

The Public Domain Mastermind

How To Profit From The Public Domain

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Russell: All right. Welcome everybody today to the Public Domain Mastermind Call. Im here with Dave, oh Im gonna say it wrong. It is Vallieres?

Dave Vallieres: Boy that's pretty good Russ. Yeah that's excellent, Vallieres.

Russell: All right. Dave Vallieres and James Jones (Laughter), and we're here today to talk a little bit about public domain and kinda do a brainstorming session together with different ways that we can profit and make money with public domain and just kinda wanted to give a background before we started the call about how I kinda stumbled upon public domain and got so excited about it. Now it's become kind of an obsession with me I guess you could say.

It actually kinda goes back to when I was in high school and I wrestled with my high school and some of the guys that were wrestling on the team they had gone back to this wrestling camp in Iowa. When they got they were these stories about this wrestling course that they'd heard about called The Farmer Burns's Wrestling Course which was a course written by this old wrestler back in the 1900s, and it had, you know, all sorts of, you know, crazy strength training techniques and things like that in it. And they talked about it and everyone was kind of all excited and they go, "Oh I wish we could get copy of it. It would be pretty cool." But no one knew anything about how to get it.

But anyway my senior year in high school I was on the internet one time and I found a guy selling a copy of it for like 50 or 60 bucks I think it was. So I ordered a copy of it, it got sent to me and we all loved it. We, you know, read and everyone kinda took turns reading it and using the stuff we learned from it. It was really excited. And I ended up buying a couple other products from that same company these old strength training books and things like. Didn't think much about it, went to college and then years later I started my online business and just learning different things. And I had gone out to visit one of my buddies who also had a business.

His name's Josh Anderson. You guys might know him. I drove out about five hours to his house to spend some time with him and his wife. And he started telling me about public domain stuff. At first it was like blew off my head. I didn't even care about it. I just kind of ignored everything he had said, and then that night I was sleeping on his floor and I started thinking and I started thinking about that wrestling course. I was like, "I wonder if that was public domain?" And I got so excited I couldn't sleep.

I got up and I went on the internet and I went found that site again where I had bought the course from. And at the bottom of this website it said something about public domain material, you know, "those images were public domain". And I was like, "That's really interesting." Then I started searching trying to find an original copy of the course.

And I searched for a little while and ended up finding the original copy of the course. And I bought it and paid a little small fortune for it, had it mailed out to me and when it got there I realized that it was public domain. And that's when I started getting excited about it about the potential with it.

And what's really interesting actually is I went back and started studying the guy that I had the bought the book from and his company makes over \$100,000,000 a year just with that one public domain product and also some other derivative worksheets made out of that product. So it was pretty impressive. So that's kinda how I got excited about public domain.

And the two guys, I have one of them on the call with me tonight, are two guys that when I started learning about it, you know, searching on search engines for information and their names started popping up everywhere. Dave has written a really nice course about public domain and I'm sure most people on this call have probably heard of it or own a copy of it. It's really impressive. And I just wanted to just kinda give a little bit of a background on Dave for you for those of you who don't know him. He's the owner of [Info Product Lab](#). He's been marketing online since clear back in 1996, and I think that he started full time in 1999. Is that right?

Dave Vallieres: Yeah. That's right Russ.

Russell: I was hoping you could tell everyone listening sort of how you got started marketing online and, you know, how you became interested in public domain products.

Dave Vallieres: Back when I started in 1996 I was a used book dealer and a rare book dealer and, you know, I would go to used book stores, and auctions and estate sales and find books that, you know, I could pick up pretty cheap and then sell on eBay, you know, for, you know, pretty good money back then. At the time eBay was relatively new and, you know, in the used and rare book market. It was pretty much limited to, you know, people going in the used bookstores and buying stuff. And eBay came along and I started listing some books on eBay.

And, you know, books I was just picking up for \$2.00/\$3.00 or even .50 at garage sales, you know, I was selling for \$50.00 or \$100.00 a piece on eBay. And these were rare, and used books and so forth. And I got to the point where, you know, I had a large library that I was buying them over, I think it was about 3,000 volumes, and I went through quite a few of them and sold some of the best titles right away to recoup my investment that I had made in the library.

And a few of them were on stock trading and one was on mind reading. And I did a little research into them because they were published early in the 19th century, and I found out that they were in public domain which was kinda interesting, you know, it was kinda new for me. I heard about public domain as a used bookseller but hadn't really gotten into too much. And my first publishing venture really back, I think it was about 1997, I took two books. One was on the stock market that was written in the early part of the century and the other was on mind reading and I scanned them, and hand edited them and I started selling them over the internet.

Russell: That was in '96?

Dave Vallieres: That was '97/'98 by then. I had written a course on how to buy and sell used books and sell them over the internet. And I started selling that online in about 1996. And I had a simple webpage set up and it was physical product. People couldn't order through the website. They had to call me with their credit card information, and I printed out the book. And I had a couple of cassette tapes that went with it and I sold the package for \$197.00. And what amazed me was people actually called me to order the book, (Laughter) and it sold pretty well. I mean it was just a real simple webpage, you know, teaching people how to do this. And I'd get calls and what I'd do is I had a mail order book merchant account and I'd write down the credit card numbers and their names and run it through my merchant account. If it cleared okay, I'd send them out the book with the cassette tapes. That's how I got started on the internet.

Russell: And then from there it kinda developed into a whole publishing company, hasn't it?

Dave Vallieres: Yeah. The very first works that I published were these two books that were in the public domain. One was on day trading stocks by Richard Wyckoff. He was a famous stock trader in the early part of the century.

And he had a book, and I can remember what the original title was. But I had changed the title Richard Wyckoff's Day Trading Secrets, and the other book is on how to read minds. And, you know, it's kind of a funny read. I kinda went through it and said, "Gee, this is kind of a weird book you know." But they talked about, you know, how you can read minds by getting really close to somebody and picking up vibrations off their skin. (Laughter) And that was kinda funny, and I really kinda published it as a joke. But people actually bought it and they it was really good so I said, "Okay. Well, you know, the market is a better, you know, judge of what a, you know, good book than I am." So I just kept selling it.

And that's how I got started in publishing really with those two public domain works. And then from there I wrote quite a few of my own books. One was on eBay called eBay Secrets Revealed which I talked a little bit about my used book business and how I was selling used books on the internet plus some other things that I had discovered. And from there I started a private site; I have a course now on how to make a living online and most of the other things I've published have all been, you know, 100% on the internet.

Russell: Now I'd like to interview James so everyone can get to know him also. James, I just really met him in person probably about a week ago, but I've seen his website and have been on his list for a long time. I've been very impressed with the stuff he's been doing. He actually started marketing online back in 1983 clear back before there was the internet or anything back in the days of BBSs. I don't know if many people probably even remember those. I remember when I was in junior high we used to login to BBS's and download pictures and play games.

The local people in our neighborhood thought it was pretty fun, but during those times he was out, you know, making money with those BBS's and things like that. He's actually got quite a few new projects. He's also created - some are in the public domain niche and some are in other types of niches. And James, I was hoping you could introduce yourself also and let us know about how got started marketing online also.

James Jones: Yeah, sure. Actually the actual internet I started in around '96. That's when I first started marketing on the internet, and my niche was business opportunity type products. I had owned a business at one time of faxing out lunch menus, restaurant's lunch menus to office workers, and so I started selling that business concept in '96. And that was really part time.

I didn't really get serious about marketing on the internet until 2002, and that's when I really started creating some more products and really started heavily marketing and working on my EZ. And I was able to quit my full time job after - well in October of 2002, and I've been doing online marketing ever since.

As far as the public domain goes, I heard about the public domain probably early 90s. And Carl Galletti - I'm sure you guys know who Carl Goletti is, but he's a Copywriter, and he had republished some marketing books that were in the public domain. The Robert Collier Letter Book was one I remember particularly. He was selling it for around \$50.00 or \$60.00, but I didn't give it much thought then. I didn't really understand how he was able to find these works in the public domain. And I got started with it actually last year when I read David's reports. The ten reports about finding

information in the public domain and republishing it, and I gotta tell you those ten reports are really the foundation for, you know, finding these works in the public domain. That was my starting point.

And so I just wanna thank David for writing those 'cause it's excellent work. But I found quite a few different products in the public domain that I've tested out selling them on eBay mostly. One product in particular was a book about making different crafts at home, and one section in that was about how to make dolls out of crepe paper. And so I started selling that on eBay, and it just really took off. And it showed me that there's this huge market of people out there that are interested in, you know, learning how to make dolls. And I looked in the public domain and there's tons more books out there that I could start republishing and selling to the same market. Another thing I'm selling now is prints. Old botany prints like prints of mushrooms that are in color and, you know, people buy this stuff. It's actually amazing.

Russell: You sell them as like a poster or like as digital image they download?

James Jones: It's a poster. I took the original that I bought from another guy on eBay, I took it and when I got it, it was yellowed, you know, it was, you know, it was published in the late 1800s so, you know, the paper was all yellow and everything. So I just took it to Kinko's and I said, "Here, you know, see if you can clean this image up." And man they did it. And in just no time at all they were able to take all the yellow out of it.

And then they published onto - I don't know if you call it poster size page, but it's like a 15 x 12 paper. And I sell that on eBay, and that's quite a little niche market of people who buy stuff like that.

Russell: I'm sure most people haven't even thought about using public domain that way.

James Jones: No. No, they don't. I mean you can do all kinds of stuff with public domain.

Dave Vallieres: Yeah. That's one of the things about public domain is that the amount of work that is out there that is in public domain is fantastic. I mean you're talking, you know, art, you're about posters, you're talking about illustrations in books, you're talking about audio and even early cartoons and, you know, all kinds of works, and they can be repurposed in a million different ways. It's really exciting.

James Jones: Yeah, even TV shows. There's some TV shows in public domain. I know that there's some old Andy Griffith shows and Beverly Hillbillies, you know, things like that, even films.

Russell: Maybe we should step back a little bit for people who don't quite know what public domain is and I guess define it and kinda help people understand exactly what is a public domain and what lies in it. Dave you wanna kind of explain to people exactly what a public domain is?

Dave Vallieres: Well, public domain is anything that normally - well there's two ways to define public domain really. Primarily it's used to define works that at once were copyrighted that have fallen out of the copyright because early in the century the copyright, you know, was only 28 years and then it was - if the person who copyrighted it originally renewed it was renewed for another 28 years. But a lot of times what happened was that 28 years rolled around and, you know, if the publisher or the author wasn't really selling the book or wasn't really interested in pursuing the copyright the copyright expired, and when the copyright expires it falls into the public domain. Now, the copyright is quite different because it's the life of the author plus - what is 50 years or 75 James?

James Jones: I think it's 75.

Dave Vallieres: Yeah. I think its 75 now.

James Jones: That's really irrelevant as far as - you can't republish anything after like what 1963 I think?

Dave Vallieres: Yeah.

James Jones: I mean that's pretty much the cutoff date.

Dave Vallieres: Yeah.

James Jones: So that still leaves, you know, between 1923 and 1963 only 7% of the books in public domain, I mean, only 7% of books that were published were renewed. So that leaves about 93% that are in the public domain.

Dave Vallieres: Yeah. It's amazing. There's lots of work in the public domain. The other part of public domain that a lot of people don't realize are those works currently being published by the U.S. Government now if you lived in the United States works published by the U.S. Government were created by a agency in the U.S. Government are also in the public domain, and that creates some really exciting possibilities I think for

publishers and those who are looking for content on the internet. But primarily the huge body work, the work that I think has commercial potential are those manuals, courses, reports, posters like James mentioned, photographs, music, plays, books, anything that has now expired, their copyrights have expired which, you know, put them into public domain. And it's really anybody who is aware of public domain and does the research to find out when these works have expired can capitalize on that. So it's very exciting.

James Jones: Yeah. The biggest potential out there in the public domain I think is in the how to type books.

Dave Vallieres: Yeah, absolutely.

James Jones: How to do something, crafts, hobbies. There are things that are out there that are like lost crafts that now are seeing a resurgence. Have you ever heard of tole painting? Any of you guys know what that is?

Russell: My wife does it.

James Jones: Tole t-o-l-e painting.

(Laughter)

James Jones: I had no idea either. I ran across it and it's painting on a metal like a tin and you paint different designs on it or something. And there's books out there in the public domain about tole painting, and now you're seeing a resurgence of people that are interested in that craft.

Dave Vallieres: Yeah.

James Jones: So you can go out there and -

Dave Vallieres: _____.

James Jones: - find those books.

Dave Vallieres: Yeah. _____.

James Jones: You can go out there and find those books and republish them and start selling them to this growing market.

Dave Vallieres: Wow. Yeah. That's incredible. There's probably lots of those little hobbies and other things that, you know, people just aren't aware of, you know, that could easily be republished or _____.

James Jones: Oh there's ton of them. If you go to eBay and just look in the crafts category -

Dave Vallieres: Yeah.

James Jones: - it gives you a list of all the, you know, the crafts and a lot of them I had never heard of before. But there's information in public domain about them.

Dave Vallieres: Wow. That's fantastic.

Russell: Don't your videos talk about that, James?

James Jones: Yes, they do.

Russell: And those mostly like how to find things on eBay to sell or how to find the market or--

James Jones: It shows - I've actually got a free video out there that you can watch. It's about an eight minute video that shows you how to find these little niche markets using eBay and then go into - and it shows you how to source these books in the public domain too.

Russell: Make a link to that and I'll put it inside the package for everybody.

James Jones: Yeah. Yeah. Sure will.

Dave Vallieres: Yeah. That's a fantastic video. James, you really put together something that has just really good leads on there.

James Jones: Yeah. Thanks a lot Dave. Actually I used your reports, you know, as the foundation for that, you know whereas your reports tell people how to do certain things I just used the video to show them how to do it.

Russell: Well, now that we've kind of defined a little bit about what public domain is I wanna spend just a minute on showing people like how and where they can find public domain products for the sellers who wanna go out, and at the end of the call we're actually gonna tell a little bit about a resource that you can tap into right now and tons of public domain content for free or for very, very cheap. But I was hoping that you guys could maybe tell one or two of your favorite ways to go and find public domain books or images or something like that. You wanna start James? Sorry. (Laughter).

James Jones: Well, I've got a couple of sources and actually when you look at my video you'll see a couple of them too, but Abe Books is one. You can go to [Abe Books](#) and it's basically a network of used book dealers. And just go into the search engine there, it has its own little search box, and type in a keyword and you can limit the dates in the advanced search. And so you can type in something like 1800 through 1963, and then say tole painting and it'll bring back a list of books published between those two dates. And there's another one, and Dave I can't remember the name. It's Albez?

Dave Vallieres: Oh Alibris?

James Jones: Alibris. Yes Alibris.

Dave Vallieres: Yeah.

James Jones: I always mispronounce that. But it works very similarly though.

Russell: So they're both for books, right?

James Jones: Right. And then what you can do is you can order the book from the book dealer.

Another way you can do it is you can get access to a system called World Cat. And in that free video it'll tell you about World Cat, but basically it's a network of libraries. I think there's 16,000 libraries on the system, and you can request a book through any one of those libraries through your local branch and it will be delivered to your local branch. So that's how you can for free. Of course you have to - you're only allowed to keep the book for, you know, two weeks and you have to return it. But it's a good way to check a book out to see if it's something that would be a good public domain property.

Dave Vallieres: Yeah. That's terrific. Yeah. That's a great way to do it online. There's one other source that I use online I think that has been real helpful to me, and that's [BookFinder.com](#). And Book Finder will allow you to search almost all of the existing, used and out of print bookstores on the internet including ABE books and a couple others out there that have large stockpiles of used books. So check out [BookFinder.com](#) too. They're a pretty good source for these things. They're kinda like a meta search engine just for used book stores.

Russell: How about images, and songs and stuff? Is there somewhere you guys look for those types of things?

James Jones: As far as songs go, I've not really explored that. Images like the print that I got, and I've actually got several of them, but I got them off eBay. I bought them from somebody who was selling the originals on eBay.

Dave Vallieres: Did you know?

Russell: Probably didn't know what kind of a gold mine they had, huh? (Laughter)

Dave Vallieres: Yeah.

James Jones: No, they had no idea.

Dave Vallieres: Yeah. And if you're in an a metropolitan area or if you're in a area that has a number of used bookstores - there's only a couple real big ones in my area, but I frequent , you know, once and a while I go in and see what new stock they have.

One of the stores has a huge area just devoted to print and old advertising and sometimes he gets in some old recordings, you know, and some reel to reel tapes and some other things that if you had the equipment you could play it back and try and do some research to see if it's in the public domain.

James Jones: You know Dave, there's a huge niche market of people on eBay who buy these old 16mm or 8mm films.

Dave Vallieres: Yeah.

James Jones: I mean they're paying ridiculous, outrageous prices for these things.

Dave Vallieres: Yeah. But yeah if you got a used bookstore nearby, you know, check them and start with that. You know it's amazing what you can come up with, but, you know, there's estate sales, there's, you know, I've even gone into Salvation Army, you know, to look around because they frequently carry books. They don't sell used clothing. They also carry books and you can find some good books pretty cheap in there sometimes and some of them are in public domain. Another way to do it is to, if you're really into it and you're very serious about it, like when I was dealing and using rare books I would put an ad in the local newspaper looking for old books. And people would bring me books that, you know, you'd never find on your own.

Russell: Okay. Now, I wanted to go into - this is actually probably the thing that would be most exciting for our callers to hear some ways that either, you know, that you, or your clients or other people you know have used public domain and made, you know, new products or other products out of them. This is kind of exciting to me 'cause I've

just recently finished a new product I made out of a public domain. I actually found an old book that was written by Farmer Burns, the guy that I talked about in the beginning of the call. I found another old book that he had written, and it's about 100-page book. And I went out and decided to turn it into a CD Course like a book on CD. And I went out and actually tried for a while to hire someone to do a voice over and read the whole book for me, but they were really, really expensive.

And I ended up finding someone locally at a radio station here that had all the recording equipment and everything and a really great radio voice to go and read the whole book for me and did it for not too much, you know, it wasn't too expensive.

And now I'm in the process of burning it onto to CDs and making it a whole on CD which is pretty exciting I think.

Dave Vallieres: Yeah. That's a great idea Russ.

James Jones: That is a very good idea.

Russell: Yeah. And what else I'm gonna do with it is then I can sell the book, or sell the CD, the book on tape or sell them both together, and that gives me another additional income stream. A lot of people who buy the book are also gonna wanna a book on CD. That's kinda my experience with some of the avenues. Dave, you could share some of the things that you've done or that your clients have done with public domain that would be interesting from them to hear.

Dave Vallieres: There was one book that I had on my library shelf for a long, long time, and when I really got serious about public domain I decided to look into it because it was a collection of articles that were put together in a course written by some of the most famous people in internet marketing, or I don't even remember, (Laughter) back in the 1920s way before internet marketing. And that was like Claude Hopkins and Kenneth Good and number of really, really famous marketers and direct response copyrighters at the time.

I finally got around to having this digitized and publishing, you know, I think that's probably one of the hardest chores of, you know, going through public domain works is actually getting, you know, getting a hold of the book, finding out whether it's really in the public domain or not and then, you know, digitizing it and editing it. Going through and editing it by hand now. When I first started out I did that, but now I hire out to have all that done.

But this particular book was so valuable it really was enlightening to hear and read all of the copyrighting techniques used by the famous copyrighters back in the 1920s. And I had one client who purchased the rights to this book from me, and he had Hollywood actors and, you know, nobody too famous, but he went to Hollywood and he actually got some actors to do the voice overs for each one of the lessons. And it came out beautifully. It's really, really unique. He's not quite done with the project yet, but what he's done so far is just absolutely amazing. So that's one unique way that people are, you know, working with public domain.

Russell: James, do you have one that you can share?

James Jones: Yeah, sure. I see this quite often is creating like a compilation CD. For example, crochet patterns, and you go in and source out all these crochet patterns in various places in the public domain and then you put them all in it together as a collection on a CD. I've also seen it done with architectural plans like I know one guy sells a CD on eBay that's plans from 1887 of different houses that he actually sells for like 25/30 bucks, and he sells quite a few of them. There's a lot of interesting stuff like that. There's a website called [Interview With God](#), and I can't remember the guy's name that did this. But he took a poem that was called Interview With God and he used that poem to create like screensavers and mouse pads and all kinds of stuff that could be branded with that poem, and the poem came from public domain. But he's generating about \$1,000,000.00 a year in sales form that.

Russell: Just off of the things he made with it? (Laughter)

James Jones: Yeah.

Dave Vallieres: There's a woman here you probably know of that published a book called The Sciences of Getting Rich by Wallace Wattles and she's built a tremendous business. I think it's [ScienceOfGettingRich.com](#), and she's had an absolutely phenomenal success with this public domain book. She puts it online, she had it completely digitized, she edited it, she did a terrific job with it and delivers it by PDF file but when people register to get the book. She doesn't sell it, but she has all kinds of accessories and other products. She got it on audio now. And if you register at her website, I think you can still get the book free I'm not really sure. But she's got a newsletter. The woman's name is Rebecca Fine. And she's done a terrific job building up a substantial internet business with that one public domain work.

Russell: What's really interesting too is that book is free so many places online you can get. I mean hundreds of places you can get it for free and that they would be able to take it and create a whole business out of it and make a lot of money still.

Dave Vallieres: Well, I always say that, "nothing sells itself," you know, you can have things sitting online or things sitting on your bookshelf and, you know, nothing sells itself. If you don't, you know, promote something nothing really sells. And that's why, you know, like you see a lot of people promoting certain books all the time.

And I figured, "Ah I can't, you know, I can't promote that book 'cause everybody else is promoting it." Well, that's not true, you know, you send it out to your list and it'll sell you know?

James Jones: Yeah. You add a little twist to it?

Dave Vallieres: Yeah.

James Jones: You know put something of yourself into it and -

Dave Vallieres: That's right.

James Jones: - you know you can really regenerate the interest in a market like that.

Dave Vallieres: Absolutely. Yeah. You put a little personality into it, you know, you take the time to read the book. You know, anything that you're gonna sell online you take time to read it, and you find a unique angle in that book that you can, you know, show other people the value of it. And if you can do that they see the value too then you've got a saleable article.

Russell: Got something important that says to take it, and to learn it, and to turn it into something really, really special that you can make a lot of money with. That actually reminds me of a story I just heard the other day on a conference that Marlin Bannard that he was doing. He was talking about how he wrote his ebook of the Amazing Formula and was giving it away for free. No one would download it, no one would take it, no one would do anything so he got kinda frustrated. He put like a \$97.00 price tag on it and started selling 100s of 1000s of dollars worth of those ebooks.

James Jones: (Laughter) Yeah. That is pretty amazing.

Russell: Yeah.

Dave Vallieres: Yeah. I'm not surprised because you know people will value things based on the price and, you know, I've seen some terrific absolutely fantastic reading books and I've read them and I've gotten a lot out of them, but I guarantee you that some people will download a free eBook and not even, I mean, look maybe at the first two pages and then not even, you know, not print it, not even look at it again, and that's

unfortunate 'cause there's lots of stuff out there. But, you know, what the thing is that you put a price tag on it and, you know, people value it, you know, you sell something for \$97.00 they think it's worth 97 or more you know.

And it's amazing, you know, sometimes you can sell more of product at \$97.00 than you can at \$19.95. And because people value it a little bit higher, you know, almost everything is - the value that you put on it is what you put on it. You know if you think your book is worth \$97.00 people are gonna pay the \$97.00, you know, other people respect that value pay the price. **James Jones:** I've got an example of a guy here who took a public domain book about salsa dancing and he turned it into a DVD set where he includes the book in digital form, but he also took from the book the lessons and him and his partner video taped them performing the lessons.

Dave Vallieres: Yeah.

James Jones: He sells that for \$97.00.

Dave Vallieres: Fantastic. And -

Russell: That reminds me also -

James Jones: Yeah. And that's a product that it probably cost five bucks to create, you know, on DVDs.

Dave Vallieres: Yeah.

James Jones: I mean in quantity. Yeah.

Dave Vallieres: Yeah. I mean there's all kinds of ways that you can repurpose the information. I mean it's, you know, especially with public domain. You can take public domain, you can put it on your website to be used as content and monetize that content with AdSense, you know, add on there for revenue. You can put it into an ebook and sell it, you can create your own course, you know, you can create courses and sell it on line over the internet and, you know, you don't have to take exactly what's in the public domain sometimes. Sometimes you can take part of what's was in the public domain and then add your own information to it. I love what James did with my ten public domain reports. He took the ten public domain reports and continued selling those, but he also added his own video so added value to the whole package. And those videos by the way, James, are actually fantastic. I love the way you did those.

James Jones: Oh thanks a lot. Appreciate that.

Dave Vallieres: And when you add value to something like that and you add your personality to it, it's pretty, you know, it creates an attractive package that people are gonna buy.

Russell: I saw someone recently with Think and Grow Rich. There were giving away an ebook for free on their site building a big, huge list of people who wanted that book, and then they went and developed the Think and Grow Rich Course filled with that whole list of people they ended up selling hundreds of them. It was just a course based on, you know, how to course based on that book.

Dave Vallieres: Yeah. Absolutely. There's all kinds of ways that you can add value to a package. You can split it up and you can create articles on it. You can even publish it on your website. You can send it to other webmasters and have them publish on their site with your signature line at the bottom so you can beat traffic.

James Jones: You can do the other thing. You can take two public domain or three public domain works and put them together into one.

Dave Vallieres: Absolutely. I mean especially if they're related titles like you could take three books on how to make money, or how to do marketing, or wealth building or the stock market. It's the older stock market books are really valuable to the stock market, you know, it really doesn't change. I mean you got some techniques that changed a little bit, you got some tools now that you didn't have back in the 20s and 30s but, you know, you can put some of those old books together and put them together as a package you've got something of value there.

James Jones: Yeah. I'll bet there's probably techniques used back then that would be applicable today that have kinda been lost.

Dave Vallieres: Absolutely.

James Jones: People don't do them anymore and, you know, the old charting techniques they used to do you know.

Dave Vallieres: That's right. Yeah. They used to read the market the Richard Wyckoff's day trading stock book that I mentioned earlier. What a fantastic book. Well, really what he did was he picked out the price movements of stocks and related them to psychology so he could tell, you know, what the mood of the market was by the prices of stocks. And that's something that you don't really get today.

You know some people talk about the psychology of the market but mostly the technique and the tools and all the latest gizmos and gadget that help you try to track the market, but this guy talks about the psychology of the market and really reading the mind of the market which I thought was fascinating and extremely valuable.

James Jones: Yeah, that is. That's very fascinating. You know, you talk, Dave, about AdSense. Here's another idea for monetizing public domain work, and I noticed going through the public domain there's a lot of encyclopedias out there like for instance I found an encyclopedia on home decoration. I found another encyclopedia of dream interpretation, encyclopedia of crafts, you know, just about any subject has its own dictionary or encyclopedia. And one thing you can do is you can take these public domain dictionaries or encyclopedias and you create a website out of them. And search engine absolutely love encyclopedias and dictionaries because they're just content rich. So it should be very easy to get your site indexed by the search engines and plus people in those niche markets will also just automatically link to you because you're a good source of information. And then you can put your AdSense ads or affiliate links, you know, into different pages or your encyclopedia.

Dave Vallieres: That's a fantastic idea. Absolutely.

Russell: There's actually a piece of software too out there that Jay Jennings developed that will do that. You put in your public domain book and I'll pop out, you know, a 100 page website for you.

James Jones: Yeah. It's called Sonic Page Blaster.

Russell: Oh yeah. That's right.

James Jones: Yeah. It's really cool. I saw a demo on that. Yeah.

Dave Vallieres: Yeah. It is good.

Russell: He sent me a copy of it. I was really impressed with the restore your Google ads, you know, you can - one thing that I'm gonna be doing with it is I'm gonna publish the book and also split it up that way, you know, over a 100 pages and someone will come and be reading page after page and realize that they can, I will have the link right here, download the whole book for 20 bucks and just buy it right here I think a lot of people will like the convenience of it and the up sale of it.

James Jones: I think you're gonna be hearing a lot more about virtual real estate. You know John Resse has been publishing a lot about virtual real estate or hinting around at it. So I think that, that's gonna become a topic. It's gonna have a lot of energy behind it

soon, and you know, public domain work is perfect for that. You know you find a public domain work about a certain topic and generate the website out of and the search engines to index it and put AdSense on there.

Dave Vallieres: Yeah. That's absolutely true.

Russell: Yeah find a couple of similar affiliate programs?

James Jones: Yeah.

Dave Vallieres: Yeah. That's fantastic. I think there's a lot of - I don't know if you've noticed guys in the last couple of years, you know, at one time they say content was king and, you know, everything was content, content, content. And there were a lot of publishers with websites who were giving a lot of information away, you know, in the very early stages of the internet back, you know, when you started in 1996. And then after the dot com boom bust, you know, after the boom everything busted and now it's out there. Everybody's trying to monetize content now. Everybody's trying to make money from the content. And so you don't have too much, you know, like the last couple of years a lot of people are closing off their free content and putting it behind a private site or a membership, you know, things like that. So there's not as much free information, you know, available on the internet, you know, it's all behind membership sites now.

And now really when you think about it the reason people are getting on the internet in the first place, the reason why they wanna get online, is to find information. And if you can find a way to monetize that content like through AdSense or, you know, another way that we haven't talked about yet which is to start your own ezine or newsletter so you could have a subscription box along with your AdSense content. And using public domain on a website, you know, you can begin to develop a very large subscription with it that way.

James Jones: Yeah. Absolutely.

Dave Vallieres: You know so now, you know, I mean people go online, and they go online mostly for one thing and that's to find information.

In public domain content, I mean, there's so much information out there that you can spend, you know, I mean the opportunity is virtually fantastic. **James Jones:** Yeah. What a lot of people are doing is they are getting articles out of the article banks and creating websites from those which is, you know, it's a good idea but the problem is a lot of other people are doing the same thing so you get sites that have the exact articles.

And search engines are starting, I know Google especially, if they see the same article over and over and over and over again they don't really like it and they will deem you on your page ranking for that.

Dave Vallieres: Actually,

James Jones: So if you find your own public domain products it makes a better way to go.

Dave Vallieres: That's right. Yeah. And there is actually a search engine called CopyScape.com and there's a little known search algorithm for Google that allows put in whole blocks of text of whole web pages and it will search the net to find likely exact matches with that web content. And what it does is, is it picks up, you know, sites that have the exact same content that you have so you can determine if they're plagiarizing your site or not.

James Jones: Ah.

Dave Vallieres: And, you know, so Google can do this already. They can tell if you have an article on your website that's also on 100 other websites.

James Jones: Oh yeah.

Dave Vallieres: Like you said.

James Jones: Absolutely.

Dave Vallieres: And so I think the most, you know, judiciary issues of public domain material is to create, you know, some unique content or break that content up into specific pieces. So examples like if you had an entire book but you wanted to break it up into articles on your website you might wanna take those particular portions of the book that are key rich on one particular topic and put that on the page and then maybe add some additional information on that page so it's not the only thing on that page.

So when Google does go through and say you'll see that you can have the article there but it's not a 100% match of what somebody else might have, you know, you're gonna get a better ranking and you're not gonna get penalized for that. So adding your own content sometimes is a very valuable tool, you know, even if it's not out of the same book. Maybe it's from another public domain work, but adding it to that page so that it's not all the same material Might be very helpful.

James Jones: Yeah, and even just breaking it up onto separate pages too.

Dave Vallieres: That's right.

James Jones: Each chapter - you might have a book with 23 chapter, but each chapter can be divided even more, you know, by the subheadings or the subtopics within the chapters so, you know, you could have 100 page website out of one book on a different topic for each page.

Russell: I don't think a lot of people realize how profitable it really is. I mean I've been doing a lot of virtual real estate and stuff like that on John Reese's printed letter stuff. I mean I can pull in 50 to 100 bucks a month on each of these sites which may not seem like a lot but after you get, you know, 20, 30, 50, 60 sites like that running you will pull in 100 bucks a month each from them you're making 5/6,000 bucks a month pretty easy.

James Jones: Yeah. Absolutely as long as you build them right to start with.

Russell: I think that's something people should really pay attention to and study out and use in public domain works. That's something that could be a huge income stream for you. Next, I wanna go a little bit into just kind of like some basic marketing lessons like how you actually created the product, repackaged it, you know, created a derivative work or whatever out of it like how you actually go out and start selling it. I know a lot of people, are looking at work hard and, you know, they get stuck at that point. I wanted to kinda cover a couple of basic marketing points that can be helpful.

I can start out this session with something I've been doing with my niche that some of public domain books that I've been keep track of website owners who have, you know, mailing lists or newsletters with a similar niche that what my public domain book might be in.

And as I'm republishing these things I'm gathering all these address, phone numbers and stuff and - I actually have a Farmer Burns TV course to be done in about a week from now, and I'm gonna be shipping out a package of sample copies of this book on CD to all those people and give them a reason to promote it.

One thing that is actually really interesting that I've found is I contacted on of these he's got a newsletter of like 45,000 people and he never once - 'cause it's in a different niche than internet marketing - that you never even considered selling ad space or promoting anything in his newsletter. He just had 45,000 readers to read this stuff every single day because they liked his content. He never once tried to push something and so he's excited to take my product and sell it, you know, he suddenly had something to make

money with out of his newsletter just from the fact he'd never even thought about using it as a money stream. So these niches that the public domain books are in you can find a lot of joint venture partners that way.

Dave Vallieres: Absolutely. And we have to remember here because we're basically internet marketers, you know, we know this stuff. We know how to do joint ventures and we know the value of the content. But, you know, when somebody's buying public domain work that we've republished they may not, you know, I mean the thing that is going through their head is they just want information to be just one of public domain like you mentioned earlier in this session that, you know, you bought those wrestling books . What's his name, Farmer?

Russell: Farmer Burns.

Dave Vallieres: Yeah. Farmer Burns. (Laughter) Yeah. I mean you bought the information because you wanted it, you know, and you didn't really think about the fact that it was public domain. You found out about this later but, you know there's a tremendous amount of value in this book and, you know, if you can find what I like to call _____ market and those are large websites with the large lists in your target market and especially from public domain _____.

James Jones: And you know what it's a heck of a lot easier to do joint ventures with someone who is not into the internet marketing field or the making money field. They're much more receptive to the joint ventures, you know, 'cause you're offering to pay them in most cases say 50% of whatever the product sells for, and they don't get a lot of offers like that.

Russell: That reminds me of _____ story. He found this old poster that was some gun rights poster and it was in the public domain. And he went and published. It cost about a dollar a poster to make it. He found some guy with this huge like NRA type list. He sent it out to his members and he made like \$13,000.00 overnight just from one poster that he found and printed for 1 buck a piece.

James Jones: Yeah. And here's another thing out in the public domain I've found. Catalogs, old catalogs, old gun catalogs and hunting catalogs. I found a guy republishing these things and selling them, and he's doing really well with it.

Dave Vallieres: I can see why that would be the case because somebody who collects guns or someone with interest in guns is gonna you know how it was then or maybe they wanna identify some stuff that they wanna pick up. I mean one thing about public domain information. The information - we may not see the initial, you know, the value

of it immediately somebody who's a collector or somebody who's interested in history or somebody who's interested in that period of time, you know, is gonna eat this up. They're gonna love it. You know you are bringing it to the market.

James Jones: Yeah. That reminds me of a question someone wrote me one time. They say, "James, nobody could possibly wanna buy this old public domain material, you know, it's just old junk." But, you know, the reason they buy it is because they're passionate about that particular market and they actively seek out any information they can find on the market.

Dave Vallieres: Absolutely.

James Jones: And when you republish this, I mean, you're just revitalizing that. Thinking about it public domain stuff is not published anymore, you're not gonna find it in print and so it's really lost. So when you go out find these works and republish them you're really doing a service to the market.

Dave Vallieres: Absolutely. I mean we love internet marketing and we, you know, gather internet information all the time. But I mean somebody who's really interested in tole painting -

James Jones: Yeah.

Dave Vallieres: - or you know bugs (Laughter) or, you know, making paper dolls or something like that are just gonna eat this stuff up.

James Jones: They want any information they can find, you know, and this old stuff too, you know, the retro. There's a lot of people -

Dave Vallieres: Oh yeah.

James Jones: - who are going after it especially stuff from the 20s and the 40s and the 50s I've found. Retro hairstyles, I mean, it's just amazing the kind of stuff that people are into.

Dave Vallieres: Oh yeah. Yeah. Absolutely.

James Jones: You know getting back to the driving traffic note. One of the techniques that I think is really good is using press releases. You can go to, I think it's called PR Wire, and create a little press release to send out about your product, and you'll get people from different media outlets that will come and check out your website. And you can actually track to see how many people go to the website. You could even track to

see how many people print out your press release I believe. So that's a really good way of generating click traffic to the site.

Russell: Does it send out the press releases for you and everything?

James Jones: Yeah. What you do is you just go in and create your release and, you know, you gotta create a nice release, you know, that answers, you know, the who, what, when, where, how and why with a nice headline. And in your headline you wanna make sure that you get your main keyword in there. And then in the body of the press release you wanna work in your main keyword. Then you link to your website and people search PR Wire. And the PR Wire press releases are also made available to Google News. So Google will pick up the press release from there so that's an easy way to get into Google. And then once the press release is in the news section of Google usually it'll also eventually go into the Google main search site. That's what I did with my cigar box video product. I don't know if you've heard about that one. It's not a public domain product, but it's a craft type product. And I just got tons and tons of hits from people after I published that press release.

Dave Vallieres: Yeah. That's a fantastic way. You probably - I don't know if you have as much experience as you have doing that as you did it from more than just cigar box purses. General things don't tend to work, at least not for me, with the PR Wire.

But if you had a real specific thing like the cigar box purse, you know, or, you know, a specific type of book or an author's name or something, you know, the way that you use the press release is almost the same way that you wanna have that really high ranking page on Google and that's by focusing in on your keywords. You know really tight, focused keywords in your press release, and the tighter in the niche the better from what I've experienced so far.

James Jones: Yeah. And what you should really do is you should create a new press release every week, you know, just make it a habit to go out and send out a press release every week about different, specific topic of whatever you're selling.

Dave Vallieres: Yeah. It's fantastic because - yeah you're right. You're absolutely right because not only does Google pick that up but other websites will pick that especially the larger ones. And if you get your press releases on some of the larger sites you're can be talking a lot of traffic.

James Jones: Yep.

Dave Vallieres: I just wanna mention that there's a free tool that can help people put together a real powerful reformatted press release, and it's called the Instant Press Release. Its free. So I mean, you know, if somebody wants to pick it up it's a pretty neat little piece of software that helps people put together their own press releases.

And they can get it at Duct Tape Marketing, and if you scroll down at the bottom of the page it's called Instant Press Release. Its a pretty sharp piece of software.

James Jones: Another thing I like to do as far as when I'm first creating a public domain or first looking at creating a public domain product I'll take a small section out of it just because, you know, it takes a lot of work. Not a lot of work but it takes some work to digitize these products, and so I'll take a chapter or a small section and create like a 12 or 15 page report and then try selling that report on eBay because, you know, I try selling it for like 1 buck or just really let the auction go and see how much I can get for it. And that kind of gives me a little bit of the heartbeat of the market to see if there's any interest in that, you know, if I'm getting any hits to the auction or if I'm getting any bids on it. And that's really how I started out with the doll product just publishing a small section of it, and people were interested in it so I published a little bit more.

Russell: That's an interesting way to test things through eBay like that. I like that a lot.

James Jones: And you could also use Google Adwords too.

Dave Vallieres: And I know you've got a list and I've got a list and Russell has got a list _____, you know, you can do the same thing pulling out small report like that and testing it _____. You know if people are interested they'll buy, you know, they'll tell you _____ (Laughter).

James Jones: Yeah. Or even taking a small section and giving it away as a free bonus for people who sign up for your list -

Dave Vallieres: Yeah.

James Jones: - about making dolls because, you know, it's absolutely crucial that you create a list.

Dave Vallieres: Yeah.

James Jones: I mean that's like the number one thing that you do even before you create a website. I mean getting those names on a list is the most important thing.

Dave Vallieres: The favorite thing that I like to do for generating traffic is, doing press releases just so that whenever I come out with a new product I will do a press release and then I will send out a follow-up press release for that, you know, at least once a week.

Russell: And then the second thing is get the traffic into the a capture page or a page that will allow them to download either a portion of the book even the first two chapters or the special report, you know, related to the book that I wanna sell and get them to opt into a list right away. So they get they get the free report if they opt in it. I mean I think you guys will both agree that, you know, your list is just so, you know, you gotta generate a list. You gotta build your list right from day one.

James Jones: Absolutely. I mean I think it's the most important thing. In fact, I have got products before where I sell the product but I still don't have a website for it. I just collected names through a signup page. I mean I have website signup page for my ezine for a seven-day course, and that's how I sell the product. I don't even send them to a website, sells letter or anything.

Russell: I had people come and ask me the other day, you know, "Well, Adword says I need those lists, but what should I really be doing first?" (Laughter). I was like, "Well, everyone's saying that because it is"

James Jones: Build the list.

Russell: Yeah. (Laughter). It's really that important. (Laughter).

Dave Vallieres: Yeah. Yeah, it is.

James Jones: You know you also find when you get out in the internet-marketing field and the making money field that you're lists are more responsive. I had a list when I first started - before I started doing the cigar box first video, I was actually selling cigar boxes on the internet, and I had a little list of maybe 35 people that had signed up to get my option announcements. Whenever I'd have a new auction for cigar boxes I would just send announcements to the list and they would all run out and jack up my bid prices. It was really neat. There was only like 35 of them, but they were people who were intensely interested in buying the cigar boxes.

Dave Vallieres: Yeah. That's key. I mean you don't really need a big list to make money. You can make money with a very small list.

James Jones: Oh yeah.

Dave Vallieres: As long as their passionate about the subject, you know, that interesting.

Russell: Okay. We had a couple of frequently asked questions for public domain stuff that I wanna kinda run by you guys and get a little feedback about these questions. Let's see the first one I'll ask is for James. If I was to republish a book from public domain what is that keeps someone else from copying my work and reselling it?

James Jones: Yeah. What you need to do is you need to make some change to the work. I mean you can change the format of it, you can add an introduction, you can some graphics, you can take some information out of it and then you will be able to put your own copyright on it. Now, I also like to acknowledge the person who originally wrote the work, you know, just out of respect, you know, for their work. But if you make some changes to the work then you can legally put your own copyright on it.

Russell: So then no one else can take that after the copyright's put on it?

James Jones: Then no one else would be able to copy your work. Now, someone else could go in the public domain find that original work and republish from that, but no one can take your original work or your derivative work.

Russell: All right. Dave, this one's for you. After you find a book, you scan it and you republish, do you actually need to go file for a copyright or how does that work?

Dave Vallieres: Well, no you can't file a copyright on the original work but like James said you can copyright the formatting, the text, the typestyle that you used, the design of the book, the cover of the books. So there's lots of things that you can copyright and you actually can find -

Russell: Do you actually have to go get a copyright though for that or -

Dave Vallieres: You know, that's a really good question, and I'm really not sure about that. Because once the book has been copyrighted you can't copyright it again. You can copyright the additions that you make, the editorial work that you did on it. So those portions are copyrightable and that's one thing that protects you. But to file a copyright on that, you know, to be honest with you I don't know because I do not formally copyright some of the stuff that I've done in public domain. I will copyright the graphics, design and any of the other things that I've done with it. What the copyright office will do is if you send them a copy of the book if you wanna copyright it they will check it against their records and see how close it is to other works. You may be able

copyright it as a derivative work, and when you're filing your copyright you might wanna put in derivative. But it's not a requirement to file a copyright unless you, I mean, you know, maybe James you'd have different opinion on that, but once you state that this is copyrighted especially in regards to the graphics and editorial formatting of the book that's pretty much all you're gonna need to defend yourself where if somebody took that work and started copying it all over the internet.

James Jones: Yeah. I absolutely agree. I mean there's really no reason to go through all that hassle with trying to officially register because when you place a copyright notice on it's, you know, you don't even have to do that. Any work that you publish is automatically copyrighted even without a notice, but you'll want to put a notice on there just to keep other people - just so other people know that, you know, it is your work and they can't copy it.

I mean truthfully I just put copyright 2005 James Jones, and I also acknowledge the original author and I've not had any problem doing that. **Dave Vallieres:** Keep it as simple as possible.

James Jones: Keep it simple, yes.

Russell: That's the rule to follow. All right. James, if someone were to challenge your rights as a copyrighter that something is actually the public domain, what would you do about that?

James Jones: Well, you know, anybody can sue anybody for anything. And, you know, just like this you might have a descendant of the person who originally wrote it coming back and saying, "Hey, this is my great grandmother's book that you're stealing," you know, as long as you've done your research and if you've got proof that the product is in the public domain then that's sufficient to defend yourself.

Russell: One more here for Dave, and that is a question people had about Project Gutenberg and about the Gutenberg website. Because they know there's a lot of good free public main content there and just kind of your feelings about that if it's a good place to find products or not or -

Dave Vallieres: Well, I think there's a lot of information there. I haven't looked at Gutenberg in a long time, but, you know, I did actually create a successful site around Horatio Alger Books. And because he had a name and his type of writing that he did attracted me and I was very passionate about it and it's worked out pretty well. But, you know, in general there's gonna be more fiction than nonfiction I think. I haven't looked at it in a while 'cause most of the books I tend to publish have to do with making money

or business or marketing. And I did find one book there I think it was PT Barnum's book on Money Making, Money From Something. I think that was the title or something so you might be able to find it a gem once and a while there, but they tend to publish more fiction books I think than nonfiction so I wouldn't look there. But also I just wanna give a warning to some people because if they're looking for public domain works The Library of Congress has been mentioned. I know I mentioned the library before and some other people mentioned as a place to get public domain works, and you have to be really careful because not all the stuff in The Library of Congress's website is public domain works. In just the same way that a lot of the stuff that's on a government website like the U.S. Government website is not all in the public domain.

What happens is The Library of Congress will put all kinds of information on their website and will put all kinds of books and reports and white paper and movies and videos. It's up to you really to do your own diligence to find out if that work is in the public domain. And the U.S. Government even though they publish huge volumes and volumes of information every year some of it is contracted out to private contractors who are in the private sector, and even though they are paid by the government to produce the work they are allowed to place their own copyright on it. So, you know, do the diligence before you get into this because it'll save you some headaches later on.

James Jones: Yeah. And even in that case though it still falls under the same rule, I believe, that, you know, before 1923 it's in the public domain and anything from 1923 to 1963 is in the public domain unless it was registered after 28 years.

Dave Vallieres: Yeah. And the way you find that out - like when I first started into the public domain and I had a couple of books I wasn't sure about I actually called the copyright office in Washington, and they have a desk there that just does copyright searches. And I called them - it's much more complicated and much more expensive than it was when I started, you know, almost 10 years ago. But what they did was they could give you a verbal at that time whether or not the information was in the public domain. And basically the way you'd know it's in the public domain was because there was no legal found, and that's what comes back. In other words, if there's no renewal then you're pretty assured it's in the public domain, but I mean the way you're doing it Russ with the attorney letters I think is a fantastic value because you've got, you know, some reassurance there this is really in the public domain and people don't have to worry too much about it. That's a great idea you have there.

Russell: I think we'll go into that a little bit now. You mentioned earlier, Dave, when you were talking that there were four or five things that kind of a pain about public domain such as dividing them into parts, researching and make sure they were in the

public domain and scanning them and then after scanning them going in and editing them. You kinda mentioned how difficult that -

Dave Vallieres: It's a laborious process. If you had to do more than one book it could take eight months. (Laughter)

James Jones: Yeah. That's why I recommend you take a section out of the book and test that section out first because, I mean, you can literally spend days doing it yourself.

Dave Vallieres: Oh yeah. I mean especially, you know, if you have a book that, you know, 3/400 pages, and I mean it could take you literally months just scanning it page by page by page.

James Jones: Yeah.

Dave Vallieres: You know and then going through with the physical book in front of. And the images that scan on your screen and you're going through it line by line just to make sure that there's no, you know, the corrections that you have make because scanners are, you know, are notorious for not scanning in, you know, optical character recognition programs are not perfect.

James Jones: And Dave, if you have a lot of photographs in the book.

Dave Vallieres: Oh man.

James Jones: Oh geez. That doll making was, you know, that I've been telling you about that is just tons and tons and tons of images, and I had to do all the images separately using the image software because if you do it with the character recognition it breaks the image up and it looks terrible.

Dave Vallieres: Yeah.

James Jones: So I had to go back over it and do each image individually. It took me probably six or eight hours to do that little section. It was a little like 20-page section.

Dave Vallieres: Yeah.

James Jones: I mean it was worth it. I can resell the thing over and over again, but it wasn't a lot of fun. I mean it was very time consuming.

Dave Vallieres: Yeah. I mean if you have any kind of book that has either illustrations in it or it just has a lot of text you know, the programs that have for optical character recognition are not perfect and you really have to go through line by line with the book

right in front of you and not on the screen and, you know, correcting. The first couple of books that I did, you know, I think the first one took me a year.

Of course I was busy, I had full time job at the time plus I was Director of Economic Development for the city that I lived in. And so it was a pretty demanding job plus I was, you know, dealing in used and rare books on the side as my hobby and then I was trying to scan public domain work. (Laughter). You can eat a lot of your time, and I got four kids (Laughter) and they eat up a lot of my time too.

James Jones: (Laughter). You need to teach them how to scan.

Dave Vallieres: Yeah. Right. (Laughter). Oh I have, you know, actually lately I have but even that, you know, they're busy with school work and I'm lucky if I get a couple hours a week out of them. But it's not an easy process, you know, number one you gotta find the work. You know you could go to bookstores, you could search online and you could buy an awful lot of books and, you know, think it's in public domain when it's not in the public domain. That's one problem that you got, you know, just finding good quality commercially viable material.

And then second is you gotta scan it, you know, you can tear the book apart and scan it piece by piece. You gotta buy the equipment, you gotta buy the scanner, you gotta buy the software, you know, and then you gotta go back and edit it all, you know, line by line, you know, staring at the screen trying to make sure that every word is perfect. Then as we mentioned earlier if you protect your copyright, if you wanna protect the word that you're creating into you wanna go back and edit it, maybe add some information format it, create the covers, you know, and this is all before you've even had the chance to sell it.

You know, so it's quite a bit of work involved in the process. So it's not for the light of heart.

Russell: And off that note guys I would tell my clients about it. I get really excited about it and they get excited and they kind of, "Oh, how do I start?" And I tell them then quickly their excited. I know exactly what they have to go into to actually republish something in the public domain. And so because I decided to create a service for my clients where I would go and I would find public domain books. I would find things that look like they would sell, you know, how to books, self-help books, things like that. And I would find them and over the last probably eight months of my life I've been buying dozens of these books.

Then I went and hired someone to scan them all and to edit them and everything so I did all the work. I basically did all the work and then I went and hired a legal firm to go and to research each book and to write up legal documentation stating that is in fact a public domain that copyright happened and things like that. Then I also went and hired a copywriter to go and write a sales letter for every single one of these books. It ended up being a very long, long process costing a lot of money. But I've been able to turn it into a service for people who are excited about public domain and wanna jump right in and start making money with it without having to put any effort or any extra time. Just they can go step in and start profiting from public domain right off the bat. Im taking all of the leg work out of it. And that's something that. A new service that we're actually gonna be launching in two days here is called [The Lost Files](#), and if you're listening to this teleseminar the link should be right there on the software application where you can go and actually view the website. We made it really affordable for only \$27.00 a month so you'll get two public domain books that have been researched, have been scanned, and then edited, had a sales letter written for them and they're ready for you to go and to republish and to sell. So it's something I'm pretty excited about, and I think it's gonna be a lot of success for the people who are able to the books and actually make a new product surface out them giving them fresh content or product or the virtual real estate we talked about earlier and all different types.

Dave Vallieres: That's good Russ. You know I always say that, you know, creating products never made a penny, marketing them did. Marketing those made me a lot of money, but creating them, writing them and all (Laughter) the work that goes into creating the product didn't make me a penny. And you've really put together what sounds like a fantastic package. I can't wait to see it.

James Jones: Yeah. I can't either. I'm glad that somebody (Laughter) really picked the ball up and started doing this 'cause it is a lot work to, but man that's great.

Russell: It's gonna be pretty exciting here. (Laughter)

James Jones: Yeah. Let me ask you something. Are you going to have limit on the number of people that can members to the site?

Russell: Actually what we're gonna do is after we - I have a member cap in my mind and when we hit that cap we're gonna open the membership, kinda make a separate membership buy it and the new people will go into another one. And there'll be two separate books, different books for those members.

James Jones: Oh yeah. That's a great idea.

Russell: We'll get to it 'cause I have enough content, enough books to deal with that to run you know, two or three of these membership sites at full capacity. So people don't have too much competition to kinda run with.

Dave Vallieres: I can't wait to see what kind of books you come up with. Sounds exciting.

Russell: Yeah. I found a lot of good ones, a lot of them in different niches that were different strange niches. So it's important to make sure you sign up with them right off the bat that and get in each month. One thing that we are all sort of doing is some sites like this I noticed they allow sign up once and you can download all the books that have ever been in there, but because we don't wanna make it unfair to members who have been members from day one versus the people that sign up six months later we take the books off every month. So it's important to get in there and become a member quickly to get that month's books and get in all the new content each month.

Dave Vallieres: That's a good idea.

James Jones: That's a very good idea.

Dave Vallieres: Limit the distribution books 'cause, you know, there are books on the internet and I've got a lot of competition with some of the, you know, with affiliate programs or other books that I'm selling, but I've never had a problem selling as long as, you know, actually use the product myself, and read the book, and pick out a unique thing to go in the book that you can present to your readers. I mean it really no competition.

James Jones: Yeah. Plus each individual person, you know, would presumably create a unique product too, you know, maybe with a different title, maybe have a little different introduction to the product so that anybody selling it, say on eBay, would have a completely different product. Well, not completely different but at least a different angle of selling it.

Dave Vallieres: Are you gonna allow people to sell it on eBay Russ?

Russell: Yeah. They can.

Dave Vallieres: Okay. Great.

Russell: If they will be able to repackage them and do basically whatever they like to. There are a couple of stipulations and obviously one thing that people can't do is to sell them in the public domain niche. We don't want to make more competition for the other members so, you know, protect the members who are paying each month for it. The other thing is they can't take, you know, 500 books after (Laughter) two/three years and compile them into one huge group book. We wanna be able maintain the value of the book. But outside of that the members are free to use them, you know, any way they see fit. I recommend people, you know, doing a DVD, you know, hiring someone to record and turn it into a book on tape or a book on CD.

James Jones: Yeah. That's such a good idea.

Dave Vallieres: Yeah.

James Jones: I can see all kinds of potential for that.

Russell: Definitely. One thing interesting here - and I'm gonna put a plug in here for someone because when I was trying to find somebody voice overs (laughter) the cheapest quote I found was for \$50.00 a page.

James Jones: Wow. Ewe.

Russell: Yeah. It adds up really quick so I went and, like I said, I found that guy locally here who did for me and I'm helping him start up his website which he is gonna do that for people and he charges a lot less than that (Laughter), a lot more affordable rate. And his website is - it's not up yet, but it should be up probably within week or two. It's www.dmvoiceovers.com and, you know, if you ever wanted to do that with a public name book. Also this is kind of a side note, but if you have a ebook that you wanted turned into a CD course or a book on tape you can also go to that site. I think people have a lot of success with that. And they have their ebooks that sells for \$47.00 and they turn it into a CD course and sell it for \$97.00. Sell the product twice basically.

Dave Vallieres: That's a good resource. Thanks.

James Jones: Yeah. I was just thinking another way to do that would be to find an expert on the particular niche, you know, tole painting or whatever, find someone that's really good at tole painting and just interview them on the telephone. And then package that along with your public domain product. That would really make it unique. And, you know, you could also increase the price of it quite a bit.

Russell: And most times if you change the technology of the book from text to audio or to video you could double or triple the price a step up along the way.

James Jones: Yeah. Absolutely. You know when I was doing my research for the cigar box video course thing like you're talking about, I found a lot of people on eBay selling little PDF files of how to make cigar box purses, and they were selling them for between, you know, \$5.00 and up to like \$20.00. And so I knew then if I created a video that I could immediately command a higher price and which I did. Selling it I originally started off at \$39.99 and it sold like gangbusters.

Dave Vallieres: Good idea. Just like what you did with the public domain of course you created videos that really added tremendous value to them. And if one of the public domain works that you have, you know, lends itself to video or a demonstration for business or something that you can put on video it adds a lot of value.

James Jones: I can kinda hear people now saying, "Oh video, that's tough to do." Man you would not believe how easy it is. That cigar box video that is - Frank Kern says that his video is a ghetto video, I think. (Laughter) Well, this one is the trailer park. (Laughter) This is like back alley behind the ghetto video (Laughter) 'cause all I did was - and, you know, actually me and my neighbor did it because she's real handy with stuff like that. You know, I didn't know anything about making anything. (Laughter) I can't make an omelet. Come on. So I got her to actually make the cigar box purses and I photographed, I took pictures, just digital camera and took pictures of each step you know. It's like, you know, she drills a hole and I take a picture, and I take a picture of the drill bit and the box without the hole and the box with the hole and then we just took all those photographs and put them together and then we used voice over. We used our own voices to describe what we're doing. And it took us, you know, maybe a week to do.

Dave Vallieres: Yeah. That's a terrific idea.

James Jones: But you know and people loved it.

Dave Vallieres: Yeah. I don't who it was. I think it was either you James or maybe it was somebody else who showed me a woman selling a homemade video on eBay on how to draw roses on painted furniture.

James Jones: (Laughter) It wasn't me, but that's interesting though.

Dave Vallieres: Yeah. It was incredible. It was just a video. And, you know, she was so upfront about the fact that this is a totally homemade video, you can hear my dog barking in the background, you can hear my cat scratching in the liter, you know, you can hear my kids screaming, the back door slamming (Laughter) and she was so upfront about the fact that this was a homemade video. But she said, you know, the information is really, really good on how to draw hand painted roses on painted furniture and on, you know, other material. I guess she did like, you know, painted material and stuff like that but she was so upfront about it. And I did a check and I looked at her history for the last 30 days and she sold like \$500.00 worth of those videos you know.

James Jones: Yeah. (Laughter)

Dave Vallieres: So people dont care if it's a homemade video or not.

James Jones: You know what, not only do they not care I think it actually increases the appeal for the product -

Dave Vallieres: Yeah.

James Jones: - when you say it's homemade. People don't like these slick Hollywood productions.

Dave Vallieres: Right.

James Jones: They want something that's real.

Dave Vallieres: That's right. Yeah. I agree with that.

Russell:: The content to me is the most important.

James Jones: Yeah. Exactly. I've had less refunds on that product than any product that I've ever sold.

Dave Vallieres: Well, you're adding your personality you know and, you know, any time you can add your personality to something and, you know, and then people know you're real. You know and they're really buying you and the information.

James Jones: And I just wanted to mention the product I use for the videos, Camtasia.

Dave Vallieres: Yeah. I used Camtasia.

Dave Vallieres: Yeah. It's great.

James Jones: Yeah. It's a great product. I mean it's a little pricey. I think it's about 200 bucks now, but it's well worth it. And if you could just pick out something out of your public domain book that you can demonstrate online, you know, show people something using the video it really, really increases the perceived value of the product. It makes your product genuinely unique from everybody else's.

Dave Vallieres: A lot of digital cameras now come with a little movie - you can make little movies with them. I've got a Fuji S5000 that you can record video clips on it and, you know, you just plug it in and download it right to your computer and you can import it into Camtasia. So you can have a little video, you can full screen capture, you know, you don't have to have like a video camera setup and all this kind of stuff but just a lot of different cameras come with the ability to make MPEG movies Yeah. Take the shot, you know, upload it to your computer, put it into Camtasia, edit it and you got a product.

James Jones: Yeah. Absolutely. It's much easier than it sounds too.

Dave Vallieres: What was that?

James Jones: I said it's much easier than it sounds.

Dave Vallieres: Yeah, it is very easy.

Russell: This is exciting. I just bought two new public domain names while you guys were talking. Sorry about that. (Laughter) A few products that I sell some products that I never even once thought about making little how to videos. I just bought two (Laughter) new domain names right now so that's exciting. (Laughter). Well, I appreciate your guys' help on this phone call. You've both been great with all the content information you've shared and helped. Is there any like closing comments that you guys wanna share with people who are interested in getting public domain or who are kinda starting and getting their feet wet with it?

James Jones: Yeah. First off I'd just like to say thanks to both of y'all for having me on this call. It's been a great, what hour and a half that we've been on here?

Russell: Yeah.

James Jones: It seems like time has really flown and secondly I'd just like to say I can't wait to see your site. I mean I'm not just a producer of, you know, information about public domain I'm also a consumer of it, and I can't wait to see what kind of products you have out there.

Russell: Tomorrow I'll send you a copy _____.

James Jones: I encourage everyone to go, I mean, this will save you so much time of sourcing out, you know, first off finding a niche market and then sourcing out the books and then getting the books and then having to digitize the books. I mean it'll save you so much time it's unbelievable.

Russell: Twenty-seven bucks a month you can't beat that. (Laughter)

James Jones: No, I don't think so.

Dave Vallieres: Oh absolutely. I agree with that 100%, and I can't wait to see what you have you know. Content is still king on the internet and it always will be. People go there looking for information and whether it's, you know, public domain works, I mean, you've got. The more unique the better, and I think you've got a great concept there. You're really putting together a whole package for people that they can use right away to make money. You know, when you go those kinds of elements together you can't lose. \$27.00 is a drop in the bucket compared to the money that you will make.

Russell: That's a lot less that you'd pay for even one of these books. (Laughter)

James Jones: Yeah. Actually having the copyright cleared by the lawyer that in itself is (Laughter)

Russell: not to much.

James Jones: I think the copyright office charges \$150.00 now to clear a copyright or to let you know if something is in the public domain so, you know, that alone is well worth it.

Dave Vallieres: Yeah. Plus the scanning costs, I mean, for each one of those books and I think the first one I had I didn't do myself I had to send to India. You know I went on Elance to have some bids put up and, you know, most of the people's rates were pretty expensive. I had a really good bid from this company in India . You know, I had to tear the book apart number one which I hated to do and then I had to send it to India which took like two weeks and then I send it back again. They did a fantastic job. I have no complaints at all, but it was a time consuming thing and, you know, it's a little bit of a hassle 'cause you gotta take it to the post office and they mail it back to you and you got to give it back. So you really put a whole package here. I think that, you know, anybody who wanted to could get content. You know they can't pass it up.

Dave Vallieres: It was great having you on James and than you very Russ for inviting me I appreciate it. I had a lot of fun.

Russell: I appreciate your guys helping too. (Laughter) Well, thanks a lot. We'll talk to you guys later.

Dave Vallieres: Okay.

James Jones: Okay.

Dave Vallieres: Take Care.

James Jones: Goodbye.

Russell: Bye.

Dave Vallieres: Bye. Bye.

[End of Audio]

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