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FOR IMMEDIATE RELEASE

This Little Program Went to Market

ROCHESTER, MN – May 31, 2010 – Are you interested in selling your own products on the Internet? *This Little Program Went to Market*, by Annette Godtland, can help you launch an Internet sales and and marketing process. Do you have an idea for a computer program that you would like to sell, or have you written a convenient utility that you think others would buy? Transform your personal program into a market-ready package. Handle the entire creation-to-sales process in a professional manner, at little or no cost to you, using the tools and services demonstrated in this book. Follow step-by-step instructions, complete with code listings and screen shots, for each of these activities.

Sell and market your products on the Internet – Have you ever dreamed of having your own Web site? Create a complete Web site that meets Web page compliance standards. Optimize your Web site for search engines. Create download links, buy-now buttons, and a shopping cart. Accept credit card payments through PayPal. Monitor visitor activity. Increase downloads and sales per visitor using marketing strategies.

Make a computer program market-ready – A program may work great on your computer, but may not be ready to be sold. Define an easily repeatable, one-step build process with automatic backup. Provide integrated, searchable help documentation. Draw your own icons or create them from a photo. Create a trial version of your program and market it as shareware. Learn strategies to help protect your program from piracy. Create an install wizard that requires acceptance of your license agreement, creates file associations, avoids Microsoft Windows Vista and Windows 7 access control errors, and verifies minimum system requirements.

About the Book – *This Little Program Went to Market: Create, Deploy, Distribute, Sell, and Market Software and More on the Internet at Little or No Cost to You*, ISBN: 978-0-615-34583-3, was published May 31, 2010 by Godtland Software Corporation.

About the Author – Annette Godtland has used many of the tools and techniques described in this book for selling her own software at www.godtlandsoftware.com.

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