

Special New Report Reveals...

“Discover Amazing Secrets To Cash-In On The Virtually Untapped Profits Behind Hot-Selling Software Products That Practically Guarantees Success!”

Learn My Strategies To Increase Long-Term Sales, Gain More Loyal Customers, Build Huge Mailing Lists, And Dominate Niche Markets... By Tapping Into The \$600 Billion Software Business!

By Jeff Alderson

Source Code: The Amazing Profits Hidden Behind Software Products!

Dear Friend,

Starting a new business takes a leap of faith. You never know how exactly long it's going to take for it to take off.

In rare cases, you'll hit it big instantly. However, most of the time, it takes months or even years to build up a successful customer base and product line.

Even a single ebook or software product can take months of creation and preparation work before you see one cent in return.

And this is why this short report is so important. It reveals how you can start leveraging the power of software to start earning thousands of dollars an hour for your time.

How's this possible?

Well, the main reason has to do with what makes up software – its **source code**.

The simplest way to describe source code is that it's the set of directions that tells the computer what the program does and looks like. It's how the computer knows what to show on the screen and how to respond every time the user clicks a button.

Every program is made up of source code using a programming language, such as PHP, Visual Basic, Delphi, etc.

Now here's where it gets good for you. With software products, you often don't have to start scratch each time. You can put out products quickly because much of the source code has already been developed.

You see, the beauty of software products is that you don't have to always re-invent the wheel each time you begin a new project.

For example, once you've developed a search feature, you can use it for other applications... Or maybe you've designed a certain look and layout you like, and you don't want to change a thing for your next project.

Simply stated, old software products add up to a "swipe file" you can pull from to create new creations quicker, easier, and at a tiny fraction of the cost than if you started from scratch!

Let's look at an example of how this can make you more money:

If one top selling product generates \$20,000 your first month, but it took you 500 hours to create, then you should be making around \$40 an hour. Not bad. However, just imagine what you could be earning if you can put out top selling software products that take only 100 hours to develop.

That's \$200 an hour in your first month!

Plus, instead of creating only a few new products a year, you're now creating a dozen. Your income just went from \$80,000 to well over \$240,000 a year!

Now, of course, these are only examples. But, they allow you to see the impact of being able to repackage the work you've done in the past – to build a successful line of products in a fraction of the time it would have otherwise taken.

In the pages that follow, you're going to discover the entire range of possibilities software products have to offer... and how you can repackage them to start successful software businesses around the web.

Moreover, these are the same secrets that I've used to build my successful business starting with very little investment cash and limited Internet marketing experience.

I know that you'll gain a fortune of insight into the power software products have for your business.

For more secrets and source code to get you rolling, be sure to visit:

<http://www.SoftwareThatSells.com>

To Your New Success,

Jeff Alderson
Xybercode, Inc.

The Benefits Of Selling and Offering Software Products

In addition to being able to get a jump-start on your future products by using the source code (something you could never repackage so easily with an ebook)... there are also many more benefits to selling software products.

Let's quickly go over 8 main ones:

- 1. Software has a high perceived value.** With ebooks, everybody knows that they vary wildly on quality. There is usually no surefire bet that the information inside will mean a boost to your bottom line.

On the other hand, the value of the software is clear. It either does its job or doesn't. You simply have to explain what results it delivers to justify your price range.

Other types of information products leave it up to the user to make the information pay off.

All of this means you can easily charge \$97, \$147, or more depending on the software. And, when you add that up, you can earn \$1,000 or more for selling only 10 copies!

Compare this to an ebook where it's very difficult to get half of that for the same effort.

- 2. They're one of the easiest products to sell (you don't have to be a pro copywriter to have a top selling creation).**

With ebooks, you have to convince the buyer that they should pay you significantly more than a normal book for special information. And, in most cases, this is a very difficult task.

Software products can be sold with little or no copy in many situations. This is because people want what the software does and often don't need a lot of information to be sold.

If it saves them hours of time for a tedious task they're already performing, it's a no-brainer for them to purchase a copy.

This can easily save you countless thousands of dollars in copywriting fees.

- 3. Zero packaging or shipping costs.** Everything can be done over the Internet.

One of the most important factors you should be looking to integrate into your business are ways you can increase your profit for little or no extra work.

Software products can be distributed over the Internet at lightning-fast speed without you lifting a finger or breaking a sweat.

- 4. You can create simple products cheaply and quickly.**

Many people think that software products are expensive to get into. There is nothing farther from the truth. Although detailed programs that come out of big corporations do cost a fortune to create, simple programs (that work wonders in small markets) can cost as little as a few hundred bucks!

In other words, an investment of a couple hundred bucks (less than the cost to hire a ghostwriter to create an ebook) could be worth tens of thousands of dollars to you in sales.

- 5. It's a fun business because you can dream up life-transforming tools.**

Something I absolutely love about software products is that you always get to come up with new ways to make people's lives easier. Plus, you can help them generate more money, while working less hours.

When you think in terms of this, then you can create new innovations that literally transform the way the world works.

Best of all, you don't have to be a master wordsmith to create a killer software product. All it takes is your imagination.

- 6. You don't have to be an expert with a ton of credibility to sell the software. You can let the results it produces speak for them self.**

To have a hot selling ebook, you often need to have a lot of credibility that helps convince people you have an inside scoop or unique take worth listening to.

For example, if you have an ebook on gambling secrets, then it helps to be a successful pro or to have made a lot of money before.

With software, you can create an awesome Internet gambling software that calculates statistics without being any kind of pro.

Another example is that you may have an ebook on how to produce “hit songs.” If you’re not an established pro, then you’re going to have hard time selling that product.

On the other hand, if you create a software tool that makes producing music easier, you don’t need to be well-known to sell a ton of copies.

7. Get prestige as you accumulate a large list of loyal customers and become a player in your market.

Software is probably the easiest way to establish yourself in a new market. This is because if it saves enough time or provides big enough results for its user, then it’s going to spread like wildfire around the web.

8. Low-risk. You don’t have to spend big-bucks finding your initial customers for a product. If your software delivers results, then you’ll have countless people recommending your product.

With ebooks, you have to get people to read and then try out your advice. This means you often may have a harder time getting it to spread around than with a killer piece of software.

The bottom line is that software products are probably one of the most overlooked options when it comes to developing information products. By using them effectively, you can skyrocket your subscriber numbers, burst into a new markets with super-strength, and develop a profitable line of products that rakes in a fortune!

Let’s dig-in 7 methods of how it’s done...

Method # 1 – Invest In Programmers To Create A Hot-Selling Line of New Tools!

You don't have to be a programmer to make money from software products.

In fact, even if you are a decent programmer, it's probably still worth it (because of all the time you save) to outsource your jobs to someone else.

You can find countless programmers easily on sites such as:

- <http://www.Elance.com>
- <http://www.RentACoder.com>
- <http://www.Scriptlance.com>

These sites have numerous programmers that will bid on your projects to give you the best price. In addition, they often have bidders from other countries (a little bit of money to you is a whole lot to them).

This cuts your development costs to less than a couple hundred dollars for simple programs and a tiny fraction of what it would cost you to get a quality ebook written for bigger projects.

Simply put, getting a fairly decent programmer can be relatively cheap.

Once you do find a good programmer, a powerful tactic is to create a series of similar products.

This is for two key reasons:

1. **You want to build upon your past successes.** Once you've find something people want, keep on giving them more. This also makes it incredibly easy to come up with new product ideas once you've found a benefit that a market wants from that type of software.
2. **You can use some of the same code in all of your products with minimal changes.** This means you can crank out killer products that you can easily sell to existing customers for a much smaller investment!

And this is a key point to succeeding with software products. The worst thing you can do with any project (including writing ebooks) is to get bogged down working on a new project that takes months to finish.

Your goal should be to create quick, high-quality products. When you get bogged down for months on a single project, you're much more likely to lose interest and wind up putting out an inferior product.

If it bombs, then you just wasted all of your time and effort.

On the other hand, if you put out related products you know your customers would be interested in (and they did not take long to create), then your income grows!

You're getting paid more for your time. And this is the beauty of software products.

You can often re-work an existing product to solve another one of your customer's problems.

With ebooks, you have to start from scratch each time. As a result, they may be less profitable than adding a proven new software product to your line.

Method # 2 – Combine Multiple Products In A Single Package

One of the most potent ways to rack-up money with software is to create a package of software tools that work together to create a system.

The advantage of bundling tools over selling them individually is that you can create a more powerful and “TOTAL” solution.

As a result, you can charge more because your package is worth more and has a much higher perceived value.

One example of this might be a set of tools that work together to generate a steady flow of traffic to people’s websites.

Or for bird lovers... “The Ultimate Bird Watchers Package”. Inside you might have software to help someone keep track of what birds they have seen, another program could be used to help identify sounds, and a final one to research or cross-reference different species.

By thinking in terms of separating software into more than one product, you can often increase the final price tag for the entire package, while at the same time making each program easier to use.

Additionally, another advantage of software is that you can take information that would normally go in an ebook (such as a directory or cookbook) and pop it into software for a new product with significantly higher perceived value.

Then you can add search features and other tools to increase the usability and functionality of your product.

Simply put, software products give you much more flexibility!

When you’re dealing with ebooks, you are basically limited to calling it a “Course,” “System,” or “Guide.” Sometimes this works to increase the perceived value, depending on the product. But, often times, customers will still see it as an “ebook” no matter what you call it.

As a result, you’re going to earn a fraction of what you could than if you added software products to your offer!

Method # 3 – Offer Software As Backend Products

A key point you should take away from this report is that ebooks and software compliment each other.

Each one helps spur the sales of the other. How's this possible?

You see, ebooks help to educate your customers. They explain important concepts, explain the benefits of what you have to offer, and create loyal new “converts” into your business.

On the other hand, software helps your customers act on what you explain in your ebooks. They increase the amount of customers that follow through on what your ebooks explain, so they can get the desired result.

For instance, let's say you offer an ebook on a business opportunity. The ebook might explain all of the benefits of the opportunity and show the reader how to get started.

Then your software helps them succeed. You might create software to help keep the customer focused on success, stay organized, sell their products, or help them plan for their new business.

How about another example? Maybe you sell an ebook that teaches several winning blackjack strategies. A companion software product could be a program that uses your “Magic formula” to help others win more often when playing blackjack.

Are you starting to see why it's so important to have software in addition to ebooks?

They both work together synergistically to create more loyal and satisfied customers. Also, the more products that you sell, the larger and faster your database will grow!

And just consider what this can mean to your business. Instead, of having a few people to eventually sell your highest end software products to, you now have so many more!

Of course, that's a long-term strategy of your business. In the short term, software products are a great way to earn some easy surefire cash by selling them as backend products after someone purchases your ebook.

All it takes is a new tool to organize, automate, or optimize one of the techniques you already teach in your ebook.

Please keep in mind, if you are only selling ebooks, then you're leaving a fortune of sales on the table.

Software can literally take your ebook profits to the next level!

Method # 4 – Branch Off Into Any Niche With The Help Of A Programmer.

Most of you are probably familiar with software tools in the Internet marketing arena. There are traffic generators, keyword tools, web design tools, and countless website submission tools.

However, few people realize the amount of opportunity for software outside of the marketing and webmaster niche.

Practically, every market can use some kind of software.

Although many markets are ultra-competitive and may be difficult to crack, there are countless markets that have practically zero competition.

Largely because people don't realize how easily and cheaply they can create software. As a result, you could cash-in on other marketer's lack of information about software products and reap all of the rewards!

Let's use the "Learn to play guitar" niche, as an example. This niche is very competitive and most of the top earners have video products. But, what happens when you add a software component to make learning on the computer even easier?

Your package is going to have a clear advantage over all your competition. If customers can learn easier from you (and you clearly communicate this), then it's going to be a no brainer for them to do business with you.

There really is little excuse not to add a software component for some part of your business. In many cases, it can mean tens of thousands of dollars in new sales because you offer a valuable tool to your customers.

In addition, software products are a great way to establish yourself in a new market. You don't need a massive amount of credibility to sell software products.

After all, you're not selling your expertise, but a specific function the software performs.

This means you don't have to struggle to come up with good product ideas. You just look at each market in terms of what task you can take to make it quicker, easier, and more effortless.

How can you make the customer's life better with software?

And since most people don't realize the power of software, chances are nobody has a solution for what you come up with.

Then, you can easily burst into new markets with a killer, in-demand product!

Method # 5 – Take Ebooks and Expand On Them To Create New Hot-Selling Information Products.

Software products are not the only type of product that uses source code. An ebook's "source code" are the actual words that make it up.

Of course, this means the problem with ebooks is that the source code is visible to the user.

However, this doesn't mean you can't rework and repackage ebooks.

In the same way that software is outsourced, you can also find writers to create your ebooks.

You just type up a good outline, get someone else to do the grunt work, and you can then edit it to your liking.

Additionally, you can buy the full rights to ebooks, find a writer to add a new "twist" and then generate a profit.

Although we've already talked about some drawbacks of ebooks compared to software, they also have a few advantages.

These include:

- They increase customer response rates, because your customers realize you are an expert in your field
- They help explain important concepts, so customers better understand what your software can do for them
- They build a bond with customers, because customers get a better idea of who you are and how passionate you are with your work

The bottom line is that you should have an ebook and software component to grow your business for the long-term.

Method # 6 – Joint Venture With A Programmer If You're Short On Cash.

One of the quickest and easiest ways to expand your software empire is to partner with a skilled programmer. Simply offer a share of the profits instead of paying upfront for development.

There are loads of top-notch programmers out there. And many have no idea how their talents can be applied for maximum profit.

This is where you can come in. All you need is to show that you have something worthwhile to offer the programmer.

You need to be able to show the programmer how you're going to get results, so he or she can see the benefit for working with you.

Additionally, you can also look for programmers who already are aware of software product marketing.

The upside is that you're not going to have to explain as much to them, they're more likely to be reliable, and they can contribute better ideas to your project.

Of course, the downside to working with an established programmer is that they're harder to find... and you're going to need to show that you have proven results in the past.

After all, nobody wants to invest their time with somebody who can't offer a convincing assurance that the project will be followed through with and make money.

If you're just starting out (and short on cash), then your best bet is to find a programmer with talent, but no marketing knowledge or interest in doing any marketing on their own.

There are countless talented programmers that fit into this category. The only challenge for you is to get them to see what can be achieved (with the understanding they have little or no concept of what Internet marketing is).

To do this, you need to start with the advantages of partnering with you

(money, work flexibility, prestige of co-owning a product, or fun of putting their talent into action) before you dig into exactly how it's possible.

Additionally, even if you aren't short on cash, partnering with a programmer is a great option for creating your software.

It's useful to have somebody "on call" to help improve your software on a constant basis after launch. Also, you can work together to create a far better product than you ever could on your own.

Simply put, there is no excuse not to add some kind of software component to your business if you choose this option.

Method # 7 – Give Software Away As Bonuses!

If you want to build a list of customers quickly, software products are one of the most powerful ways to do it.

There are 3 options to building a list with software products:

1. Give away a valuable piece of software in exchange for signing up to your opt-in list.

The benefit to giving software products over other bonuses is that they have a high-perceived value (which can increase your downloads and distribution) and they're more likely to be used on a regular basis.

With ebooks, most are read once and then lost in the customers hard drive soon after. And generally speaking, few people actually follow the advice inside.

Software can often be used for many years after it is first installed. By putting your information inside the software or on the user interface, you're going to get a lot of exposure and a ton of free advertising.

2. Require an opt-in inside the software in order for the customer to be able to use all of the software functions.

The benefit of doing it this way (instead of requiring an opt-in before the customer gets the bonus) is that now you can give others the right to distribute your software.

By doing it this way, other marketers can give your software away as a bonus to improve the value of their offering, yet you still get the sign ups in your autoresponder.

Plus, you've got to also keep in mind that people will often spread your software around even if you don't give them the right to distribute it to others.

By requiring an opt-in inside the software, you can guarantee that you still benefit no matter what happens.

Similar to this, you can also include your ebook into a software product, give it away, and then require users to sign-up to your list to access a portion of the ebook.

3. Give away a valuable software product without a required opt-in, brand it with your website information, and collect the user's information when they visit your website.

With this method, you're going to have more people using your software, but your opt-in rates will be reduced.

If you choose to use this method, then I do suggest adding some type of advertising inside your software for related products or services.

Finally, another way to profit from software is to simply use it as bonuses for your primary products to help seal the deal.

A really powerful idea when using software as a bonus is to integrate software products into your membership sites that deter people from wanting to leave or cancel their membership.

Examples are web based ad trackers, split testers, and URL rotators. As the subscribers' data builds over time, it becomes much less desirable to unsubscribe or look for another solution.

Conclusion: The Crucial Next Step

As you've seen in this report, software is an essential part to expanding your online presence. This is because it offers 3 main benefits:

1. Significantly increase your long-term sales (by boosting consumption of your ebooks, reports, videos, or other material)
2. Strengthens customer loyalty by getting your ideas in front of them on a frequent basis
3. And gives you a nice chunk of new sales in the short term with high-perceived, valuable products.

In addition, you don't have to be a technical expert. You can create in-demand products by either outsourcing your jobs to a programmer or teaming up with one and sharing the profits.

You can let somebody else do all the coding, while you cash in on your idea!

With that said, there's a final point you need to consider before you get started...

Why re-invent the wheel and start from scratch in creating your new software... when you can get the source code for 37 hot creations (worth \$37,689) for a bargain basement investment price?

This is exactly what you get at <http://www.SoftwareThatSells.com>

With this package, you don't have to spend countless hours getting the basics of your software created (costing you countless thousands in extra development costs).

Instead, you have a starting point where you can sell the products as is, repackage them with a new name, or even add new features to the software for even more profits.

Plus, keep in mind that this is not any "ordinary" code. Quite a bit of this code is used in some of my top-selling products and has helped me to generate hundreds of thousands of dollars in sales!

Just imagine how much profit this software could generate for you when you add your special touch to it!

Simply put, this new system is your “magic key” to profit from software without costly trial and error trying to figure it all out.

All of the products included in this package can be used by ANYONE who has a website! That means that regardless of the niche you are in, you can very easily distribute these products to unlimited website owners.

In addition to the source code, I also reveal all of my proven secrets to making money with software.

No stone is left unturned.

BUT, that’s not all... you also get sales copy for 12 of the products in this package (easily worth \$10,000.00)!

High-quality copywriting isn't cheap. You'll get 8 proven sales letters and 4 mini sales letters written by a professional copywriter.

You literally get EVERYTHING you need to start profiting from software nearly instantly.

To get started, you need to act fast. Secure a limited time bargain investment price set to increase in ONLY 5 days. The quicker you grab your package, the more you save!

The sale opens February 12th, 2007 at 12 P.M. Eastern. Keep in mind that in addition to the price increasing, supply is also very limited.

Only 1,000 copies of the system have been created and many of these were sold during the first release. This means the sale can end at any time!

To get your key to unlock massive software profit, just visit:

<http://www.SoftwareThatSells.com>