

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Free content for your marketing

Save time and money creating an ongoing stream of credible customer communications

Public domain gives you a *head start* creating the e-books, e-courses, newsletters, teleconferences, web site content, and e-mail registration incentives you need to keep in *constant touch* with clients and prospects.

What is "public domain?"

Public domain refers to information free from copyright protection. The two most important sources of public domain content are:

Books with expired copyrights. Copyright protection for many books written early during the previous century has expired. In addition, millions of other books, published later, have lost their protection because their publishers did not renew their copyrights in time.

Government created. In addition, hundreds of thousands of government-published books, pamphlets, reports,

and "how to's" are available. Information published by the United States Government and other governments, is typically not copyright protected.

Benefits of free content

Basing your marketing materials on public domain content boosts your profits by *saving you time and energy*. This time and energy can be invested in more profitable activities like networking, selling or direct customer service.

In many cases, proper use of public domain content can increase your billable hours five to ten per cent!

This is *in addition* to reducing the amount of time it takes to complete a marketing project. One client, for example, had been struggling *for three years* to write a web site incentive showing attorneys how to prepare an effective marketing plan.

Within a week of learning how to search for, and use, public domain content, he had *completed his* special report and it was already attracting attracting new business to his consulting firm!

Reprint or repurpose?

Public domain content can be used "as

Public domain content can boost profits by freeing up your time for selling and serving clients

is,” or you can repurpose it into different forms. For example:

- *Newsletters.* Adapt chapters of a book into issues of your newsletter that build on each other.
- *Teleconferences.* Use a book as the basis of a series of teleconferences.
- *Web site incentive.* Create a special report or e-mail registration incentive based on a government booklet.
- *Autoresponder series.* You can offer a “mini-course” as a series of lessons delivered at weekly intervals.
- *Articles and speeches.* Books can be repackaged in shorter units, adapted to current conditions.
- *Checklists and worksheets* are always welcome and can be easily assembled from copyright-free sources.

Often, the original, copyright-free, work can be used “as is.” The owner of a fly fishing camp located a “fly fishing coloring book” which he sends his clients to give to their children.

What's involved?

Putting public domain content to work basically involves four steps:

Goals. What do you want to accomplish? Simply keep in contact or motivate fence-sitters to act right now? Your

answer will influence the amount of information you need, as will your market's information needs.

Locate. The next step is to locate appropriate public domain content. This involves research that can be done at your computer, at any hour of the day or night.

Verify. You'll want to protect yourself by making sure that the materials you have selected are, indeed, copyright free.

Adapt. Unless you are going to reprint a book or government pamphlet, you will want to scan or transcribe it, and reformat it into the format that best suits your marketing needs.

Conclusion

No longer do you have to write every word of your marketing. Information in the public domain permits you to market more efficiently, so you have more time to provide your unique products and services.

For more information

There's an *art and a science* to safely acquiring a wealth of valuable copyright-free content. I'd like to share it with you. Call or e-mail me at rcpcom@aol.com for more information.



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