WEEKLY ACTIONABLE CONTENT SERIES
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Public Domain Print Shop

Quick Intro

Another strategy from "My 100k Blueprints." I thought some of the strategies inside were fantastic. I'd like to share this one with you now:

Public Domain Print Shop

We could – and have – written more about "public domain treasures" than everything else here combined, 10 times over. It is perhaps one of the true limitless, empire-building opportunities that is both open to all, and legitimately do-able for anyone reading this report.

There are so many exceptional business models built off public domain, that it's hard to know where to begin, even limiting ourselves in this report to business models we've leveraged over the past 12 months.

For this report, we're going to highlight our one true 'evergreen' business, and first true internet business.

(Some of you may know I've been generating revenue online since the days of Compuserve and The Source – before that even, back to the days of BBS's – pre-dating the Internet by many years. This particular model is actually the first real business I built on the internet, initially care of Ebay, and a business that grew in size & scope rapidly. Though I've let it go 'inactive' numerous times, it's also something I've kept my hand in since its inception)

Premise & Summary

This Blueprint – perhaps my all-time personal favorite – involves selling prints online. It also has the wonderful aspects of being a business that revolves around physical products, something you can really feel good about: you're providing high-value tangible goods that you'll feel good about selling, and people feel good about buying and receiving.

With a literally endless supply of fantastic images, photo's, graphics, etc., it's easy to find or create lucrative categories, niches, topics, and such under which to present and sell prints.

We do some basic research to find 'target markets', then find suitable public domain images.

Once we have our market & images, we market them.

Producing the actual prints is easy; printers capable of producing near-exhibition-grade prints are ridiculously inexpensive, and it's only a hundred or two more to add the much-higher- value capabilities of printing on canvas. And of course, you could always have the prints done at Kinko's or the like, once you've been paid.
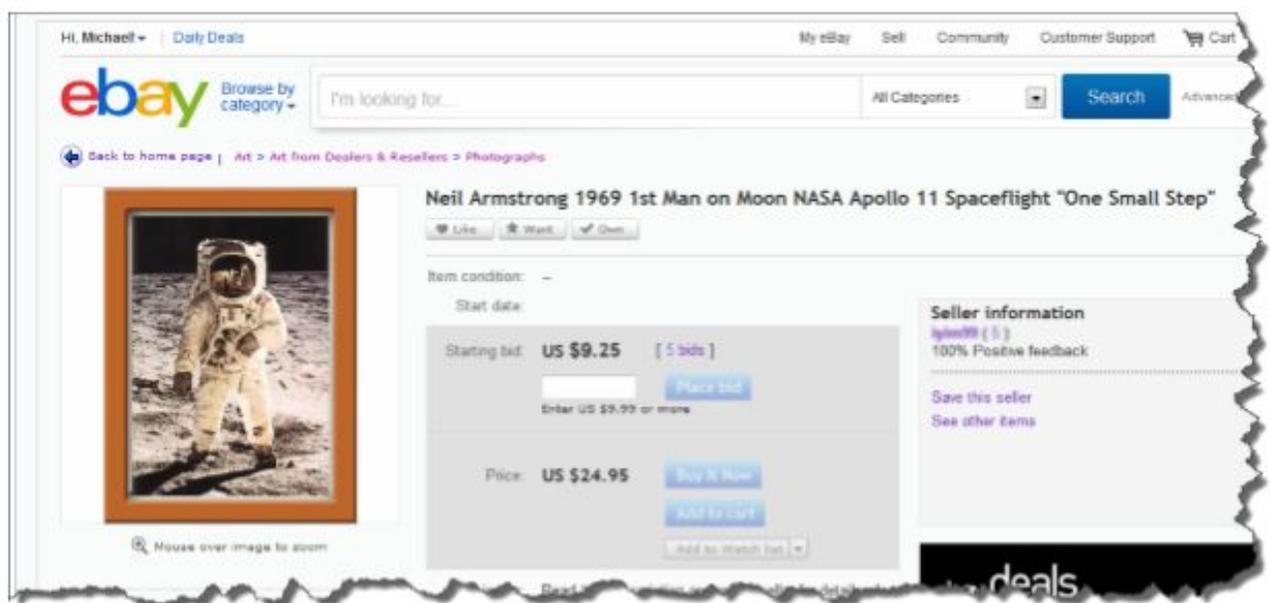
The Blueprint

Step 1 – Market Research / Market Awareness

The easiest and most effective way to do market research for this blueprint is to get online, browse the existing venues, and see what's actually selling.

EBay is an incredible resource for this type of market research. Not only will it show you what's selling, and give you 1001 ideas, but you can see where demand is, what price ranges work, even how to create effective listings and ad copy.

You can start with the "Collectibles & Art" category and drill down from there. Almost every subcategory has lucrative topics and niches that you can exploit. Don't just look under photographs, go down into the categories to see what types of things are being sold.

For example, I had come across listings for Faberge eggs, the originals of which are incredibly valuable collectibles from Russia, ranging up to hundreds of thousands of dollars, some even reaching the priceless class.

Obviously that's out of the reach of most, either to buy or to sell, but based on that I was able to find public domain photos of Faberge eggs, and sell framed & unframed prints.

Create lists of what's already selling, ideas that come to mind, etc. You'll use these as the basis of your searches for public domain images, photos, etc.

In addition to Ebay, you can browse Etsy (http://www.etsy.com) and other similar sites.

Other market research / market awareness resources that we've used for this model include:

http://www.allposters.com

http://www.art.com

http://www.zazzle.com/defineyourspace

Step 2 – Acquire Your Images

There are so many places that you can get public domain images from, entire reference works and books had been created for just that purpose. Knowing where to look, as well as how to look, and what you need to know about ensuring that what you want to use is in fact in the public domain, even just for this blueprint, could take up a whole report.

And so, we've done just that! Included with this edition of R100k is our "Public Domain Treasures" report. This will give you an easy to read, easy to digest crash course on public domain content. Not just photos and images, but more of the vast range of available material such as graphics, music, video, reports, etc. In it you'll also find listings for where you can acquire images for this blueprint.

http://100kPublishing.com/PublicDomainTreasures.pdf

Step 3 – Marketing

We've already mentioned one of the best venues for this blueprint: eBay. But don't limit yourself to that alone.

As wonderful as eBay is, and I've been able to achieve "Powerseller" status on two different accounts based entirely on this model, it's not the only game in town, and does have its drawbacks, most notably the competition and pricing pressure.

Since you're selling a legitimately high-value, tangible product, and I say this to try and help you recognize and break out of the all too typical Internet marketing mindset, you can approach other markets where the inherent value of what you're selling is recognized.

Classified ads are one option. Of course there's craigslist, but you'll do even better with more traditional print classified advertising.

For information on how to place classifieds in tens of thousands of locations for very cheap, see the first blueprint, "CPA Print / Offline Hybrid".

As far as creating your ads / listings, why re-invent the wheel? Using the resources already listed, you can find out exactly what already works! My advice: 'borrow' liberally!

(In fact, I wrote a blog post, and a "Hot Tip of the Day" and on the forum, talking about this idea!)

Step 4 – Fulfillment

By fulfillment, I'm talking mostly about the actual prints themselves.

When I first started using this business model, I had to spend quite a few dollars in order to get the printing capabilities for the quality I felt necessary. That's no longer the case. Most color printers, with the exception of those at the very low end, easily identifiable as ones that use a single color cartridge, can produce very high quality photo prints, providing you also use photo paper.

If you are first going to get a printer for this Blueprint, I strongly suggest you spring for a slightly higher-end model. Today you can get desktop printers that will produce large format, 18" x 13", in true museum grade quality meaning archival quality prints.

While we own a fairly high-end printer that we use for some of these projects, our 'backup' printer is more than adequate for you to build an entire full-time income from based on this blueprint, and what we used exclusively for years:

http://100kPublishing.com/canon

This Canon Pixma printer will print up to 13"x18", museum-grade, and importantly, can print on canvas! For about $150, this beast is an entire business by itself!

As far as shipping is concerned, we use USPS Priority Shipping almost exclusively. It's about 5 bucks within the US, and reasonable for international.

Depending on the venue, positioning, etc., we'll either include "2-3 Day Fast Priority Shipping!" for $6.95, or if it's something we're pricing above $20, include "Free Fast Shipping!".

Though it will vary, your costs per print will range between $1-$2.50 for 8x10 photo print, on up to $3-$5 for 13"x18" photo print, and $5-$6 for canvas.

You'll also want to get your hands on and become familiar with a good basic image editing program. Though I'm a Photoshop guy from way back, I rely almost exclusively on Adobe Photoshop Elements – essentially a reduced version of Photoshop. You can pick it up for about $80, and it also often comes bundled with printers, digital cameras, etc.

Alternately, you can do everything you'll need to do – which is mostly cropping, resizing, and occasionally some basic color- and contrast-correction – using these free apps:

http://www.gimp.org/

http://www.photoscape.org/ps/main/index.php

There's also a nifty online editor that works well:

http://pixlr.com/

Variations We've Tried

Honestly, this blueprint offers so many incredibly lucrative avenues that you could build a lifetime business on. For a few years, at least half of my income came from various print businesses.

Since you'll already have the capabilities for it, a whole separate business can be built on portraits.

I've done close to six figures just from the combined holiday seasons of a few years, doing stylized custom portraits.

For what it's worth, you absolutely do not need to be a graphic artist. Included with Adobe Photoshop elements are a number of artistic filters. You scan someone's photograph and apply a stylized or painterly filter – voila! You have a high-value, a fairly unique offering.

Kids, grandkid, pets, grandparents, vacation pictures, honeymoon pictures, camp pictures, all are incredibly lucrative.

One of the easiest and most lucrative, especially during the holidays, are what I think of as Andy Warhol prints: scanning a photo, cropping out everything but the face or person, dropping it on a primary color background, and duplicating that four times on for backgrounds:

Easy to do, and easily fetches from $25-$50.

Do this on canvas, or use a 'painterly' filter such as 'Watercolor', and the price goes to $75+.
This works especially well for wedding photos, and photo's of deceased parents & pets.
Learn some very basic re-touching to 'clean up' old photos with cracks, discolorations, etc. (think "clone brush"…) and you can offer "Large, 18" x 13" Fine-Art Canvas Portrait From Any Photo" for $100 and up!

Variations We Haven't Tried

As mentioned, this blueprint offers so many incredibly lucrative avenues that you could literally build a dozen full-time businesses off them.

Some additional public domain opportunities – print and otherwise - ripe for their own business include:

- Antique Maps

- Audio books & CD's

- Music CD's

- Movie compilation DVD's

- Mousepads, mugs, etc.

- Tee-shirts, hats, etc.

- Printed books & manuals

- Graphics collections on CD

There is literally no end to the variations you can apply to this Blueprint!

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

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Good luck out there guys!

-KAM