

Exploiting “Educational” Content from the Public Domain

By Tony Laidig

Introduction

Over the past several years, I’ve explored pretty much every type of content available in the Public Domain, from books and magazines to patents, videos and more. In that time, I concluded that I had pretty much seen it all...that there were no new surprises available for me to discover. Recently, I discovered I was wrong.

Recently, late one night, I was walking around my house and thinking about the massive amounts of proven content available to us. On a whim, I said out loud, “So is there really anything in the Public Domain that I’ve overlooked or missed?” Not sure what to expect by way of an answer, I just listened. One word suddenly appeared in my mind’s eye...“ENCYCLOPEDIAS.” I said, “You have to be kidding...encyclopedias? Really?” I felt prompted to go to Google Books and conduct a thorough search of the term in the available Public Domain books. What I discovered surprised me.

I jumped up from my chair and said, “Okay, I can see value in encyclopedias...what else?” Another word appeared...“DICTIONARIES!” “Are you freaking kidding me?” I said out loud. “Dictionaries? You expect me to believe I can find usable content from a dictionary?” “Check!” was the thought that came to me. Again, I jumped on Google Books and conducted another in-depth search using “dictionary” as the primary keyword. When I began sifting through the results, I sat there staring at my computer screen in disbelief. Right there sat amazing content I had never even considered before. I was starting to feel a bit stupid now.

A third time I repeated my pacing and question...“What else?” “TEXTBOOKS!” I stood in the middle of my kitchen in disbelief at what I just “heard.” I said, “Textbooks...those dry, boring books millions of people have been tortured with?” “Check” came to me once more. So I did, and as the search result began to unfold, that’s when the epiphany hit me like a lightning bolt!

“Oh my God...I’ve overlooked all the content responsible for educating millions of students and business professionals in nearly every business in our society...our entire education system! How could I have missed this?” The truth was that I actually hadn’t missed some of it...I had dismissed it as being irrelevant without actually looking at the content. It had my attention now, to say the least. The experience that night launched me on a research frenzy to identify all the keywords related to education content. The included list below is the result of my research.

As you consider exploring this content yourself, I want you to think about something...EVERY market has training materials, manuals, textbooks, etc. related to that market. That should excite you! I just handed you a golden key!

Places to Search

Google Books (<http://books.google.com>)

Archive.org (<http://archive.org>)

Project Gutenberg (<http://gutenberg.org>)

HathiTrust (<http://hathitrust>)

Educational Keywords

“Encyclopedia”

“Dictionary”

“Textbook”

“Manual”

“Course”

“Study”

“Curriculum”

“Guide”

“Handbook”

“Instruction”

“College”

“Institute”

“Series”

“Volume”

“Glossary”

“Index”

“Syllabus”

“Module”

Process

Niche “KEYWORD” + Educational “KEYWORD” = PROVEN CONTENT!

This is a down and dirty research method. I’m saving you a huge amount of time by handing you these keywords. It’s up to you to find identify the best markets to look into. There are tons of them. And the content? It’s perfect for articles and blog posts, study courses and membership sites. Use your imagination!