



WEEKLY ACTIONABLE CONTENT SERIES

9.18.2017

No Development Software Development Strategy

Quick Intro

I recently purchased rights to a series of strategies called My 100k Blueprints. I thought some of the strategies inside were fantastic. I'd like to share this one with you now:

No-Development Software Development

It's amazing how effective this is, and how often we see it, yet how few of

us pursue it or even think about it.

What I'm talking about specifically is taking already developed software, that has the appropriate rights, such as Open Source, packaging it up, branding it, and selling it.

This is something we've done many times, and in fact was where one of my earlier big successes came from.

From the "Imagine That!" department:

While doing the research to fill out these blueprints, I learned that "Screen show Pro" (a screen capture video program we "developed" and marketed more than five years ago) is still being sold successfully today!



Premise & Summary Within the 'digital marketplace', there is a definite hierarchy of perceived value. At the low end of the 'price / value' scale are 'basic' ebooks & reports.

Create or include audio and/or video, and the 'price / value' climbs.

At the top end is software; for many reasons, it has the highest perceived value, and as such can command the highest price. There's good reason for this: software is generally much 'costlier' to develop than content. This Blueprint takes advantage of this, but does so without incurring those development costs.

We do this by finding market-ready or near-market-ready software that has rights allowing us to modify and sell it. There are numerous sources for software such as Source Forge and the Open Source Initiative. Some easy-to-do market research will tell us what's in demand and what's selling well; based on that research we find a suitable product.

We polish it up & package it, often by outsourcing a new 'skin', then bring it to market.

The Blueprint

Step 1 – Market Research / Market Awareness

We can apply a 'traditional' market research approach, using market research tools but there's a better and more effective way:

WarriorPlus.com

Go to <http://www.warriorplus.com/> - if you don't already have one, you'll need to create a free account.

Now go to 'Affiliates' / 'Request Offers'. You'll see a table listing available offers, along with price, commission rate, refund rate, and more. Of concern to us is the 'Sales' column showing how many sales the offer has had. Clicking on any column will sort by that column.

Click on 'Sales' to sort the offers by sales volume.

The first few pages will show you offers with sale of 1000 units or more. Browse through these, noting which ones are for software. This will give you a sense of what software is most in demand.

TIP: I can tell you from both direct and indirect experience that Wordpress plugins, Wordpress themes, scrapers, 'viral' account creators & submitters, and apps (or almost anything mobile) are always in high demand.

Warrior+Plus

User: Mas [my account] [logout]

Home WSO Pro WSO Tracker WSO Alerts WSO of the Day Affiliates Support My Stats

Affiliates request offers get offer links affiliate stats refund requests

WSO Pro Affiliate Offers

Offer Title / Keyword Vendor Name Sort by Sales

SEARCH

Available Offers 1-100 of 9551 results next >

Product / Vendor	WSO Date	Sales	Visitors Conv.	Visitors Value	Avg. Price	Buys	Comm Rate	Refund Rate	
HOOK PIGEON LIVE Chris Munch	2012-02-27	1000+	20%	\$2.04	\$10.29	9	100%	4%	request
WSO Pro - Spoke Listing Niketantz	2009-09-26	1000+	27%	\$5.01	\$18.73	23	0%	1%	request
FastAttackSEO - How I make \$25,000 A Month With SEO Secrets ANYONE Can Use To Dominate Google #1 Ranks CraigRC	2011-04-21	1000+	10%	\$0.88	\$8.97	136	75%	2%	request
Flyer All-Stars aCase	2011-07-12	1000+	17%	\$0.82	\$4.92	2	100%	1%	request
Backlink Takeover (with Brian Anderson) Mario Brown	2011-09-15	1000+	15%	\$1.61	\$10.74	2	100%	3%	request
Keyword Blaze Pro daytons	2012-04-02	1000+	14%	\$2.98	\$21.70	15	50%	5%	request
FastAttackTraffic - The Free Traffic Method I Use To Create \$35,000+ Per Month Income On Autopilot! CraigRC	2011-06-08	1000+	10%	\$0.85	\$8.84	96	75%	3%	request
Easy WP SEO Chris Landrum	2011-04-04	1000+	7%	\$2.43	\$37.00	199	50%	3%	request
The Trophy Reason - Viral SEO Traffic Method - 10,000+									

Step 2 – Choose Software

Browse through available software listings and choose the software you'll package and sell. Source Forge - <http://sourceforge.net/> Open Source

Initiative – <http://opensource.org/>

Free Software Directory - http://directory.fsf.org/wiki/Main_Page

Open Source Software Directory -

<http://www.opensourcesoftwaredirectory.com/>

IMPORTANT: While “Open Source” is by definition re-distributable, you always want to doublecheck the specific licensing terms. In particular, you want to make sure it is usable under a ‘commercial’ license, meaning you can sell it and keep the money! Almost everything you see on these sites will be usable as such.

Fortunately, one of the most popular licenses for ‘open’ software is the “gnu” license.

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“My \$100k Blueprints!” | 3/1/2013

Here is the unambiguous position on selling “gnu”-licensed Open Source software, right from the ‘horses mouth’, the “Free Software Foundation”, the principle sponsor of “gnu”:

“Many people believe that the spirit of the GNU Project is that you should not charge money for distributing copies of software, or that you should charge as little as possible – just enough to cover the cost. This is a misunderstanding.

Actually, we encourage people who redistribute free software to charge as much as they wish or can. If this seems surprising to you, please read on.

The GNU General Public License (GNU GPL) has no requirements about how much you can charge for distributing a copy of free software. You can charge nothing, a penny, a dollar, or a billion dollars. It's up to you, and the marketplace.”

Step 3 – Customize & Package

Customize your software package so that it is unique to you. Depending on

what you start with, this could be done by having a new 'GUI' or skin created, an attribution such as for Wordpress plugins & themes, possibly new configurations or features.

You can do this by outsourcing on any of the freelance sites such as Freelancer.com, Odesk.com, or Guru.com.

You'll also want to modify or create instructions or user manual as appropriate; this can be done very simply by taking what already comes with the software or is on the site, and creating a PDF .

You can add value to the package by creating some screen-capture videos demonstrating the software, it's installation, features, etc.

Variations We've Tried

In some venues, you can sell different levels of rights to your software very effectively. One example is warrior forum. If your pricing your software relatively inexpensively, \$10-\$25 for instance, you can bump your revenue and perceived value by offering broader rights at a higher price.

If your software is something used on multiple sites, such as a word press theme or plug-in, you can try selling a developer's license that explicitly allows unlimited use. This works well priced at 1.5 to 3 times the base cost.

You can also offer resale rights for 2 to 5 times the base cost. I did this with Screen Show Pro, adding half again as much revenue as it had already earned.

Variations We Haven't Tried

Another option that we know to be effective though we haven't tried it ourselves, is to partner with marketers or developers that have similar or complementary offers.

For example, if you are doing Wordpress themes or plug-ins, you might consider finding partners that have established, branded products, and approaching them with a licensing offer. This could take the form of offering to let them brand your product and include it with theirs, paying you a per-sale royalty.

They get the benefit of additional differentiation and adding further value to their product, you get the benefit of additional sales avenues.

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

kamjenningspro@gmail.com

Good luck out there guys!

-KAM

