Start Your Own

Software Empire

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Publisher's Notice

This document is written in good faith from the author's personal experience and research. It is not intended as a comprehensive blueprint from which the reader should start a business without first seeking financial and legal advice.

Readers should not commit capital they can not afford to this business and we do not recommend readers take out loans or give up paid employment to pursue a business opportunity, including any featured in this report. As for all businesses some risk is involved but with careful planning and attention to detail, selling software can be one of the most profitable and enduring ventures of all, and one we heartily recommend to you.

All information is accurate to the best of our intentions. Please bear in mind that information dates and some addresses, links and even information itself, can fall out of date after this publication goes to print. We endeavor to keep all information up to date to the best of our abilities.

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Foreword

This report focuses on selling items that can be easily obtained with resell rights at very low cost. That means you don't have to spend months developing a saleable product, with all the hassle and expense normally involved.

For obvious reasons, if you have your own software or information product, one only you can sell, and it's already a proven best seller, then that is where your greatest chance of creating real wealth lies.

But it's a sad fact of life that, while you are learning this business, working out exactly how to market your new, and exclusive product, someone else with more money and marketing muscle can quickly pirate your idea, and swamp the market, leaving little or nothing for you.

IT'S WISE TO BEGIN MARKETING OTHER PEOPLE'S PRODUCTS, LEARNING FROM THEIR EXPERTISE, FROM WHICH TO BUILD A DATABASE OF BUYERS TO WHOM TO TARGET YOUR OWN PRODUCT - LATER!

Introduction

Like information, quality software products are available at low cost for you to resell and retain every penny of the profits, while never paying any ongoing fees or royalties of any kind.

With so much competition for popular software products, the most likely scenario is that you will be competing with hundreds, maybe thousands of people all over the world, selling the self same products, at the self same price, using the self same marketing materials, pushing the self same web site, and promoting all of this to the self same people. And you'll be earning the self same profits as everyone else, too. **Probably nothing!**

It's vitally important that you move outside the main frame, be different, and there are many ways to achieve this objective. Inexpensively, quickly, and very successfully.

The idea is to create unique advertisements for your products, design your own web pages, tackle audiences left unchallenged by your main rivals, advertise in places they don't, and so on. Let's not recreate the wheel by rehashing ideas for differentiating your product when all that's been done already in *The Ultimate Resell Rights Challenge!* That item is offered free with this guide. If it isn't, then email me for your free copy. Write: avril@publishingcircles.com

Let us move on to actually selling your software products. Feel free to use any of these ideas in any way you like.

Target Different Advertising Media

Target different advertising media. Many resell rights products include ideas about where and how to advertise the product and that is the only marketing challenge most resellers will use.

So everyone will be advertising the same product, using the same advertisements, same web sites, same media. They'll use the same key words, the same pay-per-click search engines.

Are you getting the picture? Do you see why you must move outside the mainframe, why you must use different advertisements, and advertise in online and print publications which your rivals may not even know about, and certainly won't work hard enough to discover for themselves?

How and where to locate these 'other' advertising sources? For online publications, use one of numerous quality ezine and media directories which you will find by keying 'Directory Ezines' into your browser.

For offline, that is print publications, study *Willings' Press Guide*, available in all good reference libraries, which lists most worldwide publications, including many little-known titles with high subscriber rates, for you to target with advertisements, articles, and such.

Bear in mind that virtually every advertising medium targets potential buyers for your product, to a greater or lesser extent, depending on whether the medium reaches a general audience, such as a daily national newspaper reaching a high proportion of the general population, or a niche audience, like accountants, veterinary surgeons, gardeners.

A product that might suit many people, regardless of education, profession, and so on, should sell well in most high circulation publications. So something that would benefit most people, such as software to help calculate mortgage repayments or balance the family budgets could sell well in a mass market general interest publication, such as a national newspaper or a general advertising publication like *Exchange and Mart*.

A piece of software designed mainly for farmers might also sell a few copies in that general medium, considering some readers will also be farmers, but it's likely to sell far more copies in a publication intended specifically for farmers, such as *Farmer's Weekly*.

It's vitally important to consider exactly how many people might benefit from your product before assuming you have a best seller on your hands.

For example, a product intended mainly for people breeding exotic animals of which only a handful of breeders exist in your target country is unlikely to sell many copies, apart from the fact the very few people who exist in the business might also be elusive, and known to only a few regular customers.

They might in fact have no need for your product, so you're onto a loser already. Unless, of course, you can customize your product to suit those people, and whatever few people are willing to buy are also willing to pay a high price.

Target Different Prospects. Just because the person producing the software suggests you sell it to web site designers, or teachers, or doctors, doesn't always mean you can't adapt the product or sell it 'as is' to other groups, such as accountants, photographers, writers, and so on.

So a piece of software originally designed for private investigators to access online search databases to locate absconding debtors and missing persons might also be useful for individuals tracing long-lost relatives, or adoptees trying to contact their birth parents. Obviously, too many references to 'private investigator' in your software gives the game away, but a non-restrictive title such as 'Search Buddy' signifies a product that could be promoted outside its original market.

Tip

Study your product, list people who might benefit from it, study media directories for suitable markets. Surf the Internet for possible markets outside the mainframe.

Great Idea

Often a piece of software can be advertised using the same advertisement placed in different publications, sometimes with no changes being made, often with just the headline amended to suit.

For example, take 'Search Buddy' again and let's design an ad. for marketing the product to several audiences.

Illustration One

Here's an advertisement that could well sit comfortably in most media, on and off the Internet.

ARE YOU LOOKING FOR SOMEONE?

Let Search Buddy Be Your Guide

Comprehensive One Click Search Works On All Computers.

Visit: www.searchbuddy.co.uk

Okay, it's very rough, but you do get the point.

Now let us adapt that ad. to suit various hopefully fictitious publications.

Illustration Two

Here's one for *Ancestry Research*.

**HAVING TROUBLE
LOCATING YOUR ANCESTORS?**

Let Search Buddy Be Your Guide

Comprehensive One Click Search Software To Suit All
Online Ancestry and Family History Databases

Visit: www.searchbuddy.co.uk

Illustration Three

And for *Private Is*:

ALERT!!! DEBT RECOVERY SPECIALS!!!

Let Search Buddy Help You Recover Money Faster

Comprehensive One Click Search Software

Suitable UK and Europe

Visit: www.searchbuddy.co.uk

Promote Your Business On and Off The internet

Promote your products on *and* off the Internet while the majority of your competitors focus their efforts online. It's a fact: a great many second generation resell rights products come via lazier marketers who, if it doesn't sell online, would rather go out of business than seek alternative places to sell. Few will ever create their own offline sales letters and promotional materials, so the entire offline market remains wide open for more creative promoters.

==**Again, the trick is to be different, tackle markets and media your lazy competitors won't notice, and if they do know about the many ways to promote a product on and off the Internet, most are unwilling to put in the extra effort involved.**==

Great Ways to Market Your Business Offline

Creating real wealth on the Internet means leaving no stone unturned in your quest to drive visitors to your site. Surprisingly, many of the best ways to market an online business is away from the Internet as this section will reveal. So here we go with dozens of ways to promote your online venture offline!

Tips

- Look for magazines requesting readers' letters, especially computer and Internet or business-related magazines, or whatever publications appeal to our target audience. Submit letters, photographs, useful tips, etc., and give your URL as the contact point for more information.

- Include your email and web site address in all your offline advertisements. One of my ads. in *Writers News* points to one of my sites - www.smartwriter.co.uk - and although the site has not even been registered with search engines it brings a steady trickle of visitors and buyers for one of my writing courses.

- Place your Internet contact details on all communications leaving your office: business letterheads, products, product packaging, invoices, business cards, etc.

- Make sure your URL appears in wide circulation directories such as *Yellow Pages, Thomson's Directory, Talking Pages*, and so on.

- Place offline ads wherever you can to promote your products and services, as well as your Internet contact details (but only if they've been tested and actually attract a profit).

- Don't rely on non-profit-making ads to attract visitors to you web site. Generally speaking, if they don't make money for you offline, they won't create profits for you online either. Consider national daily and weekend newspapers, trade journals, college magazines, local and regional publications, freesheets and freebie newspapers, television guides, and so on.

Add your email address and url to …..

> multi-box advertising flyers …. Small ads. in subscription magazines
> ….. coupons ….. handbills and flyers locally ….. letterheads ….. front
> and back of envelopes ….. business cards ….. cards in shop and post
> office windows ….. cards on supermarket noticeboards ….. flyers
> pinned to telegraph poles (careful you don't get caught) ….. billboard
> ads. ….. national magazines and newspapers ….. local publications
> ….. regional publications ….. freesheets ….. niche market publications
> ….. trade journals ….. import/export bulletins ….. ads on television
> ….. ads on radio ….. mention them in television and radio interviews
> ….. business vehicles ….. staff uniforms ….. beermats ….. place mats
> in restaurants ….. on serviettes donated to local groups comprising you r
> target audience ….. book matches ….. mouse mats ….. publicity at
> tradeshows ….. cards on college notice boards ….. fax broadcasts …..
> telephone answer machine messages ….. media kits ….. shipping labels
> ….. invoices ….. cheques ….. information books ….. direct mail
> letters ….. card decks ….. articles ….. free books ….. free gifts …..
> software ….. catalogues ….. videos ….. cassette labels ….. disks …..
> CD roms ….. infomercials ….. bumper stickers ….. key rings …..
> cards and other souvenir games ….. coffee and tea mugs ….. calendars
> ….. banner ads. ….. magnets ….. discount slips ….. money off
> vouchers ….. compliments slips ….. classified ads ….. display ads
> ….. key chains ….. letter openers ….. book ma rks ….. publicity gifts
> ….. business equipment ….. diaries ….. souvenirs ….. advertising
> wallcharts ….. wall calendars ….. pens ….. pencils ….. rubbers …..
> lottery ticket holders ….. etc.

Let's take an idea and show just one marketing concept can be used in various ways.
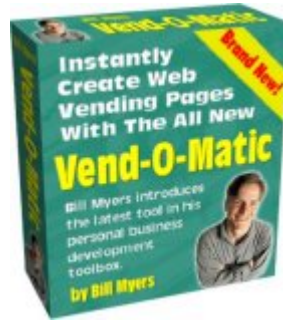
Worked Example: Money Off Voucher

This could be used on an off the Internet in a number of ways. For example, the voucher could be inserted in the fulfillment package of a product you are posting snail mail or as an Internet download.

These are examples you can copy.

Illustration Four

SPECIAL OFFER

To Thank You for Ordering BLAH, BLAH, please accept 10% off Vend-O-Matic when you order at our   web site before 1st April 2004
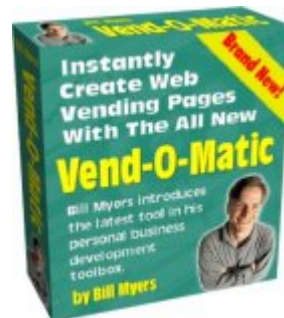
Quote Reference 111000 to Claim Your Discount

Illustration Five

ADVERTISEMENT FEATURE

Blah Blah Software is opening a new shop on Anyways High Street, Whatatown, on 1st April 2004.

Visit us to celebrate the occasion. Bring this voucher with you and claim 20% OFF Vend-O-Matic

Build a Database of Potential and Actual Buyers

Build a database of potential and actual buyers, both on and off the Internet. Gather those names in a unique way, say by offering a report available only from you, in which case your database is different to anyone else's. Then use resell rights as your back end products that many on your list may not have seen previously.

Offering a free gift at your site is great way to grab names and addresses for on and offline promotions. These are ideas you can copy.

Illustration Six

Gathering Names Online

SUBSCRIBE TO OUR NEWSLETTER AND CLAIM YOUR FREE COPY OF *CLICKBANK CALCULATOR*
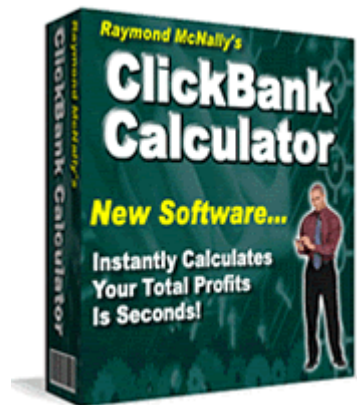
Full Name

Email Address

Street

Town

City

Code

Country

Notice how in the above example we have requested online and street addresses from our prospects. This is to allow us to market the product by additional means, mainly offline. Some marketing gurus will argue our technique is wrong, it's asking too much of the prospect, but the fact is it works and grows your marketing options.

Our opinion is, if they don't want you to have their street address, they're not that interested in the product and unlikely to become a regular customer for you.

Much the same technique can be used to gather names off the Internet by using similar type copy in advertisements or inserts, or on print and mail flyers.

Use Different Mailing Lists

Use different mailing lists. Ask your list broker, on and off the Internet, for a list that has not been used for your particular offer. Naturally, some prospects will be on several lists, research suggests up to twenty per cent. But eighty per cent will be viewing your product for the very first time. **Warning:** don't be complacent, act fast, before all good mailing lists are exhausted by rival sellers asking much the same question of brokers.

Mailing lists are a minefield with potentially more bad lists than good for you to target. Because this is an area packed with scams and one of the easiest ways to lose money fast, we've provided a short report entitled *Choosing and Using Mailing Lists*. If a copy does not accompany this report you can obtain one by emailing me: avril@publishingcircles.com

Create Your Own Marketing Materials

Create your own marketing materials. Many resell rights packages include ads. for others to use to promote the products. And that's exactly what ==most== other people will do, ==most== of the time! Namely, promote the ==very same products== as everyone else, using the ==very same ads.== as everyone else! Silly! And the reason they do so is because it takes time and effort to create a refreshingly unique advertisement that lifts your product above the crowd. ==Don't make the same mistake: get creative, and profit!==

Warning: If you must use the same ads. as your competitors, at least look for different places to advertise. Be careful, though, and never assume you've found a medium others know nothing about. It could be that new place you've found to advertise has already been tried by them, and found not to work! ==Test, test, test, before assuming you're onto a winner!==

There's no great art to writing winning advertisements, it's something anyone can do, but it does take practice.

A Short Guide to Creating Winning Advertisements will help you get started and it's free of charge with this course.

Illustration Seven

Multi-Product Ad.

Here's a neat idea for selling several products from one advertisement. It's also a very good way to profile applicants in a way that allows you to predict likely response to later offers. This example actually applies to eBooks and printed reports but the technique is much the same for any product, including software.

<div style="border:1px solid black; padding:1em;">

FREE REPORTS FOR SERIOUS
BUSINESS OPPORTUNITY SEEKERS ONLY

Choose any two reports FREE of charge.
Mark First Choice '1', And Second Choice '2' in appropriate box.
Delivered strictly first come, first served, subject to availability.

☐ **£££s for Publishing**   **eBay Millionaire Secrets** ☐

☐ **Money From Your Computer**   **Will Writing for Profit** ☐

☐ **Be a Property Millionaire**   **Riches from Import/Export** ☐

Your eMail Address

S U B M I T

</div>

The offer appears here as a web page, but could also be used as a display advertisement or on a print and mail flyer with the submit box removed and replaced by fax number and/or street address.

When requests arrive, all you do is check the number of times each report is requested as first and second choice. This information has several purposes, as you'll see on the following page.

You'll know which is the most often requested report which can then feature more extensively in advertisements on and off the Internet.

You can analyze the percentage of respondents interested in particular subjects and plan future promotions to benefit them.

Imagine, for example, you place the ad. in a general business opportunities magazine having readers of widely varying interests. Assume that one thousand people reply to your advertisement and the breakdown of First and Second Choice requests is as follows:

Illustration Eight

	First Choice	Second Choice
£££s for Publishing	321	652
eBay Millionaire Secrets	70	50
Money From Your Computer	5	21
Will Writing for Profit	2	-
Be a Property Millionaire	600	200
Riches from Import/Export	2	77
TOTALS	1000	1000

The above figures speak volumes for the future of your business. They tell you you're unlikely to sell many copies of *Will Writing for Profit* among general opportunity seekers (just 2 out of 1000 people expressed interest and that doesn't mean they're willing to buy). Almost 1000 people, close to 100% of your target magazines, are interested in starting their own publishing business and just slightly fewer are keen to learn more about making money from the property business. Those are the two products I'd go with first.

From that table and the individual response forms you know exactly who to mail your flyers to for *Pounds for Publishing* and *Be a Property Millionaire* in expectation of 100 PER CENT reader interest and potentially a mammoth conversion (enquirer turned buyer) rate.

Note that if many more than 1000 people apply for your free book offer you might find books that attracted few enquiries could yield sufficient on a bigger scale to at least warrant a test of likely buying response to other titles, such as *Will Writing for Profit*.

Create Your Own Sales Letters

There's an art to writing sales letters, one few people take time to learn, which can lift sales of your product to new, quite unexpected, and very profitable heights. There's nothing difficult about writing sales letters, even if they don't compare to those from the world's top copywriters. Remember, you're not in it to win writing awards, you're in it to make money! And learning how to write your own original sales letters will help you accomplish your goal.

Work Your Web Site

As for advertisements, most better resell rights packages include ready-to-go web sites for you to edit and upload and start taking orders in minutes. **But hold back a while!**

While rival sellers are uploading their identical web sites, you should start work on creating your own.

Let those rival companies set the pace and develop public awareness for your product. Bear in mind that most potential buyers your rivals target are on several ezine and mailing lists and in very short time they'll see the same promotion again and again ….. until the whole thing is so boringly stale.

But a new advertisement in their email box, a new web site to link to, and yes, you're the one they buy from now, even though your letter is last in line!

For starters, this is what I would do to establish a profitable Internet presence which includes selling the software to all manner of suitable markets.

- Choose a business name to suit your intended venture.   Choose one that allows future growth. For example, *Online Publications* suggests I am selling eBooks, where *Software Factory* will more adequately cover software products.

- Plan your Internet presence, notably designing a web site, either from scratch, or by adapting those for products to which you have resell rights.

- Research sites similar to that you contemplate for your business and plan the type of page, layout, order procedures, products, navigation system, best suited to your needs.

- Create a paper plan from which to create your own site or as an aid for professional designers to work from.

- Decide whether to create your own site (easy) or else to have someone else do it for you (more expensive but potentially more acceptable and professional for total beginners).

- For self-designers, choose the appropriate software to design your site, including software available to purchase or as free Internet downloads, or choose a template ready-loaded from various free and paid-for hosting services.

- When seeking help in preference to creating your own site, be sure to check qualifications, testimonials, and such before commissioning a designer.

- Choose a hosting company for your site. Note this is sometimes offered free of charge from your chosen ISP and numerous other online providers. Be careful, however, and ensure free services allow commercial sites and do not include over-powering advertising promotions for the provider.

- Choose a domain name. The best domain name is invariably your own, chosen by yourself to represent your business and purchased from a specialist domain name supplier. The alternative is a free name on someone else's site such as software.freesites.com. Choose something appropriate for your business, like www.softwarefactory.com. The best names are being snapped up fast.

- Register your site with search engines. Do not register with all search engines. Many are a complete waste of time. The most important are Google and Yahoo.

- Create a plan for marketing your site on and off the Internet.

- Establish an email account if you do not have one already. This is the most appropriate means by which enquirers and customers can contact you and the source from which you can create a database of contacts for future promotions.

- Include your web site address/es – URLs - on all offline marketing materials and communications. For example: letterheads, business cards, invoices, Christmas and other greetings cards, printed advertisements, direct sales letters, etc.

- Include your web site address/es on all online materials, for example, sales letters, sites (that is for additional URLs), signature files, etc.

- Create a series of templates for signature files to add to personal and commercial emails.

- Enrol with various discussion forums and newsgroups. Attract email to your box and reply to all letters received, not forgetting to include your signature file and offers of further benefits obtainable by visiting your site.

- Place classified ads on as many free and low-cost sites as possible, offering free reports (such as those you are allowed to create from the book to which this report pertains), or by uploading further free reports for visitors to download to learn more about your products.

- Apply for merchant facilities from on- or offline providers. Although many sites work well without online ordering facilities, your target audience and potential profits will increase significantly with the chance to place credit card orders online. ClickBank is one of the best, it's easy to use, allows you to establish an affiliate program for your product, and it's very cheap and reliable, too. Join up at www.clickbank.com

- As you gain experience of marketing on and off the Internet, look for more products to offer your customers. Do this by surfing the Internet for ideas and considering whatever licensing and joint venture deals are available from reputable companies.

- Study joint venture deals available from online and high street suppliers. For example, offer to represent a variety of offline suppliers by acting as their online agent. This normally happens where you promote the goods and either pass the orders direct to

suppliers in return for an invoiced share of the takings, or where you take payment direct and process fulfillment and shared profit costs back to the supplier.

- Don't ever under-estimate the potential of back-end sales. In fact, the highest, most regular profits come from targeting past purchasers of your products with later product and service opportunities.

- Use professional equipment to maintain your customer database as well as to process multi-mailings.

- Be professional always. Don't breach copyright and other trade protection laws, do not bad-mouth others on the Internet. All can be fatal to your business.

- Don't cut corners, don't rush to market products, spend time planning before acting, and get everything right first time.

- Do not spam, ever. Nothing creates a worse impression. Instead, gather names for online promotions from those who contact you first, both offline and on.

- Keep your database up-to-date and mail to it regularly.

- Start your own joint venture opportunity as soon as possible but plan the whole thing properly in advance.

- Subscribe to as many Internet and marketing newsletters as your email box can hold. Learn from the professionals and you won't go far wrong in your quest for wealth and success on the Internet.

- Make market study an essential part of your business, both on and off the Internet. Study products currently being sold online, new and developing marketing methods, ideas for products available elsewhere which can be easily and profitably introduced to other markets.

- Market all day and every day, both on and off the Internet.

- Market, market and market again. Just because someone doesn't want your product today, doesn't mean they won't buy it tomorrow. Send regular reminders to those who don't buy first time round.

- Send regular reminders to those who do buy today, letting them know what else you have to offer.

- Cut costs by offering discounts for customers wishing to download their products instead of receiving paper and disk products by post. You'll cut fulfillment costs (disk and printing) as well as postal charges. When your business grows the saving will be considerable.

- Test, test and test again! 'Test' is the most important and profitable word of all for on- and offline marketers.

- Don't reinvent the wheel. If it's working well don't change it. This does not mean however that you can not introduce a few subtle changes to how your business works. But it does mean carefully testing the effect of changes while continuing the unchanged method alongside. If the control test works better, attracts more profits, is easier and less time-consuming than the earlier process, that's the time to change the wheel!

Repackage For Major Profits

Refer to *The Ultimate Resell Rights Challenge!* accompanying this report which gives useful advice on checking quality of resell rights titles, including software, as well as editing and uploading web sites. Most importantly, however, study the section that deals with repacking for profit which in *Resell Right Challenge!* focuses mainly on information products. Much the same rules apply regardless of product type, be they cassettes, video tapes, CDs and floppy disks or, in our case, software.

To recap, these are the main techniques involved in repacking software (sometimes with other non-software items) to create a product that is uniquely yours:

Bundle Items With No Special Theme or Concept Other Than Offering a High Value Product at a Bargain Price

You could, for example, bundle together a collection of eBooks about making money at auction and add a piece of software, for example, *ClickBank Calculator* or *Instant Site Maker*, and a short report of your own revealing ways to sell eBooks for profit. Give the package a grand name such as *Instant Auction Profit Bonanza*, create a web site to go with the product and offer full resell rights to the lot. On your sales letter and site list the individual values of products contained in the package and make this way and above the price you are charging.

Bundle Items With a Connecting or Specific Theme to Appeal to a Wide Market Audience

The previous example shows a product that will appeal to a wide number of people in various walks of life, including writers (show them how to sell their work at auction), families (they can sell unwanted household goods at auction), and business opportunity and extra income seekers in general (includes almost everyone to a point).

Repackage for a Niche Market and Watch Cash Pile Into Your Bank Account

Niche markets to tackle include writers, people selling books at auction, web site designers (offer the likes of *Instant Site Maker, ClickBank Calculator, Affiliate Armour*, and so on to help grow their business).

Bundle and Give a Great Title Which Might Prove More Appealing Than Contents Themselves

Great titles are selling points in themselves almost regardless of what the package contains. Wouldn't you be tempted to buy *Auction Secrets Bonanza, $1,000 for Every Word You Write, Two Thousand Dollars in Two Days?*

Add Something Unique

Bear in mind some people will share your ideas and may repackage the exact same products you have chosen. So you have to do something different to differentiate your product. Offering a comprehensive report in print or on audio cassette is a good idea, so too is offering a personal consultation to help buyers benefit from their purchase. Whatever it is, it must be unique!

Use the Bundle to Sell Something Else

You could, for example, open an online auction company selling resell rights, for which you charge writers and publishers to upload their offers and you earn a commission on all deals between buyers and sellers. The freebie you offer might be a bundle of software products to help individuals perfect their writing skills to generate even higher profits, or it might be a free guide to designing their own web sites with site design software and other natty pieces to help create a more professional web site.