THE PUBLIC DOMAIN REPORT

A WEEKLY INSIDER'S GUIDE TO TAPPING INTO, RE-PACKAGING AND RE-PUBLISHING THE VAST TREASURE OF HOLDINGS OF US PUBLIC DOMAIN INFORMATION AND OTHER CREATIVE WORKS FOR PROFIT

PublicDomainReport.com

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Dear Subscriber,

In the last issue tackled the easiest ways to 'digitize' your project so it can be manipulated by computer.

In this issue we'll discover the best ways to monitize (generate the most income from the same content) your PD project's content and in the final issue of this series we will bring everything together and learn how to maximize your profits!

Ways Content Can Be "Monitized"

You can **monitize your public domain content** in a variety of ways. First let me define what the term *monitize* means.

To "monitize content" means to: "generate multiple sales from the same content over and over again in multiple ways and multiple delivery formats".

Let me contrast this approach to selling information on the Internet with the single sale of an ebooks, a special report, an audio seminar, etc…

When you sell a book (or other info-product), you get paid a certain amount of money for each book sold. Once you sell that content to that buyer the amount of money you can generate from the SAME content to the SAME buyer is exhausted since they all ready have the content.

Monitizing content, on the other hand, generates MUTIPLE sales from the same content over and over again in MULTIPLE ways and delivery formats.

How that is done is illustrated in this issue. Let's start by describing the ways in which we can if fact **'generate multiple sales from the same content over and over again in multiple ways and multiple delivery formats'.**

DISCLAIMERS

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Here's the most common way to 'monitize' content on the web: Sell the resale rights to it. You sell the book AND the rights to resell it. This way you have profited from the same content in 2 ways… resale rights usually command a higher price so your profits are higher as well.

Below are 17 extremely effective online and offline *content monitization* marketing methods that I have used and I have seen others use:

(1) Through the **sale of simple 'resale rights'** ;
(2) Through the sale of **MASTER resale rights** (digital resale only)
(3) Through the sale of **MASTER re-print rights** (digital and print media)
(4) Through the sale of the **'source' document** with what I call "Editorial Rights"
(5) Through the sale of what I call **Private Label rights**- this allows the buyer to resell the content as their own work (their 'label') even though you retain all copyrights.
(6) Through the sale of **'serial rights'** – this allows your buyer to split the content (an ebook, etc) into smaller parts for use in email courses, newsletters, etc…
(7) Through the sale of **'audio rights'** which allows your buyer to read and record your written content into audio format to sell.
(8) Through a 'free' version of your ebook that contains **affiliate links**;
(9) Through breaking-up content for inclusion **in your newsletters (brand building**);
(10) By using content extracted from your book for use in articles sent to other web sites and **ezines for publication (viral marketing**);

And of course the direct sale of the 'content itself' in various formats ☺:
(11) Print Manuals;
(12) Audio cassette program;
(13) Hard or soft-cover published book;
(14) Paid subscription newsletter;
(15) Ebooks and web site ('print' digital delivery);
(16) MP3 files ('audio' digital delivery);
(17) Disk or CD-ROM or DVD or VHS video ('visual digital delivery);

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All of the above methods can be employed with the same content. You can see that the there are ways to generate additional revenue form the same content over and over again, and create MULTIPLE buyers for the same content by selling different 'rights' to them and selling it to them in different formats!

To illustrate the effectiveness of these methods think about this: How often do people who purchase a published book (print format) also purchase the 'audio book' of the same title to listen to while driving?

People want content delivered to them in various formats, print, audio, newsletters, etc because we all have the desire to communicate in different ways.

Some people are 'visual' while others are 'auditory'. Some are a combination of both! Some people like to learn by reading (print), some like to learn by listening (audio), and some like to learn by watching (video)!

So when you are deciding on a 'format' for your public domain work, don't exclude formats that you are not comfortable with… there are a variety of ways you can present your information and, even if you don't take advantage of all of them, you should know that they are available.

One way to discover which format your customers want is by asking... in a survey, poll, etc. Another way is to simply solicit your customer's feedback and listen to it.

Until next time,

David Vallieres

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