

Public Domain Profits

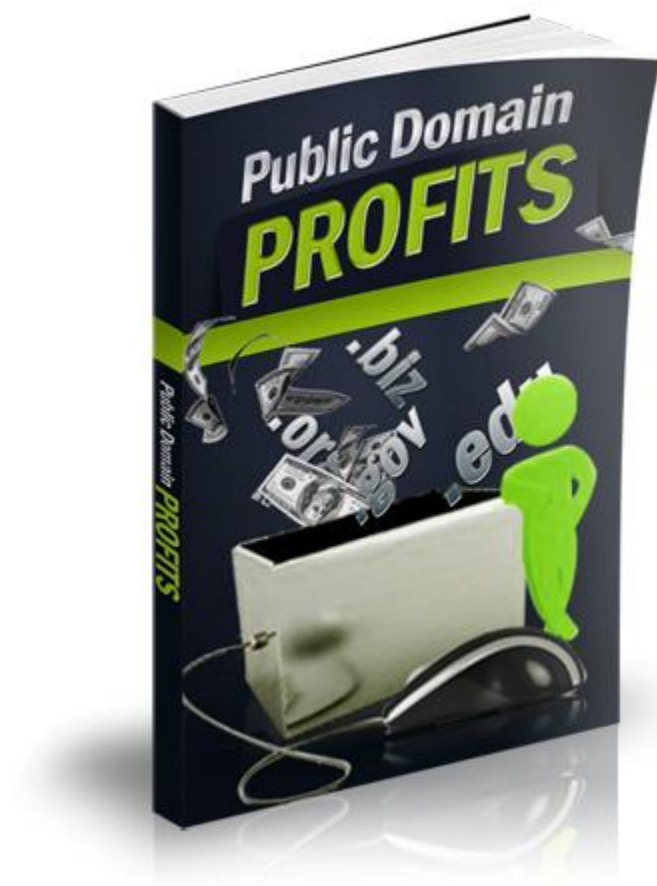


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Introduction

Whether you are new to the idea of making money on the net or an 'old hand', there is one truth about you and our business.

However well you are doing at the moment, you could always do better, right? After all, I don't know of many business owners – online or in the 'real' offline business world – who wouldn't like their business to be more profitable.

How ironic is it then that a superb free source of additional revenue and profit exists right at this moment, sitting there under the nose of every online entrepreneur? This is a source of profit that is freely available to all.

What is more, there are literally thousands (if not millions) of 'source' materials that can be used to add hundreds of dollars to your bottom line in return for little or no effort.

As the name of this report probably suggests, I'm talking about public domain content materials here, content that you can use to boost the profitability of your business, starting right now.

So, let's get the ball rolling by defining exactly what we're talking about when we refer to public domain materials in connection with online marketing.

Public domain 'stuff' is everywhere...

A basic definition

Wherever we look and whatever we do, we are all, each and every one of us, surrounded by public domain property 24 hours a day. Anything that can be freely used by the public – you, me and the next person – without fear of legal recriminations is effectively a public domain property.

For example, the local park is owned by your city or town for the benefit of all the citizens. It's therefore in the public domain as are the forests, mountains and even the local shopping mall!

Of course, when referring to public domain property in terms of online marketing, we're not suggesting that you sell the local park or mall.

Instead, for marketers, the term 'public domain materials' usually refers to 'intellectual property' rights to creative content materials.

Hence, for us, public domain materials can be books, movies, TV shows, paintings, photographs, music and images.

As you'll appreciate after you've read this guide – if you don't already – there are millions of creative materials that are in the public domain. All of these are waiting for someone like you to pick them up before turning them into a profitable product.

I'll highlight lots of places where you can freely access these materials later. I'll also explain many different ways that you can make a lot of money using them.

Before doing so however, it's important to define exactly what public domain materials are because if you don't get this bit right, you risk breaking the law!

Here's why.

A lot of creative content materials are protected for the author or creator by copyright, a legal right to call their materials their own.

This means that no-one else can use these materials 'as is' unless they comply with whatever rules are attached to that particular copyright on pain of prosecution.

In this respect, the exact copyright terms can to an extent be dictated by the product creator author. For example, they may allow certain

parts of the content to be used as long as the usage is attributed or they may make you ask for prior permission before using their content.

However, if the product creator does not impose specific terms, the assumption is that all modern intellectual property is copyrighted unless it is stated otherwise.

Hence, even if a content piece does not say 'Copyright' or carry the copyright symbol (©), the creators rights to it are still protected by law.

This has been the assumption of America law ever since 1989 and remains so to this day.

This is a very important point to understand in relation to online content. Just because something is published on the net does not in any way suggest that you can use it as you see fit.

On the contrary, even if it does not say that this intellectual property is copyrighted, you should never take the risk of using it without knowing what you are doing.

There are very specific rules about what content is freely available in the public domain and what is not. You must follow them.

More precisely...

The term 'public domain materials' is defined by the legal system of the country where those materials were originally created.

Thus, the legal position pertaining to content that was originally produced in America is governed by US copyright laws, those materials that were originally from the UK are subject to the British legal system and so on.

Of course, the development and growth of the Internet over the past couple of decades has blurred legal lines and boundaries.

For instance, content materials from America are instantly accessible in Australia and Europe (and vice versa) so which copyright rules apply?

I would suggest that you stick to the simplest rule set.

Unless you are willing to seek an extremely expensive legal opinion, run with the obvious by following the copyright rules of the legal jurisdiction where the content was produced.

It's also a fact that the majority of the public domain content that is currently available on the net was produced or created in the USA.

Hence, it's the American definition of what is and what is not public domain content that you should stick to if there is any doubt.

The rules that define what is and what is not copyrighted in the USA are actually quite complex as several factors have to be taken into account.

For instance, there are sometimes different copyright laws applied to written or audio content whilst there are also specific rules applied to works by foreign nationals and those of US citizens living abroad.

There is a comprehensive breakdown of what is and what is not protected by copyright laws on this page of the [Cornell University website](#). For the sake of simplicity however, we can broadly assign intellectual property that is not copyright protected into one of four groups:

- Anything that was published in the USA before 1923 was never copyright protected and is therefore in the public domain. Hence, the works of William Shakespeare, Walt Whitman and early Disney movies are public domain materials that are available to anyone;
- Anything that was published between 1923 and 1963 with a copyright notice is no longer protected unless the copyright was renewed;
- Works that were published between 1923 and 1977 without a copyright notice are in the public domain;
- Any work that was published between 1978 and 1st March 1989 without notice or registration within five years is also public domain content;
- One very interesting public domain category (that is missed by most who write about the subject) covers all works produced by Government officials and employees in the line of their duties.

In addition, there are several 'oddities' – works published by any citizen of Turkmenistan or Uzbekistan before 1973 is for example in the public domain in the USA – but the rules above cover most 'standard' situations and scenarios.

As you can probably figure out from them, a lot of public domain content is not exactly bang up-to-date. If however you dismiss the value of these materials because they are a little older, you're making a big mistake. You'll see why very soon.

What can you do with public domain materials?

Sell them 'as is'...

The simple answer to this question is that you can do more or less whatever you want to do with public domain materials.

As an example, imagine that you download a public domain book that you've found somewhere on the web.

The first option is to republish the work 'as is' without making any modifications or changes. In this case, if there is an author accredited with the work, you could republish it under their name and change nothing or add your name as the author.

This would not always be an efficient or profitable use of these materials however.

To begin with, the fact that you've downloaded it obviously means that it is available online. Hence, if you republish it 'as is', you do not enhance the value of the content so you're unlikely to make much money.

This does not mean that you can't make any money utilizing this strategy, because you can. The fact is that even a book that you have downloaded for free can be used as a profit center because whilst you know that it cost nothing, others are not necessarily aware of the fact.

Thus, as long as you market this book in the right way (more of which later), you might be able to sell it for a few dollars a 'copy' despite the fact that it cost you nothing. Scale this up to sell dozens of copies and you can make money with very little effort in this way.

Even so, this strategy is definitely not the best way of using public domain materials. There are so many other things you can do that are likely to be far more profitable.

Add your own content to create 'derivative works'...

If you download public domain materials and use them as they are, then these materials remain in the public domain.

If however you rework these materials, the rights that you claim to these works change depending upon how you reworked them.

To begin with, the minimum that I would recommend is adding extra content to these public domain materials before republishing them.

For instance, I always add at least one new chapter of completely unique content at the beginning and end of every public domain book that I republish.

In this way, I ensure that I'm entitled to claim to be the author of this new work. I can also change the name of the book and add a copyright notice to it.

Do however note that technically speaking at least, you can only copyright the unique 'derivative work' that you added to the book (i.e. the first and last chapters in this case).

The rest of the content that you downloaded and used is still in the public domain and can therefore be used by anyone else who wants to use it.

Rewrite the whole thing

Another option is to go through the content to rewrite it in its entirety. In this way, you create a completely unique document which is entirely yours. You can therefore claim authorship and copyright the whole of the new document as well.

Doing this obviously entails more work than adding additional content to what is essentially the original public content. However, it often makes sense to make the extra effort for a couple of reasons.

To begin with, a lot of works that are in the public domain are pretty old. This does not necessarily devalue the worth of the contents but many of these works can definitely be improved by updating them.

As an example, there were many excellent self help or self-improvement guides written around the turn of the last century.

The message that these books carries is still as appropriate today as it was 100 years ago. Nevertheless, the language used in them is outdated and old-fashioned, sometimes making it difficult for a modern audience to understand the words and/or the message that they carry.

Hence, rewriting a book like this takes time and effort but it's justified as it enables you to produce something of high-quality and value that is entirely your own work.

This new book can be copyrighted, you are the author and you are the only person in a position to sell it. Thus, you have a top quality product that is 100% unique and although it takes some work to create it, it's

far less than producing your own product from a blank monitor or piece of paper.

Split the materials into 'bite-sized chunks'

Another highly effective way of using public domain materials is by changing the format at the same time as (or instead of) modifying the content itself.

For instance, you could break a public domain book or e-book down into a number of short reports or even an article series. You could use these articles for marketing purposes or use the shorter reports as the basis of a fixed term membership site.

Marketing: To consider the marketing aspect first, you could extract short, high-quality passages from any public domain materials you're working with as the basis of a marketing article series.

One option would be to use these reworked materials as content for your own site. You could however go a lot further than this.

Around 400 words that have been rewritten to make them unique (and up-to-date) will be more than adequate to submit to leading article directories such as [EzineArticles](#), [Article City](#), [Article Dashboard](#) and [Go Articles](#).

Add links to your site in the resource box that you post with these articles and you'll generate both targeted traffic and links to your site.

Taking this one stage further still, you may know of some leading e-zine or e-mail newsletter publishers in your market niche.

If you do, you can use these contacts to help you publicize your business. If not, look up prominent e-zine editors using directories like [The Ezine Directory](#) or [Best Ezines](#).

Write to the editors offering to create a unique article for their newsletter or site in return for which, all you want is a link.

Most newsletter publishers find it very difficult to produce high-quality content for their e-zine month after month. Consequently, an offer to help them with high quality content that only they have access to is a gift from the Gods for many!

The majority will snap the offer up. Your link is placed in a trusted publication that is delivered to the inbox of a superbly well targeted

audience. This strategy almost always increases site visitor numbers and therefore sales.

In a similar vein, search for authority blogs and sites in your niche to present a similar offer to the Webmaster involved. Offer to create an article for their blog or site in return for a link.

As in the previous example, authority sites are by definition trusted, and as a consequence, many regular visitors will check out their links.

Once again, this increases your site visitors whilst generating incoming links from some highly regarded authority sites. Google loves links in general and incoming authority links in particular. This tactic will therefore help your search rankings.

In truth, the way you use the articles you create from your public domain source materials to market your business is only limited by your own imagination and experience. There are many other ways that you can use them – as the basis of forum postings for example – but you get the picture.

Membership: I suggested earlier that there are a multitude of public domain self-improvement books around. One option might therefore be to grab 3 or 4 books that you like as this would provide enough content for a 12 month fixed term membership site for which you could charge (say) \$37 a month.

Over 12 months, you'd therefore generate \$444 from each individual member assuming that they stayed on board. Put another way, that'd be \$88,800 in total from a 200 member site over the course of the year or \$7400 of passive income each and every month.

Not a bad return from downloading, splitting and editing three or four free (or extremely cheap) public domain e-books!

Bring them together!

Instead of taking a longer public domain piece and splitting it, you could make money from doing the opposite too.

For instance, if you have a series of shorter reports focused on the same market or niche, you could collate them into an e-book of your own.

Write an introduction to the effect that the works collected in this volume represent some of the best information in the market over the

past 100 years. Add in lots of images and footnotes (wherever possible) to 'break up' the flow of the original public domain materials to make the finished product less like a 'copy'.

Include a final paragraph or two to close the book, add an image to the cover and finally turn the finished work into a PDF document with your name on it (I'll show you how to do so for free later).

Voila, you have a unique e-book all of your own!

Completely repositioning the content

So far, we've considered how you make money using public domain content that you change only slightly.

Converting e-books into articles and reports or articles into e-books, you haven't changed the format entirely, right? They were words and they're still words at the end of the day.

However, there is nothing to prevent you repositioning your public domain content completely by changing everything including the basic format.

For example, how about turning one of the articles that you created earlier into a video? Similarly, any of your short reports can be turned into a video series with which you publicize your business or populate your site as suggested earlier.

Although it may sound a little difficult, turning articles into videos is in fact remarkably easy.

Take the first 20 sentences of your article.

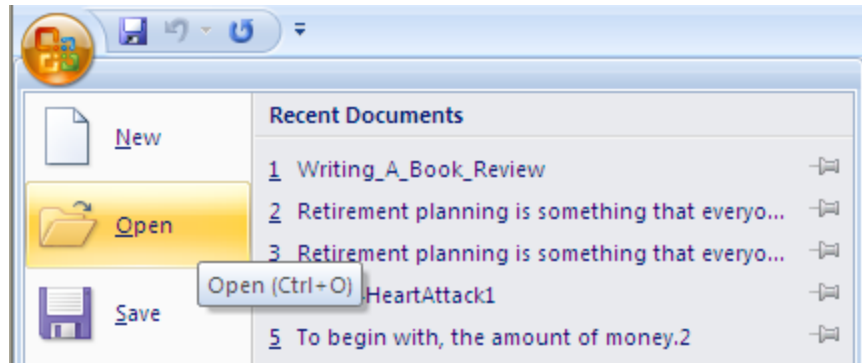
Copy them into a new text document.

Put each on a new line and either break longer sentence into several shorter sections or edit them to make them shorter anyway.

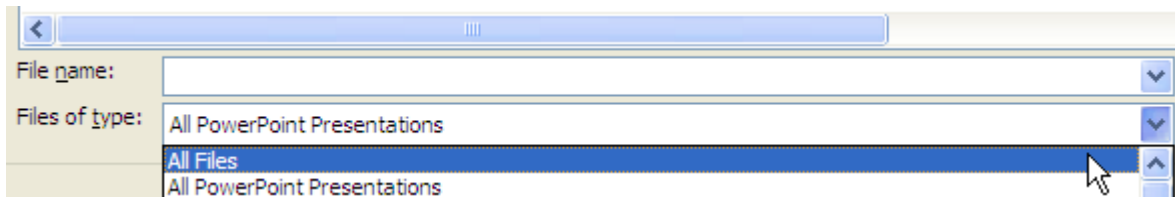
Save the text file to your desktop or somewhere else convenient that you won't forget.

Now open PowerPoint.

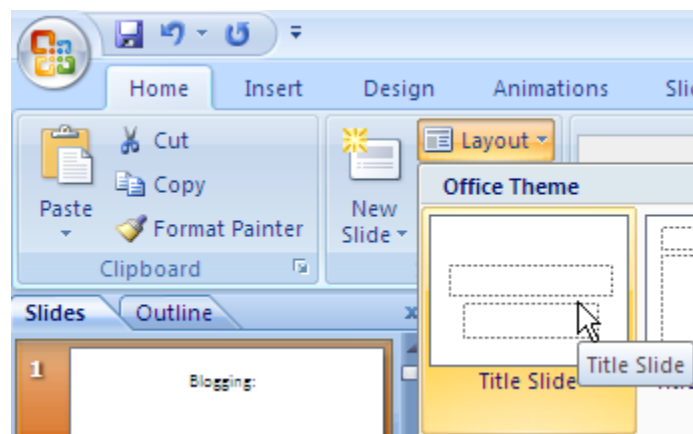
Open the drop down menu at the top left hand corner of the page before hitting the 'Open' link (this is Office 2007):



In the pop-up that this action generates, you must choose the type of files that you want PowerPoint to open at the bottom. By default, it will search only for PowerPoint files. Change this to 'All Files':



Find the text file that you just created and open it. Each sentence is now on a new slide. Make sure that the layout you choose makes each slide appear as a 'Title Slide' to ensure that each sentence is 'centered':



Now all you need is a free screen capture software program like [CamStudio](#) to record the action. Run your PowerPoint presentation and read the sentences as they appear on the screen.

Save the recording and you have your video ready to be uploaded to video networking sites like [YouTube](#), [Yahoo! video](#), [Daily Motion](#) and even your [Facebook](#) or [MySpace](#) account.

Alternatively, you could publish the video on your own site.

This is particularly effective if you publish the first video of a two-part series on YouTube with the second half on your own site. This is a great way of driving targeted visitors to your site as an interesting video inevitably means that they want to watch more.

Take the articles or reports and turn them into audio materials or podcasts. All you need to do is read the words that you have already written and you have another product that you can sell or give away.

How about taking some of the 'wise words' from your public domain content before turning them into images that can be used as pictures for the wall, posters etc?

This works really well with 'old fashioned' language because even if the content is not wise at all, the fact that no one really understands these words makes them *appear* to be words of wisdom.

Many companies make a lot of money with 'old fashioned' posters and pictures by selling from their own websites as well as through popular sites like eBay and Amazon.com.

Using public domain videos and images

As well as written content materials that are in the public domain, there are millions of videos, movies and images that are similarly freely available to all. You can therefore incorporate these materials in your plans to make your business more profitable as well.

For example, movies made before 1923 are in the public domain.

You could therefore take a snippet of any number of classic black-and-white movies or Laurel and Hardy comedies to publicize your business.

You could use images on your site and in your marketing materials.

You can do almost anything, but...

As you have probably gathered by now, you have what amounts to a free hand with most public domain materials.

There it is however one proviso of which you need to be aware if you are to stay on the right side of the legal line.

All public domain materials can by definition be used by anyone for anything. However, the place from where you download these materials may apply restrictions of their own and you *must* comply with them.

As an example, the online [Digital Gallery of the New York public library](#) carries more than a million high quality images, a veritable history of New York and its environs. The vast majority of these images are in the public domain so you could in theory use them for any purpose with impunity.

However, the '[Permissions, Terms & Conditions](#)' page of the site clearly states that you cannot do so.

Instead, you have to pay for any image you want to use and can only do so if you follow the rules as laid out by the library:

Images are not to be used in any manner without the express written permission from NYPL. All images are provided pursuant to this Policy and the written Permissions statement you will receive. Image usage without prior payment and NYPL's express written permission is strictly prohibited.

Restrictive licenses of this type are not uncommon, especially if you are using materials that are held by a public body. It is therefore essential to check what you can and cannot do before plowing ahead.

If you find that there is a restrictive 'third party' license applied to some public materials that you want to use, this does not necessarily mean that it is the end of the line however.

Oftentimes, searching elsewhere for the same content by name will turn up trumps.

Remember, just because one place applies a restrictive license to a particular content piece does not mean that everyone who has it does the same. Searching often turns up alternative sources that you can use without any concerns or restrictions.

Finding public domain materials

Start with the search engines...

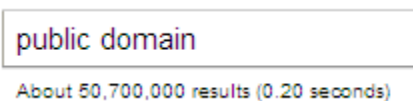
Now you know how public domain materials are defined and how you can use them, the next job is to know where and how to find these materials.

There are lots of options available. To get the ball rolling, let's start with the most obvious online search resource, the major search engines.

If you search Google using the following terms, you'll find hundreds of public domain publications, images and movies:

- public domain;
- public domain content;
- public domain materials;
- public domain books;
- public domain e-books;
- public domain pictures;
- public domain photos;
- public domain images;
- public domain movies;
- public domain videos;
- public domain works;
- public domain library.

All of these search terms pull up pages of relevant search results. These are for example Google results for the most basic search term:



Do not limit yourself to only Google as the results produced by different search engines often differ too. For this reason, try running the same searches with Yahoo! and Bing to see what additional materials you find.

Furthermore, using the [AdWords keyword research tool](#) to locate additional public domain related keyword terms will uncover plenty to use in your additional research:

<input type="checkbox"/>	☆ choral public domain library
<input type="checkbox"/>	☆ free public domain music
<input type="checkbox"/>	☆ public domain stories
<input type="checkbox"/>	☆ public domain poetry
<input type="checkbox"/>	☆ public domain clip art
<input type="checkbox"/>	☆ public domain torrents
<input type="checkbox"/>	☆ public domain software
<input type="checkbox"/>	☆ public domain sounds

There are 800 results returned by this search if you are a logged in to your [free AdWords account](#) (100 if you are not logged in). This is a list of additional keywords that you can use to expand your search for suitable public domain content with which to make money.

Go offline

If there are millions of documents on the Internet already – and there are – there are countless billions that have never made it online as yet.

Every library in every town has thousands of books, periodicals and other public domain materials that have never been digitized.

Although there would be some work in bringing these materials to the net, it can be done. Most importantly, there is plenty of money to be made in return for your efforts for a couple of reasons.

To begin with (and most obviously), the materials have never been published on the net before. Consequently, you would be the very first to put these materials online.

If you are the first to publish a high quality work that has never been sold online before, you're able to sell your product for premium prices. And as suggested previously, assuming that there is no impediment that prevents it, you can claim both authorship rights and copyright.

When you are working with materials that have been used before, you already know that you should probably modify them if you expect to maximize your profits. In other words, there is work involved.

The same would be true when you bring offline materials online for the very first time too.

The difference however is the fact that a new digital product based on public domain materials that have never been seen before would be completely unique and you'd be the sole owner of it.

It therefore follows that a product of this nature should sell for whatever price you charge for it. For this reason, putting in the extra effort to bring an offline product online can be easily justified.

There are also ways that you can cut the necessary work down. You can't avoid some time and effort completely but what is needed can be reduced.

What you need is a scanner to scan any off-line works that you want to use to your computer. Doing so enables you to digitize whatever it is you are planning to bring online. This in turn allows you to work with this content quickly and easily.

You can only do this however if you have the right kind of scanner and/or scanning software as your requirements will vary depending upon the type of job you need to do.

For instance, you may be considering creating posters, pictures or even printing t-shirts based on public domain images. This could be a very sound business idea as there are lots of people willing to spend on such products, especially if the images are genuine antiques.

To do a job like this, an ordinary scanner should be adequate although the image quality produced by the scanner is important. It 'copies' an image which is exactly what you need.

The same is not however true if you want to scan and edit printed text because this will also be copied as an image by a standard scanner.

Thus, you cannot edit the text using a text editor, Word or Open Office Writer in the way that you must if the end product is to be your own.

For this reason, you'll need a scanner with optical character recognition (OCR) or similar software to scan your content as text rather than as an image.

If you do not have a scanner that currently has OCR, click this link to download [free software](#) that converts your scanner into an OCR-enabled machine. The free version of the software may struggle a bit with more complex jobs but it's perfectly capable of handling simpler tasks.

Having a scanner that produces editable documents enables you to add an introductory section to the report and a final chapter very quickly.

I would also recommend editing the document to tidy it up and modernize the language. This makes it easier for your readers to relate to your content and therefore the finished product is more attractive.

It's good for your prospects and customers but don't ignore the fact that 'tidying up' the text is very good for your business too.

Remember that when you include public domain materials in your product, those materials remains public property to be used by anyone. It is only the content that you add over which you own copyright.

If however you have edited, modernized and generally tidied up the original materials, it blurs the lines between what is and what is not content that you created. For this reason, your 'claim' to an all-encompassing copyright that protects the whole of your product from plagiarism is considerably stronger.

Hence, you're far less likely to find others trying to copy your work and attempting to get away with it.

Sites that specialize in public domain materials...

There are many sites that specialize in public domain content materials.

If you were to take all of these sites together, I would seriously doubt whether there is any subject that is not covered in one way or another. You cannot therefore afford to ignore any of these resources.

I highlighted the [New York public library site](#) as a source of high quality historical imagery in a previous chapter and it's a good place to start if you're looking for public domain images.

It was also suggested that one rich source of public domain materials that many marketers ignore are works produced by government employees in the course of their duties.

Consequently, many of the graphics and images that can be accessed through the links on the [USA.gov](#) site are in the public domain.

Be aware however that some of the images available through the site are copyright protected. You must therefore check the license attached to any image you find by following the link before using it.

This is true even if everything *suggests* that the image is in the public domain:



For example, the fact that this image is dated 1901 certainly implies that you can use it in way you like. Even so, you must still check this by clicking the highlighted 'About this image' link:

Reproduction Number: LC-DIG-ppmsca-15830 (digital files of original photos)
LC-DIG-ppmsca-15831 (digital files of album pages)
Rights Advisory: No known restrictions on publication.
Access Advisory: For reference access, please use the digital images in the online catalog to preserve the fragile original items.
Call Number: LOT 13835 (H) (USE DIGITAL IMAGES) [P&P]

If you click the link and scroll down the page, you'll usually see a 'Rights Advisory' notice as shown above. This particular message suggests that this is an image you can use but note that it is an 'advisory' only.

As pointed out, ascertaining the exact rights attached to a particular image is your responsibility. For me, I'd probably take the chance and use this if it fitted the job but the choice of whether you do additional research or not is yours and yours alone.

Additional official resources that feature a ton of public domain materials include the [Government printing office website](#) and the Government owned '[Browse Topics](#)' pages.

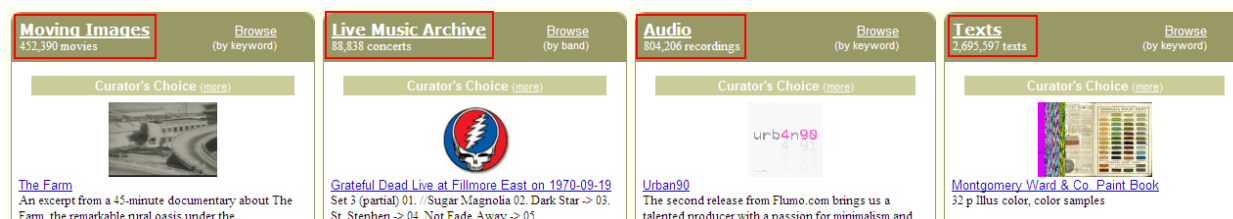
You can also find thousands of public domain documents, images and movies on the [National Archives and Records Administration](#) site. As

you'd probably expect of the National Archives of America, there are public domain materials going way back in history available here.

It's a goldmine of high-quality free materials and information, particularly if you are interested in historical documents, old movies and the like.

Then there are academic public domain resources such as the [digital library pages](#) offered by the University of Pennsylvania and the [Northwestern University library](#) which has been a federal document depository for more than a century. These are of course in addition to the previously mentioned Library of Congress.

Another excellent resource if you are looking for public domain content of any type – images, movies, old TV shows, music, audio materials and text – can be found at archive.org:



As you can see from the screenshot, the site has a massive store of old materials. There are nearly half a million moving image records, 90,000 live music recordings, over 800,000 audios and more than 2.6 million text records linked.

Not all of these materials represent public domain content. However, a quick check will quickly highlight whether it is in the public domain or not.

As an example, the site features a 'Recent Review' of a classic 1942 British wartime movie 'In which we serve':



Clicking the link brings up additional information about it. Scrolling to the bottom highlights the fact that the movie is available without copyright restrictions:

This movie is part of the collection: [Feature Films](#)

Director: Noel Coward and David Lean

Producer: Noel Coward, Anthony Havelock-Allan, and Herbert Smith

Production Company: Two Cities Films

Audio/Visual: Mono, Black & White

Language: [English](#)

Keywords: [War](#); [WWII](#); [WW2](#); [Drama](#); [Propaganda](#)

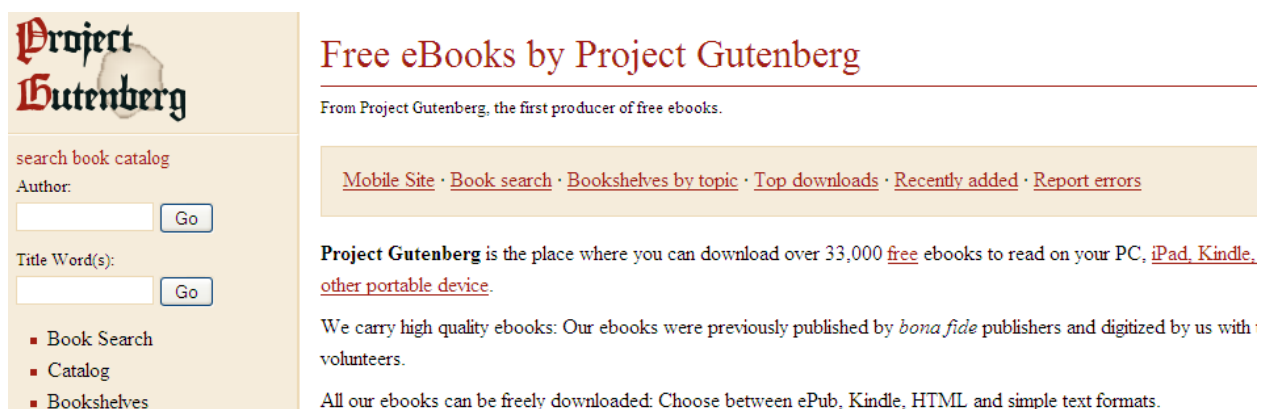
Creative Commons license: [Public Domain](#)

Alongside archive.org, there are many other sites that specialize in moving or static images, music and other audio materials.

Take a look at the following if you are looking for non-written public domain materials:

- [LibriVox](#) – free public domain audio books;
- [Wikimedia Commons](#) – free images;
- [PD Info](#) – public domain music and thousands of free songs;
- [Sheet music USA](#) – as the title suggests, lots of free sheet music;
- [Buyout footage](#) – hundreds of free movies and moving images.

The next site that must be on your list is one that you genuinely cannot afford to leave out of your research efforts, that of the [Project Gutenberg](#) team:



The screenshot shows the Project Gutenberg website. On the left is a search interface with the Project Gutenberg logo, a 'search book catalog' section with input fields for 'Author:' and 'Title Word(s):', and a list of links: 'Book Search', 'Catalog', and 'Bookshelves'. On the right, the heading 'Free eBooks by Project Gutenberg' is followed by the text 'From Project Gutenberg, the first producer of free ebooks.' Below this is a navigation bar with links: 'Mobile Site', 'Book search', 'Bookshelves by topic', 'Top downloads', 'Recently added', and 'Report errors'. The main content area states that Project Gutenberg is a place to download over 33,000 free ebooks to read on various devices, mentions that the ebooks were previously published by bona fide publishers and digitized by volunteers, and notes that all ebooks can be freely downloaded in various formats (ePub, Kindle, HTML, and simple text formats).

The Project is an entirely voluntary venture that is dedicated to bringing as many off-line public domain works online. It is also a venture that you can volunteer to help with!

To begin with, there are in excess of 33,000 public domain e-books that are available for instant free download.

Many of these books are already formatted for popular devices such as an iPad, a Kindle, an iPhone or any device that is powered by Android.

Using these preformatted e-books is yet another way of repositioning your business and marketing activities.




Download the 'Kindle' version of any available e-book for example. This gives you an additional 'string to your bow' when selling your products through Amazon.com.

There are many ways of searching the Gutenberg site for e-books or periodicals that relate to your market niche.

For example, you might run a 'basic' search or delve into a list of the latest e-books added to the site. You could investigate the most popular downloads or check out any of the 'Bookshelves by topic':

· [Book search](#) · [Bookshelves by topic](#) · [Top downloads](#) · [Recently added](#) · [Report errors](#)

Many of the books on the site are available in several different languages and some are offered as free audio books too:

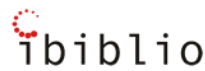
Available Formats		
Format ?	Size	Mirror Sites ?
 Readme	23 kB	mirror sites
 Audio Book Index	27 kB	mirror sites
 Ogg Vorbis Audio	654 kB	mirror sites

The Project Gutenberg site is one of the most widely recognized public domain authority sites on the net. The 8/10 Page Rank that the home page of the site has been awarded by Google proves this.

It's therefore a site that no-one who has a particular interest in written public domain content can afford to ignore.

After exhausting the resources of the Project Gutenberg site, the next site to look is Ibiblio.org.

As the name suggests, this is a site that carries or links to a mass of written work. It also features some less known forms of public domain materials such as software:



The Public's Library and Digital Archive

BROWSE SHARE SOFTWARE DONATE ABOUT HELP

Search

Collection Spotlight: Design & People



Design and equality. Images and powerful messages for social improvement and change. Interested? Welcome to Design & People.

Welcome to ibiblio!

Home to one of the largest free information databases online, ibiblio.org has something for everyone. Visitors can browse through our eclectic **collections catalog** and contributors can **host and share** their unique collections with millions worldwide.

Get started: **BROWSE** | **SHARE**

Popular Software

The site terms itself 'The Public's Library and Digital Archive' which accurately describes what the site is and does.

It features one of the largest online information databases gathered together into a fascinating series of 'Collections':

> Chinese History <i>Posted in Collections.</i>	No comments November 23, 2010
> The History of India and the British Raj <i>Posted in Collections.</i>	No comments November 23, 2010
> Korean War CIA FOIA Releases <i>Posted in Collections.</i>	No comments October 30, 2010
> Hyperwar: A Collection of the Second World War <i>Posted in Collections.</i>	No comments October 23, 2010

Once again, you should not assume that every title featured is available in the public domain.

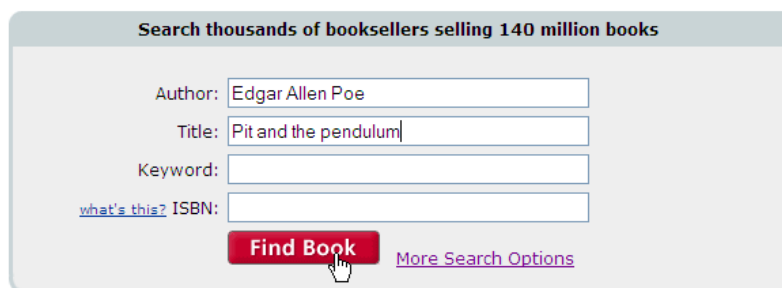
However, as with previous examples, many of the materials available through ibiblio can be used by anyone for any purpose. It's just a question of checking what you can and cannot do before taking action.

Another free online library site through which you can source many public domain books is Readprint.com. This is a collection of thousands of classic written works that you can read online.

If you actually want a copy of any work to use in your marketing efforts, you will either have to find some way of downloading it from the site or be willing to buy the book in question.

Even so, Readprint is a great research resource that you can profitably use to pinpoint books that best serve your purposes before spending money.

Another similar online library resource is AbeBooks.com. This is another where you can quickly pinpoint a particular title whenever you are looking for something specific. You do this by completing the search form on the homepage:

A screenshot of the AbeBooks.com search form. At the top, it says "Search thousands of booksellers selling 140 million books". Below this are four input fields: "Author:" with "Edgar Allen Poe" entered, "Title:" with "Pit and the pendulum" entered, "Keyword:" which is empty, and "ISBN:" which is empty. There is a small link "what's this?" next to the ISBN field. Below the fields is a red "Find Book" button with a hand cursor over it, and a link "More Search Options" to its right.

Alternatively, browse the site by clicking the tab in the toolbar at the top of the same page:



One of the advantages of this site is that if you have to buy a book, you do so directly from the distributor. Consequently, the price you pay is often lower than it would be elsewhere.

The final resource to investigate when you are looking for public domain content is Alibris. The thing that I really like about this site is the fact that is searchable by date. Knowing that everything published before 1923 is in the public domain, having the ability to search by date makes this an invaluable source of suitable content.

At the top right of the homepage, click the 'Advanced Search' link:

books | movies | music | textbooks | rare & collectible | community

FIND A SELLER | ABOUT ALIBRIS | WHAT'S HAPPENING

SEARCH

Books

Enter title, author, ISBN, and/or keyword

GO

advanced search

Save up to 80% on used textbooks
 Pocket lots of cash on textbooks. Students and parents shop Alibris for deep discounts on textbooks, literature, and study guides. But did you know we'll pay you cash for your school books too? It's true: Save whether you're buying, selling, or both!

FREE SHIPPING
 search for eligible books


Now accepting **PayPal**

BOOKS, MOVIES, AND MUSIC YOU MIGHT LIKE

Doing this brings up the advanced search form. Enter a keyword in the 'subject' box on the page to pull up the kind of books that you are looking for and also 1923 (in the 'Publication before' box):

Author		Binding	all bindings
Subject	self help	Price from \$	to \$
Keyword		range	change currency
ISBN		Publication year	after before 1923
Alibris ID		Publisher	

This returns all the books that fit your search criteria, a list of works that are available in the public domain:



1. The Greatest Miracle in the World, Softcover (1920)
by Og Mandino

Used Book

Condition: Very Good

Seller: The Perfect Used Book Store

★★★★★ BEST

Ships from: SURREY, UNITED KINGDOM

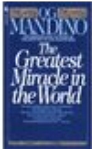
[More books like this](#)
[Add to wishlist](#)

Description: Acceptable. EXCELLENT value for money and ready for dispatch....

[Show details](#)

\$10.99

Add to Cart



2. The Greatest Miracle in the World (Paperback), Softcover (1920)
by Og Mandino

New Book

Condition: New

Seller: The Book Depository

★★★★★ HIGH

Ships from: CA, USA

[More books like this](#)
[Add to wishlist](#)

List price: \$7.99
You save: \$4.54 (57%)

Add to Cart

As with all of your research, you must check that the information shown on the home page is correct to ensure that you are genuinely using public domain materials.

Assuming that the information is correct however, this is another excellent searchable source of public domain content.

They're out of date, aren't they?

It's not necessarily a bad thing

As suggested previously, it's a fact that a lot of public domain content is old. As many of the works in the public domain were initially published before 1923, it naturally follows that this is aged content.

In some ways however, this is an advantage.

To begin with, it often means that a lot of this content is ignored and forgotten. This means that you can use these materials to create your own unique product without having to do too much work.

Secondly, whilst the style of writing might be outdated, there are some markets where the message of the 'old' content has hardly changed at all. What was true 'back in the day' is just as true today.

A good example is the self help niche. The message carried by a lot of older works is still 100% relevant today because no matter what is happening in the world, everyone wants to better themselves, right?

Seminal self help works such as '[As a man thinketh](#)' by James Allen are still incredibly popular and yet are freely available in the public domain. This particular book was published in 1902 for example.

For proof of how many people are looking for information of this type, look at how many Google searches there are every month:

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches ?
<input type="checkbox"/> ☆ self help	<div><div></div></div>	301,000

With over 300,000 searches very month, it is obvious that many thousands of people are actively looking to improve their life. It's clearly a big market.

At the same time, there also happen to be hundreds of public domain works that you could use to make money in this market.

For instance, search Google for '[complete04JUN2009](#)' to find sites from where you can download a folder containing more than 70 self-help e-books, most of which are available in the public domain.

These include 'As a man thinketh' plus several other James Allen works as well as other classics such as 'The science of getting rich' by Wallace Wattles.

Both these books are sold in bookshops and online and yet you can download them both for free if you know where to do so.

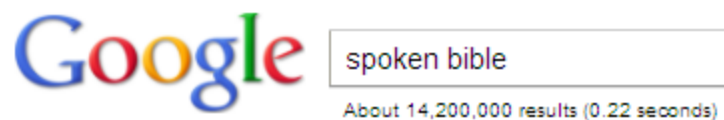
You could therefore make money with either of them as long as you position what you are doing correctly.

To begin with, we've already highlighted that many of these older materials can be modernized by rewriting the text to create a unique work that still carries the same message.

Think of how many modernized versions there are of the Bible as a perfect example of this concept.

As suggested previously, you might add extra content to any work that you want to use to differentiate it from the pack.

Another alternative is to reposition these classics by recording them as video or audio materials. Once again, if you look for an audio version of the Bible, you'll see that this has already been done many times and that whilst many are free, not all are:



It's not just the content...

Of course, the content of the materials that you use when you are trying to make money with public domain works is important. Equally important (if not more so) however is the way that you market your product.

Yes, many public domain works are old but you can turn this to your advantage rather than viewing it as a downside.

These are not 'old books' as far as your marketing efforts are concerned.

Instead, they are 'secret classics', masterpieces that have been lost and forgotten. They contain secret ideas and techniques that have been buried for generations which you have recently discovered, content that was lost to the modern world until now.

You need to stress that whilst these materials may not be brand new, they are truly timeless, classics that have lain undiscovered for many decades.

Bring an element of exclusivity and rarity to any public domain content you use by emphasizing that this content is not available elsewhere and that the ideas that your materials portray are bang up to date.

This is where a degree of rewriting often helps with your efforts to make money from public domain content.

Either by adding additional content to the materials that you are using or by rewriting it or them completely, you make changes that make your 'version' of the book unique even if it has been published by many others elsewhere.

To cite an example highlighted previously, you would not be the first person to publish 'The science of getting rich' if you were to do so.

But you could make it a very different book either by updating the main body of the text or by adding your own preface and conclusion.

You would then have a derivative but improved version of the original work that you could certainly make money with.

Your 'tag line' is that you've taken a well known classic that contains some of the best self help ideas and thoughts known to mankind and brought it into the twenty first century.

Unlike all the other versions out there, this one is upgraded and improved with new ideas and concepts added.

Making money with public domain content

As you've already seen, there are public domain works that are completely free and some that are not.

Whether you have to pay for the content is however largely irrelevant because even if you do have to spend some money, you should be able to recoup it many times over with little difficulty.

In this chapter, you'll discover many ways of doing so.

Beginning your research

The first and most obvious way of making money with public domain materials is to sell them outright. You may sell a public domain work 'as is' or you might have to do some work to make it your own.

One way or another however, the most direct method of making money from public domain content is to publish a work as your own and sell it.

To do this effectively, initial research is necessary because if your work is to sell, you must be working with content that people want to buy.

Even if you discovered a work of absolute genius about Mongolian nose flute playing, I seriously doubt that you'll make much money with it. After all, who is going to buy it?

No matter how good the product is, you'll struggle to make money if no-one wants what you have to offer.

What you must therefore do at the beginning is establish what people are spending their money on.

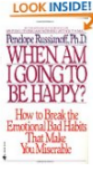
Whatever your niche idea is, you've got to test whether selling whatever content you have in mind is a viable idea or not.

Perhaps without realizing it, you've already done some research into whether the market you are looking at is one where there is money to be made or not.

All the online book store sites that you were scouring for public domain content earlier was your first research step. If there are plenty of public domain works available, it tends to suggest that a niche is popular.

To take this a stage further, look at whether there are materials in your favored niche selling well as [Amazon.com](https://www.amazon.com). As the most popular online bookstore, the site is always a good bellwether of what is selling well.

Continuing with the self help niche as per the earlier examples, a search of the site indicates that there are plenty of books that people are buying in this niche:

1.  **When Am I Going to Be Happy?: How to Break the Emotional Bad Habits That Make You Miserable** by Penelope Russianoff (1997)

★★★★☆ (20 customer reviews)

Formats	Buy new	New from	Used from
Mass Market Paperback	\$7.99	\$3.99	\$0.91

In Stock

Eligible for **FREE** Super Saver Shipping.

Excerpt - Back Matter: "... has a diagnostic questionnaire for lovers that is thought-provoking and **helps in self-understanding.** ..."

Surprise me! See a random page in this book.

Not only does this indicate the levels of interest that potential customers have in your topic, it also presents you with an idea of how tough the competition is likely to be.

Competition is not necessarily a bad thing per se as it is indicative of a market where money is being spent. If others have already produced work in direct competition to yours, they created them for one simple reason. They are making money which is a very positive sign.

At the same time, too much competition is not a good thing either. Quite clearly, competitors are by definition after the same customers as you are and your prospects only have so much money to spend.

Even so, competition does not necessarily mean that there is no space in the market for you and your product.

On the contrary, there is always room for additional high-quality content as long as the materials are positioned to win the battle for the hearts and minds of potential customers.

As an example, I've already highlighted that one way of making money from public domain content is by transforming your source materials from one format to another. You take a book and instead of rewriting it, you create an audio or video series based on that content as an example.

No matter how competitive the market, it is always possible to make money one way or another. All that really varies is the amount of work you must put in to do so.

Another really useful aspect of Amazon is that the site often features reviews of the most popular titles:

When Am I Going to Be Happy?:
1997)

★★★★☆ (20 customer reviews)

These reviews provide an insight into what others who have already bought a public domain work think of it.

The more reviews there are, the clearer the picture about the value of the content on offer you can form. It is also true that when there are lots of reviews, it generally points in the direction of a work being either very good or very poor.

So, look for reviews and when they are available, make sure that you read them. Doing so is an easy way of ensuring that you focus your marketing efforts on materials that people want to buy.

Selling digital versions of your work

If your research indicates that a particular market is one where people are spending money, what kind of products do they spend it on?

This is important knowledge because when niche targeted customers are spending their cash, you must aim to take a chunk of it off them!

Assuming that you are selling your content as a product, the secret to maximizing your returns and profits is to have a product to offer in as many different markets and formats as possible.

For example, you've found a great self help public domain e-book and your initial research indicates that plenty of people are spending money in this niche.

If you offer only this e-book, you naturally limit the ultimate profitability of your efforts.

If however you have something to offer to everyone, the opposite is true. You make maximum profits by keeping everyone happy.

Offer videos as well as written content for those that prefer to watch rather than read.

Similarly, audio content has value to many because they can listen in the car on the way to work or on an MP3 player whilst out jogging or at the gym.

So, why limit your business by supplying your product in a single format? Instead, try to cover as many bases as possible by offering videos, audios, written materials and anything else – images for example – that people in your niche are spending money on.

Your first thoughts are probably focused on creating digital products because they are so easy to produce and deliver to your customer. After

all, online videos or e-books can be downloaded from the net or delivered by e-mail which makes achieving customer satisfaction extremely easy.

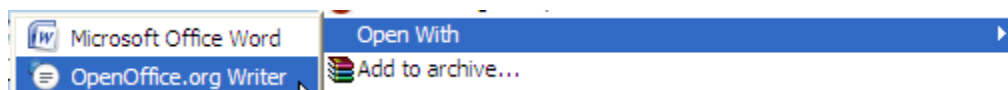
Okay, this makes a lot of sense. Many regular net users are comfortable and familiar with the idea of accessing information in a digital format. They probably expect you to supply a digital e-book or online videos that they can either download or stream.

Supplying an e-book or downloadable videos therefore makes a lot of sense as this satisfies a significant proportion of your customer base.

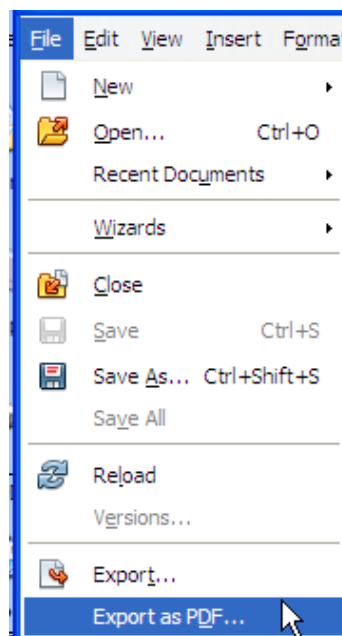
Make sure that any e-books you publish are issued in secured PDF format because issuing your book as an unsecured Word or Open Office Writer document is asking for your work to be copied and plagiarized.

Fortunately, creating a secure PDF is actually very easy because if you download and install the free [Open Office productivity suite software](#), you can turn your documents into secure PDFs instantly.

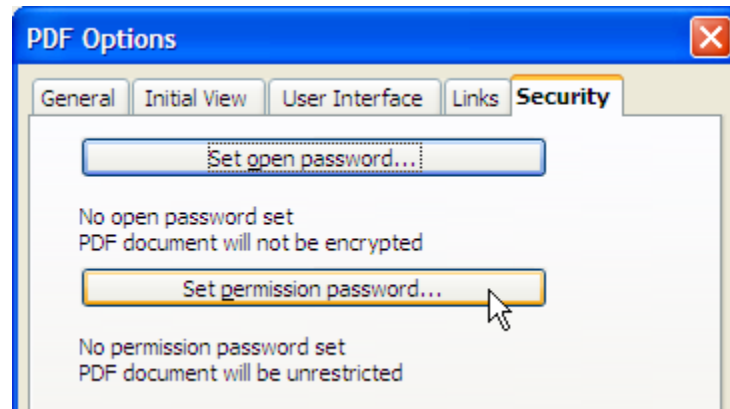
Right click your document, then click 'Open With' and finally the link for the Writer software:



When the document opens, click 'File' at the top left corner to open the drop-down menu wherein you click the 'Export as PDF' link:

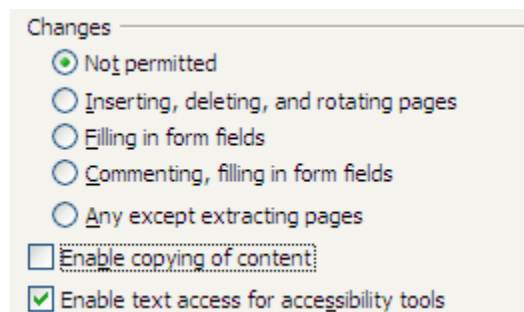


This opens a 'PDF Options' pop-up panel. Click the 'Security' tab to the right and then set a permission password as seen in this screenshot:



This restricts what anyone who downloads your e-book can do with it. You must therefore choose what restrictions to impose.

For instance, whilst printing the e-book is something that most e-book producers allow, most do not permit changes to be made or copying:



Once you have the security settings as you want them, save your work and that is your PDF ready to go.

Creating tangible information products

As suggested, many net users prefer content or information in a digital format.

Not everyone does however.

Instead, there are some people that prefer real 'paper and binding' books to digital e-books. You should therefore give them the opportunity of buying your work as a 'real' book.

Not only does this give you the opportunity of putting your product in front of an entirely different audience, it also allows you to take advantage of additional sales channels as well.

For example, you cannot sell digital information products for instant download with a standard [eBay auction](#) any more.

Instead, you are limited to using eBay classified ads if you sell downloadable digital information.

There is nothing inherently wrong with using eBay classified ads but they don't seem to work as well as standard auction listings did back in the days when you could use them. Simply put, selling downloadable digital products sadly tends to be less profitable than it used to be.

If however you convert your digital products into tangible, physical ones, you open up a whole new market because a paper book can be sold with a standard auction listing. People who would never dream of buying an e-book are suddenly potential customers.

Perhaps more importantly, it's a fact that tangible 'paper and binding' books tend to sell for a higher price than digital e-books.

Irrespective of the fact that both contain exactly the same information, printed books are perceived to have more value than an e-book which is instantly downloadable.

If you'd get just \$5.99 or \$7.99 for your digital masterpiece, you could perhaps double the price of the printed a version of your work.

Flying in the face of accepted online marketing wisdom, it's also a (somewhat odd) fact that many buyers actually prefer to wait for a real product to arrive by post or courier to having immediate digital access.

I imagine that there is something deeply psychological going on here, but it's a fact that many people like to get parcels through the post. This is another reason why you can often charge a significantly higher price for a non-digital version of your work.

In addition, if you turn your digital information into a genuine, physical book, you also open up many other potential sales channels.

For instance, we've already considered Amazon.com as a research resource. There is however no reason why you couldn't sell your book on the site once you have converted your digital content into printed words.

Turning digital content into a real book is not particularly difficult or expensive either. On the contrary, there are quite a few sites where you can get your book published quickly and easily.

For instance, Lulu.com is a self publishing site that online marketers have used for years.

The advantage of doing so is that when you upload your content and cover images to Lulu, they will publish your work on demand. Consequently, it is not necessary to buy thousands of copies at once, thereby tying up a significant chunk of change.

Other similar services to Lulu that you should take a look at include [iUniverse](http://iUniverse.com), [Blurb](http://Blurb.com) and [xLibris](http://xLibris.com). All of these publishers offer all-inclusive 'package' deals and sometimes discounts as well.

Hence, if you are considering turning a digital work into a printed book, take a look at all of them before making your decision as to who to use.

Turning digital e-books into printed books is one way of converting what might otherwise be seen as a budget priced product into a premium version, but it is not the only one.

Consider for example your digital download video products.

These can be turned into CDs or DVDs which will sell for considerably more than you will ever get for the digital version of exactly the same content.

The reasoning behind converting your digital video products into tangible ones is exactly the same as it was in the previous example.

To begin with and as suggested, most people are willing to pay more for a properly packaged DVD than they would pay for a digital download. The product itself is perceived to carry quality and substance whereas this is less true of a digital product.

You might charge \$17.99 for your instant download video series whereas you'd sell exactly the same information on two or three DVDs for twice the price.

As with the case of physically delivered books, many customers get excited about the idea of a 'present' arriving through the post (even though they paid for it themselves), so why not keep them happy by giving them what they want?

And as in the previous example, offering physical products opens up new sales channels that might otherwise be closed to your digital download business.

You can sell DVDs or CDs from a standard eBay auction listing whereas you cannot do so with downloadable digital videos. You can also sell them on other leading online store sites like [Amazon](#), [Barnes and Noble](#) and other similar sites.

Thus, you have access to a far greater number and range of potential profit centers once you have physical products to offer (ideally, in addition to downloadable digital versions of the same).

Perhaps most surprisingly of all, creating DVDs or CDs from the public domain content that you are using or the derivative works that you yourself created is not expensive at all.

In fact, it is exactly the opposite if you use [cd-fulfillment.com](#) or [Kunaki](#) to have your discs made for you. For instance, these are the cd-fulfillment prices for their premium quality CDs and/or DVDs:

Premium CD Jewel Case All Inclusive Price:

- Manufacturing, Packaging
- Glossy CD/DVD with Full Color Print
- Premium CD (jewel) Case
- 2 Panel CD Case Folded Insert
- Back "Tray Card" Insert
- Shrinkwrap
- Bubble Mailer
- Manufactured within 24 hours.



Premium DVD Amaray Case All Inclusive Price:

- Manufacturing, Packaging
- Glossy CD/DVD with Full Color Print
- Premium DVD (amaray) Case
- Overwrap/Entrapment DVD case cover
- 1 Panel Inside DVD Case Insert Card
- Shrinkwrap
- Bubble Mailer
- Manufactured within 24 hours.



Quantity	Unit Price	Extended Price	Handling / Fulfillment	Mailer/Box	Units Total	Per Unit Average	Country	Shipping Method	Postage Charge	Per Unit Average With Shipping	Order Total
----------	------------	----------------	------------------------	------------	-------------	------------------	---------	-----------------	----------------	--------------------------------	-------------

Chart below is for a single order (single address). Quantity varies from 1-250

1	\$1.75	\$1.75	\$2.25	\$0.20	\$4.20	\$4.20	USA	FirstClass	\$1.93	\$6.13	\$6.13
2	\$1.75	\$3.50	\$2.25	\$0.59	\$6.34	\$3.17	USA	FirstClass	\$2.96	\$4.65	\$9.30
5	\$1.75	\$8.75	\$2.25	\$0.59	\$11.59	\$2.32	USA	FirstClass	\$5.63	\$3.44	\$17.22
10	\$1.75	\$17.50	\$2.25	\$0.59	\$20.34	\$2.03	USA	FirstClass	\$8.56	\$2.89	\$28.90
25	\$1.75	\$43.75	\$2.25	\$0.59	\$46.59	\$1.86	USA	FirstClass	\$14.71	\$2.45	\$61.30

Each disc is printed in full color, packed in a 'proper' case with a label, shrink-wrapped and bubble wrapped before being delivered directly to your customer for \$2.18 per unit based on an order for 250 pieces.

Considering that this would allow you to charge at least twice what you charge for the digital download version of the content that you have already created, investing just over a couple of dollars per DVD or CD makes sense.

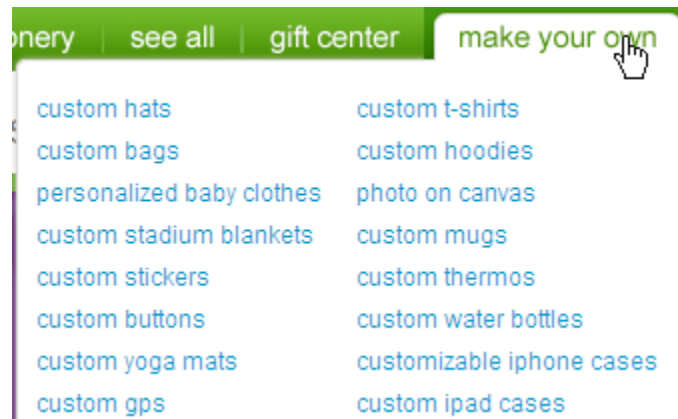
This is particularly true because these are sales to customers who would not have bought your digital product in the first place anyway.

They are in effect brand-new customers. Spending just over \$2 to broaden your customer base 'to the max' in this way is therefore a very sound business development decision.

Alternative physical product ideas

When using non-written public domain materials like images, another physical product option is to produce t-shirts, coffee mugs, key rings and the like using the services of a site such as CafePress.com.

This is a site where you can create a range of completely personalized products after creating your free account:



The major advantage of doing so is that the Café Press site does not have any minimum production run numbers for your unique product based on public domain materials. Furthermore, they usually ship the product directly to your customer within 24 hours.

If you lack inspiration, a quick look at the 'Best Sellers' list should help you:

Best Sellers

1. [St Patricks Day T-Shirts](#)
2. [Star Trek Shirts](#)
3. [Vintage T Shirts](#)
4. [iPhone Cases](#)
5. [iPad Cases](#)

Vintage t-shirts are the third in the list, and you've already seen many resources where vintage images are available. Have a look at what is selling best on the site and then replicate those products for sale on eBay and other similar sites.

Another option would be to use [Short Run Posters](#), [Poster Dog](#) or even your local printer to produce custom posters based on your images. With either of the two online resources, you place your order and create your product online. After this, they ship it directly to your customer.

Hence, as with the t-shirt idea above, you can create your product and then order them as customers order from you.

Build your mailing list

Selling public domain materials that you publish or the derivative works based on them is one way of optimizing the profitability of your business. Another way of doing so is by using public domain content to build your subscriber list.

All experienced online marketers understand that having a mailing list of responsive buying customers is money in the bank.

This is because customers who have bought your products before are far more likely to buy more of them in the future than anyone else.

The fact that they have bought from you in the past demonstrates both their willingness and ability to do so on a continuing basis as long as you present suitable products to them. And as you've already sold to them in the past, you know exactly what they want to buy.

Consequently, selling again is a piece of cake.

The problem is that if a prospect only ever visits your website or blog once, they are extremely unlikely to buy. If however you capture their e-mail information, you can contact them time and again to keep pushing products and services until they buy.

Herein lies the strength of building a niche targeted mailing list.

To get people to sign up for a mailing list is however no easy task nowadays. You have to give them something (an 'ethical bribe' if you like) to convince them if you are to have any chance of list building success.

This is where your public domain content comes into the picture.

If you have a well targeted piece of public domain content that matches your market, you give it away as the necessary 'bribe' to convince site or blog visitors to subscribe to your list.

One of the beauties of using public domain content in this way is that there is far less need to make the materials your own with this approach.

As long as you make the product that you are giving away sound intriguing or exciting enough, people who see your free 'bribe' will take advantage of it without question.

This is therefore a 'lazy' but very effective way of taking advantage of public domain content.

If you're selling a product based on materials that are freely available to all, you often have to do some work to make it uniquely your own. If you're giving it away however, there is less need to do so.

This approach also means that you can start taking advantage of the myriad range of public domain content out there pretty much straight away.

Sign up for an autoresponder account with a leading online provider like [Aweber](#) or [GetResponse](#), create a sign-up form and a series of follow-up e-mails and you're good to go in just a few hours.

If you've ever wondered whether there is an easy way of building a subscriber list and therefore your business without too much wasted time and effort, well, you've just found it!

Conclusion

As you've seen in this report, there are many different ways you can use public domain to expand your business and its profitability.

Furthermore, there are dozens of different places where public domain materials are freely available, so no matter what market or niche you operate in, making money from public domain content is almost certainly a realistic possibility for you.

From my experience with using public domain materials to make money, the secret of doing so most profitably is to use your imagination. I've tried to highlight and stress this element of marking the public domain content in this guide.

As an example, converting written public content materials into video or a video-based training course is one example of how you can use materials that have being used hundreds of times before and still come up with something that is unique.

What is more, given the modern day popularity of video on the net, this is a unique product that is very much 'of its time' even though the core content is perhaps 100 years old!

For many marketers, the biggest downside of public domain content is the age of most of it.

However, as you've seen, there is no need to allow what is in reality no barrier to success to get in your way.

On the contrary, with just a little imagination and some work, it really is extremely easy to make money with 'old' content, even in this day and age.

So, all you've got to do now is take action on what you've learned. You have all the resources and several business ideas wherein you can use public domain content to make money on the net, starting today.

All you have to do is...do it!