

## DISCLAIMERS

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## VOL 1, NO4

Dear Subscriber,

In the last issue of the Public Domain Report we talked about using the Library of Congress's massive site to create information and image products. I suggested CD's and DVD's as one way to go.

If you find another site selling these types of CD's don't be intimidated... there are just too many opportunities out there. In fact, competition is a good sign—it means there is someone who is actually making money doing this so, with a little imagination and hard work, you can too.

One example of a site doing exactly what I had suggested can be found at:

<http://www.a2zcds.com/>

Take a look at their extensive collection of CD's- many of them taken directly from the LoC website! Others are taken from military (US Government) and Federal government sites.

One way to get started immediately is to participate in a2zcds' reseller program. For a small fee you can get wholesale pricing on all their CD products.

One mistake I think they are making—they are selling their CD's too cheap...and then they are offering them for 50% to resellers. Good deal for resellers!

A quick and easy way to get started!

When I checked on ebaY there were a few people selling the CD's (search ebay id: "booksncomics") and they seem to be selling well. If you were to offer them on ebaY- add additional value somehow to differentiate your offerings from all the others.

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Check their entire site... especially the 'testimonials' page. On that page is a letter by a Philip Bigler, a professor at James Madison University.

This indicates a potential market that you could tap **LOCALLY**... in your area.

Let's think about this for a moment.

Depending on the size of your area, there are schools and teachers and thousands of students and many more thousands of parents who want the best education and educational materials for their children.

There are several ways to market these CD's to students and schools in your area. One way is to get the PTA (Parent Teachers Association) to endorse you as a source of educational materials and get mentioned in their newsletter.

Another way is to use them to help the school raise funds... let the school sell them to the students and parents through flyers sent home with the children. You fill all the orders and donate 20% or whatever back to the school for each order, or let the school take all the orders and cut you a check after all the orders are in.

These types of products should do very well at each level: elementary, middle and high schools.

The other line of CD's offered by <http://www.a2zcds.com/> could be marketed through flyers at grocery stores and, especially for the 'historical' CD's through senior's clubs!

The potential for local marketing of these CD's is large, I believe. I will be doing it in the Utica-Rome area of New York State starting this week and I didn't even have to create the product!

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I think there is potential to get something going now... and to create for yourself a position in the offline marketing of these products.

Where else can you market these CD's?

How about local Historical Societies? Many local societies have thousands of members. You could also try Veteran Associations. The "Remembering WWII" CD could be very popular.

Remember you could do the same thing they are (by compiling the public domain info on to CD's), but you will have an investment to make in 'time' and money to get your own line of CD's going.

One of my favorite methods of determining if there is a market for my information products is to sell someone else's first and see if they do actually sell. If I'm satisfied with the results (even if I only break even) I will go ahead and develop my own product to fill demand. It's an inexpensive way to quickly test a market before you make a large investment.

That's all the news for now!

Until next time,

*David Vallieres*

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