

How to Sell Software

Reasons Why People Buy Software

People have many different reasons why they buy products. It's your job to figure out what reason(s) will persuade them to buy. The reasons are usually based on emotions they want to experience rather than logical reasons.

Here are some reasons to get you started:

They want to protect their computer, personal information and Internet usage.

They want to do common or office tasks faster than before.

They want to create and do things that would be too hard or impossible to do without software.

They want to save time doing things quicker and faster than without software.

They want sets of utilities that will do multiple tasks all at once.

Types Of Software To Sell

There are many types of products you can sell. You just need to determine who your target market is and what specific item they want. Or you could sell a couple different ones in a package deal.

Here is a good list:

| | | | |
|---------------|----------------|-----------------|-------------------|
| Anti virus | Productivity | Security | Business |
| Children's | Web Publishing | Developer Tools | Educational |
| Databases | Reference | Desktop | Games |
| Entertainment | Graphics | Multimedia | Internet |
| Utilities | Music | Networking | Operating Systems |
| Finance | Utilities | Video | Maintenance |

Office Suites

Photo

Editing

Web Development

Words Or Phrases That Sell Software

Just one simple word or phrase in your ad copy can be the difference whether a person buys or not. You need to use ones that will persuasively describe your product. You can use them for headlines, benefits, features, p's; etc.

Here are some targeted words and phrases:

| | | | |
|---------------|-----------------|---------------|----------------------|
| save time | easy to use | push button | multi task |
| faster | automatically | instantly | minimal requirements |
| quicker | simple install | quick set up | fast loading |
| get organized | free support | fast download | runs smooth |
| protect | step by step | just click | just log in |
| secure | easy navigation | powerful | safe |

Graphics Or Images That Sell Software

As you may know, pictures can sometimes sell better than words alone. People will project themselves in the pictures and persuade themselves to buy the product. Even the colors of your web site and graphics can trigger people to buy.

Here are some imagery ideas:

People enjoying their computer.

A persuasive screen shot of the software.

The software brand's logo.

Picture of the end result/benefit of using the software.

A software character that helps them use the software.

Stories That Sell Software

In most sales letters, audio ads or video ads there is usually a mini story that advertisers use to attract you to the product. Some people even imagine themselves in the story as they hear it.

Here are some good story lines:

How a person got a raise at work because the software saved time.

A story about how a person made things on their computer for holiday gifts.

How the software saved them money from not hiring a printer shop.

A story about teaching kids how to use software to improve their grade.

Backend Products To Sell With Software

Once a person decides to buy or becomes a customer it is a good idea to offer them another product soon after because they are already in a buying mood. It's usually easier to sell to an existing customer than a brand new prospect.

Here are some add on product ideas:

An Upgraded Version Of The Software

Special Computer Equipment That The Software Can Use

A Step By Step Software Instructional Video

Blank Items That The Software Can Use Like Paper, CDR's, DVD's, etc.

Bonus Or Content Ideas That Sell Software

Mainly businesses or affiliates will give people information product bonuses or use content on their web site to persuade them to buy. They also use them as incentives to get people to subscribe to their opt-in list.

Here are some bonus or content suggestions:

A list of the top-rated software in each category.

How to use the software for other tasks that it's not intended for.

How to back up their software in case it quits working.

How to recover their software after a computer crash.

Keywords And Phrases That Sell Software

Tons of people like to promote their products in the search engines or with pay per click ads because they are a good, high traffic resources. The main objective is to use or pick the right keywords and phrases that will increase your web site ranking or sell the best.

Here are some keywords and phrases to get you started:

| | | |
|-----------------------|---------------------|-------------------------|
| software | business software | small business software |
| (type of software) | desktop software | accounting software |
| (brand of software) | software player | burning software |
| (name of software) | software developer | used software |
| free software | software games | productivity software |
| software applications | computer software | website software |
| software downloads | new software | media software |
| utilities software | systems software | download |
| software project | music software | free downloads |
| mobile software | anti virus software | buy software |

Special Offers That Sell Software

A lot of people decide to buy products because of a special offer or deal. People are always looking of a good bargain or a extra incentive. People use logical reasons to buy to backup their emotional wants and needs.

Here are some special offers examples:

Free online download of other similar software.

A discount on their next software purchase if they buy it within 6 months.

Free updates of the software for life.

A \$10 coupon for when the next version of the software is released.