

## INTRODUCTION

Thanks a lot for purchasing this second guide of the “Public Domain Empire”. I’m sure you will have acquired great knowledge on all the possible uses of public domain by the time you reach the end of the ebook.

I thought to dedicate an entire guide to the ways in which you can use public domain materials in a creative way, and you will be happy to discover new and exciting ways to make money from public domain, or build a list from all the content.

If you want give the guide a quick read, and then start by selecting the methods you like the best to start generating income and an email list from public domain, a real goldmine.

Thanks so much and see you soon,

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## CHAPTER 1

### THE METHODS

#### **METHOD 1 - Sell it as-is, or Give it Away as-is**

This is, obviously, the most easy method. You download a public domain resource and you resell or give it away the same way you downloaded it, without modifying it.

You can do it with single products, like ebooks, audiobooks, images, comics, music and movies, or with a package of them. The final product could be digital or physical, depending on the format you want to resell it.

The markets for doing this are [eBay](#), [Craigslist](#), [Bonanza](#), [Shopify](#) and many more of the same type. You can sell it, or give it away for free, also for advertising purposes, for example, even at offline events if it is a physical product.

Also [Amazon](#) accepts public domain books, but you need to add something to them, like personal points of view, images (at least 15) or any additional text. But never forget you can build your own sales page or squeeze page.

## **METHOD 2 - Create Free Reports / Short Books**

Creating free reports from public domain books can be a great technique, in many ways.

If for example you are going to extract one single chapter from a book, and then invite the reader to buy the rest, referring him/her to your sales page, this is an excellent option. No one refuses a free gift, if it is something interesting.

Another example is creating free reports with information found here and there and using them as gifts for getting email list subscribers. This is good for both fiction and non-fiction. It's also a great idea for niches you don't know much about.

The third cool idea is to create these free reports as bonuses for your purchasers of affiliate products or personal products. You know that the value of a bonus not available elsewhere is much higher for your customers.

Remember to share your free report on doc sharing sites, with the best listed here:

<https://www.alltop9.com/dofollow-high-pr-document-sharing-sites-list/>

Don't forget to place a page at the end with a clickable link which redirects your readers to the rest of the book, on your sales page or wherever else it is being sold.

## **METHOD 3 - Turn eBooks into Audiobooks**

Another great thing you could make starting from public domain books is to record them as audiobooks, to offer your buyers a new way to listen to your content on the go or at their home.

Before starting, check if there isn't already an audiobook version available of the book you are going to record, to save time and troubles, unless you want to offer your readers your own audiobook with your voice. The most famous public domain books have their audiobook version, always available in the public domain.

To convert an ebook into an audiobook you need to create your little recording studio. It must be in a silent place of your home with absolutely no bothering external sound, no cell phones and no one able to enter and stop your precious work.

You can use a free software like Audacity to record your audio files. And you can record them in chunks, for example cutting down your book in chapters, to then assemble your audio to create the final audio file. If you make errors, clap your hand so you can easily find the

error on the track, where you will see a spike, to be able to replace it.

You will need a professional microphone, and to take a little pause before starting to clear the ideas, breath well and start with right mindset. Try at least to finish the same chapter in the same day to avoid changes in your voice.

If instead you want to outsource your job, there is a site called [ACX](#), or “Audiobook Creation Exchange”, where you can join as an author and search for narrators services.

Your audiobooks can be distributed together with your book, as a standalone version, or as a bonus.

## **METHOD 4 - Turn Content into Blog Posts**

All the public domain text content like articles and books can be turned into blog posts. On the web there are countless services making a lot of cash by selling Bible lessons and by turning public domain into easy and digestible articles for your readers.

This works in a free way or in a paid way if you decide to ask money for your contents.

Otherwise you can package this public domain content as PLR packages to resell on your site, on Warrior Plus or JVZoo. Any niche is good for PLR, if it's followed by people and it's interesting.

## **METHOD 5 - Public Domain Images**

I talked about public domain images in some of the first 10 methods of front-end products, but never forget the classic uses of images.

You can use them on your blog, to enrich your posts, choosing from recent photos, old photos, maps, magazines and news magazines covers, ads and so on.

You can use them to create image packages for reselling them, with or without PLR or MRR rights. You can take time to build great theme packages, for example about business, festivities, gardening, animals, flowers, people, airplanes, space, foods and so on. Then you can sell them on your site, or on [eBay](#), [Amazon](#), [Warrior Plus](#), [JVZoo](#), [Zaxaa](#), [Clickbank](#) and more.

Another good use is creating digital art from them, using editing programs like Gimp, Adobe Photoshop or more sophisticated software to create calendars, diaries, journals, playing cards, paintings, t-shirts, mugs, pillows, clocks on some of the websites who allow you to do this, like [Amazon Createspace](#), [Gearbubble](#), [Amazon Merch](#), [Teespring](#), [Zazzle](#), [Cafepress](#) and more.



You can create eCovers with the same images and clipart.  
Or just use them to create slideshows and videos or  
anything else digital, like documents, booklets,  
presentations, flyers and so on.

## MODULE 6 - Create Videos

With the large amount of information available from the public domain, a great thing you can do is to start to record informative videos about your niche, or just to monetize them on Youtube.

You can use public domain ebooks, articles, texts, images, clipart and US Federal Government articles and photos to create something new and fresh in video format.

With a paid tool like [Camtasia](#) (available for PC and Mac), or free ones like [Windows Movie Maker](#) for PC and [Jing](#) for Mac you can create your videos in a snap and conquer a new slice of people who love to watch rather than read.

Before starting to record, check other Youtube videos about the same subject, so you can find out what's missing and what has already been covered. Keep your video short and interesting, as it makes no sense to record long videos which watchers can easily become bored with.

## MODULE 7 - Build Mind Maps

We live with information overload, and we are bombarded with new information from morning to night, from TV, radio, books, school or the office and so on. In my life, mind maps have always been a helpful tool to help me understand something better and faster.

If you can turn a long piece of content into a mind map, you are doing something of great value. Think about how many mind maps you can build:

- History mind maps
- War mind maps
- Niche specific mind maps
- Family/Genealogical mind maps
- Process mind maps
- School mind maps
- Geographical mind maps
- Art mind maps
- And much, much more.

Consider everything could be adapted to a mind map, and everyone loves them, because instead of reading a long

book or watching videos or what else they have all the information ready, in front of their eyes.

To create your mind maps you can use a free online software like [Bubbl.us](https://bubbl.us), a free service very easy to use after the few minutes you should take to learn the interface and the linking process.

For \$59/year you can have unlimited mind maps memorized, you can add images and files, collaborate with friends, share mind maps and export them in various formats. But I'm a happy free user and have been for a long time.

When the mind map is ready you can give it away to build a list, or sell it for a few dollars. A mind map could also be sold together with a cheatsheet.

## MODULE 8 - Record a Webinar

Another great chance to use the value of public domain is by creating a webinar, an interactive teleseminar where you talk live to people showing what you do on computer, or a presentation while you speak.

A webinar can go for generally 30 minutes to 1 hour, and you have to give time to connected people to answer any questions on what they have heard. The power of webinar is that people can see live how to do a thing, and learn something, while on your side at the end of the webinar you can sell something to them.

A paid webinar or a paid webinar series is instead a chance to organize more than one webinar on the topic.

To create webinars I personally use, [Webinar Jam](#), very simple to use and powerful, with all the tools a presenter needs. It's available for a low one-time fee, instead of paying the same amount, month after month over one single year like others.

A webinar generally includes a description of yourself, who you are and what you do in life, an introduction of the

topic, and the core part dedicated to your main topic, in which you explain your topic, and an end phase where you can sell something to your audience, by introducing your product or service and sending people to a sales page, generally with a discount for them.

At the end of webinar, or between one section and the others, you should take time to answer questions. Ask them if they need help or if they have doubts.

Then, when you have the replay file, share it on Youtube (Webinar Jam does it automatically), on social media and on your site from time to time to start generating traffic.

## MODULE 9 - Create a Podcast

Recording a podcast or better, a podcast series, is something really valuable for your subscribers, so they can get information for free, by hearing it while they do something else, or just taking notes like I do.

A podcast is an audio recording file that is uploaded on your site, or on a site like [SoundCloud](#). A podcast is generally played from a website and it's not downloadable. If you host it on Wordpress, you can use one of these two plugins: [Seriously Simple Podcasting](#) and [Powerpress](#).

A podcast is an audio transmission about a single topic, and the length goes from 5 minutes to 10, unless the topic requires more time.

To record it you can use [Audacity](#), an open-source software for recording and editing audio. My suggestion is to record with a microphone, to get a better quality voice and reduce outside noises.

On your podcast you can tell a short story, give a tutorial, or talk about anything you love.

## **MODULE 10 - Create PLR Content**

PLR content is content people can purchase and use as-is or by modifying it in any way they like. It must be new, so in this case you must edit your public domain content to make it fresh.

You can start searching for books and articles based on your favorite niche and then adjust the content by creating article packages, or by recording a video series.

Apart from this you can also create add-ons with public domain content: think about bonus articles, social media posts, quote images and reports for list building purposes.

Your PLR can also have one or more OTOs, made with additional content, always coming from public domain material.

Think also about images and photos PLR packages, that can be easily created with the sites I gave you on the front end version of “Public Domain Empire”.

Then you need to create sales pages and download pages, and for getting ideas you can look for existing PLR



sales over at WarriorPlus and JVZoo. Remember to never copy, just take an idea on the things you must add to your sales letter.

## **MODULE 11 - Create Patents Archives or Products**

In the US the patent system has recorded more than 6 million submissions of new patents, new ideas. Most of them, anyway, are in the public domain for a clear reason: the owner didn't continue payment of the fees to keep them alive.

And after a few months there's a lot of people who love them or that takes ideas from them to create something different and unique, working as "idea generators".

Actually "NASA" released 56 agency technologies into the public domain, making them free to be collected and a great opportunity for us. Check this page and make a search, or just click "Newly Disclaimed" to see the latest additions to the database:

<https://technology.nasa.gov/publicdomain>

"Michigan Technological University" invented a tool to search for these free inactive patents, and it's here:

<http://freeip.mtu.edu/home/>

Try to enter "car", "man", "woman" or something that you are interested in. All the results revealed are inactive

patents you can use any way you like.

You can create an ebook about the same niche, for example about cars, about everyday items, animals, space or whatever you like or just one about funny, creative or crazy ideas. I've just found some crazy things here and there!

Or create CDs or DVDs filled with patent images to resell on eBay and Amazon.

But the best idea ever is to use the patent drawings and images to create custom products like mugs, t-shirts, prints, posters and all that I told you a few pages ago, custom gifts for people that really like them. If you go to [Etsy](#), you will see that what I'm saying is the truth.

If you want to know more about ways to use public domain patents for profits, there's nothing better than the recently released "[Vintage Blueprints Cash Bonanza](#)", a real gem for becoming expert sellers of these items. Consider the first store selling these on Etsy is doing 6-Figures per year... and a few more are following. Crazy value.

## **MODULE 12 - Create a Photo Book or Coffee Table Book**

With the amount of photos you can find on public domain it's easy to create books made only with photos. These books are great for collectors, but also to be sold to shops and activities where there is waiting involved.

Think about hairdressers or hair stylists. You see all those posters in their shops? In Italy it's common to have all the magazines and books full of photos of boys and girls with perfect hairstyles, posing for a photo.

There is also a wide selection of magazines in doctor's waiting rooms, generally about cars, motorcycles, art and more.

Or again, if you go in some coffee bars, on the tables, apart from the menu, you can find these books, with photos of every genre. They are there just for pleasure, and nothing else. They are unique to these places, and they are great to let the time pass and let people get settled waiting for their turn.

Generally these books are created with all-page photos, or at least with a white border around the image. No descriptions are added, just photos.

You can add them to Amazon's [CreateSpace](#), but they won't be cheap to print. My suggestion is to find a printer that prints copy for you.

Personally, I will use Alibaba, from China. You can find a lot of extra cheap services. Consider in the US 500 copies will cost no less than \$2,700. On Alibaba you can go with 500 copies printed and sent to you for only \$625, if you use this service:

[https://www.alibaba.com/product-detail/Large-coffee-table-book-printing-company\\_60649057743.html](https://www.alibaba.com/product-detail/Large-coffee-table-book-printing-company_60649057743.html)

But remember to do your due diligence for selecting the one you think can give you good results for a reasonable price.

## **METHOD 13 - Sell PD Image Packs on Fiverr**

[Fiverr](#) is a great network where people can offer products or services in exchange of payment. When the site was born that payment was \$5. Now instead you can sell your service for the price you want.

Anyway, I recommend to sell your first public domain image pack for \$5, and sell around 20 to 30 images. Then you can sell the others in upsells for some more money.

Pay attention in writing a good description with your keyword, add the right tags and don't forget to use at least 3 or 4 of the 20/30 images to show people the quality of your images.

Many times people search images for doing works, for websites or for passion, and these packages can be handy for them. Add at least two to three packages per day, to have your catalogue ready.

Then advertise your gigs on social media, websites and blogs/forum comments to drive more traffic.

Keep in mind you can also resell ebook packages, audio files packages and everything digital, on Fiverr.

## **METHOD 14 - Create an Art Repository**

On the web many museums and galleries are offering huge selections of public domain art images, valuable pieces of our history that you can use to make money.

You can create an art website, a repository of images where you can resell these artist's works as prints, say postcard prints and posters, for example.

Here is a big website with over 400,000 images, of which 211,000 are in the public domain. Check that the “Public Domain Artworks” option is checked.

### **Metropolitan Museum of Art**

<https://www.metmuseum.org/art/collection#!?perPage=100&showOnly=openaccess&sortBy=Relevance&sortOrder=asc&offset=0&pageSize=0>

Here is another collection, but here you must put the name or owner on the images you use or sell, that is: “Wellcome Library, London”.

### **Wellcome Library**

<https://wellcomecollection.org/works>



Try to add different artists and various paintings on your site, because people loves different types of paintings.

## **METHOD 15 - Create a Website/Blog**

One great thing you can do with public domain material is to open a website or a blog to monetize with affiliate products and ads.

You can extract content from books and turn them into articles, and add to them as many images as you want, always from the public domain. If you want you can spin them to create fresh articles.

Many non-fiction books of the past have small chapters that are usable as articles. In every case, you need to download the text version, and not the PDF version, if you want to take advantage of “copy and paste” function.

This way you can have almost unlimited content for your blogs. You can open a new one about a specific niche, one about a famous person of the past, where you can add all the information from public domain with photos and movies, or general interest sites, about health, history and so on.

## **METHOD 16 - Create a Q&A Website**

This is an engaging idea, something very useful in any niche in which you would like to create your Question and Answer website. You should use Wordpress, and manage this as a classic blog.

Instead of posting articles, what you have to do is extract a question from the public domain content you have already.

For example, if you have a book about horses, of around 300 pages you can extract a lot of questions, more than 70 if content is delivered in chapters. That means having 70 articles ready.

You post the article, that is your answer, and as a title you put the question. So if you keep adding unique content by spinning the original book text, you will see your results all over Google.

Remember to add a [social share plugin](#) to your blog, and to add all your articles to [Ping-o-Matic](#) for fast ranking.

If you keep this updated, and you add ads, it will bring exceptional results!

## **METHOD 17 - Create a Nostalgic Movie Club**

Creating a movie club, a place where people can enrol or join to access hundreds of movies with monthly updates, is pretty easy.

All you need is Wordpress plus a membership plugin. As a free membership plugin I recommend [S2Member](#), which is pretty easy to install and worked great for me. Then you add content to your membership. In this case, movies.

You can organize your membership in different ways. You can give access to a fixed number of movies and ask a monthly price fee, or you can add a lot of videos (say 20) every month to grow your database.

It's your choice if you prefer to work on a movie genre (action, comedies, thrillers, westerns...) or just add all genres of movies.

The unique thing I suggest is to host your movies on an external video platform or on Amazon S3, because on classic hosting all the videos will saturate your bandwidth. You can try also with Youtube, but it's risky. In that case you have to upload videos as unlisted.

Otherwise, as a second opportunity, you can create a DVD movie club, where instead of offering an online membership you send a DVD with movies to your customers that are paying monthly.

This way you have to organize your shipping process, anyway, and this could be a bit annoying. Otherwise you can count on services like [Kunaki](#), that creates the DVD for you and is able to ship it for you.

## **METHOD 18 - Create a FB Group**

There are countless interests around, so many that I'm sure you will find something valuable to open a FB Group. FB Groups offer more participation than FB Pages, and for this reason I suggest to use them.

And once the group starts to run, you can come in from time to time just to check if everything is fine and reply to people posts and comments.

The great thing is that with public domain you have a never-ending series of content you can use to add value to your group. And you can add them once a day, or schedule them with a tool like [Buffer](#), that is free if you use it on only two social networks, or paid for unlimited use.

Then, day in and day out, you can add affiliate offers for your group subscribers, including books and items from Amazon, Clickbank and other affiliate networks products, your own products, coaching and custom items (T-shirts, mugs, calendars and so on...)

This is your opportunity... build something big!

## **METHOD 19 - Build a Nostalgia Website**

Think about people who are part of history. Like actors, singers, athletes, comedians and so on. Or again, about a TV series, movie series or a story that entered the annals of history. Or finally about something that entered our life and never went out, like evergreen trends.

For example I will list a few here for you:

### **TV Series**

Robin Hood, Sherlock Holmes, Flash Gordon, Lone Ranger...

### **Famous Actors**

Charlie Chaplin, Buster Keaton, Judy Garland, John Wayne...

### **Evergreen Trends**

Cars, dogs, cats, horses, hobbies...

Also in this case Wordpress is great for creating the site, and it can be monetized in many ways as I showed you before.

## **METHOD 20 - Sell Old Time Radio Recordings**

There are a lot of nostalgics around who would love to hear again the old time radio transmissions. Once upon a time great stories were told on radio, in 10 to 20 minute sessions. Complete mini stories about famous characters of TV series, cinema and comics.

Here are some websites where you can find some of these recordings:

### **Archive.org Old Time Radio**

Check the rights for each series. Some are not in the public domain, but most are.

<https://archive.org/details/oldtimeradio>

### **OTRR Library**

This site offers over 85,000 episodes on 2,000 series, all in the public domain.

<http://otrrlibrary.org>

Also in this case you can run it on your site as a membership, or via a single payment. Or again, sell these radio episodes as series on CDs and DVDs on eBay and Amazon.



## **METHOD 21 - Create a Public Domain Directory**

A directory is a collection of links pointing to content based on other locations. This technique is great if you have a blog about marketing, writing or public domain, unless you want to open a directory about public domain and other services.

All you have to do is create pages that redirect people to public domain files on different websites. Try to create a page for ebooks, one for audiobooks, one for comics, one for movies and so on until you have a complete set of pages.

Add 50 links per page to content you think is interesting, and then use those pages to advertise products or services. Try to keep your content organized, add the title of website and a brief description with a clickable link.

These pages tend to call a lot of traffic to your site, because directory pages are loved by Google and other search engines, so use them to generate a lot of traffic.

## **METHOD 22 - Translate Content Into Other Languages**

Another thing many people don't think about is that public domain content can also be translated into any other language, especially if not yet available.

You can do it on your own, also with the help of Google Translator, where you enter the content in its original language, and it translates it into yours. Then you need to tweak it, if necessary, by editing it where there are pieces that don't quite work after translation. This makes the process faster.

Otherwise you can find translators on [Fiverr](#), who are cheap and guarantee fast work. But the problem is with books with many, many words.

The third choice is to get a professional translator, but costs are very high.

In every case, publishing a book where it has never been published before puts you in a position of advantage.

## **BONUS METHOD**

Finally, if you want any further advice, public domain materials are huge also for yourself. In fact it's so easy to find something interesting that you can feel engaged in a snap.

This could happen with fiction books, also the classic evergreens. Or with the many non-fiction titles available.

You just need to enter your research on your favorite sites to start collecting public domain content, images, audios or movies.

I go crazy for Charlie Chan. I've found a lot of comics I have never read, all the radio recordings of the adventures (difficult for me to understand, but that's ok) and much, much more.

I'm sure you will find something precious too. It's just a question of... digging!

## CLOSING

And so we are at the end of this second guide about public domain. Hope you found some good ideas to start using to generate cash, I guarantee you each one of the 21 is pure gold and it's proven to work.

Public domain is so powerful that can help you creating a new income.

If you need any help, don't hesitate to contact me to:  
[puck82@gmail.com](mailto:puck82@gmail.com)

Thanks a lot and see you soon,  
**Alessandro Zamboni**