Your Own Software Empire

"Build Your Own Profitable Software Empire without Being a Programmer and without having to Outsource"

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Introduction…

My name is Andy Brocklehurst and I've been making a significant income online in the last few years mainly from selling simple software.

Most people would say "well its OK for you - you're a programmer" but what they fail to realize is that many of my most successful products, the ones that have done tens of thousands of dollars or more didn't involve proper programming at all.

I cheated.

Well it's not really cheating... More like "working smarter."

I use an array of what are known as "Rapid Development Tools", these are things that let even a non-programmer create fully functional software that people want to buy.

This means that anyone, which means YOU... can create software that people want to buy and best of all because most people don't know about these secret methods of software generation, software maintains its exclusive status and higher perceived value.

This is why I LOVE 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?

If you do then I'm going to change your opinion by the time you’re done reading this.

But that's a good thing because in this case your opinion is wrong.

You are going to see that not only can you build a successful business selling software, but you can even create it yourself without learning or knowing the first thing about programming, scripting or coding.

Outsourcing software is a mugs game for the inexperienced.

It does my head in that there are so many books and courses out there that tell you that you just need to go to some outsource site like freelance.com and pop in some details for what software you want making and some techie from India or Eastern Europe will make it for you for pennies and it will be good enough to sell.

If you don't know what you're doing you will almost always end up with something that doesn't work, is impossible to support and by the time you want to make improvements the outsourcer will probably have vanished.

Even with experience I have been ripped off by outsourcers so many times it's not funny.

If you don't know about programming you are at their mercy. They can spin you any old story and push costs up as they go along. And if you end up releasing something that seemed to work and it later causes issues - what are you going to do? By then you've paid the outsourcer and now are faced with them being the only one who can maintain and update the code... and now they don't need to be Mr "Nice and Cheap" because they are no longer in competition with other coders.

Outsourcing doesn't always, or even often go bad... but when and if it does... it can be horrible. What if they give you code that is not theirs to give? What if what they give you ends up damaging peoples computers or data? Sure you can have all the disclaimers you like - but your reputation is going to be screwed and you really cannot afford for that to happen.

So unless you have some real experience in dealing with programmers - avoid outsourcing. It's not the easy money that some people would have you believe.

Your Mindset is Probably Going to Hold You Back

When I explain the concept of creating simple software to people they often have an issue with how simple some of my products are. But this is because they are thinking about it as a product and not as the solution that people are actually paying for.

In order for me to convince you and demonstrate that there is a massive demand for really simple software I am going to have to show you some of the products myself and others have successfully built, launched and sold.

There are no affiliate links here, in all cases, even if it's not my product, I am linking directly to the product. The aim here is not to get you to buy any of these, but rather to demonstrate my point.

We buy software to solve a problem or to make a job we do faster. And this is what we buy. We pay for the results. So although my software might just be editing a config file and saving it to their hard disk it is taking the pain out of having to edit a file inside notepad. That might be easy for some people but it strikes the fear of God into others.

Take this product for example;

http://www.warriorforum.com/warrior-special-offers-forum/729628-ver-2-released-14-feb-heres-quickest-easiest-way-embed-entire-web-site-into-facebook.html

I established there was a demand for people wanting to embed their web sites into Facebook. So I spent a bit of time on Google and found script examples, for free, that did exactly that.

I found one that was effectively free to do with as I wanted (more on GPL, GNU and other license stuff in a bit). And if you followed the slightly horrid instructions you could fairly easily embed any page into facebook.

But the process involved "editing a script". This to the uninitiated sounds terrifying, but if we break that down it just means "changing a text file in notepad" which isn't half as scary.

But I am going to cash in on that 'fear factor' and make the process easy by making some software that creates the already edited file for them. Then I'm going to make a couple of quick videos that show the software in use and explain the other bits that the software won't do for them (upload the files to a server, etc).

And that is what I did.

I built this particular project with Software Product Magic which is one of the rapid creation tools I mentioned earlier. I then packaged it up using iCurator Pro (another cool rapid dev tool) so the videos and software were all available from a nice looking dashboard.

I launched it as a WSO and it has sold over 850 copies, brought in $14796.40 in sales. Many of those copies sold for $27... and remember this is basically a program that generates a couple of text files.

Do people need my software to be able to embed a site into Facebook?

No. But my software makes it quick and easy and that is the basis I sold it on.

If you would like to see over-the-shoulder videos of me building that software and launching it as a WSO then go here:

http://www.warriorforum.com/warrior-special-offers-forum/746123-check-reviews-how-create-13k-warrior-special-offer-coming-up-idea-launch-see-all.html

The important point here is...

Simple Software Sells.

Here's another: http://www.warriorforum.com/warrior-special-offers-forum/442061-private-label-rights-software-niche-site-maker-software-branding-tool-private-label-rights-under-10-a.html

That outputs a few slightly modified html pages. Nothing more, nothing less. Certainly nothing clever - but it saves people time, and people are lazy... so it sold well.

And it's not just me. A little while ago two warriors sold what is in effect a web page of hyperlinks compiled into a piece of software:

http://www.warriorforum.com/warrior-special-offers-forum/612577-ultimate-time-saving-tool-cyberspy-check-out-walk-through-video.html#1

Simple Software Sells.

This one is dead cheeky...

http://www.warriorforum.com/warrior-special-offers-forum/461094-wordpress-plugin-creator-make-simple-wordpress-plugins-without-writing-any-code.html

That was a plugin builder. All I did was take a PLR wordpress plugin that puts famous quotes on the end of blog posts. Made it so the text file with the quotes was configurable with a piece of software and did the same with the plugin title. In under 30 minutes I'd made this and it sold like gangbusters.

Are you getting this yet?

Simple Software Sells!

And here's another (it's worth peeking at the sales page for this one because its such a simple sales page you'd be surprised how well it sold)...

http://www.warriorforum.com/warrior-special-offers-forum/478813-instant-review-site-machine-create-review-sites-affiliate-products-minutes-noob-friendly.html

Simple Software Sells!

Had enough yet? How much proof do I need to show you?

Here's another super-simple one I made in no time flat...

http://innercircleacademy.com/authority-hi-jack-steal-the-authority-of-big-name-sites-and-get-people-to-take-action/

Simple Software Sells!

All of the examples above that were made by me were done with Software Product Magic, which we'll discuss a little more shortly. But there are other tools that will make simple, sellable software - and some of them are free.

Here are some examples of products made with the even cheaper iCurator Software which is a dashboard creator (people love dashboards)...

http://www.warriorforum.com/warrior-special-offers-forum/633531-ultimate-done-you-package-niche-brandable-private-label-rights-softwares-sell-giveaway-just-1-35-each.html

This idea proved so popular that we ended up doing five volumes of it! It was just variations on the theme in different niches. Many customers purchased all five volumes.

Here's volume 2 (see how we used the same sales copy and just changed the niches - it doesn't get easier than that)...

http://www.warriorforum.com/warrior-special-offers-forum/643601-volume-2-done-you-package-niche-brandable-private-label-rights-softwares-sell-giveaway-just-1-35-each.html

And here's a product by another Warrior that was made with iCurator Pro...

http://www.warriorforum.com/warrior-special-offers-forum/750914-new-stupid-simple-software-gives-video-courses-new-look.html#1

Just in case you're not getting it...

Simple Software Sells!

I could give you dozens and dozens more examples but I think the point is made. I've personally sold simple software like; countdown generators, pop up makers, sales page generators, squeeze page makers, interactive story books

and lots more. All of which were made using tools that **generated the software without ANY PROGRAMMING WHATSOEVER!**

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. Simple Software can do it. You want to be able to add funny clipart to your digital images - simple software has you covered.
Simple software sells like crazy and can be accomplished by anyone with some free time or some simple resources to get the job done.

But like I said. You mustn't let your thinking or your mindset hold you back.

I see it all too often, I am talking to one of my coaching clients, they have a nice simple idea. But they talk themselves out of it because they think "it's too simple."

People will buy simple software because;

- ✓ It's Simple!
- ✓ It solves a problem.
- ✓ It Makes their Life Easier.
- ✓ It helps them get their job done quicker.

Here's another example of simple software selling well:
http://www.warriorforum.com/warrior-special-offers-forum/564763-social-games-creator-software-brandable-private-label-rights-rights-mini-site-plus-psd-files-spm-source-code.html

The mindset obstacle really is one of the biggest. I know because I have customers who have subscribed to the concept, purchased Software Product Magic and then start sending a slew of support tickets asking for new features so they can make a software that does xyz.

Because they convince themselves that something simple won't sell or won't have the right appeal and that unless it has some extra functionality that no one will buy it.

Actually all they are doing is finding excuses to not get a product out there and if they can blame it off on not having the right features then it takes responsibility away from them (in their mind) which somehow makes it OK.

When you come across a feature you cannot add because of a limitation of the rapid development tool you are using - just don't put it in! But DO get the product finished within the bounds of what you can do and get it launched.

Nine times out of ten no one would have wanted the feature you had in mind anyway. And if it turns out after launching, that everyone is asking for that feature... if you have a successful product and cannot make the rapid dev tool do what you need, you now know there is a market and can look to find someone to help develop it or partner with a professional programmer.

The key here is... you get the product done, you do it within the constraints of the tools you have and you see profits first.

Nothing will motivate you to do more products and improved versions of the ones you do than actually seeing they are successful before you go down the route of massive development.

That is where rapid development tools come into their own and that is why it's so great that... Simple Software Sells!

Software Building Tools

OK so let's look at some of these "rapid development tools" that exist;

UBot - http://ubotstudio.com

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.

Just keep in mind that this is still a steep learning curve and it is nowhere near as easy to master as they would have you believe in the hyped up sales copy.

LockXLS - http://lockxls.com/

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.

ISB - http://instantsoftwarebuilder.com/

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 there are better recipe builders out there.

I don't think this is supported anymore and the products it makes are a bit cumbersome looking.

Software Product Magic - http://www.softwareproductmagic.com

Full disclosure: I created this - so I am biased!

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.

M.Y.O.S. – http://www.makeyourownsoftware.com

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 was part of the inspiration for me creating Software Product Magic and if you compare the two side by side - I'd be confident that there is no contest.

On the plus side MYOS is cheaper but you really do get what you pay for here.

Tiger Software Builder – **www.tsbexpress.com**

There's no question that this makes good 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 will make some pretty awesome software.

The software this generates is different from the other tools I've mentioned, TSB predominantly makes database products.

iCurator Pro - http://icuratorsoftware.com

Another one I'm going to be biased about because I invented it. This is a dashboard/menu creator. Designed to be simple but you can still produce some powerful, simple software with it. And just like Software Product Magic there is an option to get a version that lets you created PLR brand-able titles.

iCurator also has some tight integration with SPM. It's possible to create Software Product Magic projects using the enterprise edition that can only be run from inside an ICP dashboard.

EZ Software Maker - http://ezsoftwaremaker.com

I made this one too. This is a simple HTML compiler. It will let you have multiple pages with some nice navigation. The Pro version has the registration feature (discussed below) like iCurator and Software Product Magic and the Pro+ edition also has the facility to password parts of the product.

This does not have the option of a brander, but it is very simple and low-cost. A good way to get started.

You don't have to sell software to profit from it...

When I came back to Internet Marketing (I had been away running a bricks and mortar business for a few years), I had no list and I knew this was a problem because whether you like it or not - the phrase "the money is in the list" is 95% true.

So I created a few simple software tools and gave them away for free in order to build a list.

In my experience giving away software is far more powerful than giving away a pdf report. People are more likely to stay on your list to get updates for a start. People expect software to get updated from time to time (even if it doesn't need it).

I also found that creating software that could be downloaded and then required the user to give up their email address to 'register' it worked far better than the traditional squeeze page model where they are asked for personal information ahead of getting their download.

I could have a direct link for the download of the software and when they ran it for the first time they'd have to input their name and email to get a registration code. By this point they'd done the download and run the installation... they were committed.

And it worked really well. In fact I'd **built a solid list of 2000+ people in less than 2 months** and many of these became buyers of my other software products.

Both SPM (Software Product Magic) and ICP (iCurator Pro) have this functionality built in (shameless I know!)

But why stop at just registration?

You can also make those who download your simple software do almost anything you want as part of the registration process. Instead of asking for email addresses you could make them complete a CPA offer to get the registration code to run the software. This means you get paid every time someone downloads and installs your free software. Now distribute through the file sharing sites that pay you a few pennies per download and if you have something that goes viral you could be banking some big bucks by giving stuff away.