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The information contained in this report is for entertainment, educational and instructive purposes in regard to the subject matter only. I'm not an attorney, so if you have any questions about what is or is not in the public domain or what is or is not protected under copyright laws in the US, please seek a qualified attorneys advice. TERMS OF USE: This report is for your use and your eyes only. You may print one copy of this report for personal use. You may not distribute this report in anyway, electronically or hard-copy. You do not have resale rights or other distribution rights to this report unless you received a resale rights certificate from an authorized reseller.

VOL 1, NO1

Dear Subscriber,

The Online Books Page at http://digital.library.upenn.edu/books/ contains reference to thousands of works in the public domain. Caution is in order... not all the works in this directory are in the public domain, but many of them are. Search the listing by 'author', 'title', 'serial' or 'subject'. They also have a useful feature that alerts you to when new works are being published. Almost all the books are direct download in 'txt' files... so it's easy to edit, format and immediately publish online....

Use the search the search function at the US Copyright website: http://www.copyright.gov/records/cohm.html to determine if a book is in the public domain or not... the search form is straight forward: enter a last name or "last, first" amd get the results almost immediately. TIP: When the search results are returned you get the choice of "Brief (Summary) Display" or "Full Record" ALWAYS choose "Brief Summary".... Choosing "Full record" caused the program to hang and display a 'page not found' message after 3 minutes or more of waiting... when I switched to 'Brief Summary' the result came up right away... from there you can select 'full record'.

One of the books I found in my search at The Online Books Page was PT Barnum's, money making treatise, the "ART OF MONEY GETTING"... a perfect project for subscribers to start with especially since I know many of you are focusing on business opportunities, etc... what a great bonus for you other products... and it's free ©

The range of titles and subjects is staggering... the Online Books Page boasts 20,000 titles...many are NOT in the public domain... so check carefully as mentioned.

There are all kinds of markets out there for all kinds of information... don't limit yourself to just business opportunities or marketing subjects.

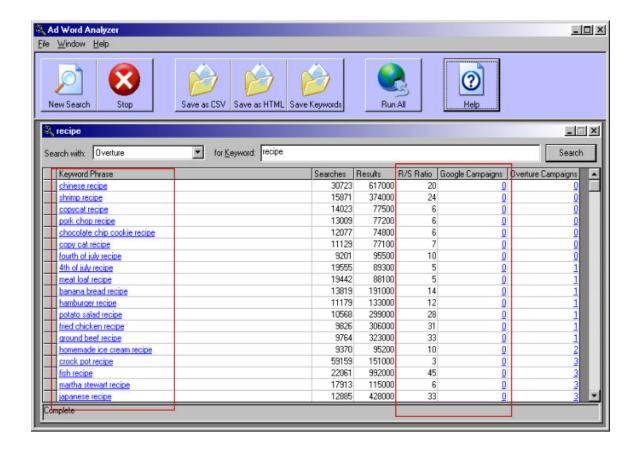
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One that catches my eye all the time is 'recipes'... I use <u>AdWord Analyzer</u> to determine 'niches' on the net... a handy program to have since it gives you how many searches are performed for a 'keyword' and if it is under-exploited or over-exploited online... more about that later.

It looks like people are searching for recipes of all kinds! Here's a screen shoot from AdWord:



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What I want to draw your attention to is the column marked "R/S Ratio" and the column marked "Google Campaigns". You'll notice that there are no Google Campaigns for any of the keywords listed and that the potential for this niche is very large (the smaller the R/S ratio, the less competition there is for that keyword).

Ok... let's say you have found some great recipes in a book that's in the public domain. Publish a few of those in an 'ebook' or report and offer them free ... set up a simple one page site and capture the email address of everyone who wants the 'free' recipe book.

You should be able to build a large database of opt-in email lists pretty quick...then market affiliate programs on the back end that would be appropriate.

Being knowledgeable about finding and using public domain info can greatly increase your ability to make money online and offline by using this method.

Here's one last tip before we conclude this issue: Recipes are NOT copyright-able. Yes, you heard me correctly...a bare-bone listing of ingredients for a recipe is not copyrightable... what is protected by copyright is the author's added comments to the recipe... but the ingredients are not. So you can take ANY recipe you find and use it in a book... you CANNOT however copy the comments, pictures, etc the author added to the list of ingredients. (SOURCE: *The Public Domain* by Stephen Fishman)

Why are recipes not protected? Copyright does not protect a procedure, discovery or system itself, only the way the author expresses it.

Until next time,

David VallieresEditor, InfoProductLab.com