

A person wearing a black suit jacket is holding a small white rabbit with red eyes inside a black top hat. The person's hands are visible, supporting the hat from underneath. The background is dark, and a red fabric is visible on the left side.

**Sample**

**Other People's  
Expertise**  
Finding High-Quality  
Content on the Internet

by Gihan Perera  
[www.firststep.com.au](http://www.firststep.com.au)

## Table of Contents

Table of Contents.....	2
Introduction .....	3
Examples.....	7
Permission .....	16
Finding Graphics .....	23
Case Study: iStockPhoto.com .....	29
Finding Audio Clips and Music .....	35
Finding Video Clips.....	38
Finding Slide Shows .....	42
Finding Articles.....	44
Finding E-Books and Special Reports .....	48
Final Words.....	55

## Introduction

Welcome to this program, which is about finding – and using – high-quality content on the Internet. I'll show you how to find graphics, audio clips, video clips, articles, slide shows and even entire e-books that you can copy and use in your own materials. You can use this material legally, and it's all for little or no cost.

I've been doing this for many years, and it's hard to put into words just how powerful this has been for my business. Using other people's material hasn't diminished my own authority. On the contrary, it *increases* my authority. My clients, newsletter readers and others in my network know I do a lot of research and reading, they know I tap into other experts as well, they know I'll sift through masses of information to find exactly what is relevant for them, and they appreciate me sharing that relevant wisdom with them.

## Who is this for?

I've written this for infopreneurs – that is, speakers, trainers, authors, consultants, coaches and other information experts. If you make money by teaching the ideas in your head, this is ideal for you.

Of course, it could also be useful for other business owners. However, if you're an infopreneur, you'll get particular value from other people's content – because:

- ⇒ You'll be able to use some of this content in building your own information products – for example, a graphic for a slide show, or a music clip for your educational audio CD.
- ⇒ You can also use it to complement your existing products – for example, putting e-books in a password-protected area of your Web site.
- ⇒ There's so much information out there, your clients are desperate for *relevant* information – even if you didn't produce it yourself. In fact, they *want* you to send them information from other experts. As long as you choose material that complements, rather than contradicting or replacing, your ideas, they will eagerly accept it from you.

### What's in it for you?

The biggest advantage of using other people's content, of course, is that you don't have to create it yourself. Somebody else has:

- ⇒ taken that photo which you use in your PowerPoint slide;
- ⇒ recorded that little clip of music you use to introduce each podcast recording;
- ⇒ created a slide show you send to your e-zine readers;
- ⇒ published an e-book you bundle together with your book;
- ⇒ produced a video clip you post to your blog.

You **save time and effort** because you don't have to create this material yourself.

You **increase your value to clients** by bringing other experts' material to them.

You **save money** by not having to spend a fortune on graphic artists, photographers and musicians.

You **strengthen client relationships** by sending them occasional free “goodies” and bonuses.

You **gain peace of mind** because you know you don’t have to keep churning out your own material all the time.

### Why now?

Most of us are short of time. This applies to you and your clients alike.

Life moves at such a brisk pace that you probably don’t have time to keep up in your business. There’s just too much work to create everything from scratch. And there might even be too much to outsource the work to others. But if you can tap into a vast store of free or low-cost *high-quality content*, it can make your life a lot easier.

Similarly, life is moving fast for your clients as well. They’re probably suffering from information overload, and are looking to you for help. They expect *you* to take in all the information in your area, discard what’s not right for them, and then deliver the relevant material to them. This filtering process is part of what makes you valuable to them, and it’s become more important now than ever before.

## Overview

When considering other people's material, think of it in these two broad areas:

- ⇒ Material you can copy and change to use *in* your own materials;
- ⇒ Material you're not allowed to change, but are allowed to share with others.

I'll cover both of these in this program.

There's really nothing magical about the way I'm presenting this program. Broadly, I'll follow these steps:

- ⇒ I'll start by giving you some practical examples of how you can use other people's material, to whet your appetite
- ⇒ Then we'll talk about the legalities of getting permission to use that material
- ⇒ Then we get to the bulk of this program, where I'll cover various types of material: graphics, audio clips and music, video clips, slide shows, articles and e-books

## Examples

The easiest way for me to demonstrate the power of using other people's content is to give you some examples. I'll give you examples from the on-line world (that is, on the Internet) and the off-line world.

### E-mail newsletter

If you publish an e-mail newsletter (and if you don't, *why not?*), use other people's material to complement yours. As an infopreneur, *you* should be the main attraction, and I recommend you write your own feature articles. However, there's no reason you can't complement this with other material.

For instance, one of our clients, Peter Webb [www.intentional.com.au](http://www.intentional.com.au) uses photos to add colour and meaning to his *Successful Intentions* newsletter (example at right).

Another client, Ross Clennett [www.RossClennett.com](http://www.RossClennett.com) has a regular section "Ross Recommends" in his e-mail newsletter,

#### Successful Intentions Newsletter

Hi,

Making a wise decision is not for the faint-hearted!

It's like using a compass to find your way out of the jungle. Which way is "true north" for you? And what are the consequences of each step?



where he recommends books, events and other things. Sometimes he gives away somebody else's e-book – as you can see in the example below:

## Ross Recommends

### What:

*100 Ways to Help You Succeed/Make Money* by Tom Peters

### What it's about:

As the title suggests this publication is an eccentric list of various suggestions, tips, viewpoints and philosophies that, if acted upon, may make a significant difference to how quickly you succeed in whatever you care about succeeding at.

### Why I'm recommending it:

Tom Peters is one of my favourite business/management



## Articles

Of course, Peter Webb's idea of inserting pictures into his newsletter articles applies equally to other articles – for example, on a Web page or even in print.

## Password-protected area

If your Web site has a password-protected area (usually called "Members Only", "Clients Only", or something similar), use it to post other people's material. For example, you can

add e-books, video clips, slide shows and other educational material that helps your clients, members and audiences get more value from *your* material.

## Membership site

The same principle applies if you've got a membership site, which is like a password-protected area with an interactive community. For example, at our membership site [www.first-step-community.com](http://www.first-step-community.com), I regularly add high-quality e-books and special reports from other authors:



The key to making this work is to focus on *quality*, *relevance* and *alignment*.

There's a lot of low-quality material out there, which you wouldn't be proud to share with clients.

There's also a lot of material that might be good for some people but isn't relevant for your market. For instance, if you only work with small businesses, there's not much point using material that's aimed at large organisations – even if it *is* in the same topic area.

Finally, be sure the material is aligned with *your* principles and ideas. You still want to be positioned as the main expert in your clients' minds, with the other people just part of the supporting cast. This doesn't make them any less important, but they mustn't conflict with you.

## Survey “bribes”

When you survey an audience, your newsletter readers or your Web site visitors, you'll get a better response rate if you offer them a gift for completing the survey. Other people's e-books and special reports are ideal for this purpose.

Here's an example from one of my own surveys (I've only shown the bottom half, including the gift offer):

Please give us a few details (all fields are optional)

First Name	<input type="text"/>
Last Name	<input type="text"/>
E-Mail	<input type="text"/>
Country	<input type="text"/>

As a thank-you gift for taking the time to complete this survey, I'll give you a free copy of the e-book **10 Steps To Killer Web Copy**. Just click the button to submit your response and you'll be able to download it on the next page.

## Product bundles

If you sell products in a bundle, add other people's complementary e-books and audio programs to add value. Many infopreneurs do this already by exchanging products with their colleagues. For example, some speakers who've written a book will offer to swap a box of books with another speaker, so they can each offer both books together.

That works for physical products, but it also works with electronic products, if you bundle in other people's e-books, special reports, audio clips and videos – even if you don't know the authors personally.

For example, I sell a program called *Find Your Market*, which is an e-book and audio CD I created. To add even more value to this program, I bundle in a bonus CD-ROM with other e-books and special reports related to this topic. One bonus e-book, for example, is an excellent little guide *The Newbies Guide to Finding New Markets*.



## Loyalty programme

Send e-books and other products as gifts to your top clients on a regular basis, to maintain your relationship with them. You can either send everybody the same products, or you can choose specific products for specific clients.

Here's an example of a courtesy e-mail I sent to a client, referring her to a useful e-book I found on the Internet:

Hello Chris,

I came across this excellent e-book "Earn twice as much with half the stress", which I thought you would be interested in:

<http://www.firststepinteractive.com/docs/ebooks3/etambook.pdf>

## E-books

If you're writing your own e-books and special reports, insert graphics and other people's articles in them to add value and make them more attractive.

Whenever I write a new e-book, I find an attractive picture to use as the front cover. Although this isn't necessary (an e-book isn't a "book", so it doesn't really need a cover!), it does add a touch of class to the finished product.

## Blog

One of the easiest ways to write a blog entry is to insert a YouTube video and comment on it. There's an example on the right from my blog.

YouTube and some other video sharing sites explicitly give you permission to insert their video clips into your blog and Web pages.

## Podcast

If you record a regular podcast, use royalty-free audio clips as music at the start and end of your podcast. You can also use sound effects to enhance the content, if you wish.

Now let's move on to the off-line products – that is, physical products. Most of these have similar on-line equivalents, which we've just discussed. So I'll just touch on them briefly rather than going into detail.



## Bonus CD-ROM

This is similar to the product bundles above. In this case, you're shipping a physical product, but bundling in electronic products. So you create a simple CD-ROM with these electronic products, for your customers to copy to their computer.

## PowerPoint/Keynote

Enhance your presentation slides by inserting pictures, audio clips and video clips.

Note: Be careful with this, though – not every publisher gives you permission to use their material in presentations. For example, YouTube has a detailed usage policy, which allows you to use their video clips on the Web, but doesn't give you permission to use them in your presentations. You might have seen presenters use YouTube clips in their presentation, but strictly speaking this is a breach of copyright.

## Handouts/workbooks

Make your handouts and workbooks more attractive by inserting graphics. These are usually of the clip art variety rather than photographs, because most handouts and workbooks are printed in black and white.

## **Books**

Use other people's graphics in your book – and even for the book cover.

## **CD/DVD covers**

Use other people's graphics to make your CD and DVD covers look more attractive.

## **Demo video/DVD**

If you're a professional speaker, you might have created a short "demo video" of you in action (Of course, nowadays it's a DVD or on-line video rather than a video cassette!). Use other people's graphics, music and video clips to make this look more attractive and professional.

## **CDs**

Finally, just as you can use music clips in your on-line podcasts, you can do the same in physical audio CDs.

## Finding Graphics

There are a number of places on the Internet where you can find high-quality graphics. Rather than me listing some of them here for you – which is pointless, because they quickly go out of date, and new sites crop up regularly – I'll show you how you can find them yourself. In other words, it's more of a "teach the man to fish" rather than "give a man a fish".

Let's consider five ways of finding graphics.

### 1. Search Google

The first method – not surprisingly – is to search Google [www.google.com](http://www.google.com). Use these search phrases for the best results:

- ⇒ royalty free graphics
- ⇒ stock photography
- ⇒ photo library
- ⇒ free graphics

## 2. Search Flickr

Flickr [www.flickr.com](http://www.flickr.com) is a site where anybody can upload their photographs (Think of it as "YouTube for photos"). It has its fair share of amateur happy snaps, but you can also find high-quality photos – if you know how to look for them.

I suggest you start by searching for photos with Creative Commons licences, because you know their creators have given you permission to copy them. Flickr makes this easy, with a special page for Creative Commons photos: [www.flickr.com/creativecommons](http://www.flickr.com/creativecommons)

**flickr** powered by Sign in as gihanperera2003

Home You Organize Contacts Groups Explore

### Creative Commons

Many Flickr users have chosen to offer their work under a Creative Commons license, and you can browse or search through content under each type of license.

Here are some recently added hits and places:

**BY Attribution License**

From Y4J Simpson From www.madremont.com From 'Sunset' From 'Sunset' From 'Sunset'

8,370,305 photos [\(See more\)](#)

**BY Attribution-NonDerivs License**

**creative common**

"Creative Commons is non-profit that offers an alternative to full copyright"

[creativecommons](http://creativecommons.org)

**Briefly...**

**Attribution means:** You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

As I mentioned earlier in the section about Creative Commons licences, these photos come in many flavours. The one most suitable for you will be the “Attribution Licence”, because it doesn’t have any restrictions on use apart from you acknowledging the artist.

### Attribution License



From [tomfrogger](#)



From [kmikaze](#)



From  
[antoine.acthe](#)



From [tomfrogger](#)



From  
[antoine.acthe](#)

» **8,686,122** photos ([See more](#))

The other licences on that page are more restrictive, and probably won’t be useful to you. However, at the time of writing, there were more than eight *million* photos available on Flickr under the basic Attribution licence! So there’s still plenty to choose from.

### 3. Creative Commons search engine

Staying with the Creative Commons theme, there’s even a search engine [search.creativecommons.org](http://search.creativecommons.org) to find Web sites that offer works with Creative Commons licences:



This is actually what's known as a "meta search engine", because it searches other search engines. To use it, type in your search words at the top of the page, and tick the two boxes to restrict the search:



## 4. Stock libraries

The next option is to search commercial libraries of graphics available for exactly this purpose. You do pay for these graphics, but you only pay once, and then you have the right to use them as often as you like (Remember: That's what they mean by "royalty free").

One of the most popular is [www.istockphoto.com](http://www.istockphoto.com):

The screenshot shows the iStockphoto website interface. At the top, there is a navigation bar with the iStockphoto logo, a search bar containing the text "green", and a "Log In" button. Below the navigation bar, there is a grid of image thumbnails. To the right of the grid, there is a search bar with the text "Search for Photos, Illustrations & Video" and a "SEARCH" button. Below the search bar, there are pricing options for photos: \$1 (Basic), \$5 (Medium), \$10 (Editorial), \$15 (Complex), and \$25 (Special). Below the pricing options, there are subscription options: \$96 (New), \$274 (Standard), and \$521 (Premium). At the bottom of the page, there is a "Join Us Today" section with a list of steps: 1. Join us for free right now. 2. Search for royalty-free stock photography, vector illustrations, stock photos, and stock clips. To the right of the "Join Us Today" section, there is a "How iStock Works" section with a brief description of the service.

Being popular also means there's a bigger chance that the graphics you use will be the same as the graphics other people are using. That's not a problem (in legal terms), but

from a branding perspective you might prefer to use fresh images, especially if your readers and audiences are used to seeing material from many infopreneurs. You *can* buy exclusive rights to graphics on iStockphoto, and that of course guarantees uniqueness. But that's expensive. Probably a better option is to use other services as well, such as:

⇒ [www.dreamstime.com](http://www.dreamstime.com)

⇒ [www.clipart.com](http://www.clipart.com)

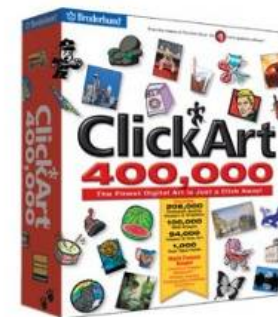
⇒ [www.gettyimages.com](http://www.gettyimages.com)

They all operate in a similar way. In the next section, I'll talk about iStockphoto.com in more detail, as a case study for how these libraries operate.

## 5. Graphics CDs

Finally, although this program is primarily about finding material on the Internet, don't forget that your local computer supplier probably also stocks CDs and DVDs with royalty-free graphics, fonts, templates, sound effects, audio clips and other goodies you can use in your products.

For example, I bought a two-DVD package called "ClickArt 400,000", which gives me access to 400,000 images. And it cost me just \$20!



## Case Study: iStockPhoto.com

Let's look at iStockphoto.com in more detail, as an example of how these libraries work. I'll talk about the numbered items on this screen shot:

The screenshot shows the iStockPhoto.com homepage with the following elements highlighted by numbered callouts:

- 1**: The user profile icon and name 'gihan' in the top navigation bar.
- 2**: The 'Buy Credits' link in the left sidebar navigation menu.
- 3**: The search bar and filter options (Photos, Illustrations, Flash, Video) at the top of the main content area.
- 4**: The 'Lightboxes' link in the top navigation bar.
- 5**: The 'Control Panel' link in the top right corner.
- 6**: The 'Dollar Bin' link in the left sidebar navigation menu.

The main content area features several featured items:

- Image of the Week by urbancow**: A blurred image of people walking, titled 'RENÉ MANSI United Kingdom'.
- Free Image of the Week**: A portrait of a woman with long blonde hair, by 'Mlenny Germany'.
- Design of the Week**: A vintage-style poster for 'LEDO', by 'crownroyal United States'.
- Article of the Week**: 'The Chuck Anderson Interview' by 'joshblake United States'.
- Artist of the Week**: 'joshblake United States' with a photo of a man smiling.

The bottom section includes 'Community News' with a post titled 'Double-V Lypse Announced' by 'rogermexico'.

## Signing Up

1. Sign up: You register (free) as a member of the site. You don't have to do this immediately. You can search their entire library free of charge and without signing up. But you do have to sign up to start saving photos and then buying them.
2. Buy credits: Individual photos are only a few dollars each, so it's impractical and costly for the site to charge your credit card every time you make a purchase. Instead, you buy a bunch of "credits" in advance, like chips at a casino, and buy photos with these credits.

To encourage you to spend more, the site offers significant discounts if you buy your credits in bigger blocks. However, there's no point buying more than you need, especially if you're planning to use other sites (not just iStockphoto). Also, the credits expire after a year, so don't buy more than you reasonably expect to use in that time.

## Searching

3. Search: This is the main function of the site, where you type in words and phrases, and the site finds graphics matching your search. The words will match what the individual photographers used when they uploaded images to the site, so you sometimes have to guess what words describe a picture.
4. Advanced Search: If your search turns up too many results, use the Advanced Search feature to narrow it down (I usually start with this anyway, to save time).

5. Light boxes: When you find graphics you like, you can add them to “light boxes”, which are simply a handy way of grouping the graphics you find. For example, if you’re searching for a photograph that describes “motivation”, you might find 10-20 possibilities. As you find them, you can add them to a light box for later perusal before buying one of them.
6. Dollar Bin: This is a surprisingly good collection of images being offered for just \$1 each. You won’t always find what you’re looking for, but it’s a great place to start looking – especially if you’re on a tight budget.

**Hint:** When searching for images, you’ll sometimes want photos of objects that sit by themselves on a plain white background. To find these in iStockphoto, use the word “isolated” in your search phrase. For example, here are two photographs of an apple – one isolated and the other not (second photo courtesy of Dan Foy):



As you can see, the apple in the first photo can be dropped into any white space; whereas the second photo, even though it's on a "plain" background, will always have that rectangular shape.

## Buying

Of course, your purpose in using the site is to find – and then buy – images.

Your search will first display a list of thumbnail images, like this:



Move your mouse over any of them to pop up a bigger version. Then, if you like what you see, click that to see the page about that image itself:

Stock Photo: girl with laptop having a coffee

Zoom: 🔍 🔍 🔄 🗑️ ?



1

2

3

4

5

File Details

 Zlatko Kostic

Exclusive to iStockphoto 🏆

File Number: 2165750

Downloads: 171 🍌🍌

Viewed: 1471

License: Extended License Available

Uploaded On: 2006-09-20

Copyright: Zlatko Kostic

Rating: 🌟🌟🌟🌟

[View Member Portfolio](#)

[Send Member Sitemail](#)

Reviews

[View Reviews \[4\]](#)

[Add Review](#)

Rate: 🌟🌟🌟🌟🌟

File Tools

[Download A Comp](#)

[Add to a Lightbox](#)

[Public Lightboxes \[4\]](#)

<< Back [Find Similar](#) >>

Download

Size	Pixels   inches	File size	CR
<input type="radio"/> XSmall	425 × 282 px	177.73 KB	1
<input type="radio"/> Small	849 × 565 px	487.54 KB	3
<input type="radio"/> Medium	1698 × 1131 px	1.56 MB	5
<input type="radio"/> Large	2716 × 1810 px	3.71 MB	10
<input type="radio"/> XLarge	4368 × 2912 px	6.98 MB	15

Add one or more of our extended license options

Standard  Extended

Here are some things to note about this page:

1. The photo itself: Right-click on the photo, and you'll be able to save it to your computer. This is a useful way to try it out in your book, e-book, PowerPoint presentation or other document. The image includes a "watermark" across it, to spoil it and prevent users from using it without paying. But the image quality is good enough for testing.
2. Number of downloads: If you're worried about using images that lots of other people have used, choose images with a small number of downloads.
3. Find similar: Click this to find "similar" images. iStockphoto decides what "similar" means, but you might be pleasantly surprised with the results.
4. Member Portfolio: The "member" they're referring to is the photographer. So if you like this particular image, you might like their other work as well.
5. Download: This is where you finally go ahead and buy the image! I usually get the second size (Small), which works well for both screen and in print. However, if you want high-quality photographs for, say, a large poster, get a bigger size.

The process is easy, and deliberately so, because of course they want you to spend as much as possible.

## Final Words

That's it! You now know how to find high-quality content on the Internet.

I hope you've enjoyed this program. As I said at the start, it's hard for me to accurately convey how powerful this has been in my business as an infopreneur. I hope you'll discover the same for yourself.

Feel free to e-mail me [gihan@gihanperera.com](mailto:gihan@gihanperera.com). I'd love to hear your comments, your case studies, your success stories, your failure stories and any questions that you have.



### Subscribe

Subscribe to the e-mail newsletter *Expert's Gold* at [GihanPerera.com](http://GihanPerera.com).

### About Gihan Perera

Gihan Perera is a business consultant, speaker, author and entrepreneur – with clients throughout Australia, and in New Zealand, South Africa, Singapore, the U.K. and Canada. He works with professional speakers and trainers, consultants, business owners, CEOs and strategic leadership teams to improve their marketing, sales and persuasion skills in one-on-one meetings, group presentations and on the Internet.

### Copyright

Copyright © 2008 Gihan Perera. This is copyright. Apart from any fair dealing for the purpose of private study, research, criticism or review, as permitted under the Copyright Act, no part may be reproduced by any process without written permission from the publisher.

**THIS IS NOT A FREE REPORT.**

### Disclaimer

The material contained in this report is general and is not intended as advice on any particular matter. The author expressly disclaims all and any liability to any persons whatsoever in respect of anything done by any such person in reliance, whether in whole or in part, on this report. Please take appropriate legal advice before acting on any information in this report.