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## VOL 1, NO1

Dear Subscriber,

The Online Books Page at <http://digital.library.upenn.edu/books/> contains reference to thousands of works in the public domain. Caution is in order... not all the works in this directory are in the public domain, but many of them are. Search the listing by 'author', 'title', 'serial' or 'subject'. They also have a useful feature that alerts you to when new works are being published. Almost all the books are direct download in 'txt' files... so it's easy to edit, format and immediately publish online....

Use the search the search function at the US Copyright website:

<http://www.copyright.gov/records/cohm.html> to determine if a book is in the public domain or not... the search form is straight forward: enter a last name or "last, first" and get the results almost immediately. TIP: When the search results are returned you get the choice of "Brief (Summary) Display" or "Full Record" ALWAYS choose "Brief Summary"... Choosing "Full record" caused the program to hang and display a 'page not found' message after 3 minutes or more of waiting... when I switched to 'Brief Summary' the result came up right away... from there you can select 'full record'.

One of the books I found in my search at The Online Books Page was PT Barnum's, money making treatise, the "ART OF MONEY GETTING"... a perfect project for subscribers to start with especially since I know many of you are focusing on business opportunities, etc... what a great bonus for you other products... and it's free ☺

The range of titles and subjects is staggering... the Online Books Page boasts 20,000 titles...many are NOT in the public domain... so check carefully as mentioned.

There are all kinds of markets out there for all kinds of information... don't limit yourself to just business opportunities or marketing subjects.

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One that catches my eye all the time is 'recipes'... I use [AdWord Analyzer](#) to determine 'niches' on the net... a handy program to have since it gives you how many searches are performed for a 'keyword' and if it is under-exploited or over-exploited online... more about that later.

It looks like people are searching for recipes of all kinds! Here's a screen shoot from AdWord:

The screenshot shows the Ad Word Analyzer interface. The search criteria are set to 'Overture' for the keyword 'recipe'. The results table lists various recipe-related keywords with their respective search volumes, result counts, R/S ratios, and campaign counts for both Google and Overture.

Keyword Phrase	Searches	Results	R/S Ratio	Google Campaigns	Overture Campaigns
chinese recipe	30723	617000	20	0	0
shrimp recipe	15871	374000	24	0	0
coqau recipe	14023	77500	6	0	0
pork chop recipe	13009	77200	6	0	0
chocolate chip cookie recipe	12077	74800	6	0	0
coq au recipe	11129	77100	7	0	0
fourth of july recipe	9201	95500	10	0	0
4th of july recipe	19555	89300	5	0	1
meat loaf recipe	19442	88100	5	0	1
banana bread recipe	13819	191000	14	0	1
hamburger recipe	11179	133000	12	0	1
potato salad recipe	10568	299000	28	0	1
fried chicken recipe	9826	306000	31	0	1
ground beef recipe	9764	323000	33	0	1
homemade ice cream recipe	9370	95200	10	0	2
crock pot recipe	59159	151000	3	0	3
fish recipe	22061	992000	45	0	3
martha stewart recipe	17913	115000	6	0	3
japanese recipe	12885	428000	33	0	3

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What I want to draw your attention to is the column marked "R/S Ratio" and the column marked "Google Campaigns". You'll notice that there are no Google Campaigns for any of the keywords listed and that the potential for this niche is very large (the smaller the R/S ratio, the less competition there is for that keyword).

Ok... let's say you have found some great recipes in a book that's in the public domain. Publish a few of those in an 'ebook' or report and offer them free ... set up a simple one page site and capture the email address of everyone who wants the 'free' recipe book.

You should be able to build a large database of opt-in email lists pretty quick...then market affiliate programs on the back end that would be appropriate.

Being knowledgeable about finding and using public domain info can greatly increase your ability to make money online and offline by using this method.

Here's one last tip before we conclude this issue: Recipes are NOT copyright-able. Yes, you heard me correctly...a bare-bone listing of ingredients for a recipe is not copyrightable... what is protected by copyright is the author's added comments to the recipe... but the ingredients are not. So you can take ANY recipe you find and use it in a book... you CANNOT however copy the comments, pictures, etc the author added to the list of ingredients. (SOURCE: *The Public Domain* by Stephen Fishman)

Why are recipes not protected? Copyright does not protect a procedure, discovery or system itself, only the way the author expresses it.

Until next time,

*David Vallieres*

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