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VOL 1, NO7

Dear Subscriber,

In the last issue we discussed how to locate potential candidates for a public domain publishing project.

Hopefully you have begun doing some research and found several good candidates.

If you haven't found any candidates, you're not looking hard enough. There are literally thousands of books, manuals and reports that have been published in the last 90 years that are perfectly suitable for a publishing project. Go back, if necessary, and re-read PDR Vol 1, No6 and follow those steps. They will lead you to the gold in public domain...

Ok?

Let's assume then that you have identified several candidates for your PD (public domain) project. We will now begin to develop a working file that will allow us to select the most potentially profitable one and develop a positioning frame to create a selling environment. I'll explain these concepts as we go through these critical steps.

What do you do next?

The first step I would take is review each of the candidates and look at several factors to determine the one that would potentially be the most profitable for you.

These factors include:

1. The date of the original copyright:

Why is this important? For speed. If it was published prior to 1936 (2003 –the current year- minus 67 years – the longest period of copyright protection *if* it was renewed) there is no doubt it is in the public domain and you can begin your project immediately.

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If it was published after that date up to 1968, then you need to search online at the US Copyright website (see Vol1, No6) and determine if a renewal was filed. If you don't find a renewal or don't get any results at all you will need to follow the steps for securing a certified copyright report from the US Copyright Office (see "*How To Perform Certified Copyright Searches*" special report).

2. The subject matter:

The subject matter is the most important factor, as far as I'm concerned, because you want to make sure there is a market for your project before you begin.

Some subjects are known by publishers to be 'evergreen'... that is, they will always have a market because the subject matter is of interest universally.

For example, anything to do with the following subjects will, most likely, always have a market:

Making money
Astrology and the occult
Health (herbs, botanical remedies, natural cures, etc)
Cooking
Magic
Exercise and fitness
Handicrafts
Beauty (how-to lessen the effects of aging, etc..)
Sex
Psychology
Investing
Losing weight, reducing

(Source: *The Accumulated Wisdom of Mail Order: What Sells and What Doesn't, A Thirty Year Record*, by Eugene M. Schwartz)

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3. Positioning:

This last factor isn't tangible like the first 2. It is subjective in nature. You must have a sense of the market you are targeting and whether the book you're considering re-publishing is positioned correctly.

If it isn't ... that's not a problem because you can 're-position' it within the market -- but our goal is not to write an entirely new book -- it's to re-publish an existing one -- so the existing tome must have the content to support the new positioning you give it.

There are really excellent books on 'positioning' and I'm not going to go into this in detail, however it is critical to position your PD publishing project correctly if it's going to be a success. (For learning how to position any project or business, I highly recommend "*How To Sharpen Your Competitive Edge: Successfully Differentiate Your Business With Crackerjack Positioning*" by Don Reynolds Jr. The book is out of print, so try bookfinder.com to locate a used copy)

In some cases you do not need a re-positioning strategy IF the author of the re-published work is extremely well known and anyone in the market for the subject matter will instantly recognize the value of the re-published book or manual.

This is not likely going to be the case, so it's important to determine your project's position in the market.

I use what I call positioning 'frames'. Positioning 'frames' allow me to size up the market and see where there are 'gaps' in the current marketplace.

For example when I look at a marketplace in which I want to pursue a publishing project I automatically 'frame' publisher offers and positioning when reviewing their sales copy.

Phrase used in their sales copy indicates to me the 'positioning' taken by the publisher within the market. I simply 'pull out' the positioning quotes from their sales copy and create a simple listing of the various books in the marketplace.

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My list may look something like this (each quote taken from the publishers sales copy and the 'frame' it fits into in brackets following):

- "The best resource, all-in-one, comprehensive, etc" (*all-in-one resource* frame)
- "What no one else will ever tell you..." (*hidden secrets* frame)
- "Secrets, insider details never before revealed..." (*insider* frame)
- "Recommended and used by" (*expert endorsed* frame)
- "How to, step by step" (*blueprint* frame)
- "Beginners guide, easy to use" (*beginners* frame)
- "Advanced information" (*advanced info* frame)
- "How I did it, and you can too" (*my story* frame)

Some publishers will combine 2 or more of these positioning frames, but normally only one will dominate.

When selecting your position in the market ALL the elements of you project have to coincide - work harmoniously - to support the new position.

You can easily tell products that are not positioned correctly because they use one frame, say the Blueprint Frame, but use graphics that are used look like they belong to the Beginners Frame.

Once you select a main positioning frame you have stick to that frame and use it to create your graphics, book format and sales copy... they must work together to create the total selling environment for that frame.

Why do this?

If you select a position... and don't create an environment in which the customer can feel comfortable in, you create confusion in your customer. This is bad. You want your potential customer to be able to grasp in seconds where your product fits into their selective personal universe so they can say to themselves, "oh, it's an 'insider' report..." or "oh, it's about his story..." , etc...

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Potential customers need to be able to grasp what you are all about (to *size up* the environment you've created to sell your product) within seconds or you've lost them.

The easiest way to support the re-positioning of an existing book is to simply change the title to make it more current.

Other positioning support tactics (working harmoniously with your dominate Positioning Frame) include:

- 1) Editing the book slightly to bring it up-to-date
- 2) Create eye-catching graphics
- 3) Re-design the interior of the book with a new typeface, etc...
- 4) Include and 'audio' version of the book
- 5) Sales copy that supports the dominate selling frame

By now you should have:

- A potential re-publishing candidate
- Determined public domain status (or have requested a certified copyright search report for your candidate)
- Started a 'working file' for your project that includes research on existing books in your market and their positioning (or lack of positioning) and some initial positioning frames appropriate for your product and marketplace

In the next issue we'll tackle the easiest ways to 'digitize' your project so it can be manipulated by computer. We'll also discover the best ways to monetize (generate the most income from the same content) your PD project's content...

Until next time,

David Vallieres

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