

How to Profit from Distributing Public Domain & Shareware Software

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How to Profit from Distributing Public Domain & Shareware Software

What is Public Domain & Share ware Software

Public domain software is software that is not copyrighted by their authors. Public domain software is written by authors that place their software in the Public Domain and may be copied and distributed freely by anyone with few or no restrictions.

Shareware software is software that is copyrighted by their authors. Share ware is written by authors that allow the user, you or your customers, to try the software before having to register it with the author. If a user likes the software enough to continue using it, the user is put on the honor system to register the software with the author for a fee, usually from \$5 to \$100. This registration fee provides the user with benefits like free update versions, printed manuals, technical support, other available software, etc.

Share ware software may be copied and distributed freely by anyone with few or no restrictions and without payment to the author. Most authors list their distribution restrictions, if any, usually in a "README" file on their software disks. Also check these files for registration procedures and fees.

You Will Distribute Your Software . . . You Will NOT Sell It'

One of the most common restrictions set by authors of both Public Domain & Share ware software is that you cannot sell their software. But you can freely copy it onto a diskette and distribute it to people that pay you a fee for the diskette and your copying service of the public domain or share ware programs onto the diskette. The maximum fee most authors allow you to charge to distribute their software is \$7.00.

How to Get Your Software . . . FREE of Charge

Public domain & share ware software is available from a number of Bulletin Boards Services (BBS's) located in every small or large city. With the use of a modem and telephone ,you can download any public domain and/or shareware software program available . . . **FREE OF CHARGE!**

If you plan on distributing only a few different public domain & shareware programs, then downloading them from your local BSS is a very good way to start. However, if you plan on distributing 50, 100 or more different public domain & shareware programs (there are over 1500 different public domain & shareware software programs available for you to distribute), then the cost of telephone calls to the BBS's will prohibit you from downloading

any large quantities of programs. You must then purchase them from a Public Domain & Shareware Library House.

How to Get Your Software for only \$2 to \$7 per disk

Most public domain & share ware libraries, including Infopreneur Services library, supply the diskettes, the copying service of the public domain & shareware programs onto the diskette and the special knowledge to help and provide you with the very best public domain & shareware software available.

Here's a list of some of the major public domain & share ware libraries. Write to each one for a copy of their catalog and their breakdown of prices.

INFOPRENEUR 3755 Avocado Blvd #110, La Mesa, CA 91941
PC-SIG, 1030D East Duane Avenue, Sunnyvale, CA 94086
PUBLIC BRAND SOFTWARE, PO Box 51315, Indianapolis, IN 46251
SIZZLE WARE, PO Box 6429, Lake Charles, LA 70606

How Much You Should Charge

Most public domain & share ware software libraries charge a diskette and copying service fee ranging from \$2.00 to \$7.00. We suggest you charge \$3.99 to start. You will have less sales resistance with the lower fee and therefore get many, many more orders!

If you get all of your public domain & share ware software for only \$3.99 per disk, you will break even when you get your first copying fee of \$3.99 for that program. But every time you distribute that same program again and again, it will only cost you 25 cents for the diskette (use the 25 cent bulk diskettes you see advertised in most computer magazines -- they work great), about 2 cents for an envelope and 29 cents for first class postage

. . . that's only 56 cents subtracted from the \$3.99 leaves you a net profit of \$3.43 for each disk you sell! And most people that buy public domain & share ware software buy an average of 4 to 12 different diskettes each time they place an order!

How to Distribute Public Domain & Share ware Software

Depending on your advertising budget, you will probably want to begin using one of the methods explained in this report, such as classified ads and/or direct mail.

CLASSIFIED ADS . . . You will offer in your classified ad a FREE CATALOG. This catalog must be simple . . . use just one, two or three sheets of paper listing the public domain & shareware software you offer and your copying fee. Include an order form. A

good idea here is to put two order forms on one 8 1/2" x 11 " piece of paper. Use one color of paper for your catalog sheets and a different color for your order forms. But do use colored paper for both -- it will pull a better response with more orders than by simply using plain white paper!

DISPLAY ADS . . . as your advertising budget increases, consider a display ad in a national computer magazine. Go to your local library or bookstore and find all the public domain & shareware software ads in the major computer magazines. Use the ads you find to get ideas for your own ad. Remember, these advertisers are spending money each and every month on the same ads. They are spending this money because these ads are bringing them a lot of money every single month. Most of these advertisers have the same ads running in a number of different magazines.

DIRECT MAIL . . . If you decide to use direct mail, then simply mail your catalog sheets and order forms to a mailing list of computer users. Mailing lists are available from any mailing list broker in your city.

COMPUTER and SOFTWARE STORES . . . these stores buy software in quantities . . . not just one order at a time. A great source for volume orders.

BULLETIN BOARD POSTERS . . . bulletin board posters are known as one of the best **FREE ADVERTISING** media methods available. Don't pass this method by.

FLEA MARKETS and SWAP MEETS . . . flea markets and swap meets are visited by thousands of people and computer users every Saturday and Sunday all year long. This is a very profitable, easy and fun way to distribute Public Domain oft Shareware Software.

How to Package Public Domain & Share ware Software

This is simple. You don't package it . . . you simply copy the program onto a diskette, put a label on the diskette and mail it to your customer in a plain envelope. It's that simple!

How to Distribute Software WITHOUT Owning a Computer

You do **NOT** need to own a computer **AND** you do **NOT** need any computer experience to distribute Public Domain & Shareware software. Listed below are the major disk duplication service houses that will do all your disk copying for you, for only pennies per disk. This eliminates your need to know anything at all about computers or software. Call or write each company for their quantity and price per disk copying fees.

Diversified Systems Group Inc, PO Box 1114, Issaquah, WA 98027,
800-255-3142

MegaSoft, PO Box 710, Freehold, NJ 07728, 800-222-0490

Princeton Diskette, 1101 Richmond Avenue, Pt Pleasant Beach, NJ
08742, 800-426-0247

Star-Byte Inc, 2880 Bergen Road, Hatfield, PA 19440, 800-243-1515

Duplication Services Corporation, Scottsdale, AZ, 800-322-8392

Where to Buy Computers at Discount Prices

The best place to buy any computer system and /or accessory at the lowest possible prices is by mailorder. The single best magazine (filled with hundreds of advertisements) to find any computer related product is the COMPUTER SHOPPER Magazine. Go to your local bookstore and buy a copy. Then, get a pen and a piece of paper. Write down the items) you want to purchase. Read every ad in COMPUTERSHOPPER Magazine that sells the items) you want to purchase, making notes of each companies name, address, phone number, prices, return policies, etc. When your list is done, you can then decide which company offers the best prices and policies.