

# Easy Software Profits

“Build Your Own Profitable Software Empire QUICKLY without Being a  
Programmer”

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## **Why Software?**

Software has a higher perceived value than most other forms of digital products. Most prospects see 'programs' as something they can't create themselves and will save them time. Maybe you view software products in the same way.

By the time you're done reading this book your opinion of software is going to change. You are going to see that not only can you build a successful business selling software, you can even create it yourself without learning or knowing the first thing about programming, scripting or coding.

Software as a product has become one of the simplest to create and distribute with the increased usage of the World Wide Web. Even large applications can be quickly downloaded thanks to faster Internet connections.

In a way, software is really more cost effective than taking to other limited types of products. Software is designed to perform a function and that function is what the end users are really paying for.

Software is something that everyone uses at some point in their technical based world. It does not matter if it is a professional piece of software from a well known company such as Microsoft, or a simple application that checks the scores for your favourite football team on a mobile device. Software is an essential and that is an undisputable fact.

You can literally take any idea and turn it into software. Say you wanted to remember when to water your plants every week, software can do that. You want to set your computer to print out new information on a website at certain intervals. Software can accomplish this. You want to be able to add funny clipart to your digital images, and software has you covered.

Every facet of your computer/Tablet/PDA usage will be making use of some sort of software based product. The complexity of the product will vary depending on the function of the software.

Simple software sells like crazy and can be accomplished by anyone with some free time or some simple resources to get the job done.

There are several reasons why software is a greater endeavour than other types of products:

**Value** - Since software takes time to create, it can be seen as a very expensive tool which took a large amount of programming knowledge. Although this can be true, in reality most types of simple yet functional types of software are designed at a low cost with very little work (most of the work has already been completed with software development kits). This leads to a higher perceived value of the software which in turn allows you to charge more for the software than you would be able to for simple instructions.

**Ease of production** - Since a majority of software is no longer coded from scratch, the programs which are created do not take long to produce and be made available for installation by the end user. The customers will believe that the software is difficult to produce because they do not have the minimal skills necessary to produce such useful tools. This allows you to take advantage of the concept of low cost and quick production of such software.

**Ease of use** - Software is one of the things that people are willing to buy simply because it will make their life easier to deal with. People enjoy products which simplify things that they would rather take less time doing on their own. Software has a very minimal learning curve and requires less skill than actually completing the bulk of the work manually. Most types of software are designed to ask the user exactly what is needed before the software can be used for anything. Any necessary help is offered through the on-program support help file or through simple tool tips which explain the function of the software.

**Function** - Simple ideas for software can be used to create massive amounts of sales. Depending on the nature of the software, the potential for making a profit after the initial investment towards creating the software can be enormous. Small simple programs which are only meant to function as an aesthetically pleasing program are just as likely to sell as well or even better than something like a functional antivirus or other important type of software option.

As you can probably see at this point is that software can be produced and sold easily enough even by newbie programmers (and as we go on I'll show you that it can be done by non-programmers) .

The main problem with this is that most people are not willing to take the time to go through learning the technical aspect of creating such software.

This is where it may get a little tricky for some people when they wish to make software and sell it to paying customers which will be using said software.

Keep in mind that you really do not need to put much thought into creating software other than what you want your simplified end product to be.

If you want something very complicated in design you will need to be able to pay for the excess costs of the software production in order to meet your expectations. As long as you can plan out what you will be deciding to do in advance then the end functional product and resulting profits will be much more lucrative.

You can produce software even if you have no experience other than getting on the computer and checking your email and updating your social media status.

## **How to Produce Software without Programming Know-How**

At this point you will probably be thinking to yourself "Then how will I make this software?" especially if you are not currently fluent in a programming language.

The answer may surprise you...

You won't.

What you will be doing is taking advantage of what is available to you.

Currently there are four options which are open to you when you decide to take on a software design project for profit:

First off, the option that comes to most people's minds is paying someone else to do it for you. Renting a coder or outsourcing your software project is always an option that will be useful for those who do not wish to take the time to create the software themselves.

It is often times one of the most difficult options to undertake when you are unable to find a coder with the programming experience necessary to create what you want. There are small risks with this route as well because you never know if the coders are willing to implement hidden code within the software that you have commissioned thus unknowingly allowing access to computers in which the software is installed onto.

Outsourcing can really be a great option when you do not have time to do the project yourself. Of course you will be employing a real person so you have to be a good boss/commissioner and do what you are supposed to do in order to keep your worker/outsourcer in check. You need to ensure that you are able to provide everything necessary to complete the job in terms of information and be able to pay them once they have completed their work. There is no real middle ground once you have made a contract to get something done.

The second option is one that is really a useful option which allows you to get involved with the creation of the software first hand. This will involve using a software building tool.

This prevents having to learn the programming language yourself as well as eliminating the need to pay an outsourced option to receive the fully functional software.

It is also one of the most important options because you will then not have to worry about the outsourcer using the code they have created for you in their own software or simply infringing on an existing code structure which they have created for someone else.

Creating your own software puts you in control and gives you the greatest sense of accomplishment. If you think about it, you are using software to read this right now. Aren't you glad someone (or a team of people) put so much work into making it possible for you to read this? They undoubtedly feel proud that somewhere, someone is using their software to access this text. That is the feeling that you will receive once you have created your own quality piece of software that others will be using for their own personal use, even if you decide to charge them to do so.

Third is rebranding of software. Of course this is one of the options which may be the least cost effective but will provide high quality readymade software which only needs to be branded for your business. This means adding in your logos and other trademarks to personalize the software to make it feel more like your business was the one which produced the software from scratch. This process may be the fastest option but you will be very limited in what types of software that you could create through the rebranding services.

When you are rebranding software, you need to understand that someone else took the time to create the software and that they will want you to pay more for using their software under your own name. It is a great idea to take advantage of the rebranding when possible but keep in mind that anything that goes wrong with the software will be placed on your company. You will have to figure out what to do if the software causes problems to the end user.

Last option is to take advantage of learning a simple programming language and taking the time to understand how software is created.

Of course this is one of the best options to look into if you want to feel accomplished in your end product that you wish to sell to your audience of

customers. The main problems with this route are the fact that you will have to take some time to learn what you will be doing in terms of programming. Once you have that down, you will need to plan out your software, create it, test it then market it.

Creating your own software from scratch can also be a very lucrative opportunity but will require a lot more than just understanding the code.

You need to be creative and able to solve any issues that arise. You cannot simply release faulty software, since that is both unsound and dangerous to the end user.

You need to be able to test the software on several different systems and ensure compatibility before you can sell it as working on operating system X.

From these four options that you have available to you, it is recommended that you either use software building tools or take the route of learning how to create the software yourself. Outsourcing comes in a close third, but you may have problems finding who you need to complete the job and they may not be able to keep their end of the bargain, especially if you are pressed for time.

Rebranding is an option that you should only take if you are willing to spend more money on a functional product which is usable right away or if you looking to quickly add to your product line in a short space of time with minimal effort.



## **Outsourcing**

Outsourcing is going to be an option that a lot of people will take to get their software created. This will require a fair bit of research to help you get the finished product that is working well and compatible with the various types of operating systems that you may be planning on marketing towards.

Outsourcing will really play a big part in providing work for those who cannot find work offline. You may be employing a programming engineer from the US or a very talented high school student from the Ukraine.

It is a very difficult thing to control unless you are using an outlet that allows you to know who you are hiring. Even then, there are ways that people can get around such restrictions and be less than honest about where they are from while still providing a high quality service.

Of course, the only issue you should really be worried about with outsourcing is being able to communicate fluently with those who will be completing the work for you.

If there is no comparable channel which you and your collaborating outsourcer can use, the probability that they would be able to complete the job exactly as you wanted will be very slim. Trying different options is always an issue before you get the job completely done on the first go.

## **Finding programmers**

Finding a programmer can be as easy as joining a programming forum. Of course it is never really that easy to get to find a quality programmer who is willing to accept payment within your budget. It is important to take into account the various different locations where you may be able to find quality programmers to take on your projects.

Usually, you will be able to find programmers in a variety of different locations. Outsourcing projects can be done on online forums or through specialized freelancing types of websites where people post projects for others to bid on.

Some of the options which you may wish to try in terms of forums are:

Warrior Forum - [www.warriorforum.com](http://www.warriorforum.com)

Net Builders - [www.netbuilders.org](http://www.netbuilders.org)

Digital Point Forums - [www.forums.digitalpoint.com](http://www.forums.digitalpoint.com)

Forums are very personal and interactive locations where you may need to work with some people before you find the right person or team to complete your software job.

It is important to remember that forums will have a range of good and bad people which will be trying to take your money either legitimately or through less than honest means.

It is also very important to look into accounts which have a large amount of positive feedback and praise as well as those which have been around for longer periods of time. You can look into most forum network's user profiles and learn more about them including past posts which they have made on the forum. It is always a great idea to take advantage of forums which have a point structure so that you can see which accounts have had the most points when they are responding to your software development threads.

Freelancing options that you may also wish to look into are:

Elance - [www.elance.com](http://www.elance.com)

Guru - [www.guru.com](http://www.guru.com)

Freelance Free - [www.freelancefree.com](http://www.freelancefree.com)

VWorker – [www.vworker.com](http://www.vworker.com)

The freelancing websites are designed to allow a variety of different programmers to find you as well as for you to find programmers which have the skills available to complete your projects.

Some will require for you to write up the job description then make it available on the system for others to take the job and complete it. Others will allow you to let the programmers make bids on your job before you accept one to complete it. They can provide examples of their work and may even be able to complete the job under your budget as many programmers are willing to compete by offering dirt cheap work for software creation.

Whatever the case, it is important to look into the various different freelancing websites and possibly post projects on each to get more offers before you choose a single programmer or team to complete your project.

## **Posting a Project**

Posting a project is one of the most important things you will do for outsourcing so you will want to ensure that you are doing it correctly. You will need to be a part of the forum or freelancing websites so you will need to create an account at one or more of them to continue.

You may need to build up a reputation before someone can really trust you. This means that you will need to take the time to try commissioning people that can do simple tasks and prove that you are willing to pay those with higher skills such as programming to complete your orders with fewer risks of being scammed after they send you your project.

Once you have created your account, it is important to read through the rules of the website to ensure that you understand everything that you need to know before you continue to post your project publicly. Once the reading of the rules and terms of service of the website is completed, make sure that you understand it then ask any questions that you may have at the support location of the website. This will help clarify anything that may be causing you trouble to understand about the website. Once this is all complete, you will be ready to start.

Using the website as intended, locate the appropriate category in which your job offer should be posted within the site. If you are on a forum, it may be best to find the forum that is designated to posting job offers. Make sure that you find the correct sub-forum for software creation before you post a thread. If you are on a freelancing website, you will more than likely be able to post a job within a specific category designated for software programming and similar interests.

When posting your job you will want to be as clear as possible with your instructions and what is required from the programmers which will be taking on the job. You will want to offer as much information as necessary for you to do the work yourself. You should basically describe:

**Programming experience** - you will want to find someone that knows what they are doing. If you end up hiring an amateur to complete the job you may or may not be pleased with the results which would then lead to problems in the long run. The more experience someone has though, the more they will want to charge you for the service that they are providing. They may even be way over your allotted budget for the project so it is important to have them tell you what they can do so you could know whether or not they will be doing it for you.

**Your budget** - You want them to understand that you possibly cannot go past a certain amount of money for the project. It is best to start your budget off lower and gradually increase it if necessary. The best thing to do is take advantage of the lower budget listing at the start because someone with adequate programming knowledge and skill may offer to do it within that budget range. If this is possible then take the offer and give a large tip for their work originating within your budget range if they have done an exceptional job.

**Timeframe for completion** - You will more than likely have a time where you will want the project completed. You will need to let the programmers know that you need the completed software no later than that specific amount of time. You can always make that amount of time as close as necessary for you to get using the software in your marketing. It is also a good idea to give a shorter timeframe to complete the software just in case the programmers need more time to complete the software. This way you will not be left without a product when you absolutely need it to sell by a certain date. You can either let the programmer know that you have extended their completion date requirements or that you will reconsider the amount of payment to offer the programmer for the delay. Of course the extra time is always a good idea just in case there is a problem which would affect how the software would work.

**Function of the software** - You will need to let the programmers know what you want out of the software. Software without function is not something that you would wish to create and that requires understanding what you want to market. Let's say you want to create a type of calculator. The calculator will need to perform precisely and get the job done. This is much different than the creation of a video game which requires a large amount of extras such as content, dialog, mechanics and more. As long as you can accurately describe

what you need done by the software, those who will be taking on the offer will be able to have an idea of whether or not they will be able to do so within their budget.

**Operating system compatibility** - Tell the programmers where you want the program to be able to run. Right now, the major operating systems are on Windows and Mac based computers although there is a wide spectrum of other operating systems such as Unix/Linux and others which may not be as common in the normal household. You will need to tell the programmers where you want the software to load so that you can market it directly to the main group of customers that you have decided to work with.

**Usage rights** - You will want to let the software developers understand that even though they have created the software that they are not allowed to repackage and sell the software to others. You will be the owner of the software and own the rights to the software which makes any subsequent sales of the product your responsibility meaning that you will receive the money for the software. This is important as many people fail to set the usage rights down and legally, there are issues with illegal copies of the software being made that end up doing well because they are under priced or improved upon to make your software less appealing to your potential customers.

## **Loss Prevention**

You will want to really take advantage of loss prevention whenever possible. This is done through the use of third party money holders often called an escrow service. Many of the freelancing websites will have access to an escrow service which makes it possible for you to keep your money online and within an account. This way the programmers understand that the money for the project is there and that there is no possibility that you would be scamming them for their hard work in creating your software. This is also to help prevent yourself from being scammed by the many people who are out there who simply want you to pay them while they either ignore the work or do a completely unsatisfactory job on the software they create. This way you can refuse payment and allow the website you use to investigate the matter to get everything sorted out.

Another option if an escrow service is not available for you to use is to make arrangements with the software programmer ahead of time for the payment agreement. This way, you can pay a smaller more feasible amount such as 25%

of the total cost right away. This way they know that you have the money and are willing to trust their work before you send the rest of your money for the project completion. This also works out in your favour in the event that the programmer decides to discontinue the project or has decided to scam you. This way you only lose a small amount of money and not the entire budget for the software creation which in turn would leave you with nothing but complaints and a lack of software and funds.

If anything, use a payment processor which will be able to provide buyer protection for virtual goods. There are several different payment processors that are available to use which are either free or offer very low fees for the service. Take advantage of them to help ensure that your money is insured. This is also something that will allow you to punish those who have made the choice to scam you by not only having your money returned but their account terminated so that they cannot do it to others.

Never, ever send money through a mail carrier or wire transfer option. These are most definitely a scam. You can never trust any type of seller which is not capable of conforming to the rules of the websites they are a part of to complete your work. If they cannot get approved for payment processing accounts or an escrow service that means that they are either falsifying their information or that they have very bad credit. Even though people with bad credit may be ok, there is a high risk of them taking the money and simply leaving you to ponder why you fell for such an obvious scam. Simply do not provide money in a non-approved method on the site.

## **Choosing an Outsourcer**

Once you have taken the time to get your job posted and all of the rest of the preparations done, now you can choose an outsourcer. Of course with many projects, several people may apply or bid for the opportunity to create your software. Depending on the complexity of the software, you may even get hundreds of offers. It is important to review each option and ask the programmers questions to ensure that they understood what the software job is and whether or not they can complete it within the budget and time frame for you.

Choose the option which is best suited for your project. If you want to save money then choose the option which will cost you the least to complete. On the other hand, you may want to pay your full budget to help ensure that the job taker works their best to do everything you asked of them. Once you have

decided to choose an outsourcer for your software creation, make sure that you answer any questions that they may have regarding your project. Proper correspondence is a must for this to work out smoothly and you will want to also check up on them periodically so you can understand the progress on the software. You will also want to have them let you know when they have reached certain benchmarks on the software completion so that you can know whether or not the developer is staying within their necessary means while keeping you, the buyer happy.

Some simple tips to looking for an outsourcer are:

**Checking feedback** - Many programmers will have a large amount of feedback from their commissioners. You will want to look closely for any types of negative feedback in their scores and pay attention to real authentic praise. Most buyers will say things like "A+ work" which is a very generic statement that is given to people who create junk as well. A more in-depth feedback would be something to the effect of "Programmer did very well with the hyper-threading of x variable, solved all of the issues that I requested, etc." , which lets you know that they did something right.

**Keeping an eye on what they do after they accept a job** - Most programmers will go offline and start working on their job while others may take some time to start on what they are commissioned to do. It is important to see if they are committed to other projects while accepting new ones as well. This will show that they are not paying full attention to a single project at a time. This is one of the things you should avoid if possible because it is very easy to forget that you have to work on something else if you are working on many other things at a time. They may also work out of order which means that they can neglect your project until it is too late because they believed they had more time.

**Check their average completion times** - Check to see whether or not the outsourcer is doing their jobs in a timely manner. Are they completing the jobs within the allotted time frame? Are they completing jobs really quickly? Are they having trouble meeting deadlines and turning in projects late or having projects cancelled because they take too long to complete them? These are all questions which should be asked about all potential outsourcers, especially if time is really an issue in creating the software.

**Ask questions** - Simply ask questions. Get to know potential outsourcers so you can know whether or not they pay attention to detail. Discuss possible

bonuses if they can complete the project quickly or can implement features that are also useful that you had not asked for.

## **Pros and Cons of Outsourcing**

As with any other type of option that you may have regarding software creation, there are definitely some benefits and possible setbacks to using outsourcing for software creation.

On the positive note, you understand that there is an actual person, sometimes a group of people working on your project which means that they will be able to perform a variety of different changes as needed to your project to get it to work. They may be able to get your software completed under budget which in turn will save you money. You can really make use of personal interaction with the developers so that they understand exactly what you want done and can usually incorporate any necessary changes before the software has been officially completed.

On the negative side of outsourcing, you will be forced to be stern and possibly have to babysit your developers by telling them everything they need to know over and over again. They may be doing things wrong and be unable to implement what you request which means that you will end up with an inferior product to offer once completed. You may also be subject to waiting for them to complete their work and may even have large physical gaps between time zones if they are being outsourced out of the country.

So all in all, you will more than likely have a 50/50 success rate with outsourcing. Your experience may go very smoothly or you can run into some real problems. In other cases you will see many different things occur which can cause delays and other types of matters which really do not affect the quality of the software in the long run. You just need to keep in mind that what you may be asking for in terms of functionality may not be possible to implement on a small budget.



## Software Building Tools

If you decide to take on the task of creating the software yourself you will be in for a surprise. It's really not very difficult at all when you make software with rapid development tools.

But even knowing this you deserve a pat on the back as you have made a choice that most people will refuse to do because they are too lazy to try.

With the tools we're about to look at you are able to create great looking and functional software that makes it possible to get what you need done with a highly marketable result.

The following list of software creation tools is rated on a scale from 1-10. 1, being the lowest possible score and 10 being the highest possible score based on many variables.

The scores are calculated with the variables of ease of use, how total newbie users will fare with the software, how difficult the learning curve is, the speed of the development of the software, and cost.

The links to these products are not affiliate links, I want this to be an unbiased view and so have not joined any of the affiliate programs offered...

**InstantExe - <http://www.instantexe.com/>**

**Scores 3/10**

This is a nice low-cost tool (there's even a free version) which makes use of a simple programming language that is simple to learn.

However it does remain that you will be 'coding', just with a very limited instruction set. As such this is not the best choice for total newbies or people like me who are lazy and just don't want to code.

It does take some time to master this type of software building tool but the results are impressive once completed. We score it 6/10 and is definitely a recommendation for those new to software building and who want to begin learning how to program in a fast to learn, easy way.

**UBot - <http://ubotstudio.com>**

**V3.5 Scores 7/10 V4.0 Scores 3/10**

This tool creates automation scripts for the internet but does so in a graphical way. This means that what you will create will end up having a user interface that is simple to use. The software makes it possible to create your own executable programs which are easy to distribute.

Although created with non-programmers in mind you still have to have a fair idea of how programs flow and a bit about programming logic in order to produce really useful and good looking 'programs'.

If you plan on using this to build commercial software you will need to buy the Professional or Developers version. Customization of the user interface and look will also require the use of the paid version of the software.

This tool is not cheap and will cost you at least \$500 if you are planning on using the professional edition. To get the developer edition you will also need to pay an additional fee and qualify to use the advanced features.

Any types of products that are created with the uBot software will indeed need a lot of upkeep but the resulting software can be very professional looking.

Version 3.51 of Ubot scores 7/10. They have recently released version 4 which seems to have got a lot more complex and is quite buggy. We can only score this latest version 3/10.

**LockXLS - <http://lockxls.com/>**

**Scores 5/10**

You can turn your spreadsheets into a specially compiled program which allows use of the data but not the programming work that was put into it using Lockxls.

A permanent license for this option is \$296 but there are options to 'rent' the compiler for shorter periods of time.

Renting the compiler may be the best bet for creating XLS document scripts that you will be selling individually without having to purchase the entire LockXLS system.

If you already know how to use Excel then the learning curve here would be negligible and can easily make you profit. If you do not know how to use excel then you will certainly need to have a copy of the Excel software and then learn the functions and abilities of the software before you can create something that is worth selling. We rate this 5/10. If you already an Excel guru then this would score higher for you, but we are looking at this from a novice perspective.

**Limnor Studio - <http://www.limnor.com/>**

**Scores 4/10**

This is a visual programming system that claims to take the coding out of programming. The process involves having to put together small pieces of code which are represented by alternative visual options. If you come from a programming background this might be interesting but for the novice we found it complicated to figure out and not logical for those with no programming experience. It would be very much like putting a puzzle together that has too many similar pieces with a different image on them. Although you will complete the puzzle, the puzzle may not look right as the software will not function correctly.

So to get this Limnor studio to work in a way that best suits you, you will need to at least know some sort of programming such as SQL5. Even the basic instructions start talking about knowing SQL5 and other 'technical stuff'. It is rated as a 4/10 because it can be confusing for a novice user as well as those who really know their stuff also. On the other hand, if you have extensive knowledge of the SQL5 code structure and language you can easily create programs with this development kit software. In this case the software would be rated a 6/10.

**ISB - <http://instantsoftwarebuilder.com/>**

**Scores 4/10**

This is a 'recipe' system whereby you can insert tags into a text or html document and then build a wizard like program that asks the user what to put in those gaps and then spits out the files. The recipe idea is good but the execution is poor and the software it produces all look the same and are fairly ugly. This system is very easy to master, but seriously lacking functionality and overpriced at \$297. It is rated a 4/10 due to the high cost and lack of functionality.

**Software Product Magic - <http://www.softwareproductmagic.com>**

**AUTHORS CHOICE!**

**Scores 9/10**

If you want to be able to create real software programs that run well with little problems you will want to look into Software Product Magic. The basic functionality of this software creation product uses a recipe building system. But this far exceeds what other 'recipe' systems can do.

This software building system is feature-packed, easy to use and even enables you to produce time limited demos, brandable versions of your products, and has a basic registration code system incorporated which takes out a lot of the extra work that would be needed by using other software to enable these options.

You will be able to create a wide range of products similar to other products listed above but you will have greater articulation of the look and feel with your customization of your product. This is the ideal option for a complete novice or if you simply want to create software at an alarming pace.

This software is rated a 9/10 for the high usability of the software and the near limitless possibilities that it can provide.

**M.Y.O.S. - <http://www.makeyourownsoftware.com>**

**Scores 7/10**

This is one of the earlier "recipe" systems but has been sadly left outdated. It still does a good job but has many limitations in what it can create.

This would have been my choice if Software Product Magic didn't exist but when you compare the two side by side there is no contest.

The saving grace of MYOS is that it is cheaper but you really do get what you pay for here.

Rated 7/10 – Lacks some of the really nice features of other tools but still a reasonable choice if you're on a budget.

**Tiger Software Builder – [www.tsbexpress.com](http://www.tsbexpress.com)    Scores 8/10**

There's no question that this makes software, I do however question just how quickly until you get over the pretty steep learning curve.

The other disappointment is that it becomes clear very soon after you start using this that unless you pay to upgrade to the full "non-express" version you are seriously lacking the functionality you need to make the really cool software.

Expect to find this 'not as easy' as they make out, but pretty powerful in what it can produce. Expect to be spending more money to upgrade. If you don't mind putting in some time this is worth 8/10.

## **Making money with your rapidly created software.**

Now that you have created software, you will certainly want to make some money from it right? Of course you do. It is very important to take advantage of the options that you have to make money from your new product.

You have several options that you could look into that will make it possible for you to get the money you want from your software.

First off, you can sell your software directly. If you know a fair amount of work has been put into the software and that it can do more functionally than competing products on the market, you can put together a website and simply sell it to your customers.

This option will of course require you to make the products you create findable by your customers which may require advertising and promotion. This can be a little bit of an investment if you cannot find other ways to accomplish spreading the word about your software.

You may also want to sell your software with some resell rights. The only perk that is being made available through this new system is the fact that your customers can also sell your software themselves and make a profit from their sales.

There is a great opportunity to get the software out to more people even though you may not see any additional money by selling with resell rights. The idea is to get your branding better known so customers will return for more.

You can sell the software with a branding tool and white label or private label rights. This basically means that the software you will be selling can be rebranded as another company's software and they can claim it as their own.

This of course is an option that you should offer only if you are willing to let others claim your software as their own. This also means that you can sell your software at a much higher cost this way so that you can claim at least a portion of the sales from the rebranding in advance since you will not get any of the profits later on.

You can give the software away but require them to get a free licence key for the software. In a way this is a genius option because you can require them to sign up for an advertising list before they can access the free license key. They may also be required to complete a CPA offer which would in turn grant you some advertising revenue.

This is a great way to give the software away free but not really for free. Additionally you could have them skip this step by offering the software at a low price such as that of the cost of your highest paying ads for example.

You can also be ingenious and start a software club membership site. This way you can charge a fee for membership monthly and they will then have access to your available software. Members will be offered a new software option every month while still having access to the list of existing products.

As you can see, it is really a great idea to take advantage of the various different methods of selling the product (or giving it away) for profit. The main advantage of selling the products yourself is the fact that you will be seeing all of the profits.

If you implement a resell program on commission, you can still get a fair amount of profit from this system. Giving the product away for free is also a great way to get started with advertising services which will pay you good money for each person you are able to subscribe to advertising.

## **Promoting and marketing software products**

So you want to get the word out about your software right? You can't just sit there and expect people to know that you created a website and are offering your software for sale now can you? Nope. You need to get out there and tell everyone you know and even those you don't know about the software that just became available on your website. This can be accomplished in a variety of different ways.

You will want to start off by creating a simplified version of said software. This is a great time to look into developing a demo or time limited option of the software to distribute.

Shareware versions are also a great way to get the word out about your software product. You will want to take the time to upload the simplified

software to 'download sites' online which will allow people to find and download your software to try.

In your demonstration version of the software you will want to make it limited enough to complete the task required but not complete the task fully. You will want the software to render watermarks and let them know that they are using the unpaid version of the software as well as where they can go to get the full version of the software.

There are specialized tools available online such as <http://robosoft.rudenko.com/> which is designed to speedily get you listed on the various shareware, freeware and demo software directories.

Simple software which is designed to fix a small problem or solve some issues is highly valued and prized. You can create some of these software options and sell them on forums such as Warrior Forum as a WSO (Warrior Special Offer).

They are simple to sell and you can sell them at a reasonable price that is low enough to sell like hotcakes while still making you a large amount of profit. Just remember that many Warrior members buy on price and you will probably have to pitch your product at a low price as a WSO. You will however build a list who you can mail about your future products and this is sound marketing.

Niche-based software that comes with resell rights and/or branding rights sell very well on the Warrior Forums site as well as in many other niche-based locations.

It is a great idea to look into the available options for reselling whenever possible because you may find that you get more back from selling high once than trying to sell at moderately high multiple times.



## Summary

In Summary, with the right tool you can create and launch a software product in hours. This is a great opportunity to get into the land of software production which could make you money in a quick and efficient manner. You can easily create software that can be listed on forums such as Warrior Special Offer software for example. There really is no limit to what you can do once you create your own software to distribute.

List your software with several thousands of websites where trial and demonstration versions are usually hosted. This is a great option to quickly get your software available in many locations while taking advantage of providing information on where they can get the complete and full version of the software either free or paid on your website.

You can pull the “bait and upgrade” game and create some software that is available to everyone by submitting their email address to your list. What this will do is subscribe them to your mailing list where you could send them advertisements and offers. After some time that these users have gotten to test and enjoy the program (even with simple limitations in place) you can then release a "professional" version of the software which they will be able to purchase.

Distribution can be free and you can then charge after a trial period or you can take the route of alternative revenue production through advertisements in email subscriptions for free access to the software. You can sell the software product directly or have others sell it for you while getting a sizeable chunk of the total price while offering a commission.

## **Bonus: My 99 Software Ideas Brain-dump.**

- 1) You could create and/or use spreadsheets software, dental/vision applications and/or contact form blog/web site plug ins/scripts.
- 2) You might make and/or operate presentation software, diet/nutrition applications and/or se optimization blog/web site plug ins/scripts.
- 3) You can generate and/or apply game software, education/college applications and/or site map blog/web site plug ins/scripts.
- 4) You may produce and/or buy programming software, science applications and/or photo galley blog/web site plug ins/scripts.
- 5) You could program and/or download shareware software, energy applications and/or slide show blog/web site plug ins/scripts.
- 6) You might design and/or invest in freeware software, entertainment applications and/or widget blog/web site plug ins/scripts.
- 7) You can construct and/or exploit storage/backup software, environment applications and/or stats blog/web site plug ins/scripts.
- 8) You may assemble and/or take advantage of data defragmenter software, exotic/adult applications and/or social networking blog/web site plug ins/scripts.
- 9) You could compose and/or purchase data compression software, fashion applications and/or twitter blog/web site plug ins/scripts.
- 10) You might invent and/or benefit from tax software, dad/mom applications and/or facebook blog/web site plug ins/scripts.
- 11) You can establish and/or run accounting software, fiction applications and/or anti spam blog/web site plug ins/scripts.

12) You may organize and/or upload bookkeeping software, family applications and/or social media sharing blog/web site plug ins/scripts.

13) You could originate and/or order page optimization software, electronics/technology applications and/or profile blog/web site plug ins/scripts.

14) You might set up and/or capitalize from DVD burning software, frugal/save money applications and/or ad tracking blog/web site plug ins/scripts.

15) You can erect and/or utilize cd burning software, gambling/lottery applications and/or loyalty program blog/web site plug ins/scripts. They might enlarge your wealth.

16) You may formulate and/or employ audio editing software, games applications and/or podcast blog/web site plug ins/scripts.

17) You could plan and/or add video editing software, garden applications and/or site cloning blog/web site plug ins/scripts.

18) You might develop and/or play with video creating software, gifts applications and/or pay per click blog/web site plug ins/scripts.

19) You can engineer and/or test audio creating software, government applications and/or template blog/web site plug ins/scripts.

20) You may prepare and/or experiment with word processing software, health applications and/or site theme blog/web site plug ins/scripts.

21) You could compile and/or embrace web site design software, hobbies applications and/or broke link checker blog/web site plug ins/scripts.

22) You might create and/or acquire text to speech software, holidays applications and/or comment blog/web site plug ins/scripts.

23) You can make and/or access speech to text software, home remedies applications and/or posting blog/web site plug ins/scripts.

24) You may generate and/or grab management software, humor applications and/or social integration blog/web site plug ins/scripts.

25) You could produce and/or gain help desk software, music/instruments applications and/or redirection blog/web site plug ins/scripts.

26) You might program and/or welcome inventory software, politics applications and/or membership site blog/web site plug ins/scripts.

27) You can design and/or obtain investment software, radio/television applications and/or shopping cart blog/web site plug ins/scripts.

28) You may construct and/or secure marketing software, relationship applications and/or instant commissions blog/web site plug ins/scripts.

29) You could assemble and/or use office suite software, safety/secure applications and/or affiliate program blog/web site plug ins/scripts.

30) You might compose and/or operate chat software, marketing/advertising applications and/or click bank blog/web site plug ins/scripts.

31) You can invent and/or apply instant messaging software, seniors applications and/or Amazon blog/web site plug ins/scripts.

32) You may establish and/or buy social networking software, sexuality applications and/or cost per action blog/web site plug ins/scripts.

33) You could organize and/or download list building software, shopping applications and/or content syndication blog/web site plug ins/scripts.

34) You might originate and/or invest in fax software, singles applications and/or video blog/web site plug ins/scripts.

35) You can set up and/or exploit web cam software, self help applications and/or audio blog/web site plug ins/scripts. They might maximize your product line.

36) You may erect and/or take advantage of screen savers software, social networking applications and/or language translation blog/web site plug ins/scripts.

37) You could formulate and/or purchase themes/wallpaper software, society/culture applications and/or sidebar blog/web site plug ins/scripts. They can multiply your business value.

38) You might plan and/or benefit from active X software, software applications and/or quotes blog/web site plug ins/scripts.

39) You can develop and/or run driver software, sports applications and/or rss feed blog/web site plug ins/scripts.

40) You may engineer and/or upload ebook creation software, self help/improvement applications and/or forum blog/web site plug ins/scripts.

41) You could prepare and/or order educational software, tattoos applications and/or chat room blog/web site plug ins/scripts.

42) You might compile and/or capitalize from teaching software, taxes applications and/or profile page blog/web site plug ins/scripts. They may raise your success.

43) You can create and/or utilize screen capture software, lifestyle applications and/or about me page blog/web site plug ins/scripts.

44) You may make and/or employ file reader/viewer software, teens applications and/or expressions blog/web site plug ins/scripts.

45) You could generate and/or add graphic animation software, insurance/legal applications and/or tweeting/retweeting blog/web site plug ins/scripts.

46) You might produce and/or play with ad blocker software, video games applications and/or site category blog/web site plug ins/scripts.

47) You can program and/or test web browser software, travel/vacation applications and/or content protector blog/web site plug ins/scripts.

48) You may design and/or experiment with download manager software, war/military applications and/or content rating blog/web site plug ins/scripts.

- 49) You could construct and/or embrace file sharing software, weather applications and/or embed video blog/web site plug ins/scripts.
- 50) You might assemble and/or acquire ftp software, self defense/weapons applications and/or cross post comments blog/web site plug ins/scripts.
- 51) You can compose and/or access spyware software, animals applications and/or audio player blog/web site plug ins/scripts.
- 52) You may invent and/or grab anti-spam software, automobiles applications and/or thumbnail blog/web site plug ins/scripts.
- 53) You could establish and/or gain encryption software, babies applications and/or ad rotating blog/web site plug ins/scripts.
- 54) You might organize and/or welcome password software, birthdays applications and/or content/imagine rotating blog/web site plug ins/scripts.
- 55) You can originate and/or obtain web/email servers software, business applications and/or mobile site conversion blog/web site plug ins/scripts.
- 56) You may set up and/or secure firewall software, candy/chocolate applications and/or contextual ads blog/web site plug ins/scripts. They could blow up your product packages.
- 57) You could erect and/or use task manager software, celebrities applications and/or pop ad blog/web site plug ins/scripts.
- 58) You might formulate and/or operate system maintenance software, crime applications and/or exit ads blog/web site plug ins/scripts.
- 59) You can plan and/or apply printer software, child care applications and/or corner/footer ads blog/web site plug ins/scripts.
- 60) You may develop and/or buy html software, children/kids applications and/or event calendar blog/web site plug ins/scripts.
- 61) You could engineer and/or download php software, cleaning applications and/or check lists blog/web site plug ins/scripts.

62) You might prepare and/or invest in java software, climate applications and/or content importing blog/web site plug ins/scripts.

63) You can compile and/or exploit scheduling software, community applications and/or avatar/virtual world blog/web site plug ins/scripts.

64) You may create and/or take advantage of copywriting software, computer/Internet applications and/or analysts blog/web site plug ins/scripts.

65) You could make and/or purchase media player software, communications applications and/or download manager blog/web site plug ins/scripts.

66) You might generate and/or benefit from image editing software, conspiracy theories applications and/or countdown counter blog/web site plug ins/scripts.

67) You can produce and/or run reference software, construction applications and/or page view counter blog/web site plug ins/scripts.

68) You may program and/or upload informational software, countries/states applications and/or content view counter blog/web site plug ins/scripts. They could build up your hits.

69) You could design and/or order survey software, cooking/food applications and/or ticker blog/web site plug ins/scripts.

70) You might construct and/or capitalize from engineering software, poems applications and/or legal disclaimer blog/web site plug ins/scripts.

71) You can assemble and/or utilize banking software, crafts applications and/or privacy policy blog/web site plug ins/scripts.

72) You may compose and/or employ traffic software, credit card applications and/or pic slide show blog/web site plug ins/scripts.

73) You could invent and/or add back link software, legal applications and/or bookmark/favorites blog/web site plug ins/scripts.

74) You might establish and/or play with squeeze page software, dating/singles applications and/or ad manager blog/web site plug ins/scripts.

75) You can organize and/or test forum software, decorating applications and/or keyword ads blog/web site plug ins/scripts.

76) You may originate and/or experiment with chat room software, inventions applications and/or users online counter blog/web site plug ins/scripts.

77) You could set up and/or embrace automation software, investing applications and/or e-mail notification blog/web site plug ins/scripts.

78) You might erect and/or acquire email software, jewelry applications and/or e-zine newsletter blog/web site plug ins/scripts. They may pull in your buyers.

79) You can formulate and/or access ftp software, language applications and/or optimization blog/web site plug ins/scripts.

80) You may plan and/or grab database software, landscaping applications and/or monetization blog/web site plug ins/scripts.

81) You could develop and/or gain simulation software, career/jobs applications and/or anti-virus blog/web site plug ins/scripts.

82) You might engineer and/or welcome problem solving software, make up applications and/or blog search blog/web site plug ins/scripts.

83) You can prepare and/or obtain decision making software, manufacturing applications and/or content sharing blog/web site plug ins/scripts.

84) You may compile and/or secure blog software, occupation applications and/or fb like button blog/web site plug ins/scripts.

85) You could create and/or use auto responder software, men/woman applications and/or auto blogging blog/web site plug ins/scripts.

86) You might make and/or operate order processing software, real estate applications and/or contest blog/web site plug ins/scripts.



- 87) You can generate and/or apply organizational software, movies applications and/or follow me blog/web site plug ins/scripts.
- 88) You may produce and/or buy subliminal software, religion applications and/or Facebook friend blog/web site plug ins/scripts.
- 89) You could program and/or download reminder software, marriage/weddings applications and/or social bookmarking blog/web site plug ins/scripts.
- 90) You might design and/or invest in opt-in form software, nature applications and/or printable page blog/web site plug ins/scripts.
- 91) You can construct and/or exploit virtual 3D world software, neighborhood applications and/or content directory blog/web site plug ins/scripts.
- 92) You may assemble and/or take advantage of role playing game software, night life applications and/or send to a friend blog/web site plug ins/scripts.
- 93) You could compose and/or purchase advertising software, non profit applications and/or graphic page header blog/web site plug ins/scripts.
- 94) You might invent and/or benefit from template software, exercise/fitness applications and/or hit counter blog/web site plug ins/scripts.
- 95) You can establish and/or run fill in the blank software, outdoors applications and/or video/audio sharing blog/web site plug ins/scripts.
- 96) You may organize and/or upload installation software, parenting applications and/or integrator blog/web site plug ins/scripts. They could safeguard your motivation.
- 97) You could originate and/or order brainstorming software, paranormal applications and/or micro blog blog/web site plug ins/scripts.
- 98) You might set up and/or capitalize from advertising software, pregnancy applications and/or survey/poll blog/web site plug ins/scripts.
- 99) You can erect and/or utilize affiliate software, people applications and/or content archiving blog/web site plug ins/scripts.

