The Report Factory

How to Use **Public Domain** Resources to

Easily Generate Tons of Cash-Pulling,

Business-Building **$7 Dollar Reports**

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"How to Use Public Domain Resources to Easily Generate Tons of Cash-Pulling, Business-Building $7 Dollar Reports"

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You are encouraged to print this book for easy reading.

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The Report Factory Overview

If you've been around Internet Marketing at all for the past little while, you have no doubt come across a $7 Report, eBook, Software…something selling for the magic price of only $7 dollars. Jonathan Leger (the creator of the $7 dollar report and scripts) seems to have started a mini marketing revolution of sorts with nothing more than brilliant bit of programming and the spark of a great idea.

Here's how it works: You purchase a report like this one (or similar product) for $7 from a vendor using Jonathan's $7 Dollar Scripts. Then, once you've made your purchase, you have the option of then selling the same report to your own list simply by using your Paypal e-mail address in the affiliate section of the sales page address (how to do this is detailed in the report). Every sale you make from your promotion is then paid directly to YOUR PayPal account instantly, and you don't have to setup the webpage, autoresponders or product delivery system. You just promote the product using your unique link and make the money.

It's amazing to me that, after just a short time, literally hundreds of these $7 offers have sprung up in so many different niches. Why? Well, apart from making money promoting other people's offers, there are some unique advantages to having your own $7 dollar offer.

1. **They're affordable!** I think it is important to offer quality information at a price that will put it within reach of a larger audience. You can sometimes run the risk of people thinking, "If it's cheap, how good can it really be?" Having purchased several of these $7 dollar reports, including a couple produced by Jonathan, I can tell you that there is some great information available in many of these reports.

2. **They're great for list-building!** The viral element Jonathan has built into his script is great because they can be set up so that everyone who purchases

your report has to opt-in to your autoresponder to download it, whether you made the sale or someone else did. Very clever…and it works! My own "Public Domain Advantage" (www.thepublicdomainexpert.com/advantage) is doing quite well with this.

3. **They're relatively easy to put together!** The reports can be relatively simple to put together if you know how to approach the process. The lesson here is that they shouldn't take you too long to produce. Most of the $7 dollar reports I've purchased average 30-50 pages. With the right kind of formatting, you're not talking a lot of words. Jonathan's own, "$7 Dollar Secrets" report is only 33 pages and 6,200 words. What that means is that you can pull content from a number of places, including your own writing, private label rights content or Public Domain (the topic of THIS $7 dollar report)

4. **You can make even more money with a One-time offer.** The scripts include a built-in OTO feature that makes monetizing these reports even more sweet. You don't HAVE to use the OTO feature, but it's there for you if you want to use it. The scripts are set-up so that you can control what percent of the OTO goes to the affiliate seller and what percent goes to you. Very nice!

Truthfully, using the $7 Dollar concept can provide a terrific way to begin your business online or to supplement your existing product lines. Now because my primary information passion involves using Public Domain works for product development, I want to show you just how easy it is to develop your own $7 Dollar Report using Public Domain information.

BTW…Here is where you can pickup your own copy of the $7 Dollar Secrets Report. Your purchase includes the $7 Dollar scripts you'll need to make it all work:

www.thepublicdomainexpert.com/7dollars

Where to Begin…

Successful marketing and sales hinges on the practice of just a few simple rules:

1. Find a hungry niche
2. Discover what they are hungry for
3. Give it to them
4. Keep them coming back

The worst thing you can do is create a product YOU think everyone will love and want without finding out, through market research, whether THEY really want it. Approaching information product development from this direction will only leave you wasting time, frustrated AND broke for your effort. You have to find out what THE CONSUMER wants (regardless of the niche you're in) and then give it to them. Here are three strategies I personally use to determine what is "in demand"…

- **Keyword research –** Using keyword research tools like Good Keywords (http://www.goodkeywords.com), Google Adwords Keyword Tool (https://adwords.google.com/select/KeywordToolExternal), and WordTracker's Keyword Tool (http://freekeywords.wordtracker.com/). Search for keyword phrases related to your niche to find out whether they're worth pursuing or not. You can also search for phrases like "How-to," "Stop," "Quit," "Learn" and other similar words and phrases to help you zero in on those hot topics. If you can solve a problem that Joe (or Jane) Consumer needs answers for, then you're on the right track to identifying a great product idea

- **eBay Pulse –** There is a wealth of "current trend" information available on eBay Pulse (http://pulse.ebay.com) Pulse reveals the top items of interest in each category on eBay, which can be very valuable to identifying what people are searching for Another excellent tool for extracting research information from eBay on what people are bidding on is the Hot Item Finder

(http://www.hotitemfinder.com). This cool, little program reveals what eBay customers are searching for the most by revealing the items with the highest number of bids based on your keyword input.

- **Forums –** Spending time on forums that are related to your niche can be time well spent. Pay attention to the questions being posted…write them down, because again, they reflect the solutions people are looking for. Oh, and don't be afraid to contribute as well. It helps you build your reputation as an authority AND build relationships with your target audience.

Once you have identified some key areas of interest within your niche, it is time to find the content for your report—in this case, from the Public Domain.

Why Use Public Domain Info?

Using Public Domain works is one of the fastest ways there is to create information products. Expert marketers know this (which is why nearly all of them use Public Domain resources in one form or another). I'm not going to take the time here to explain what IS or ISN'T Public Domain…you can learn all about the Public Domain in my $7 dollar report, The Public Domain Advantage (www.thepublicdomainexpert.com/advantage). Considering that there are over 85 million books in the Public Domain, not to mention the millions of pages of content created by the US Government every year, finding content for ANY niche should not be an issue.

Finding the RIGHT Public Domain Content

There are a number of ways you can find Public Domain information for your $7 Dollar Report. If you are interested in searching for information produced by the US Government, you can begin at www.usa.gov. You can also find books in the Public Domain using Google Books (http://books.google.com) and Live Search Books (http://books.live.com), or at Abebooks (http://www.abebooks.com).

There are also a number of excellent tools available to aid you in your search for great information. The two research tools I use the most for finding Public Domain information are:

- **Public Domain Expert Toolbar**
  (http://www.thepublicdomainexpert.com)
  This toolbar plugs directly into your Internet Explorer or Mozilla Firefox browser and allows you to search 25 search databases with 40 different search types. It also provides instant access over 450 categorized Public Domain-related websites including books, media (photographs, video, audio and more) and government. It also includes important national and international copyright websites and much more.

- **Public Domain Explorer**
  (http://www.thepublicdomainexpert.com/explorer)
  A standalone software program that enables you to conduct keyword searches against the Abebooks book database, and then checks the found titles against the US Copyright Database to see if the copyrights have been renewed. It then posts the search results in an easy-to-read webpage categorized by title, author, publish date, and more.

Creating the Report Itself

To put together your report, you are going to need some sort of page layout or word processing program. There are a number of excellent options available to you, depending on your budget and level of expertise. For high-end control and flexibility, you can use page layout programs like QuarkXPress, Adobe InDesign or Adobe Pagemaker. As a graphic artist, I've been using QuarkXPress for 15 years now and prefer it for designing my projects, but using a program like this is not really necessary for creating quality results. Word Processing solutions include popular programs like Microsoft Word, Microsoft Works or Open Office (which is available as a free download at openoffice.org). For this report, I will be using Microsoft Word.

When creating a report or e-book, there are eight essential steps I usually follow to keep workflow simple and effective:

1. Choose a title and subtitle
2. Create a cover
3. Edit and organize our text as needed
4. Format the text using easy-to-read type faces
5. Emphasize chapter titles and subheads
6. Add complimentary pictures as needed
7. Set up Table of Contents
8. Create Adobe Acrobat PDF file

Let's examine each of these eight points in detail.

Choose a Title and Subtitle

The title and subtitle should be chosen wisely because they introduce your product to your perspective customers. The title is really the hook that sums up the report, and then the subtitle further defines or qualifies the title. In most cases, you should include your primary keyword(s) in the title AND subtitle.

Create a Cover

Once you have settled on your title and subtitle, you will want to consider using complimentary photographs or illustrations to enhance the product's appeal to your target audience. It's a proven fact that, even with e-books, great looking covers outsell bland ones. As with everything, there is a right and wrong way to approach to producing quality covers.

Assuming for this report that you plan to create your own cover, I want to present some effective design tips I adopted from the Publishing Industry that will set you on the right path for producing high-quality cover and layout results every time. I believe it is important to always strive for quality, whether I'm producing a $2,500 Home Study Course or a $7 Report. These simple design tips will help lift your information products from mediocre to stellar!

1. **Never use more than 2 or 3 type faces on your cover.** You may think the layout looks pretty or sophisticated…but the truth is that **it often doesn't** most of the time…and I think you know what I mean. One of my former mentors used to always say, "If it looks like a mistake, it's a mistake. It doesn't matter if you did it on purpose, it's still a mistake." Take some time to study book cover designs both online and offline. Books from the bestseller lists often offer excellent examples of quality design, and considering they're often produced by some of the world's top cover designers, It's an inexpensive way to learn from the best.

2. **Give the reader's eye somewhere to land.** You want to provide a natural progression for your reader's eyes to follow. What I mean by that is that when looking at your cover, if the reader isn't sure what to read first or next, the cover will seem confusing. That's not a good thing. The rule of thumb I use, again from the publishing industry, is to have the cover design conform to one of two layout patterns (there are others but these two are the most common):

a. **The "Z" pattern**. This is where the reading path followed by the reader's eyes forms a "Z." The eyes begin reading at the top left of the page across to the top right. They are then led down to the bottom left of the page using type or a graphical element where they read across to the bottom right. The next logical step for the reader is to turn the page.

b. **The "V" pattern.** This is where the reading path followed by the reader's eyes forms a "V." The eyes begin reading at the top of the page and are funneled downward to the bottom of the page. It's a very easy progression for the reader and one that is most commonly used. It is the pattern I used for both our case studies.

3. **Choose photographs or illustrations that compliment, not compete.** Dominant or competing images are "cover killers." You may want to add photos or illustrations to compliment your design, but be careful not to have them compete with the title. You want your title and subtitle to be easy to read, since they are often what sells the report, NOT the photographs. Here is an example of what I am talking about from a recent cover "make-over" I did.

With the cover on the left (the original design), you can easily see how the photographs are competing with the text for your attention. The cover is busy, difficult to read and not very captivating. The cover on the right is my re-design. You'll notice its simplicity that follows the "V" design pattern. You'll also notice that the photograph does not compete with the title at all.

There are some excellent places online where you can pick up great photos and illustrations, including www.istockphoto.com (the one I use the most), www.bigstockphoto.com, www.fotolia.com and others. You can also find photos in the Public Domain using www.yotophoto.com or by doing an image search at usa.gov.

4. **Extra details to enhance your design.**

There are a number of tricks you can use that can enhance the appearance of your cover. The key here is to not go overboard with them. Design elements like text outlines, drop shadows, inner and outer glow effects and 3d embossing effects CAN take an average cover and turn it into an amazing one. However, using them can also have the opposite effect if you're not careful. So my advice is to use effects sparingly. To view some samples of covers I've produced for traditional books and e-books, check out this site: www.thecoverexpert.com.

5. **Color…color…color.**

Choose colors wisely because color DOES affect human behavior. There are reasons why we often use RED for headers and YELLOW for opt-in forms. For a great study on color theory, check here: www.colormatters.com. Microsoft also offers some great information on color choice here: http://office.microsoft.com/en-us/frontpage/HA010429371033.aspx

Edit and Organize the Text as Needed

Very often, the text you choose from the Public Domain will need edited or organized. There are a number of reasons for this, including:

1. **Irrelevant Sections of Text.** There are often sentences or paragraphs in the text that do not support the primary message of your report. Omitting these will help to focus and streamline your message.

2. **Multiple Sources of Information.** If your information comes from multiple sources, you may have competing or overlapping information that should be deleted as necessary.

3. **Outdated Language.** When using classic texts from the Public Domain, you will find that the language is outdated or unclear. This can often be remedied with some quick word substitutions. If you are unsure of the meaning of a word, look it up. Don't assume you know…you could be wrong and embarrass yourself.

While you may choose to do this process yourself (especially if the needed corrections are minimal), do not rule out hiring a ghost writer or editor to help you. You can often find a great editor at www.elance.com, www.guru.com, and other similar sites.

Format the Text Using Easy-to-Read Typefaces

Formatting the text does not have to be a difficult process. You want the text to be easy to read with emphasis added using UPPERCASE, **bold** or *italics* rather than using numerous fonts. It is wise to again observe the "2 to 3 typestyles" rule from the cover section when laying out your text.

For the text in both our case studies (and with this report as well), I chose Helvetica as the body font. I like it and use it often because it's easy to read. Other fonts that

make for excellent body text layouts include Korinna, Times, Arial and Georgia. These are fairly common fonts available on MOST computers.

I also want to point out here that once you decide upon a certain style for the text, stick with it throughout the report. Keep it consistent. Having the first three numbered items bold in Times and the rest bold in Helvetica will look very unprofessional.

You will also want to consider the spacing between the lines (also known as "leading") when preparing your text. This can also have a lot to do with the readability of the text. Here are some examples from our first Case Study:

Single Line Spacing…

2. HOW DO I BEGIN THE PROCESS OF BUYING A HOME?

Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a "To Do" list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the "Homes" section of the newspaper.

1.5 Line Spacing

2. HOW DO I BEGIN THE PROCESS OF BUYING A HOME?

Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a "To Do" list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the "Homes" section of the newspaper.

Double Line Spacing

2. HOW DO I BEGIN THE PROCESS OF BUYING A HOME?

Start by thinking about your situation. Are you ready to buy a home? How much can you afford in a monthly mortgage payment (see Question 4 for help)? How much space do you need? What areas of town do you like? After you answer these questions, make a "To Do" list and start doing casual research. Talk to friends and family, drive through neighborhoods, and look in the "Homes" section of the newspaper.

You can see from the examples that the line spacing not only affects the readability of the text but also the amount of space it takes up as well. As a rule, I generally do not go over 1.5 Line Spacing. Otherwise, it looks like I am just trying to fluff the report.

Paragraphs are usually separated using a double-return or with a specified amount of space between them determined in the paragraph attributes dialog box. You may also choose to indent the first line of each paragraph as well to further delineate the paragraphs themselves. Settings of .25 or .5 are commonly used.

The final formatting consideration for your text paragraphs is whether to keep the text centered, flushed left or justified. Each have they're place with "flushed left" and "justified" being the most common.

Finally, it's also customary to include some sort of header and footer for your report. Here are some guidelines.

- Repeat the title of the report in the header

- The page number can be included in either the header or the footer, although the footer is the most common location for it.

- The footer is an excellent place to include copyright information if needed or to include the website where the reader can find the report online. You may also choose to include the author name here as well.

Emphasize Chapter Titles and Subheads

It is extremely beneficial to the flow of your report to use Chapter Titles and Subheads. These form the outline for your report and serve as section markers for the reader. If none exist in the text you have chosen, create your own based on the general themes of the text. In the second case study (presented later in this report), the text I chose had no subheads or chapter titles. It was actually just a single chapter from a book. So, as I read through the text, I wrote subheads based on the themes in the text.

Emphasizing the chapter titles and subheads using colors, bold typefaces or different typefaces further enhances the overall appeal and presentation of the report. But again…don't go overboard! The "2 or 3 typefaces" rule I gave in the cover section applies to headers as well.

Add Complimentary Pictures as Needed

Pictures and illustrations can spruce up the text and compliment your message in a very positive way. But remember that the more images you add, the larger your final file will be. You do not want your final document so large that those still using dial-up have problems accessing it. Sources for these images would be the same you use

for your cover image(s). For the first case study, I purchased an image from www.iStockphoto.com; for the second case study, I used Public Domain images from Wikipedia and a government website.

Set Up Table of Contents

I included the Table of Contents last (even though it is at the beginning of the report) for a very specific reason…you will not know the page numbers to your chapters or subheads until you have completed the formatting. Makes sense, right? You'll want to go through your text to copy and paste ALL your chapter title and/or subheads onto a separate, dedicated page to form the basis of your Table of Contents (of course you do not have to include one…that's up to you). Print out your completed Table of Contents page and then go through your report again, noting the page numbers for each entry on the printout. Finally, all that remains is to fill in the page numbers on the Table of Contents page itself.

Create Adobe Acrobat PDF File

The most common and preferred method of delivery for information products is using a PDF file which can be easily be read using the free Adobe Acrobat Reader. The benefits for using this format are many, including cross-platform readability, security features like the ability to limit copying or printing, as well as excellent integration with other programs, flexibility and expandability using embedded audio, video and more.

There are both free and paid ways to create your PDF. I'll list a few here:

1. **Adobe Acrobat Professional, Standard & Elements** – Adobe offers three versions of their landmark product (Elements will be available mid-2007). Using original Acrobat products will give you the most flexibility, but is also the most costly.

2. **Adobe Online** – Adobe offers an online service for creating PDFs from your documents for $9.99 a month. What's cool is that you can create your first five for free. http://createpdf.adobe.com/

3. **Open Office** – Open Office comes with the ability to produce PDFs and is completely free. http://www.openoffice.org/

4. **PrimoPDF** – A totally free PDF converter that will work from virtually any program you can print from. http://www.primopdf.com/

By following these simple guidelines in preparing your cover and text, your resulting report will look both professional and inviting.

Congratulations…You are ready to make your own reports!

Now let's take a look at a couple CASE STUDIES:

Case Study #1 – Buying Your First Home

Case Study #2 – True Freedom from Sleeplessness

Case Study #1

Let's say, for the sake of this report that my research shows that there is a huge interest in step-by-step information for first-time Home buyers. So I decide that I want to create a report that answers the questions ANY first-time home buyer might have. For a current topic like this, it's doubtful that a book from the early 1900's would be relevant. However, there IS a lot of relevant information for buying a home on various federal government websites (which are mostly in the Public Domain).

So I fire up the Public Domain Expert Toolbar (www.thepublicdomainexpert.com), type in the keywords, "Buying a Home", select "USAGov 'Web'" from the Search drop-down menu, and here are my results: *(Note: You can also go directly to "usa.gov" and conduct your search there)*

The very first result looks like it might be what I'm looking for so I click on it. It takes me to the US Department of Housing and Urban Development website. The first thing I want to do is verify that the information on the HUD website is indeed in

the Public Domain. So I click on their "Web Policies" statement and find the following entry:

> *Because HUD's Internet website is in the public domain, anyone can link to it*
> *or replicate it without permission.*

Having read that entry, I know that the information I obtain from the site is definitely in the Public Domain. So let's have a look around.

Right away I see some excellent information that may work for my report, so I will want to copy the text on this page and paste it into a word processor application. I usually paste the copied text into Notepad first to strip the web formatting from it, and then copy the Notepad text and paste into Microsoft Word or similar program. I can always delete text I don't want during the formatting stage.

Let's keep digging a little more in this website. You will notice to the right a link labeled, "Common questions." Let's check that out since questions are what I want to answer with this report.

As I read down though this page, I realize that type of information I am looking for still isn't being offered. I've found that it is often necessary to be persistent and keep searching. You'll find that logic isn't always "exercised" when information is being presented. Fortunately for us, this site is pretty well organized, and as I scroll to the bottom of our current page, I see another link labeled, "100 questions and answers." This may be exactly what I'm searching for.

As soon as I begin to read through the page, I realize that this is indeed EXACTLY the type of information I am looking for. I copy the entire article entitled, "100 Questions & Answers about Buying a New Home" and paste it into Notepad, and then move it to Microsoft Word. While I was reading, I also noticed a link to a glossary in the Table of Contents, so I clicked on it and decided to include this information in our report as well.

Going Through the Formatting Steps

1. Choose a title and subtitle

I decided to use the following title and subtitle for the report:

Buying Your First Home:

Finally…Answers to ALL Your Home Buying Questions
(And to a Few You Haven't Even Thought of Yet)

The Title has our keywords in it and is straight to the point. The subtitle also adds a point of curiosity with the last part contained in the parentheses.

2. Create a Cover

Here is what I came up with for this report. On the left is the actual report cover; on the right is a 3D booklet image I created in Photoshop of the cover with some extra creativity.

3. Edit and organize our text as needed

I decided to take the "Nine Steps to Buying a Home" I found on the first page of the website and use them as a summary for the report. I also removed one of the numbered points from the text in the "Questions" section because the entry was noted as deleted on the website. I finished the organization step by moving the glossary to the end of the report after the "Nine Steps."

4. Format the text using easy-to-read type faces

Kept it simple using 12pt Helvetica text with the paragraph spacing set to single line (I didn't want the report to be too long).

5. Emphasize chapter titles and subheads

The text from the HUD website came with Chapter Titles included, so I just emphasized them by using a different font (Trajan Bold) and made them red. I also decided to bold the questions for emphasis and made them the same color as the cover background.

6. Add complimentary pictures as needed

I chose not to include any additional pictures in the text apart from the cover, except for a small 3D version of the report as a booklet in the Introduction. I thought it made for a nice touch.

7. Set up Table of Contents

Again, this was kind of easy because the website text already had a Table of Contents. I just had to go through the report and record the page numbers, and then complete the TOC formatting.

8. Create Adobe Acrobat PDF file

Because I'm a graphic designer, I have all the cool graphics programs, so I used Adobe Acrobat Professional to create the final PDF. It could have easily been produced using one of the other methods I mentioned as well.

Congratulations…Our first Case Study is completed!

Be sure to reference the PDF and DOC files created for this Case Study. Also, remember that you have unrestricted Private Label Rights to the "Buying Your First Home" report. Feel free to put your name on it, rewrite it, reformat it, make a new cover for it, give the report away, sell it…whatever you choose.

Case Study #2

For this report, we're going to attack the problem of sleeplessness. Many people suffer from insomnia (perhaps you do) and so I thought this would be a great niche to focus on. I also wanted to use a book from the Public Domain for this one.

So again, I fired up the Public Domain Expert Toolbar, type in the keywords, "Sleep", selected "Google Books" from the Search drop-down menu, and here are the results:

(Note: You can also go directly to "books.google.com" to conduct your search)

As I reviewed the results, I decided to check out the first and second selections. They turned out to NOT be what I am looking for. When I checked out the fifth entry, I am encouraged that this content (or at least some of it) may work for our report.
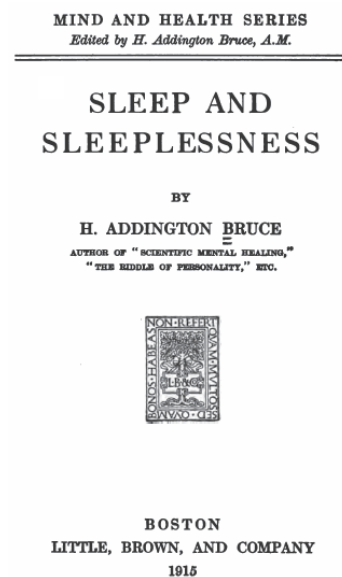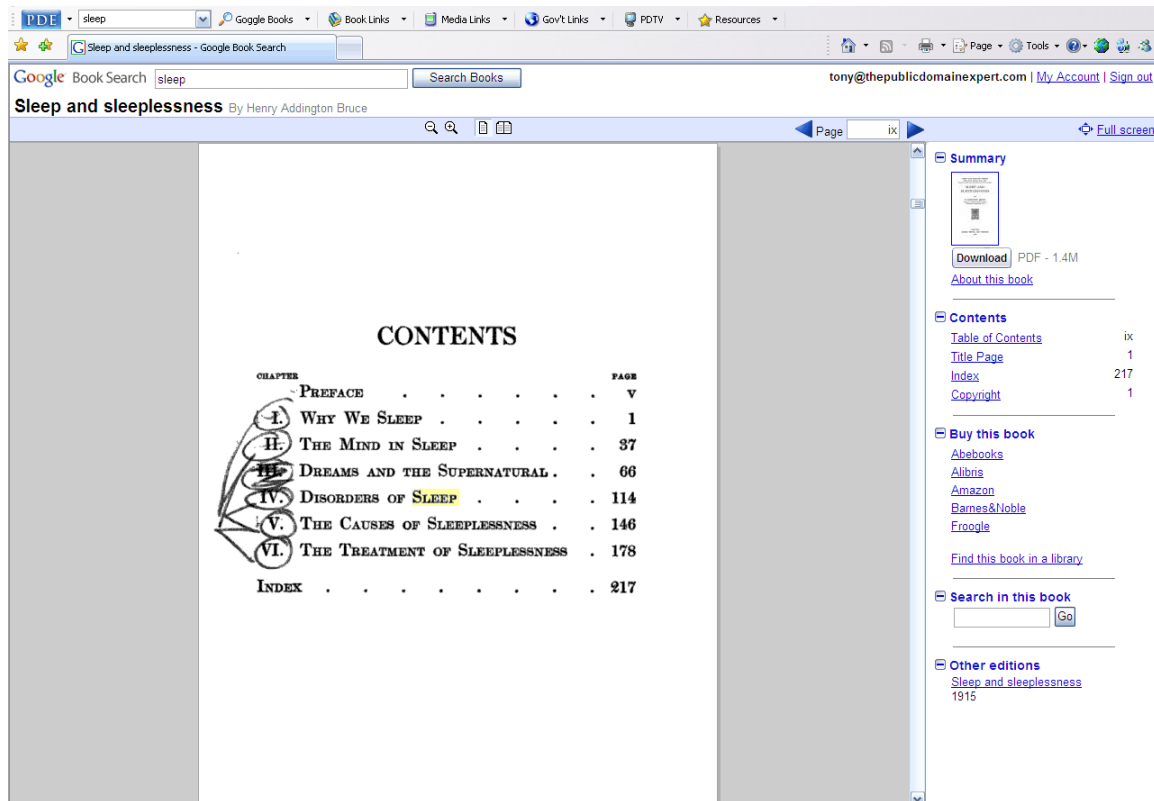
The book has A LOT more pages than my target page count of 20-30 pages, but when reading the Contents page, the final chapter catches my eye. It's called, "The Treatment of Sleeplessness." So I clicked on the "Download" button to download the book. When I opened the book in Acrobat, I saw that the copyright date is 1915, so I know that I am safe to use the content. The challenge however is that the text is not in editable form. That means one of two things…I have to re-type it, or I have to convert it to text using OCR. I chose the latter option.

I am fortunate to have a copy of Adobe Acrobat Professional so recognizing the text using OCR is an easy process. I can do it right from within Acrobat. However, if you do not have Acrobat, there's still hope. You can print out the text and then scan each page into the OCR software that came with your scanner. Of course, you can also hire-out this process as well. I often hire responsible teenagers or college students and pay them per job.
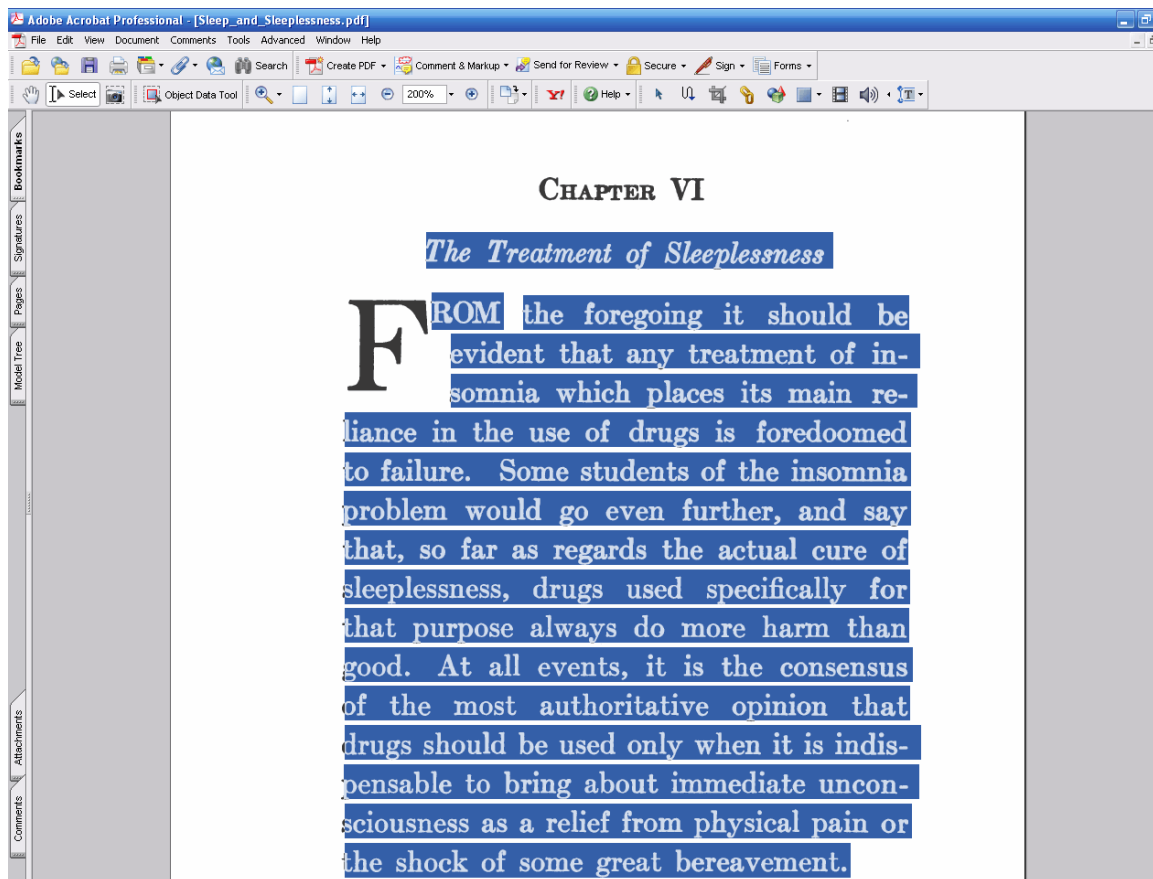
Once I ran the pages of our target chapter through Acrobat's OCR, I was ready to begin formatting the text. I highlighted the newly recognized text in Acrobat and copied it. I then pasted it into a Word document (see the file labeled "sleep_raw.doc.") As you can see from the image below, the text is not formatted at all and has numerous misspellings resulted from the OCR process. This formatting will take us a bit longer than our report from the first case study.

The Treatment of Sleept?essness

ROM the foregoing it should be
evident that any treatment of insomnia
which places its main reliance
in the use of drugs is foredoomed
to failure. Some students of the insomnia
problem would go even further, and say
that, so far as regards the actual cure of
sleeplessness, drugs used specifically for
that purpose always do more harm than
good. At all events, it is the consensus
of the most authoritative opinion that
drugs should be used only when it is indispensable
to bring about immediate unconsciousness
as a relief from physical pain or
the shock of some great bereavement.
This of itself suggests one of the great
shortcomings of the so-called ·narcotics, "
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or ·sleeping-drugs." What they produce
is always unconsciousness, not natural sleep,
an altogether different matter. "The effect
of narcotics," Marie de Manache
pointed out nearly twenty years ago, "only
resembles sleep by producing a temporary
interruption of consciousness. At this point
the resemblance ceases." More elaborately,
Mortimer-Granville, writing still
earlier, specifies :
"It should be remembered that these
remedies are capable of destroying life,
and it is only by the exercise of their poisonous
properties in a low degree that they
produce the results for which they are
given. The action is destructive to life,

Before I began to format the text, I decided to print out the text from the original PDF so I have a frame of reference for paragraph breaks, word spellings, etc.

In the case of this text, there really is no easy approach to this formatting process other than to go line-by-line, comparing the printout I have to the text in my Word document. As I worked my way through the text, I corrected any misspellings and punctuation, and removed the hard returns after each line. I also updated some of the language as needed. A great example of this is found in the very first sentence. The original reads:

> "From the foregoing it should be evident that any treatment of insomnia which places its main reliance in the use of drugs is foredoomed to failure."

I simply changed the sentence to read as follows:

> "**FROM THE BEGINNING** it should be evident that any treatment of insomnia which places its main reliance in the use of drugs is doomed to failure."

This is clearly easier to read by today's standard. You can go as in-depth as needed with your re-writing, or do none at all…the choice is yours!

The last piece of editing I performed on the text was to delete the header and footer information that was copied from the text since we do not need it. Once I completed this BASIC formatting, I was ready for my eight-step process.

Going Through the Formatting Steps

1. Choose a title and subtitle

I decided to use the following title and subtitle for this report:

True Freedom from Sleeplessness:

Long Lost Secrets to a Peaceful Night's Sleep

The Title has our keywords in it and is straight to the point. The subtitle also draws from the fact that our book is a "classic."
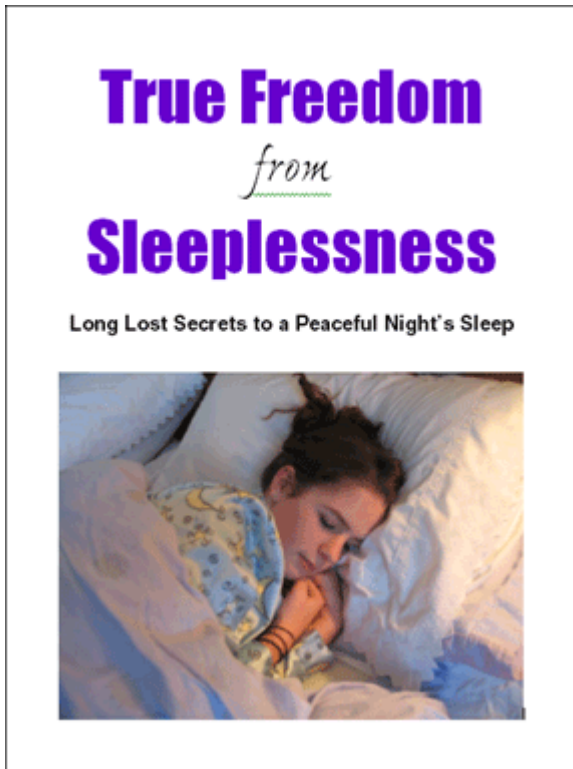
2. Create a Cover

I decided to keep the cover for this report pretty straight forward. The image is from Wikipedia. The fonts are Impact, ExPonto and Helvetica.

3. Edit and organize our text as needed

As I mentioned earlier, while working through the basic formatting, I changed some of the archaic words and updated some of the story ideas to more current themes and descriptions. The text could be updated even further, but for the sake of this case study, I kept the changes fairly light.

4. Format the text using easy-to-read type faces

Kept it simple again using 12pt Helvetica text with the paragraph spacing set to 1.5 lines. Since we are only using a single chapter from the book, we could open up the type more by increasing the spacing between the lines.

5. Emphasize chapter titles and subheads

This text contained no Chapter Titles or Subheads so I had to create them (which I wrote based upon the general, topical themes. I then bolded the subheads, set the size for them to 18pt and changed their color to purple to match the cover title and photograph, and to add emphasis.

6. Add complimentary pictures as needed

I chose to include a few additional pictures in the text which I found on a government website by doing an image search for "sleeping" at usa.gov (Actually, I used the Public Domain Expert Toolbar because it's faster, but you can still conduct the search without it at the site.)

7. Set up Table of Contents

I decided NOT to include a Table of Contents for this report since it didn't have a longer page count. However, a Table of Contents would be easy to add just by copying all the subheadings onto a new page and then recording the page numbers.

8. Create Adobe Acrobat PDF file

Same as Case Study #1...I used Adobe Acrobat Professional to create the final PDF.

Congratulations…Our second Case Study is completed!

Again, be sure to reference the PDF and DOC files created for this Case Study. Also, remember that you have unrestricted Private Label Rights to the "True Freedom from Sleeplessness" report. Feel free to put your name on it, rewrite it, reformat it, make a new cover for it, give the report away, sell it…whatever you choose.

The Case Studies presented here are just **two examples** of what can be done to create your own reports (or e-books for that matter) using Public Domain resources. Just by following these two examples, you can create a nearly endless supply of great reports, e-books and more for ANY niche…and all for literally just a few hours work.

Now remember, as I mentioned at the beginning of this report, to truly benefit from the $7 Dollar Report process, you will need to purchase the $7 Dollar Secrets Report. The report not only gives you great information on how to boost your sales and build your list, but your purchase also includes **free access to the $7 dollar scripts** and the easy to use installation instructions. Here is the link again:

www.thepublicdomainexpert.com/7dollars

Have FUN!

Resource Guide

Recommended Reading

The Publishing Expert – Discover the answers, the secrets and little known facts that will make you wildly and amazingly successful in publishing YOUR OWN books!

Public Domain Code Book – The definitive guide for finding a nearly limitless supply of Public Domain books, movies, images, reports and more to develop into profitable information products for your online and offline businesses!

All-in-One E-Commerce Solutions

EasyWebAutomation.com – This is the BEST shopping cart on the web. Includes Ad Tracking, Auto-responders, Newsletter Broadcasting, Affiliate Programs, Digital File Delivery and a lot more! Works with most merchant accounts including iPowerPay, Paypal and 2CheckOut.

Recommended Tools

The Public Domain Expert Toolbar – Gain easy access to over 450 Public Domain related websites, over 40 specialized Public Domain Search Databases and much more with this powerful toolbar that works right within Internet Explorer and Mozilla Foxfire.

PLR Expert – An astounding collection of 8 hot PLR products you can use to build your product line, add content to your website, develop e-course and a lot more!

Recommended Payment Processors

iPowerPay.com – This is the secret Merchant Account Provider the world's top Internet Marketing experts have been quietly using to process millions of dollars of Internet sales every single month

2CheckOut.com – Start accepting credit card payments from customers from several parts of the world! If you are staying in a country where you cannot accept PayPal and/or ClickBank payments, I recommend this.

PayPal.com – PayPal has quickly become a global leader in online payment solutions with 100 million account members worldwide. Available in 103 countries and regions around the world, buyers and sellers on eBay, online retailers, online businesses, as well as traditional offline businesses are transacting with PayPal.

AlertPay.com – AlertPay enables any business or consumer with an email to send and receive internet payments securely, quickly and cost-effectively. Members can use their accounts to purchase goods and services from merchant sites, send money to family and/or friends, and even make payments at auction sites such as eBay and Yahoo. AlertPay also offers an Escrow service to its members for high ticket purchases.