THE PUBLIC DOMAIN REPORT

A WEEKLY INSIDER'S GUIDE TO TAPPING INTO, RE-PACKAGING AND RE-PUBLISHING THE VAST TREASURE OF HOLDINGS OF US PUBLIC DOMAIN INFORMATION AND OTHER CREATIVE WORKS FOR PROFIT

PublicDomainReport.com

VOL 1, NO10

Dear Subscriber,

For the last several issues we've been talking about how to take a public domain project, that you have identified as being potentially profitable, and making it a reality.

We've come a long way! Congratulations!

Let's take a moment and review what we've talked about:

1. Identifying **a profitable market and source** of original public domain works (VOL1, NO6)
2. **Positioning and framing** your project for success in the marketplace (VOL1, NO7)
3. Taking your original source work in the public domain and 'digitizing' it so that it can be **manipulated by computer, re-formatted and re-sold** with your copyright protection (VOL1, NO8)
4. How to **monitize your public domain content** in a variety of ways and in a variety of formats (VOL1, NO9)

By now you should have a very good understanding of what it takes to take a project from start to finish… and you head is reeling with possibilities!

It's true, the area of re-publishing public domain material is expanding rapidly… each month new works enter the 'public domain' and are ready for re-publishing and they're royalty-free. The profits are astounding and the business opportunity of re-publishing public domain material is very real.

In this issue we're going to look at marketing your public domain project. There is so much material on marketing on the Internet and through direct mail marketing that I really don't have much to add on the subject… or do I?

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What I would like to do instead of re-hashing the material that's already well known on this subject is share with you a little of my background and my own experiences with creating and marketing information products, especially on the Internet.

The Internet is probably one of the greatest opportunities for marketing information products to come along in a 100 years.

First a little bit about myself and how I got started on the Internet:

My last full-time paid position (before becoming a full-time Internet entrepreneur) was Deputy Commissioner of Urban and Economic Development for the city of Utica, NY.

I was also the CEO of 2 community development corporations and developed millions of dollars of safe and affordable housing in my community.

As CEO I also started a 'small-business enterprise' fund to help small businesses get start-up funding. I included entrepreneurial training as a requirement for getting funding and I met some great people who have gone on to become very successful in their own small business.

Since 1979 I have been a collector and part-time dealer of rare and used books... and in 1996 I wrote a book on dealing with books on the Internet and started selling it over the Internet. This was my first venture in selling over the Internet.

I sold it from a web page at the time but it wasn't a 'digital' product – it was a printed manual and audio program I delivered to my customers through the postal system.

I sold the course for $179 and it did really well with it. I didn't even have an 'ordering system' online at the time… people who wanted to order the book had to call me and give me their credit card number. I would run it through my merchant account and then pack and ship the manual and tapes to them.

It's amazing to me that people would order stuff they found on a web 'page' and I had a feeling that this could be a business model worth pursuing.

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Between this and other successful information publishing ventures I had going I knew I could do this full-time so I quit my job in 1999 and pursued my Internet businesses.

I currently own over 40 web sites, but my primary businesses are my newsletter for Internet entrepreneurs called, "Little Known Ways To Make Money Online" at InfoProductLab.com and PublicDomainReport.com where I write a weekly newsletter on how to profit from works in the public domain.

People ask me all the time, "How did you learn what it takes to succeed?"

Number one: I needed to be successful.

When I quit my job I just never gave myself an option to "fail". I failed a lot of times, but kept going, never quitting and never getting down on myself for failing.

For every 10 hair-brained ideas I get only 2 or 3 ever really become successful so I figured that if I really want to be successful I should *fail* more often so I can discover the winners faster :-)

The Internet makes failing easy.. and faster. That's part of my success-just going out and doing it. If it doesn't work I stop doing it… if an idea I have starts working I just do more of it.

Another very important aspect of being successful is not being afraid to *sell* something. I've learned that people (including myself) hate to sell.

They get really nervous selling themselves and their products.

You gotta get over that if you're going to be successful in any business of your own- you basically have to be totally 'fearless' when it comes to marketing your products ... you have to believe 100% they will help people and be good for them, or why sell them at all?

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Now I do not do all of my business online- about 90% is online. I also sell some of my reports offline using direct mail and I have a line of reproduction rare Japanese prints and posters I sell to art galleries across the country.

The Internet is not a bed of roses or an entrepreneur's holy grail, however. There are big problem doing business on the Internet and the Internet changes really fast and you have to keep up with it.

My biggest 'gripe' about the Internet is spam... not for the reason you might think.

Actually I don't care for it and when I get an obvious 'spam' message I just delete it. But what I mean to say is, spam is making it much harder for me to get my newsletters delivered to true opt-in subscribers. Email 'filters' and ISP restrictions are getting tighter and tighter making it much harder for legitimate emails to get through to their intended recipients. I know several of my clients have reported that email 'orders' for their products and services were never fulfilled because their email 'filters' sent email orders for their products straight into their 'junk' email folder and they never saw them.

The only reason they knew this happened is because customers started complaining wondering when they would get their products delivered.

Spam is bad for more reasons than one.

Another question I get a lot is: "Do you mostly do publishing projects or do you do get involved in other businesses?"

In the beginning of my Internet business career I only sold my own products and services but in the last 1 1/2 years I've been doing a lot of 'affiliate' type marketing-selling another publishers product for a percentage of the profits. Affiliate marketing comprises about 30% of my online income now.

My business, however, primarily markets 'paper and ink' and digital products. I don't sell 'gift' item, computer hardware or food products, etc… my focus is 'information'.

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If people ask me for tips or advice I tell them this:

Success Tip Number 1: Discover what you do best and find multiple ways to benefit from it.

Here's an example: someone loves to cook. Ok, so they can start a newsletter (ezine) on cooking... they can also write an ebook (using public domain information makes this an easy way to get started); they can also do a video; they can also create recipes and sell those; they can teach cooking classes online or in their home town, etc... do you see what I mean?

One focus (cooking) - but multiple products from the one focus.

Success Tip Number 2: No matter what your focus is, make it unique in some way. Inject your personality into everything you do. Don't call your ezine "Sarah Jean's ezine"... call it "Sarah Jean's Kickin' Cooking Secrets"... you get the idea.

Success Tip Number 3: Build an opt-in list, build it big and build it fast. Do whatever it takes (legally) to get subscribers. Very few people online today make any money without their own ezine and opt-in list.

Why inject your own 'personality' into your business?

You wouldn't have a product without the people behind it... when I buy an information product online I want to know something unique about the person who wrote it or if it's a software program I want to know how the person who created it got the idea for it, i.e. did it solve some problem he had??...

The Internet (and direct marketing, for that matter) is about 'relationships' and building them and trust… no one is going to trust you – or buy anything from you - until they know who you are.

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You might be tempted to think you need a lot of money or, skills or equipment to make it really big on the Internet and I guess they are right if you want to be another Fortune 500 company… but there are a lot of very successful Internet marketer's who are small, have minimal computer experience or skills and make very good money because they know how to find out what people want, create information products to fill that need and sell market it.

For my business, the only thing I need (aside from a computer and an Internet connection) to operate my business are a good text editor (I use NoteTabPro), a wordprocessing program like MSWord, a speadsheet program like MS Excel and an email program like Outlook or Eudora.

What about a website editor, graphics editor and all the other stuff to build websites?

Most of that kind of software is available for free… just search Google for "free html editor", etc… But it doesn't take much to build a simple website and start driving traffic to it. And if you have selected your market the way I've shown you and your public domain information product is good, you'll make sales.

You might say, "But I don't know how to write a *sales* letter to sell my product?"

The secret to writing good sales copy is to make sure you are really excited about your product and simply tell people **why** you're excited about it… give them **every single reason why** you are excited about it… and if your product isn't perfect, tell them that too! Be honest and write like you talk... make it easy to understand. That's all there really is to it!

If you aren't 100% sure of your grammar or spelling ability have someone who is take a look at your copy and ask them to only correct the misspelled words.

Until next time,

David Vallieres