

Thought Rocket Publishing Presents...

A Dirt-Simple

6 Six Step Formula



**For Public Domain
Success!**

By Logan Andrew & Debra Conrad



A Pirates of the Public Domain Special Report

A Dirt-Simple Six Step Formula...

For Public Domain Success!

By Logan Andrew & Debra Conrad

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Introduction

Wouldn't we all like to have a handbook on how to be successful? Have you ever wished there was a simple formula you could follow for creating online success?

Well, we're totally with you on that... and we've found one way that can help you achieve that success. It's a little known secret that often gets overlooked. What is it? **Using Public Domain Content to quickly create your own products!**

But how do you use Public Domain content for profit? What benefit is it to your potential customers? How would you like to have a simple six-step formula for creating profits for your business just by using public domain content? Yes, you read that right. **A Simple Six-Step Formula.**

In our book, **“The Public Domain Success Formula”** (Book #3 in the [Public Domain Treasure Hunter's Kit](#)), we lay out in detail a super-simple success formula that we use in our own online businesses every day for ensuring the success of our public domain projects.

In this brief special report, we will be sharing the bare basics of this formula with you so that you can begin using it in your own business right away.

Here's a breakdown of six steps in their most basic form:

- 1. Find a good, active niche or market.**
- 2. Locate good, quality Public Domain material to use in creating a product for that niche.**
- 3. Verify that the material you intend on using is indeed in the public domain.**
- 4. Convert the public domain material into an editable format.**
- 5. Create your product using the public domain material you have found**
- 6. Sell your product**

By just using this simple six step strategy - *one by one* - you'll have created a product from public domain content you can profit from.

Let me show you the steps in just a little more detail now...

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Step 1 - Find Your Niche

Why is this important? Because you don't want to spend hours creating a product no one is interested in and no one will buy. So, it's vital that you do your research. You'll get a lot farther by first identifying niches where there's an active interest. Thousands of people are looking for information and are willing to pay for that information. If you know who they are and what they are looking for then you can create a product that they will be willing to pay for.

Here are just a few really good resources you can use for your research:

[Wordtracker Keyword Tool](#) – You'll be able to get a quick feel for how many searches are made online daily for a particular keyword.

[Google Keyword Tool](#) – This is a favorite! If you want to know what Google knows give the Google Keyword Tool a try. You won't be disappointed.

[Google](#) – Google is the world's most used search engine. Just type in a phrase related to your niche market in parenthesis and see how many websites come up.



Step 2 - Locate Public Domain Material

You don't want to use just any public domain material; you want good quality, usable material. There are some free resources you can take a look at such as [Project Gutenberg](#) and [The Internet Archive](#) to start with. Both of these sites have thousands of public domain books that are already in a digital format and can give you a quick start in plundering the public domain.

In our newest ebook [Public Domain Treasure Map](#), we share over 450 additional online resources of public domain content that you can use in your product creations. There are literally *millions* of copyright-free public domain works out there for you to choose from so you should find no shortage of great content for virtually any niche.

Online used book dealers are a tremendous source of public domain content as well. And of course, don't forget about eBay!

Finding great, high-quality public domain material is not hard at all – *if* you know how and where to look. **It's everywhere!**

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Step 3 - Verify Public Domain Status

Checking to verify the copyright status of a work to ensure it is in the public domain is vital. Don't take anybody's word for it – **verify it!**

There are several methods for do this...

- 1) Do it yourself for free (It's a very easy when you know how)
- 2) Hire a private copyright search firm (expensive)
- 3) Have a certified copyright search performed by the U.S. Copyright Office (fairly reasonable pricing but it takes forever to get the results back)

You will find detailed, step-by-step instructions on how to perform copyright renewal checks yourself using a few free online tools in our book, “**The Copyright Navigator**” (Book #2 of the [Public Domain Treasure Hunter's Kit](#)).

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Step 4 Convert It

To work with the public domain content you'll need to convert it to a format you can use and work with especially if it's content that you found offline (example: public domain books and magazines). Keep in mind, you don't “*have*” to convert it but doing so will make the process of working with it so much easier and it's a lot easier than typing every word yourself. Plus you'll also want your final product to be as professional as possible. Digitizing makes distribution easy.

Just a few examples to consider: you could turn your digitized work into a downloadable eBook or copy and paste bits and pieces into an article for your newsletter.

Once you've scanned your public domain book or magazine article into a computer, you'll need an OCR (Optical Character Recognition) utility to convert the page images to editable text so that you can manipulate the text to suit your needs.

Want to learn more about OCR? We have included a special report in the [Public Domain Treasure Hunter's Kit](#) that explains the ins and outs of OCR and reveals where you can pick up some great OCR utilities online for free (verses having to shell out hundreds of dollars).

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Step 5 - Create Your Product

Now, here is the fun part – creating your information product. What can you create? The possibilities are endless. Here are just a few ideas to get your creative juices flowing:

- E-books
- Printed Manuals
- Audio Programs
- CD or DVD compilations
- Instructional videos
- Articles or Special Reports to drive traffic to your website
- Hard cover books using Print-On-Demand Technology

The products you can create are virtually unlimited. Be creative and you'll come up with many more ideas we're sure. To find detailed instructions on the multitude of formats in which you can create products using public domain material as well more unique and novel ideas for profiting from the public domain check out the [Public Domain Treasure Hunter's Kit](#).

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Step 6 - Sell Your Product

To begin selling your product online you'll need a website. Running an online business takes patience and a willingness to learn. If you are already selling on the internet, you'll no doubt already be familiar with the process. If you've never sold online before then are the first few steps you'll need to take to begin marketing and selling your new public domain based products from your very own websites...

1. Get a domain name for your website.
2. Get hosting for your website.

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3. Get your website up and running. It is quite easy with a **Wordpress** blog. You can hire someone to do this for you, either a designer or perhaps a Virtual Assistant who specializes in **Wordpress** Blog installations.
4. You'll need to choose a payment processor and a means for your customers to receive their products. Processors like **ClickBank** and **Paypal** work well when you're just starting out.
5. You'll need a sales letter for your product. Whether you have it written or write it yourself, you'll need to have the kind of persuasive sales copy that thoroughly expresses the benefits of owning your product to your target audience and entices them to buy.
6. Advertise your site and drive traffic to your sales letter.

Does all of this sound like a lot?

It is! But – these are skills you'll have to learn if you plan on making a significant online income.

The beauty of using public domain material to create products is that it significantly reduces the amount of time you spend in product creation and content generation.

If you're new to the game, you can spend much less time creating your products and more time learning about the other various aspects of running an online business. Once you get a handle on the things we've discussed in Step 6 above, you can create as many new products and websites as you want virtually as quick as you want by tapping into the **trillions of pages of copyright-free material** you'll find in the public domain!

Of course, if you've already been in the game for while then learning to leverage the public domain in your online business will finally free you from the chores of content creation *without* having to pay ghostwriters to create content for you.

Even if you currently create all of your own content, just how much content can you create in one day anyway? Why not let the millions of talented authors, writers, and editors that came before you give you a hand?

The public domain is without question the single biggest pool of copyright-free, relevant, and niche-specific content in existence – tap into it!

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In Conclusion...

This special report was put together to help you "think outside of the box" when considering all of the options you have when using Public Domain material in your product creations.

The fact that you can choose a niche large or small and create useful - fun content in so many ways... should give you some insight into how many options you have when you include copyright-free Public Domain information in your business.

What we've discussed in this report is just a small snippet of the nearly endless creative and profitable ways to make money and have fun with public domain material. If this method appeals to you then take it and run with. Go nuts! Create something that'll set the internet on fire! Just don't forget to send us copy....

Until next time, let's go plunder the vast treasures of the public domain!

Warmly,



and



“Captain” Logan Andrew Debra Conrad, THAT Public Domain Diva

Editors & Contributors,

“Pirates of the Public Domain Magazine”

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“There Are Over 85 Millions Books In The Public Domain That You Can Legally “STEAL” And Use To Create Your Own Hot Profit-Generating Products!”

Once You Know How To Identify, Repackage and Market These Copyright-FREE Books, You'll Have A Serious GOLDMINE Of Unlimited Niche-Related Content On Your Hands...



In This 7 eBook Package, You'll Quickly Discover...

- Exclusive Step-By-Step How-To Info & Public Domain Training That Teaches YOU Everything You Need To Know About How To Create Your Own Products Quickly Using Copyright Free Material....
- A Proven Six-Step Formula For Success That Will Guide You Through The Entire Process Of Finding, Repackaging, And Profiting From Public Domain Material Quickly & Easily....
- Easy-To-Follow Recipes For Product Creation That'll Have You Cranking Out Your Own eBooks, Audio Programs, Content Websites, And More In No Time And With Very Little Effort...
- The Inside Secrets Behind Some Of The Most Successful Websites Selling Products Based On Public Domain Material And How They Do It...
- 52 Hidden Online Resources For Public Domain Books, Movies, Music, Audio Books, And More That You Can Download With Just A Few Clicks Of Your Mouse...
- And Much, Much More...



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