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VOL 1, NO2

Dear Subscriber,

Last issue we talked about an online source of public domain books that have been digitized and made available for free. And even though there are potentially thousands of works online, the majority of public domain text is still off-line... in the dusty corners of your own bookcase, in basements and attics and in used bookstores across the country.

Where else?

On ebay.com and half.com.

You can find works in the public domain—the original texts of important public domain works. But you have to know what to look for.

In this issue I'm going to reveal a number of ways to find books and reports and manuals in the public domain on the Internet and in your area.

Ebay is a good place to start. Since most people who list old books on ebaY probably don't know the book they are selling is in the public domain they won't include those search terms ("public domain") in their listings... so you have to be creative. If you're interested in re-publishing cookbooks, then "cookbook" is a good search term.

But a more targeted approach is to use specific search terms such as author's names.

If you're looking for old books on marketing then you'll want to use some of the key authors of books whose work may now be in the public domain. Authors such as:

Kenneth Goode
Lorin Deland
J.C. Aspley
B.J. Williams
Cameron McPherson

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Page 2...

Ralph Wadsworth
Ray Giles
Bruce Barton
Elmer Wheeler
T. Harry Thompson
Joseph Appel
Richard Foley
George L. Dyer
F.R. Feland
J.K Fraser
O.A. Owen
Harry Cleland
Ben Nash
Humphrey Bourne

Some of these names will mean nothing to you, but they were some of the best business writers, copywriters and marketing men of the 1920's and 30's. Their work is excellent and have a ready and willing market today.

How about an example of someone who has taken one of these books and turned it into a money-making machine?

Ray Giles wrote, "*Turn Your Imagination Into Money!*" in November of 1933. The book has been sitting on my shelf at home for several years. I love the book... it's a great book!

Well someone beat me to the punch and digitized the book and is selling it at:
<http://www.turnyourimaginationintomoney.com/>

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Page 3....

Yes, it's the same book! But they have created an excellent sales letter for it and sell it for \$49.50.

It does not mean I can't do the same thing - remember the book is in the public domain.

How do I know?

One unusual feature of US Copyright law states that: All published works prior to March 1, 1989 had to contain a copyright notice in the proper format such as "© copyright, [date] [name of copyright holder]."

The copyright is completely ABSENT for the original published work of "*Turn Your Imagination Into Money!*"

WARNING: Any work published after March 1, 1989 does NOT need to include a copyright notice to be protected under the law! This point is very important.

This one "secret" can save you and make you lots of money. A very quick glance at any book printed before March 1, 1989 will tell you if it's in the public domain or not IF it lacks a copyright notice! You have to be careful though... for example if the 'title' page or other pages are missing from the book. You'll need to make sure the copyright notice wasn't ripped out my mistake... because if it was present in the original publication then you would have to do further research as I explained in Vol1 No1 of the Public Domain Report to determine if the work is in the Public Domain or it's still protected.

Ray Giles' original book is very hard to find. In a recent search I found NO copies available from any online used bookstore.

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Page 4...

But here's an opportunity. Ray Giles published 2 other books and if they are as half as good as *Turn Your Imagination Into Money!* you could have a potential winner. The other 2 books published are:

“How to Retire and Enjoy It”

and

“Sleep! the Secret of Greater Power and Achievement”

The above list will get you started. You must know the authors of books in your specialty, or the area you want to re-publish. For example if you want to republish information about “Herbs and Herbal Medicines” then you need to know who the authors of these types of books in the 1920's and 1930's— when most of the books published at that time are now coming into the public domain.

Here's another example: Hand-tied flies for fly-fishing. There are some excellent books on how to tie your own flies and I bet that has a market right now.

The majority of authors above I found by simply looking on the ‘dust jackets’ of books I already purchased in my library!

Visit you local used book store and when you find a subject that you would like to re-publish (and you have a choice of one or more of the same book) try to pick a book that has a dust cover on it because they will usually list several other titles – in the same subject area – on the back cover.

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Page 5...

Another way to find books that are in your area of interest and might have market potential is to search for them on any of the online used book search sites such as:

<http://www.alibris.com>

<http://www.abebooks.com>

and

<http://www.bookfinder.com> (this site will search a number of used book databases at once)

That's' all the news for now! Good hunting!

Until next time,

David Vallieres

Editor, InfoProductLab.com