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Why You Must Get In THe Software Industry Now?

By Mike Chen

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No matter what industry you're in, it's absolute vital that you either sell software or offer free software to your customers.

By the time you are done reading this article, you will understand why.

1. "It's the Product !"

No amount of marketing "how to" is going to make up for not having a killer product.

People are sick of being told how to do it. They want something that will "do it" for them.

Software does just that ... It *does* things for people.

Stop trying to sell "how to" and start selling instant solutions. That's where the real money is.

2. Downloadable Viral Marketing Tools

OK, so you don't want to sell software. Fair enough.

You're crazy if you don't use software as a viral marketing tool.

Many of the largest lists on the Internet were built using free software downloads as an enticement for subscribing.

You can easily add viral twists to these tools and before you know it hundreds or even thousands of sites could be

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offering your free software – becoming virtual newsletter subscriber magnets.

What if you created just one new tool like that a week?

How big would your list be inside of 6 months?

3. Create Value–Added Customer Helper Apps

What if you were to create applications that simply added value to your existing products and services?

How much higher would your customer satisfaction be if you created various software tools to teach, train, support, or otherwise help your customers?

How many more sales would that added customer satisfaction generate for you without any additional effort year after year?

4. Upsell Products

As you probably know, selling new products to existing customers is the easiest way in the world to make money.

It's 5 times easier to sell to an existing customer than it is to acquire a new one.

Why not create new products using "Make Your Own Software" and sell them to your existing customer base?

Instant profits.

5. Highest Profit Margins in the World

Electrons are free.

If you're selling an instantly downloadable product, your product fulfillment costs are virtually nil.

Plus, in the software industry there is no inventory to manage, so it's probably the easiest business in the world to manage as well.

Mike Chen was one of the pioneers of the software security

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industry and is a widely respected Internet Marketing expert. Mike's newest product, "Make Your Own Software," allows even those who don't know a single line of code to create software programs instantly. EDITOR'S NOTE: "Make Your Own Software" has our highest rating. It's a mission-critical tool:
<http://www.makeyourownsoftware.com/braj>

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What is Software Piracy?

By Sharon Housley

What is software piracy?

There are several kinds of software piracy. The bottom line is when software is pirated, the developer does not receive compensation for their work.

Effects of Software Piracy

When software is pirated, consumers, software developers, and resellers are harmed. Software piracy increases the risk consumer's computers will be corrupted by defective software and infected with viruses. Those who provide defective and illegal software do not tend to provide sales and technical support. Pirated software usually has inadequate documentation, which prevents consumers from enjoying the full benefits of the software package. In addition, consumers are unable to take advantage of technical support and product upgrades, which are typically available to legitimate registered users of the software. Pirated software can cost consumers lost time and more money.

Developers lose revenue from pirated software, from current products as well as from future programs. When software is sold most developers invest a portion of the revenue into future development and better software packages. When software is pirated, software developers lose revenue from the sale of their products, which hinders development of new software and stifles the growth of the software company.

Kinds of Piracy

End User Piracy –

Using multiple copies of a single software package on several different systems or distributing registered or licensed copies of software to others. Another common form of end user piracy is when a cracked version of the software is used. Hacking into the software and disabling the copy protection, or illegally generating key codes that unlocks the trial version making the software a registered version

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creates a cracked version.

Reseller Piracy –

Reseller piracy occurs when an unscrupulous reseller distributes multiple copies of a single software package to different customers; this includes preloading systems with software without providing original manuals & diskettes. Reseller piracy also occurs when resellers knowingly sell counterfeit versions of software to unsuspecting customers.

Indications of reseller piracy are multiple users with the same serial number, lack of original documentation or an incomplete set, and non–matching documentation.

Trademark/Trade Name Infringement

Infringement occurs when an individual or dealer claims to be authorized either as a technician, support provider or reseller, or is improperly using a trademark or trade name.

BBS/Internet Piracy –

BBS/ Internet Piracy occurs when there is an electronic transfer of copyrighted software. If system operators and/or users upload or download copyrighted software and materials onto or from bulletin boards or the Internet for others to copy and use without the proper license. Often hackers will distribute or sell the hacked software or cracked keys. The developer does not receive any money for the software the hacker distributed. This is an infringement on the developer's copyright.

Another technique used by software pirates is to illegally obtain a registered copy of software. Pirates purchase the software once and use it on multiple computers. Purchasing software with a stolen credit card is another form of software piracy. Unfortunately there are many kinds of software piracy that has hampered the software industry.

These types of software piracy have hampered the software industry. For the software industry to prosper and further develop useful software for consumers please support and pay for software. This results in better software for all.

To Report Piracy :

Software Information Industry Association

Sharon Housley manages marketing for NotePage, Inc.

a company

specializing in alphanumeric paging, SMS and wireless messaging software solutions. Other sites by Sharon can be found at

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and

What is Software Piracy?

The Paradigm Shift of Internet Marketing: The Transition From Ebook Marketing To Software Marketing

Telecommunications Industry Association adds portal plus to its gomembers software solution

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