A third, hybrid, approach would be to marry the two approaches together with the team member selling the product using the provided form, with those on the fence providing email addresses for you to follow-up with. Use your imagination!

With this fundraising model, **I usually recommend a 50% commission paid on each sale.** With a \$20 price point, the \$10 per sale is MUCH more than they would make selling the typical stuff like candles, pizza or coupon books. In other words, handle this exactly the same as you would a typical affiliate sales promotion, except with physical products! It's a powerful and fun model!

One last point here...remember that in using this model, you are not limited to approaching one or two teams or groups. **Imagine having 20 local groups promoting your nostalgic-based products** (yes you can offer more than one product too). Also, you can also approach local businesses...jewelry stores, banks, restaurants, etc. to make the products available point-of-purchase with them receiving 50% of the sale. There are numerous ways to spin this model so get creative with it!

Identifying Other Profitable Nostalgic Markets

In addition to the "Affiliate Army" sales method I shared in the last section, I want you to realize that there are a LOT of other opportunities available to sell your vintage image-based products locally. In this section, we will explore those opportunities and how to maximize your success with them. While this approach may not be for you, you will still find value in the methodology presented. In other words, I want you to consider

how you could apply the ideas here to what you are doing online or offline in your own local area. First of all, when it comes to nostalgia, you will find people who are interested in just about anything...and that can play into your favor as a product creator. Looking at the list I've included below, you will see how certain types of shows naturally lend themselves to focused products. Take car shows, for instance. I visit a LOT of car shows, and often see quite a few nostalgic-based product ideas available for sale, such as apparel, calendars and posters of classic cars. Those are obvious. But I also want you to consider parallel or "vertical" markets...ones that are logical compliments to the existing market. I will provide a great example.

Recently I was attending a car show...one of the largest in the US...and noticed a guy selling old movies and TV shows on DVD. Yes, they were in the Public Domain! I talked to the guy for a while, asking questions about his sales approach, and he shared something very interesting and smart. He said that he figured that if people were interested in old cars, it's likely that they are also interested in other old stuff as well. I agree! And so, while old TV shows have nothing to do with cars per se, he was killing it in sales...seriously! As you read over the list of sales opportunities below, don't just consider the obvious product possibilities. What related or parallel products could you make that are nostalgia-based that could sell well in these venues?

Here is a brief list of events to consider when selling your vintage-based products. And, BTW, many of these are annual events, so planning ahead is extremely easy!

- Craft Shows
- Art Shows
- Heritage Days
- Council of the Arts Events
- Holidays
- Cultural Events
- Car Shows
- Motorcycle Shows
- Air Shows



- Fairs and Carnivals
- Festivals
- Reenactments
- Local Celebrations
- Farmer's Markets



If you haven't figured it out by now, the opportunities with vintage, nostalgic products are huge, but they do require effort, as does anything worthwhile. And the BEST part of this market (nostalgia) and its diversity is that it will NEVER go away...it's one of the best evergreen markets there is (after all, you cannot get rid of the past!).

So whether you choose to create books, prints, apparel, signs, wall decals or any other type of product covered in this book (or not), with good research and a great product, you can't help but succeed with vintage images and the power of Nostalgia!

APPENDIX

Understanding The Rules: A Copyright Primer

To understand the Public Domain, you must know how any work can potentially fall into the Public Domain. In fact, there are several ways a work can become public domain, and some of these are listed below:

- The work was created and published before there were copyright laws. This distinction is very important and is the sole reason why the works of Shakespeare are considered public domain while Darwin's ground-breaking book, *Origin of Species*, is protected by copyright.
- The work cannot be copyrighted. This includes things such as ideas, facts, theories, mathematical or scientific formulas, and also simple things like a list of ingredients or components. Therefore you cannot copyright the Theory of Relativity, or the knowledge of how to make a Molotov Cocktail (a type of a home-made bomb).
- *Note:* Some copyright laws (for example the US copyright law) forbid certain types of work from being copyrighted. This includes the examples mentioned above, as well as government publications.
- The work is a publication by the government, related agencies and/or officials. Specifically, the US copyright law prevents such publications from being 'copyrighted' (this has a lot to do with the definition of copyright and copyrightable work) and thus they are directly part of the public domain.
- The work's copyright protection has expired (and not been renewed). It is quite possible to find works published in the late 1800s and the early 1900s

(late 19th century and early 20th century) whose copyright has expired and has not been renewed under current copyright laws.

- The work was never copyrighted – This is a tricky issue. Logically, if a person publishing his work does not acquire copyright, then by reason it is automatically part of the public domain. However, all is not as simple as it first seems, and the chapter on copyright law maps all legal aspects of such a situation.
- The copyright owner dedicated the work into the public domain. This is more common than you think. An often-quoted example is that of freeware software or freely distributed source code. Sometimes artists tend to dedicate their work to the public domain as well.

Here are some quick facts that you should know about the copyright laws applying to the public domain.

Note: These laws apply to works published in the US. For unpublished works and for works published outside the US, see the resources listed later on.

- Any works published (with or without copyright) before 1923 are in the public domain.
- Any works copyrighted in 1923 or later (with their copyrights renewed in time) will stay OUT of the public domain till 2018 or longer. This is due to a 20-year copyright extension enacted in the US in 1998. Usually you can check on the book itself the copyright date, and if a copyright is renewed, that date is also placed on the book.
- Certain works copyrighted in 1923 or later may have already entered the public domain because of certain legal constraints. The following types of works

- Works published in the US before 1989 without proper copyright notice and
- Works published in the US before 1964 whose copyrights were not renewed
- Works from 1923 or later that were originally published in countries outside the US may still be copyrighted regardless of whether they were printed with proper notice or renewed.
- Works that were never registered for copyright prior to 1978, and were never published prior to 2003, are now in the Public Domain in the US if:
 - The author(s) died more than 70 years ago before the most recent New Year's Day. For 2005, this means authors who died before 1935. For more than one author, this applies to the last surviving author.

This is, I repeat, just a quick overview of the copyright law to help you understand what you will be dealing with when venturing into the public domain. There are other people far more talented than me who have written comprehensively on this matter – one such resource is from the Cornell Copyright Center:

<http://copyright.cornell.edu/resources/publicdomain.cfm>

A detailed and comprehensive table that tells you how the copyright law and the public domain applies to unpublished works, works published in the US and even works published outside the US. A truly remarkable and useful resource to have for public domain businesses.

The partial copyright on this document does not allow me to make this part of the e-book itself, but trust me when I say this – this, and the next resource, are the **ONLY** two guides you need to determining copyright issues.

Another brilliant (an understatement at best) resource is by the law firm Bromberg & Sunstein:

<http://www.sunsteinlaw.com/practices/copyright-portfolio-development/flowchart.htm>

This excellent flowchart can help you determine step-by-step whether a work is in the public domain or not. As with all such resources, it also tells you when a particular work, depending on its dates of creation, publication and copyright renewal, will pass into the public domain.

Checking Copyright Status

Checking the copyright status of an image can be tricky and depends on when the image (whatever type it is) was published. If it was published before 1923, you have no problems...it's in the Public Domain. As I shared before, works produced between 1923 and 1964 had to be renewed in the 28th year from first publication. Many never renewed, but verifying that can present a challenge. If the image was produced between 1950 and 1964, you can check the copyright at the Copyright.gov website (<http://cocatalog.loc.gov/>). Once there, click on the "Set Search Limits" button to the right. On the new screen, select "Visual Materials" in the "Item Type" options and click, "Set Search Limits." This limits your searches to just images.

Set Search Limits

SET SEARCH LIMITS
(select labels for context-sensitive help)

Date: ☒ = ☐ > ☐ < ☐ Range

Item Type:

Motion Pictures
Visual Materials
Kits

Set Search Limits Clear Search Limits

Now if your image or art was published between 1923 and 1950, verifying copyright status will be a bit more challenging. Your only online option right now is to sift through the scan records at the University of Pennsylvania. You can access their records here:

<http://onlinebooks.library.upenn.edu/cce/>

NOTE: For a step-by-step video tour of how to research image copyright status using the above methods, watch the video titled “Image Copyright Research.”

Trademark Check

If you intend to use trademarked images and graphics either as part of the public domain content or separately by themselves, be careful – trademarks can last forever (compared to limited copyright), and are just as tricky. For example, even though you can digitize a book on Peter Pan, published in 1922, you can’t digitize the Peter Pan image that’s on the peanut butter jars.

The trademark infringement rule goes something like this:

If the use of a logo / term results in the following:

- Causes customer confusion (for example, if you plaster the Amazon.com logo on your e-book cover, people might think the book was published by Amazon.com).
- The usage dilutes the trademark’s distinctive quality – the logo has to be seen in its exactly correct context (A coke logo on a coke bottle).
- If the logo is used in a similar setting for a different organization / company – the Intel logo used by a non-descript microchip manufacturer.

Trademark violation can be a minefield to walk through but I have a simple solution that will help you avoid the whole mess: Don't copy trademarked images! A derivation can be created but it has to be significantly different from the original not to cause customer confusion (primary grounds for a trademark infringement). There is SO much quality image content available to you (like billions of images) so that you can avoid trademarked logos, characters and designs and still have more image content than you'll ever use.

Privacy and Publicity Rights

Privacy and publicity rights reflect separate and distinct interests from copyright interests. While copyright protects the copyright holder's property rights in the work or intellectual creation, privacy and publicity rights protect the interests of the person(s) who may be the subject(s) of the work or intellectual creation. Issues pertaining to privacy and publicity may arise when a researcher contemplates the use of letters, diary entries, photographs or reportage in visual, audio, and print formats. Because two or more people are often involved in the work (e.g., photographer and subject, interviewer and interviewee) and because of the ease with which various media in digital format can be reused, photographs, audio files, and motion pictures represent materials in which issues of privacy and publicity emerge quite often.

While an individual's right to privacy generally ends when the individual dies, publicity rights associated with the commercial value connected with an individual's name, image or voice may continue. For example, many estates or representatives of famous authors, musicians, actors, photographers, politicians, sports figures, celebrities, and other public figures continue to control and license the uses of those figures' names, likenesses, etc. An example of this would be where you have located a Public Domain resource that contains a photograph of Elvis. Because of Publicity Rights held by his estate, you would not be allowed to use any likeness of Elvis for commercial gain without the permission of his estate, even if the photograph is in the Public Domain. Again...as with trademarks...the best way to avoid publicity issues with Public Domain works is to avoid

images that include famous people...or...do your homework. Now obviously, not everyone who sells old photos of famous people have gotten permission, and usually without repercussion. I'm just sharing the "rules" so that you can make educated decisions.