

# Tap Into a “Treasure Trove” of Unlimited, Free Content...

And How to Monetize It in Your  
Business for Years to Come...

**Tony Laidig**

(with Jay Boyer)



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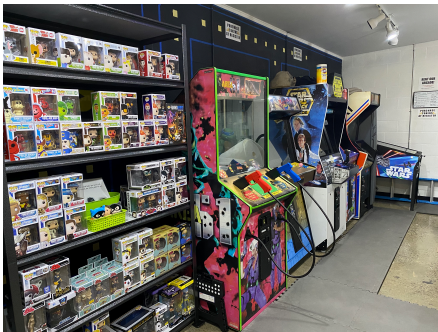
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# About Me...



- Began using Public Domain content in 1986.
- Been creating products online for 12 years.
- Worked as a graphic design professional since 1993.
- Pro and commercial photographer.
- My wife and I own a brick-n-mortar Pop Culture store (Nerdvana Outpost).
- Have two daughters and five grandkiddos!
- Three ragdoll cats...Wesa, Snickerdoodle and Tacocat.



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# Evergreen Topics...

- Within the solutions and resources you provide, it's extremely important to pay attention to evergreen markets!
- Evergreen means the topic has ALWAYS been popular.
- If they're STILL popular now and have been popular for years, you're almost guaranteed to find great content in the Public Domain.

## Common Evergreen Themes

- Love / Romance
- Food / Nutrition
- Finance/Saving Money
- Parenting / Education
- Weight Loss / Fitness
- Jobs / Careers
- Pets
- Hobbies / Arts



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# Hidden in Plain Sight...

- Where do these “solutions” come from?
  - Come from your own knowledge and experiences.
  - Come from the knowledge and experience of others.
  - **Come from a BLEND of your knowledge AND others.**
- Each of us has some form of specialized knowledge.
- Combine that with the knowledge and experiences from MILLIONS of other smart, creative people from all walks of life who have gone before us and who live today!
- **The ultimate source for solutions and resources is the Public Domain!**
- We think we have to “reinvent the wheel” but we don’t.
- Understand that these solutions can take on many forms.
- The SECRET is in FINDING the right solutions!
- “There is nothing new under the sun.”
- What CAN be new is the **application** of that solution!



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# Information Alchemy

- The SECRET is to combine the old (the Public Domain) with the new (our specialized knowledge).
- Why is this a better approach?
  - It's easier to start with something than to start from scratch.
  - Have access to the existing, proven answers from millions of brilliant minds!
  - The sourced solutions are already familiar to us at a deep level.
  - There is a nearly limitless supply!

## In the United States alone:

- 85+ Million Books (Over 2 Billion Worldwide).
- 200,000+ Magazines = Millions of Articles.
- 8+ Million Patents.
- 100+ Million Images (Photographs, Art, etc.).
- 1,000+ Government Websites, Books, Movies, etc.



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# What Is the Public Domain?

- Works created before copyright laws.
- Works whose copyrights have expired.
- Works that do not qualify for copyright protection.
- Works donated to the Public Domain.
- Ideas, Concepts, Formulas, Lists, Equations, etc.
- Expired Patents.
- Nature (except in some cases).

## Categories of Public Domain Content

- Books (Fiction, Non-Fiction, Textbooks, Reference, etc.)
- Periodicals (Magazines, Comics, Newspapers, etc.)
- Video/Audio (Movies, Music, Stock Footage, etc.)
- Images (Photos, Illustrations, Fine Art, Clipart, etc.)
- Government (Web-Based, PDFs, Patents, etc.)
- Miscellaneous (Non-Protected Information, Ephemera, Blog Content, etc.)



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# Content-Based Products

## Books

Non-Fiction Topics

Fiction Genres

Children's Books

Graphic Novels

Low-Content Books

Picture Books

Gift Books

## Education

Supplemental

Worksheets

Activities

Flash Cards

Games

Stickers

Posters

## Image-Based

Books (all types)

Fine Art

POD Products

Fabric

Promo Products

Computer-Aided

Resource Bundles

## Information

Webinar Training

Pre-Recorded

Livestream

Podcast

Workbooks

Blog Posts

Themed Resources

## Maker

Digital Resources

Patterns

Crafts of All Types

3D Printed

How-To's

DIY

Recipes



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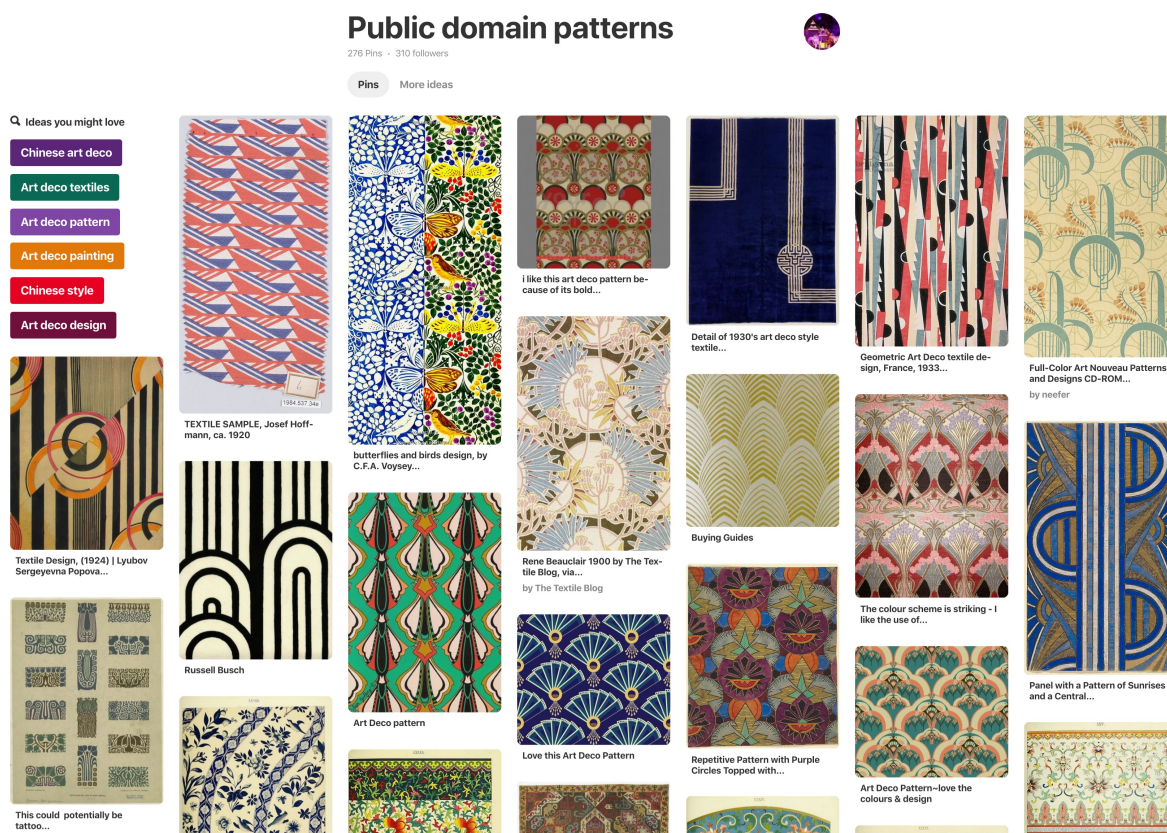
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# Directing Traffic

- Understand that we aren't just talking about products here!
- The Public Domain is, perhaps, the BEST source for content to post to Pinterest!
- It also works perfectly for other traffic sources, like:
  - Videos for YouTube, Vimeo, etc.
  - Social Media Posts and Memes.
  - Blog Posts



# Finding the Resources

- The solutions people seek are sometimes represented by needed resources.
- When the Great Gold Rush of 1849 happened, who made the MOST money?
- Product creation (digital or physical) is ultimately just a collection of what?
- There is NO greater solution for finding these resources than the Public Domain!

## Best Book Resource Sites...

- Archive.org (<http://archive.org>)
- Project Gutenberg (<http://gutenberg.org>)
- HathiTrust (<http://hathitrust.org>)
- New York Public Library (<https://digitalcollections.nypl.org>)
- Europeana ( <http://www.europeana.eu/portal> )
- Digital Public Library of America (<https://dp.la>)



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# Best Periodicals Resource Sites

- [https://archive.org/details/magazine\\_rack](https://archive.org/details/magazine_rack)
- <http://www.unz.org/Pub/>
- <http://www.pulpmags.org/>
- <https://news.google.com/newspapers>
- <http://comicbookplus.com/>

## Best Video Sites...

- <https://pixabay.com/en/videos>
- <https://videos.pexels.com>
- <http://www.lifeofvids.com>
- <http://www.coverr.co>
- <https://www.pond5.com/free>
- [https://archive.org/details/stock\\_footage](https://archive.org/details/stock_footage)
- <https://vimeo.com/creativecommons/cc0>



## Best Audiobooks Sites...

- <https://librivox.org>
- <http://www.loyalbooks.com>
- <http://etc.usf.edu/lit2go/books>
- <http://www.gutenberg.org/browse/categories/1>
- <http://www.openculture.com/freeaudiobooks>
- [https://archive.org/details/audio\\_bookspoetry](https://archive.org/details/audio_bookspoetry)

## Best Photo Sites...

- <https://stocksnap.io>
- <http://freenaturestock.com>
- <http://www.skitterphoto.com>
- <https://pixabay.com>
- <http://www.gratisography.com>
- <http://www.pexels.com>
- <https://foodiesfeed.com>



## Best Illustration Sites...

- <https://pixabay.com>
- <https://openclipart.org>
- <https://publicdomainvectors.org>
- <https://www.oldbookillustrations.com>
- <http://www.reusableart.com>
- <https://www.dampfkraft.com/by-id/c7aeb267>

## General US Government Sites...

- <https://www.usa.gov/topics>
- <https://www.cia.gov>
- <https://catalog.gpo.gov>
- <https://www.govinfo.gov>
- <https://publications.usa.gov>
- <https://www.data.gov>
- <https://www.mymoney.gov>



# Images on Government Sites...

- <https://guides.ucsf.edu/c.php?g=100979&p=655138>
- <http://memory.loc.gov>
- <https://www.loc.gov/collections>
- <https://www.flickr.com/groups/usagov>
- <https://www.flickr.com/photos/usnationalarchives>



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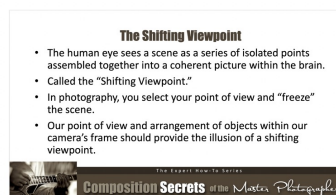
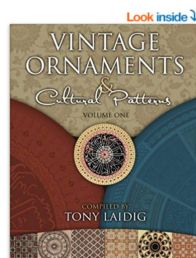
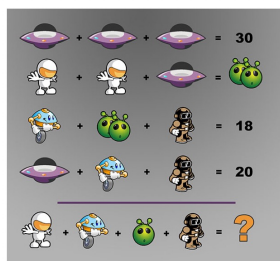
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# Examples of How I'm Currently Using PD...

- Card Decks and Games.
- Asset Bundles.
- Low-Content Books.
- Physical Products.
- Characters for New Stories.
- Calendars.
- And Much More!



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The level of content available to us is truly amazing.

I use Public Domain content EVERY day in my business...

It's time to THINK differently about the solutions that are waiting for you in the Public Domain!

Discover the PRO methods to leverage the Public Domain to FINALLY make this thing work for YOU!



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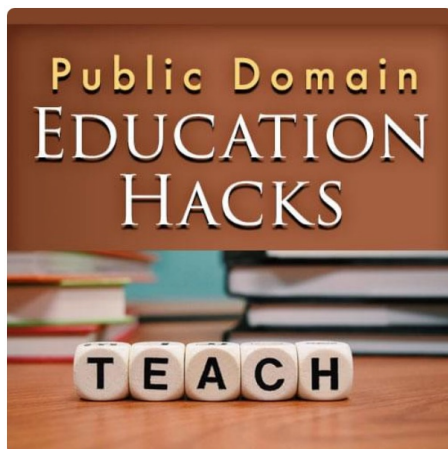
# “Public Domain Hacks Master Bundle”

A Brand-New Bundle for Mastering the Public Domain!



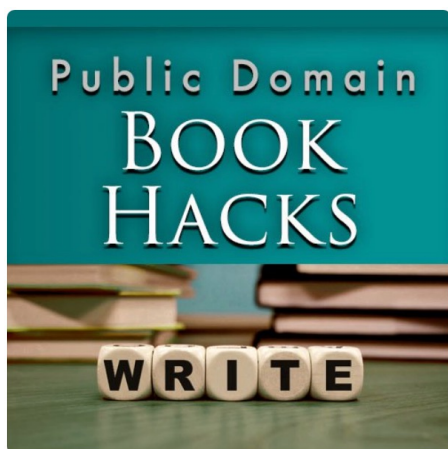
## Public Domain Basics (2 Video Training Modules):

- A Quick Primer on What the Public Domain Is and Why It Matters.
- Exactly HOW to determine whether or not books, magazines and images are in the Public Domain.
- Trademarks and Patents.
- What About Copyright in Other Countries?
- Identify and Find ANY Book Ever Copyrighted.
- Find Nearly Any Periodical Article in the Public Domain.
- And much more!



## Public Domain Education Hacks (3 Video Training Modules):

- The best types of educational books and materials to create.
- What STREAM is and why you must pay attention to it!
- A comprehensive list of popular topics and subject to consider for the education market.
- Which age groups are the best for educational materials.
- Where to find the best educational content to use in your books and products.
- Catering to the educational goals of homeschooling parents.
- How to design and layout your books for maximum sales.
- The most important sales channels to get your books into the homeschool and supplemental education markets.
- And much more!



## Public Domain Book Hacks (3 Video Training Modules):

- The best types of non-fiction books and materials to create.
- Where to find the best informational content to use in your books.
- Exactly what to do with the awesome content you find.
- Catering to the goals of your target audience.
- How to write your books using these resources for maximum sales.
- The best way to market your books so they don't scream, "I'm just another book from the public domain."
- And much more!



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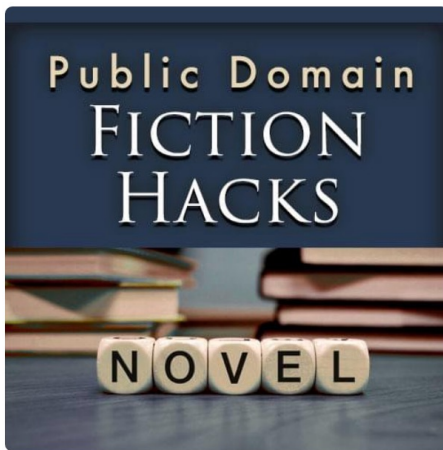
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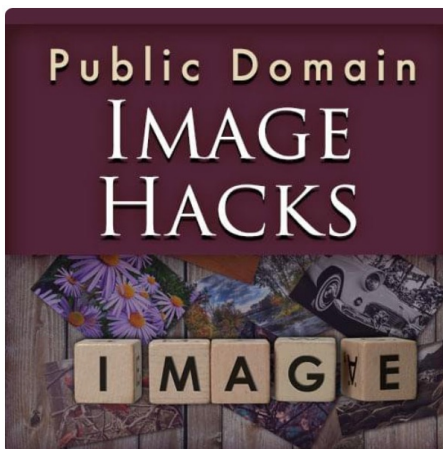
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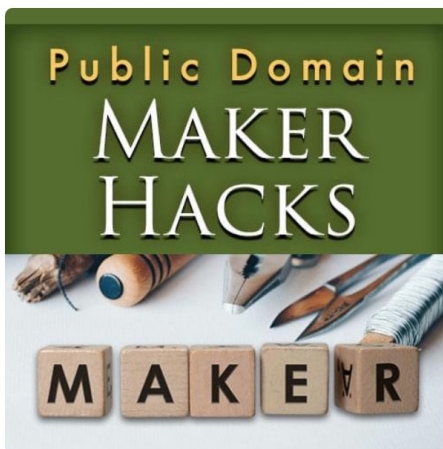
## Public Domain Fiction Hacks (3 Video Training Modules):

- The best genres of fiction to focus on.
- The top Public Domain sources for fiction content.
- Adapting unrelated stories into a brand-new series!
- A comprehensive list of characters and story types in the Public Domain.
- Which age groups are the best for creating fiction.
- Using visual aids to help you tell new stories.
- Rewriting strategies that save you time and effort.
- The "What if" approach to character development.
- And much more!



## Public Domain Image Hacks (3 Video Training Modules):

- How to plug into the Fine Art market using image compositing wizardry, high-end printing output and some good, old-fashioned art techniques anyone can do! (This market is exploding)
- How to use simple vector files to create all types of on-demand physical products made from materials like plastic, paper, wood, metal and more!
- An image-based low-content book strategy that most people have overlooked and how YOU can dive-in using images from the Public Domain.
- And much more!



## Public Domain Maker Hacks (3 Video Training Modules):

- How and where to find content and resources related to the Maker arts and crafts categories. Trust me when I tell you there are LOTS...many of which I've kept under wraps...until now!
- Once you've found great content in the Public Domain, how do you actually profit from it in the Maker space? I'll show you several fun and easy methods for creating great products using the content you discover!
- One of the most fun ways to profit from Maker content found in the Public Domain is to use it to make stuff for yourself and others! We'll look at different types of projects to make, where to sell them and more!
- And much more!



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# “Public Domain Hacks Master Bundle”

A Brand-New Bundle for Mastering the Public Domain!



## Public Domain Kickstart (195-Page PDF):

- Copyright Laws and the Pitfalls to Avoid.
- Video Content from the Public Domain.
- Characters That Are in the Public Domain.
- 40+ Ways to Profit With Public Domain.
- Public Domain Resource Bundles.
- Turn a Public Domain Craft Book Into New Products.
- Pages of Resource Links.
- And much more!



## Content Kickstart (226-Page PDF):

- Unlocking the Power of Proven Content
- Monetizing Other People's Content for FREE
- Children's Book Content Insights
- Illustrations, Clipart, Photos and More
- Legally Exploit Non-Copyrightable Content
- Public Domain Book Secrets
- Finding the Best Magazine Content
- Image Secrets from the Public Domain
- And much more!



## BONUSES Included with the “Public Domain Hacks Bundle”:

- **Slides PDF for ALL Courses**
- Book Layout 101 Video Training
- Cover Design for Print Books Video Training
- 70+ Public Domain Photo Sites Resource Guide
- 35+ Public Domain Book Sites 2018 PDF
- Public Domain Book Creation Checklist PDF
- Public Domain Content Analysis Worksheet PDF
- Story Character Development Video Training
- Photo Compositing Tricks Video Training
- Poster Creation Insights Video Training
- Creating Custom Fabric Video Training
- Recipe Books And More Video Training



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- **Public Domain Basics**
- **Public Domain Education Hacks**
- **Public Domain Book Hacks**
- **Public Domain Fiction Hacks**
- **Public Domain Image Hacks**
- **Public Domain Maker Hacks**
- **Public Domain Kickstart**
- **Content Kickstart**
- **Bonuses:**
  - Slides PDF for ALL Courses
  - Book Layout 101 Video Training
  - Cover Design for Print Books Video Training
  - 70+ Public Domain Photo Sites Resource Guide
  - 35+ Public Domain Book Sites 2018 PDF
  - Public Domain Book Creation Checklist PDF
  - Public Domain Content Analysis Worksheet PDF
  - Story Character Development Video Training
  - Photo Compositing Tricks Video Training
  - Poster Creation Insights Video Training
  - Creating Custom Fabric Video Training
  - Recipe Books And More Video Training

Get ongoing access to **EVERYTHING** in the  
“Public Domain Hacks Master Bundle” for:

Just ~~\$997~~ ~~\$497~~

**\$197!**

<https://jayrecommends.com/tony>



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**Are You a**  
**“Take Massive Action**  
**with the Best Tools”**  
**Kind of Person?**

*Keep Reading...*



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# “Public Domain Hacks Ultimate Bundle”

Includes Every Bit of Information You'll Ever Need Related to the Public Domain!

## EVERYTHING in the Master Bundle, PLUS...

- **All 6 Public Domain Reboot Courses.**
  - > Books (4 Modules).
  - > Periodicals (4 Modules).
  - > Video/Audio (4 Modules).
  - > Images (4 Modules).
  - > Government (4 Modules).
  - > Miscellaneous (4 Modules).
- **Easy Product Expert** (6 Modules).
- **Public Domain Blueprint** (8 Modules).
- **PD Profit Strategies** (2 Modules).
- “Trade Dress And Why It Matters” Video Training.
- Dedicated Facebook Group.

Get ongoing access to **EVERYTHING** in the  
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Just ~~\$1,997~~ ~~\$997~~

**\$497!**

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# “Public Domain Hacks Ultimate Bundle”

Includes Every Bit of Information You'll Ever Need Related to the Public Domain!

## Testimonial

“I think it's important for me to speak on this since I own every PD product you ever put out. Even if there has ever been any overlap with iterations, the absolute gold, platinum, and titanium nuggets Tony delivers is worth into the potential millions of dollars if and when put into action. I have never once felt oversold or under-delivered from Tony. Much the opposite, he over-delivers to ridiculous amounts - almost to the point of feeling there are multiple courses found in one... and that's before you even add in his kick-ass bonuses :-)” ~Mtano

## Testimonial

“All of your courses/webinars/trainings over-deliver with content and insight that is, to coin Mtano's phrase, “kick a\*\*”. :) Your perspective is always so refreshing. Your insights resonate and your repeat customers should be a testament to your success as a teacher. Thanks for your continuing education! :) My folder, Tony Laidig University, continues to expand on a regular basis! LOL” ~Liz



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# “Public Domain Hacks Ultimate Bundle”

Includes Every Bit of Information You'll Ever Need Related to the Public Domain!

## Master Bundle *(Perfect for Getting Started)*

Just ~~\$997~~ ~~\$497~~ **\$197**

## Ultimate Bundle *(Best Deal)*

Just ~~\$1,997~~ ~~\$997~~ **\$497**

<https://jayrecommends.com/tony>

### Everything Included in the Ultimate Bundle:

- Public Domain Basics (3 Modules).
- Public Domain Education Hacks (3 Modules).
- Public Domain Book Hacks (3 Modules).
- Public Domain Fiction Hacks (3 Modules).
- Public Domain Image Hacks (3 Modules).
- Public Domain Maker Hacks (3 Modules).
- Public Domain Kickstart (195-page PDF).
- Content Kickstart (226-page PDF)
- Public Domain Reboot: Books Expert (4 Modules).
- Public Domain Reboot: Periodicals (4 Modules).
- Public Domain Reboot: Video/Audio (4 Modules).
- Public Domain Reboot: Images (4 Modules).
- Public Domain Reboot: Government (4 Modules).
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