

# Two Fantastic Ways To Make Extra Sales If You Sell Products On Computer Disk

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## Two Fantastic Ways To Make Extra Sales If You Sell Products On Computer Disk.

If you sell computer programs that you've written, shareware programs, or information products on computer disk, there are two little-known ways to make extra sales that most people aren't using. Use these methods and your sales will increase!

The first way is to use a custom disk sleeve. Disk sleeves are those paper sleeves that the disk is enclosed in. Most are plain white. That's a waste! You can make your own CUSTOM disk sleeve that can act as an information flyer for the disk it carries, as well as a catalog of your other products. If you have a laser printer, you can even customize these for each individual customer.

Here's how I do it. Take a piece of 8 1/2 x 11 white paper. On the 8 1/2 inch side, measure four inches from one of the long sides. Do the same on the opposite 8 1/2 inch side. Now fold the long way at this four inch point. Hold the paper so that the 11 inch side is horizontal, and the four inch high side is in the front. Next, measure 2 1/2 inches from each side along the 11 inch side. Fold each side, at the 2 1/2 inch point, to the back. You now have a disk sleeve!

I use my laser printer to print a catalog of my products on the side of the paper that will be the inside of the sleeve. Then, I turn the paper over, and print information about my disk product (a newsletter on disk) on the front side. When folded as above, the front of the sleeve has information about what is on the current issue of the newsletter. Turning the sleeve over, subscription information is printed on the flaps. When you open the flaps, you see display ads on the rest of the front side. I printed a message saying "See inside for free info and special offers!!" in small print on laser printer labels, six times per label, then cut them into small individual labels. I use these labels to hold the back flaps closed, until the customer opens the sleeve.

By doing this, I make use of what would otherwise be blank space and extra mailing weight. My sleeve weighs only a fraction more than a regular sleeve, so it doesn't effect postage costs, and it sells products for me! Sure, printing and folding the sleeves takes a little extra time, but it's easy work that brings in sales I otherwise wouldn't have, which makes it worthwhile.

The other way to increase your sales is to include a catalog on the disk itself. This is as easy as typing a letter, and will work with any IBM-compatible computer.

With your word processor, type a letter to your customer, telling them that you have some resources that they can benefit from. Then, list your other products and services. Be sure to tell the customer exactly how they will benefit from each particular product/service. Then, when your letter's finished, save it as an "ASCII text file." Almost all word processors will have this option. An ASCII text file can be loaded into any word processor, or can be displayed by typing "type (file name)" to show it on the screen, or "type (filename) > prn" to print it out. Save your letter with a name like README or READTHIS, something that will get your customers attention when they look at the directory of the disk.

On your disk sleeve, label, or instructions that you include with the disk, urge the customer to look at your file. Tell them you have important information for them. Including your product listing this way will add NO weight whatsoever, and will only add the time it takes to create it. A short text file such as this shouldn't effect how long it takes to copy the disk for the customer.

When you sell products on disk, you have two easy methods to use to increase your sales potential. Use both, if you want, and you'll see a marked increase in your sales!