

2009 Public Domain Strategies, Part 1

# Find the **Experts!**



**Tony Laidig**

**The Public Domain Expert**

[www.publicdomainblog.com](http://www.publicdomainblog.com)

# LEGAL NOTICE

© 2009 – Tony Laidig. All rights reserved.

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice report, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This report is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance fields.

You are encouraged to print this report for easy reading.

## 2009 Public Domain Strategies, Part One

# Find the Experts!

Over the past few months, I have been testing some new public domain research strategies that have been providing me with some pretty amazing results. I stumbled onto these strategies almost by accident while researching content for a niche project I was working on. These are not difficult strategies but are extremely simple and can be incorporated into what you're already doing to find good public domain content.

When you hear the methods I've been using, you may think that they're very obvious and nothing new at all, but I'm going to show you some specific keywords that you have probably not considered using before with your Public Domain research. And it's these keywords that have been revealing the amazing content I've been finding!

**The research strategy I've been testing centers around finding and identifying the early experts** who led the niche markets you're interested in creating products for. I mean think about it, if you want the best writing on a particular subject, you know that it's smartest to talk to the experts, right? So then, it makes perfect sense to carry that idea over into public domain research. The trick, of course, is figuring out how to identify those experts from 40 to 80 years ago. And that's where good keyword research comes in using the keywords I've identified during my testing process.

### **Finding the Experts**

There are primarily four groups of experts I've identified that you really want to give your focus and attention to with this type of research.

1. The best experts in a given field of expertise are the **ones who are the innovators**...the ones who are setting new trends or developing and testing new ideas. Just like today, these leaders of the past are the ones you want to find because it's likely that many of them wrote books.
2. The second type of experts to identify are **those who created controversy** in their field of expertise. Very often, experts that create controversy or propose controversial ideas are those who are on the cutting edge of new ways of thinking about solutions to the problems of their day. They are often ridiculed for their ideas and work at first, and in some cases are even outcasts. But time often reveals the brilliance of their work...which is why you want to find their work!
3. A “not so obvious” type of expert that you may consider looking for are those **experts who celebrities and sports figures looked to or endorsed** for their expertise in a given field. Who did Hollywood turn to when it needed help in the niche market your creating products for? Who were the Gurus to the stars and sports figures?
4. The last type of expert you want to look for are **those who wrote the best-selling non-fiction books** of the day. This seems like an obvious choice that is often overlooked. For example, The New York Times best-seller list has been ongoing since April 1942, so it's a great place to research for your niche-specific experts. Here's a website to start your search for NYT Non-Fiction: [http://www.hawes.com/no1\\_nf\\_d.htm](http://www.hawes.com/no1_nf_d.htm)

### **Important Keywords to Use With Your Research**

Below is a list of expert-related keywords I've assemble during my own research that will aid you in finding leaders and experts in your niche. You will find that not all the keywords will apply in every niche market so choose the ones that fit best. What I usually do is go to Google or other search engine and simply type in the name

of the niche I'm researching (like "Horse Training") and one of the keywords from below ("Horse Training Pioneer" for example). I have also found that Wikipedia (<http://www.wikipedia.org>) can be very helpful with this method of research as well! Here is the list:

- Pioneer
- Avante-Garde
- Expert
- Experimental
- Experimented
- Original
- Developer
- Explorer
- Founder
- Founded
- Innovator
- Innovation
- Leader
- Leading
- Leadership
- Discover
- Discovery
- Established
- Originated
- Originator
- Creator
- Created
- Contributor
- Contributed
- Trendsetter
- Controversial
- Controversy
- Endorsed
- Endorsement
- Outcast
- Hidden
- Top Secret
- Research
- Experimental
- Collaborated
- Cutting-Edge
- Foremost
- Authority
- Specialist
- Specialized
- Frontrunner
- Best-Selling
- Consultant
- Trainer

## **Other Sources for Expert Content**

Popular authors almost always contributed to magazines, so find their articles! This will take a little more research in some cases, but the payoff can be worth it. I've found some amazing magazine articles in the Public Domain by authors whose books are not out of copyright. So it can be a way to access expert content when it's not available in book form. To method you can use to find magazine articles written by experts (once you've identified the expert) is to go to Google, type in the expert's name and "bibliography." In some cases, you will find listings for your author that not only include the books they've written, but magazine articles as well!

Radio was also extremely important and popular before the 1960's. It's not uncommon to find that experts shared their wisdom on the radio (just like today). Transcribing those classic recordings can provide you with expert content that others may not even consider. Don't overlook it! Speaking of audio recordings...I've also found that in some niches, leaders in the field also offered audio, and in some cases, video recordings of their expertise which are now in the Public Domain. Perhaps the best place online to find this type of content is Archive.org (<http://www.archive.org>).

## **Other Helpful Websites**

In addition to using the search engines and Wikipedia for your expert research, I've also found two other information sites that sometimes offer excellent research leads and content from experts that are in the Public Domain. A great way to begin your research on both these sites is to conduct a search either by niche name or by year (1964 and earlier and the primary copyright expired years of interest)!

InfoPlease: <http://www.infoplease.com>

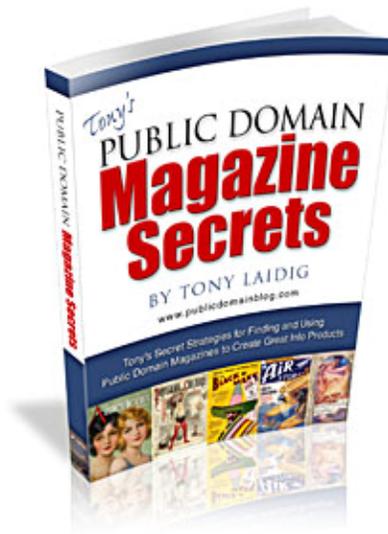
Answers.com: <http://www.answers.com>

## **In Conclusion**

When you consider the fact that there are over 85 million or more books in the Public Domain and only 2 -3 million are available online right now, there remains a LOT of content to be found. I have said now for years that, "You can't find what you don't know to look for!" And now I've peeled back yet another layer of the Public Domain "onion" to aid you in your quest for the best content available for your information products. It doesn't matter what you do in selling information products, you are ALWAYS going to need content...and the proven content of the Public Domain is perhaps the smartest choice you can make for finding quality content quickly and cheaply!

# **EXPOSED! One of the Most Overlooked, Untapped Sources for MASSIVE Amounts of FRESH Content on the Planet!**

**This SECRET source has been TOTALLY off the radar until NOW!**



Of the estimated **200,000 magazines**, journals and periodicals that were published in the United States between the years of 1923 and 1964, **only around 1,300 ever RENEWED their copyrights** on issues of their magazines. What that means is this:

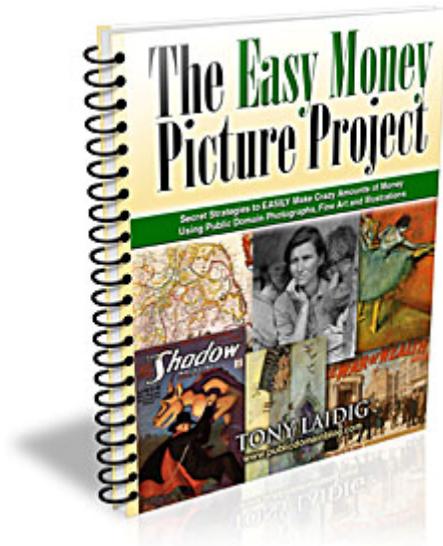
**EVERY issue of ANY magazine whose copyright was not renewed in the 28th year of first publication is NOW in the Public Domain!**

**That amounts to MILLIONS of issues  
from magazines, journals and periodicals  
ALL in the Public Domain!**

**Learn how to tap into this massive amount of content at:**

**[www.publicdomainmagazinesecrets.com](http://www.publicdomainmagazinesecrets.com)**

# “Discover How a Career Artist (Who Can’t Even Draw a Straight Line) **MAGICALLY** Converts Public Domain Pictures Into Piles of Cash”



## And How YOU Can Do It TOO!

In “The Easy Money Picture Project (Expanded Edition),” I reveal:

- What are the three questions you should always ask when creating a new product?
- What thirteen markets can you ALWAYS successfully sell products in?
- What are the seven categories of image-based products that you can tap into with Public Domain images?
- What are the best online and offline companies to use when creating physical,

image-based products?

- Where you can find an army of sales people to sell products for you and why using this particular group of people almost always guarantees sales. (not affiliates)
- Innovative ways to create commercial TOYS from Public Domain Images (it's easier than you think!)
- Over 90 of the BEST websites where you can download thousands of Public Domain images for free.
- The top sixteen places to look offline for the best Public Domain images.
- Step-by-step Instructions on how to find product gold at the U.S. Patent and Trademark Office
- Why you should be using Patents for product creation and eight killer products you can create from them
- What is the ONE source for millions of Public Domain images that almost no one knows about or is accessing? (I tell you)
- And Much, Much More!

<http://www.easymoneypictureproject.com>