

10 Cool Ideas for Creating Totally Unique Software Bonuses In Less Than 60 Minutes...

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Yahoo Chat...

Have you ever heard of Chris Elliott from ChrisElliottCopywriting.com? He's a marketer, copywriter and musician from Alaska and has been a friend of mine for about a year. Not too long ago I asked him if he could help me out with promoting one of my products and sent him a copy plus a link to the sales page.

This was his response:

“Your bonuses suck big time.”

Excuse me?

“You heard me all right. Your bonuses are no good. Overvalued, rehashed products which have been round the world a dozen times at least.”

All of them?

“All but one. That software bonus you created yourself. That is a really cool bonus. As for the rest...”

Right.

Hard swallowing on my part (luckily not heard through the chat). I had spent a lot of time in selecting and testing these bonuses. Not to mention money on acquiring resale rights...

In addition to Chris' comment, Sam Heyer from LongRunMarketing.com confirmed that the new Internet Marketing trend is to focus on unique bonuses only. Apparently they help to significantly increase the conversion of your sales letter. And considering the fact that too many bonuses are recycled anyhow, that makes sense.

And of course both are right. But yeez – I already spent 3 months in creating the main product. How much more time would it take me to create all these totally unique, useful and appealing bonuses?!

I'm sure you can relate to the feeling of overwhelm which struck me that moment...

From a Customers Perspective...

Before digging deeper into the bonus problem, lets take a quick look at how bonuses are conceived these days from a customer's perspective. Ultimately you are serving them the best way you can since a satisfied customer is more likely to make future purchases from you...

Have you – in the role of a customer – ever noticed that with many of the ebooks and services you purchase online, you get offered the same bonuses over and over again? Of course you aren't interested in buying a product *just* for the bonus offer. But it's sure nice if *when* you get a bonus it at least isn't something that is already collecting digital dust somewhere on your drive...

The other problem with bonuses is that often they have absolutely *nothing whatsoever* to do with the product that is being sold. I once purchased a php script for tracking link clicks and as a bonus I received 3 books with Atkins diet recipes... Huh?

Then there are the freebie orgies that often occur when a new product is launched. The marketer has rallied up lots of JV partners and strikes a simple deal. They promote his or her new product on launch day and in return they can offer a bonus on the thank you page which requires signing up.

It always sounds very appealing to receive over \$1,000 worth of products in exchange for buying just one book. But at the end of the day you'll have wasted countless hours in downloading and you are now still faced with a big problem. When will you ever find the time to read and implement this all?!

That is at least how I feel as a customer when doing some internet shopping. Sounds familiar to you?

From the Merchant Point of View...

Now suppose that you are the one who's trying to make a few bucks online. Whether you are selling your own product or recommending other people's product as an affiliate marketer, you probably have considered offering extra incentives at some point to close the deal.

Or maybe you are working on building your subscriber list. After all, once you manage to establish a relationship with your list – you know the drill: send out newsletters with useful content – it is much easier to convert your subscribers to customers. So you need something to persuade people to sign up for your list.

Offering bonuses and free gifts is the first thing which comes to mind. But what do you offer your over-saturated audience?

It can be anything really as long as your offer is:

- **Unique** – as in nobody else is offering this bonus...
- **Useful** – saving time and money, making life easier etc...
- **Related** to your main product or service...

And when you are asked to donate a bonus to help somebody else, again make sure it is related to this person's product or service. I've noticed that when you do this you'll have by far the most signups for your list.

How Do You Come Up With Unique Bonuses?

So where are you going to get these uniquely useful and topic related bonuses from? Basically it's the same as with any product you sell:

1. Create them yourself...
2. Have them created for you...
3. Purchase the resale / give-away rights...

When you try the last option, you'd better keep your eyes peeled for the new offers or risk being told off in the same manner that I was by Chris...

The other thing is that you are most likely looking for the digital aka downloadable stuff. Special reports (small ebooks), audios and software mainly. Though consultations and subscriptions can be good too.

Now I have to make a confession to you. If anything can be done the easy way, I prefer it a 100 times over any other option. Time is a precious asset to me. As I'm pretty sure it also is to you...

So I looked for other ideas to get some good bonuses that would take a minimum of effort and asked a good friend of mine if she'd be willing to offer her product as a bonus for the first 200 people to sign up for my new membership site.

I figured her product would fit the requirements. But she didn't want to because she felt that once it would be offered anywhere as a bonus, she couldn't sell it anymore. I don't necessarily agree with this, but that's the topic of a whole other special report (and not written about yet as far as I know of – hint!). In any case I wasn't getting there the easy way...

Next I consulted another friend who is the queen of creating products in a matter of days.

“Conference calls”, she advised me. “These are the fastest to convert into bonuses. Just record them and give them away as an mp3 download. Any call that lasts over 40 minutes can be cut up in 2 or more products as long as you make sure they all cover a different topic.”

Okay – sounds good. All you need to do next is convince some expert to do an interview. I don't know how some people get them to do these calls the same day, but in my experience the few experts I know in person never have time within the next 3 months...

But then I remembered Chris Elliott's remark about how he did like my software bonus...

10 Software Products in 10 Hours Max

As it happens I am the proud owner of 3 software compilers who claim you can make software within an hour. I have spent a good many more than one hour to create most of the software I produced with these so far. Even spoken pretty critical about these compilers being sold with an overdose of sales hype.

But to be honest, I never really, *really* tried to make a lot of software within an hour...

So last weekend I gave myself a challenge. To create 10 software products which can be used as a bonus and to have them ready for download within 10 hours...

I've described these on the next pages, including ideas for variations on the program. And you will be able to download them all yourself and give them a try. But more about that later...

Before I show you the 10 software programs I put together you need to know a little more about the kind of compiler I used.

Easy-to-use software compilers

To create a software really quick the best tool you can use is an *HTML software compiler*. There are 3 of these which I have tested and that will enable you to create software under an hour:

1. **Instant Software Builder** - <http://www.instantsoftwarebuilder.com>

Created by Cody Moya and the most robust of the 3. I personally prefer this one since it allows for a lot of customization and includes plenty of inbuilt features. All the examples in this report were created with Instant Software Builder...

Investment: \$ 147.-

(or **\$97 for members** of <http://www.programmersecretsrevealed.com>)

2. **Make Your Own Software** - <http://www.makeyourownsoftware.com>

Created by Mike Chen and the first to enter the market. More user-friendly for anyone with zero html knowledge but with less options for customization. I still like to use MYOS for quick projects.

Investment: \$197.-

3. **Software Designer Pro / Instant Software Machine**

Created by Ron Pumfleet and really very simple. No options for customization worth mentioning but if you can get a cheap deal it can give you a fairly risk-free impression of what this whole html software compiling is about. (Mind you, the other 2 compilers do come with a 60 day money-back guarantee!)

Investment: anywhere between \$9.70 and \$167.-
(the expensive versions usually include private label rights)

What Is An HTML-based Software Compiler?

Basically this means that you ‘feed’ the compiler HTML pages and it will create software from this which is also scripted with HTML. So in essence all you need to know is how to create HTML pages and you’re set to start making your own software. But you can already create applications using text only pages as well.

You will notice on the ISB sales page that heavy emphasis is put on the fact that you need zero programming experience and still will be able to make software with this program. (Same story at the MYOS sales page!) This claim is probably made in the assumption that about everyone can create a text page and even an HTML page with a good HTML editor.

While this is true to a certain extent, I know from experience that once you’re ready to create programs which are looking good enough to sell, you do need to learn a bit more about HTML and Cascading Style Sheets (CSS). To add fancy dynamics some knowledge of Javascript will come in handy too...

What it all boils down to is that basically anything you can use to create a website, can be used to create software as well with HTML based software compilers.

How Does It Work?

Most people who have ISB use it to create ‘fill-in-the-blanks’ software. Have you ever filled in a form? Then you’ll know that most of them are a bunch of texts that have empty spaces every now and then where you are supposed to fill in your personal information.

Would you have such a form as a web page, then you can feed it to ISB and it will create a software that asks for the information to go in the empty spaces. After you filled them all in, out comes the completed form. Which can be saved, printed or emailed.

Both ISB and MYOS call these kind of forms **software recipes**. And instead of having empty spaces or lines in the recipe, they need a more specific snippet of code which tells them: 'this is a blank'. For example:

Form:
This certificate proves that _____ has
succesfully passed the exam in _____ on
_____ .

Software Recipe:
This succesfully passed
the exam in [#subject#] on [#date#].

In this example you see three blanks in the form which become [#recipeTags#] once the form is converted to a software recipe. After you feed this recipe to ISB, the program will recognise these tags and replace them with an empty textfield.

Questions & Answers

As you can see, all of the original text from the form has now vanished. And it will not appear again till the textfields are filled and the print button is pressed.

Since you wouldn't know what to do with three empty textfields on a screen, ISB asks you to specify a unique question to go with each tag: the question definitions. With the example form above, these would make logical questions (or commands):

[#name#]	Enter the name of the student:
[#subject#]	Enter the subject of the exam:
[#date#]	Enter the date of the exam:

Once you've provided these question definitions (and some more information which will be covered in the course), ISB will create a software which could look like this when it is run:

Certification Wizard

Enter the name of the student:

Enter the subject of the exam:

Enter the date of the exam:

What Your Software Creates

With ISB you can make applications which create text files or HTML files (web pages). They can be saved to hard disk, copied to clipboard and emailed to friends. You tell ISB which options you want available in your software.

The example above shows a print button as the 'output' option. The print result will depend on how you formatted your software recipe. If you only entered that one line of **text**, your result will be:

This certificate proves that John Doe has successfully passed the exam in Software Engineering on May 23rd, 2005.

Would you have used HTML to write that line, the result could also be...

This certificate proves that **John Doe** has successfully passed the exam in **Software Engineering** on **May 23rd, 2005**.

The recipe you feed to ISB would have looked like:

```
<p><font face="Times New Roman" size="20px"
color="#330066">This certificate proves that <font
face="Comic Sans MS"><b>[#name#]</b></font> has
successfully passed the exam in <font face="Comic Sans
MS"><b>[#subject#]</b></font> on <font face="Comic Sans
MS"><b>[#date#]</b></font>.</p>
```

The **green script** is HTML script - it tells an internet browser how to display what's between the **<script>** tags. You don't even have to know HTML to duplicate this script. It can be done in what's called WYSIWYG - **What You See Is What You Get**.

If you have an HTML editor with WYSIWYG mode (like FrontPage or DreamWeaver), you can edit your texts much like you'd do in a program like MS Word. The editor will automatically add the **<script>** tags for you.

Once you've saved your HTML file, you can 'load' it to ISB and the program will have included the **<script>** tags. So even if you don't really know HTML, if you can work with a WYSIWYG editor you have all it takes to start creating your first software...

Enough theory!

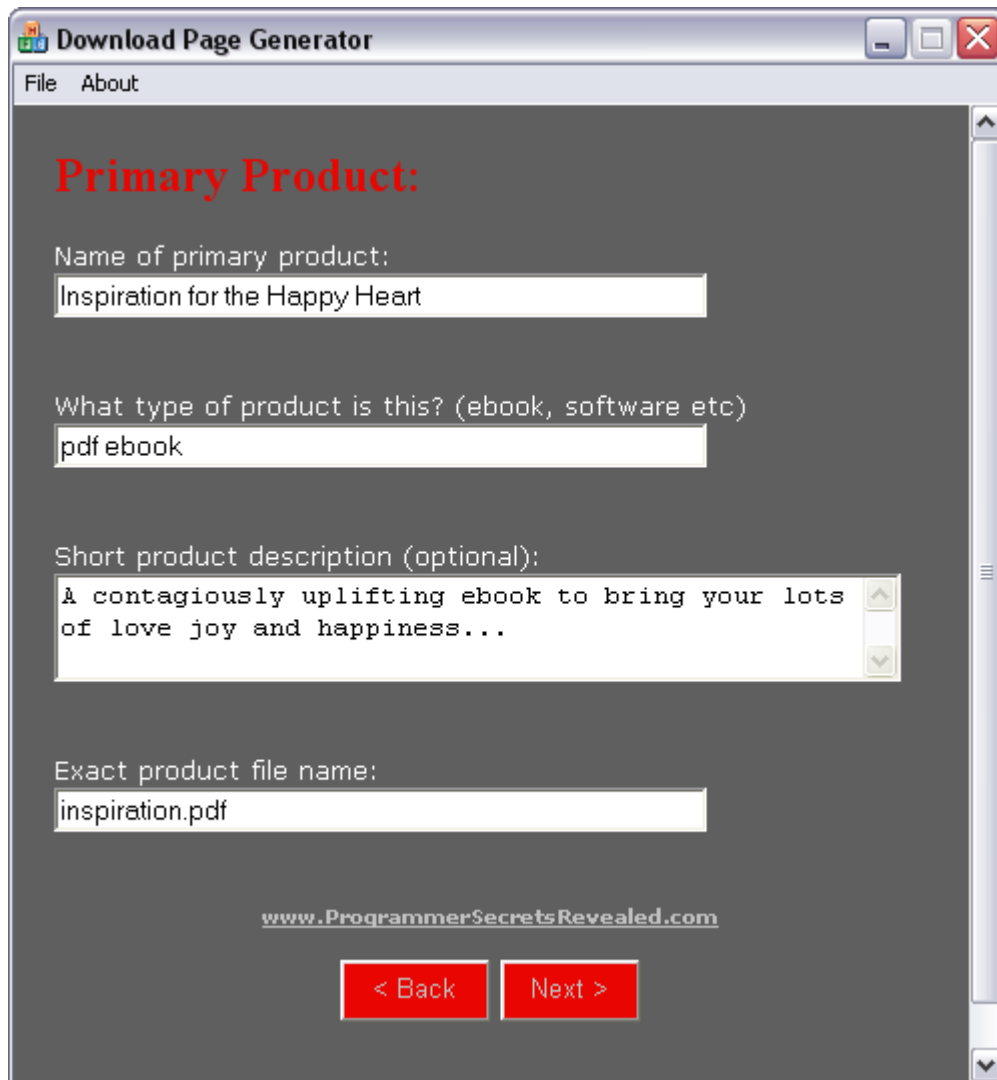
Let's take a look at the 10 practical examples of software which can be used as totally unique bonuses and which were created in less than 10 hours...

Idea 1 – Download Page Generator

Niche: internet marketers

Download pages are often lacking in proper instructions. Many of the web savvy marketers tend to forget that their customers can be really new to the internet and don't have a clue about how to download a pdf or a software.

This can result in a lot of customer service questions and when you get even slightly successful with selling online, you'll know that customer service can really eat away your precious time...



Download Page Generator

File About

Primary Product:

Name of primary product:
Inspiration for the Happy Heart

What type of product is this? (ebook, software etc)
pdf ebook

Short product description (optional):
A contagiously uplifting ebook to bring your lots of love joy and happiness...

Exact product file name:
inspiration.pdf

www.ProgrammerSecretsRevealed.com

< Back Next >

I actually got the idea for this software when I was asked to help out a friend at the last minute in preparing his site for launch. His download page was a complete mess! He has focused so much time and energy on preparing the marketing, that he never really gave it a second thought.

This was a big product launch and while I was still working on the fix, he was doing a live call with 500 people that would give the link to his sales page by the end of the call. Talk about a real challenge!

The site was ready to go live 8 minutes before the link was given. If only I would have had this software before...

How do you quickly create a software which generates these download pages for you in just minutes?

1. Create an html download page with proper instructions first.
2. Replace all the variable information with “recipe tags” (product name, download link, bonus downloads etc.) This is your software recipe.
3. Open your html software compiler and load your software recipe.
4. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
5. Customize the looks of your software using a style sheet (optional).
6. Make your program save as an **html** file.
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Don't feel intimidated if these steps still sound over your head! I've included them for quick reference for anyone reading who is already working with any of the software compilers mentioned on page 6.

Variations on this software:

The concept of this software is to produce a ready webpage and save any webmaster a lot of time. Other common webpages would include:

- Legal pages
- Thank-you pages for subscriptions
- Squeeze pages
- Content template pages
- Site index pages
- Error pages
- Et cetera...

Idea 2 – Dynamic Tips / Quotes Script Generator

Niche: webmasters of inspirational sites

The internet is vastly populated and there are millions of websites you can visit. But not all of these sites are run by people who easily work with javascript. The programming language used to add dynamics to your site...

One of these scripts allows you to create a webpage which displays a different tip or quote for every day of the month. When you regularly have new things on your site, your visitors will want to come back more often!



How do you quickly create a software which generates the javascript code?

1. Find a free quotes script on one of the many javascript sites.
2. Replace the variables with “recipe tags” (the quotes). This is your software recipe.
3. Open your html software compiler and load your software recipe.
4. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
5. Customize the looks of your software using a style sheet (optional).
6. Make your program save as a **text** file.
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to produce a customized javascript which can be included in any webpage. Knowing which part of a javascript can be customized is not always obvious to the inexperienced user and having a fill-in-the-blanks software is a great tool.

Before I first poked around in these kind of scripts I was very fond of a software I got for generating pop-up windows...

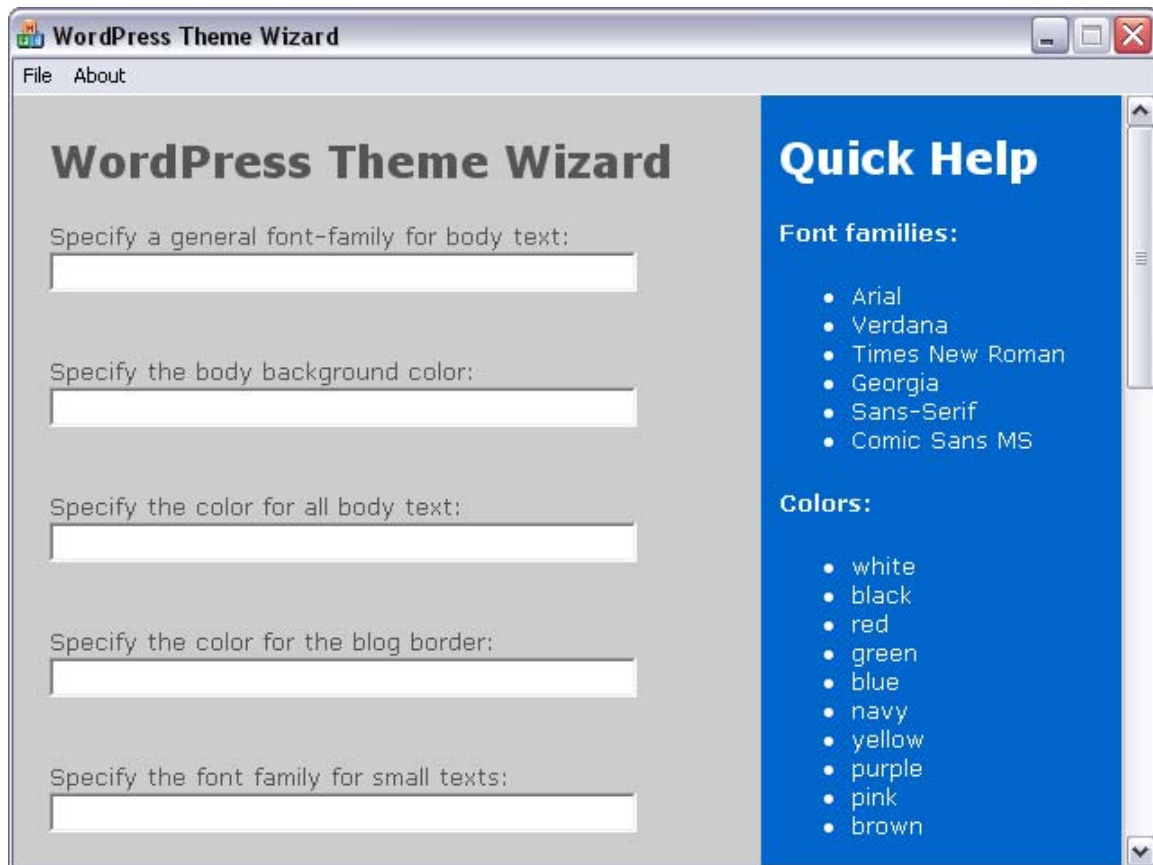
- Pop-up windows scripts
- Joke scripts
- Roll-over button scripts
- Alert messages
- Rotating banner ads
- Sliding images or rotating images
- Count-down scripts for important dates
- Mail a friend buttons
- Et cetera...

Idea 3 – Quick Blog Theme/Skin Wizard

Niche: bloggers

Are you a blogger? If you are then you will know that when you first set up your blog you had the option to choose a blog ‘skin’ or ‘theme’ so it looks somewhat how you like it.

All of these blog skins and themes are mostly determined by their style sheet specifications. You can customize them even further by making changes to these.



How do you quickly create a software which generates a blog style sheet?

1. Visit one of the popular blogging sites (WordPress, Nucleus etc.) and download their default or classic theme.
2. Open the style sheet file (ends on .css) and replace specifications for colors and font-families with “recipe tags”. There is lots more that you can customize, but it is best to be careful with sizes and alignments as they can seriously mess up a blog when specified the wrong way!
3. Open your html software compiler and load your software recipe.

4. Specify the questions that your users will see when they run your software so they know how to fill in the text fields in your software.
5. Customize the looks of your software using a style sheet (optional).
6. Make your program save as a text file but tell your users instructions to save the file as **.css!**
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to produce a customized style sheet. A lot of sites use CSS these days, particularly blogs but in addition to this also membership sites, content management sites and more. Often open source programs which are used by plenty of people.

But there are also certain web elements that are only possible with CSS...

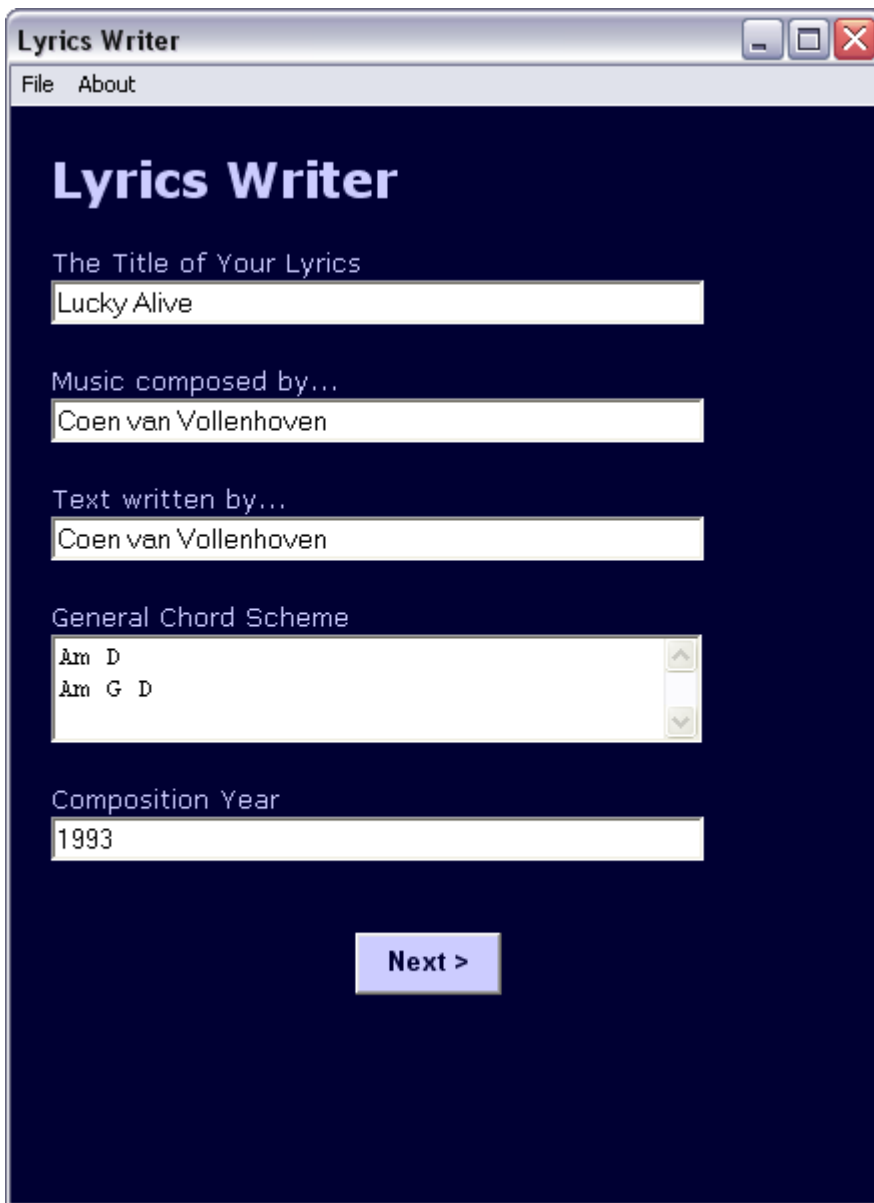
- Any WordPress theme
- Nucleus skins
- Blogger themes
- Fancy menu bars
- Et cetera...

Idea 4 – Lyrics Page Wizard

Niche: musicians and poets

I don't think I would have ever thought about this if I hadn't been living with a musician who is truly hopeless when it comes to anything internet related. But who also of course does want to maintain a website where he can post his lyrics...

The reality is that I maintain the site and to save myself lots of time, I've created a software for my partner which allows him to write down his lyrics without needing to face html or anything. And after he hits the save button, it is saved in a pre-defined format and all I need to do is upload it to the web.



The screenshot shows a window titled "Lyrics Writer" with a menu bar containing "File" and "About". The main content area has a dark blue background with the title "Lyrics Writer" in large white text. Below the title are several input fields:

- "The Title of Your Lyrics" with the text "Lucky Alive".
- "Music composed by..." with the text "Coen van Vollenhoven".
- "Text written by..." with the text "Coen van Vollenhoven".
- "General Chord Scheme" with a list box containing "Am D" and "Am G D".
- "Composition Year" with the text "1993".

At the bottom center, there is a blue button with the text "Next >".

How do you quickly create a software which generates the song text web pages?

1. Create a webpage using an existing song or poem.
2. Replace the variables with “recipe tags” (the title, lyrics, songwriter etc). This is your software recipe.
3. Open your html software compiler and load your software recipe.
4. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
5. Customize the looks of your software using a style sheet (optional).
6. Make your program save as an **html** file.
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a tool which helps a person with very little computer skills to accomplish a task without causing their spouse, kids, bosses and webmaster friends to tear out their hair in despair...

The focus is on using a *pre-defined format* so the chance they mess up is minimized. Not limited to musicians and poets!

- Writing invitations
- Annual family updates for distant friends
- Tests and examinations
- Articles for magazines or ezines
- Copywriter instructions
- Other types of outsourcing instructions
- Goal manifestation pages
- Testimonials and recommendations
- Checklists
- Certifications
- Et cetera...

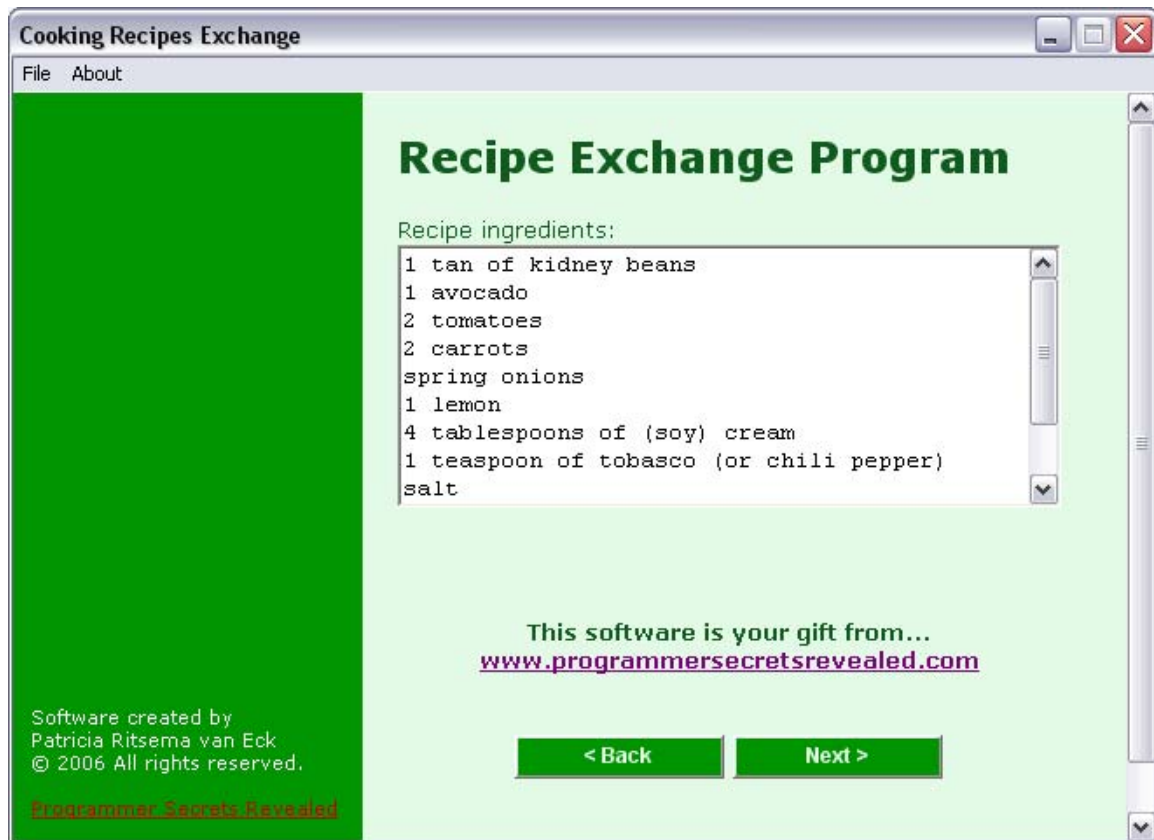
Along the same lines is software which writes pre-defined emails...

Idea 5 – Cooking Recipes Exchange Program

Niche: people who love to cook

Like attracts like they often say and people who love to cook also love to share recipes between themselves. You can create a program which emails out recipes in a predefined format and if you're clever you can even include a quotes script in the software interface so that each email includes a different quote on a different day when sent.

This software could also be used by people who run a cooking site to create an autoresponder series which mails out a new recipe every week...



How do you quickly create a software which emails cooking recipes?

1. Create an email text using an existing cooking recipe.
2. Replace the variables with “recipe tags” (the ingredients, instructions etc). This is your software recipe.
3. Open your html software compiler and load your software recipe.
4. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
5. Customize the looks of your software using a style sheet (optional).

6. Make your program send out the results as **email** (and also save as text file).
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a software which mails out certain standard emails where the recurring text is automatically included and only a couple of variables need to be filled in. The focus is on saving time.

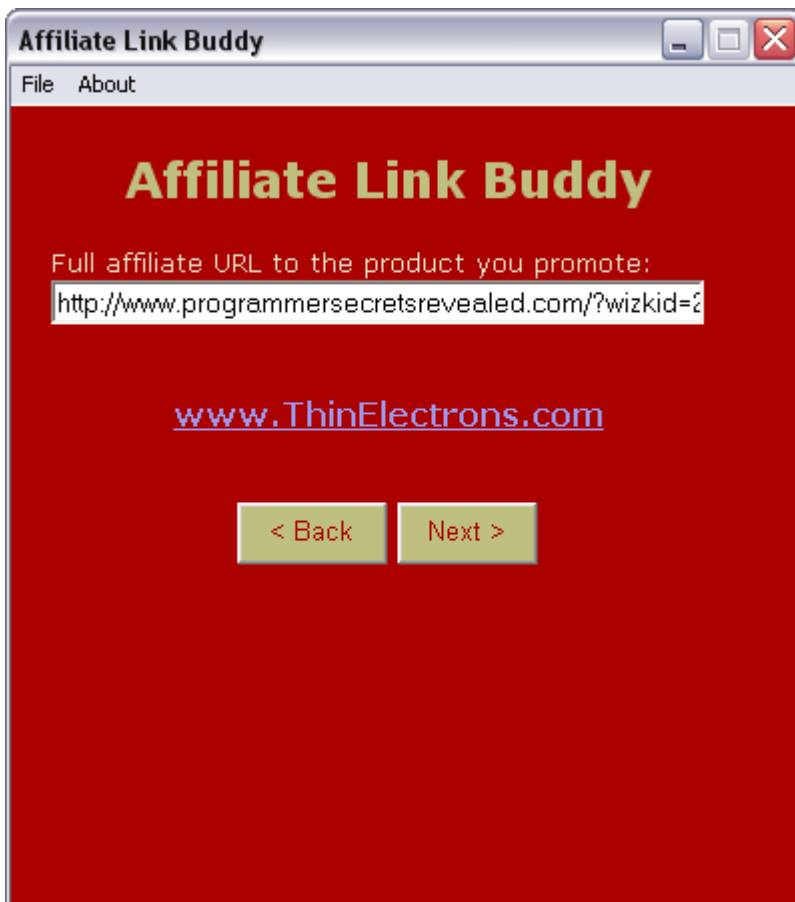
- Tests and examinations again...
- Customer support emails
- Thank you emails
- Answering product inquiries
- Regular jokes, alerts and such
- Newsletters
- Payment reminders
- Creating autoresponder series
- Et cetera...

Idea 6 – Affiliate Redirect Page Generator

Niche: *affiliate marketers*

There are a couple of reasons why affiliate marketers would want to use redirect pages. First of all it helps to cloak your affiliate link – which can be particularly useful when you are promoting clickbank products.

Secondly you can make long and weird links a lot better in email marketing. With emails long links that display on 2 or more lines often break. So if you can use shorter links that will help your list subscribers with only needing to click the link instead of having to cut and paste it into their browser.



How do you quickly create a software which generates a redirect page?

1. Create a redirect webpage.
2. Replace the variables with “recipe tags” (the redirect link and product name). This is your software recipe.
3. Open your html software compiler and load your software recipe.

4. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
5. Customize the looks of your software using a style sheet (optional).
6. Make your program save as an **html** file.
7. Specify the size of your software and give it a nice name.
8. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a tool which assists affiliates and makes it as easy as possible to recommend your product.

- Link cloaking software (javascript)
- Customized banner ads
- Customized promotional emails
- Customized articles for on the website
- Landing pages
- Signature links for emails and forums
- Tell-a-friend scripts
- Et cetera...

Idea 7 – Invoice Generator

Niche: off-line merchants

Most people who write their own invoices will be getting out their calculators at some point to calculate the vat, shipping costs and add everything up. It's quite easy to create an invoice software which includes the calculator in the screen. (The calculator is a free javascript!)

I've found this myself to be a BIG time saver since my 3-year old twin sons have taken to 'stealing' my physical calculator all the time...

It is also possible to write a custom javascript which calculates the totals based on net price and quantity. But that would definitely take much longer than 60 minutes (and I have to confess that since I went a bit overboard I customizing the screen, this program actually already took me a generous 2 hours to create...).

How do you quickly create a software which generates invoices?

1. Create a general invoice in html.
2. Replace the variables with "recipe tags" (the merchant name and address, product name, vat percentages etc). This is your software recipe.
3. Open your html software compiler and load your software recipe.

4. Find a free calculator javascript at one of the free scripts sites and include the calculator code inside a sidebar script in your header field.
5. Specify the questions that your users will see when they run your software so they know how to fill in the textfields in your software.
6. Customize the looks of your software using a style sheet (optional).
7. Make your program save as an **html** file.
8. Specify the size of your software and give it a nice name.
9. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a tool which helps to deal with numbers and taxes.

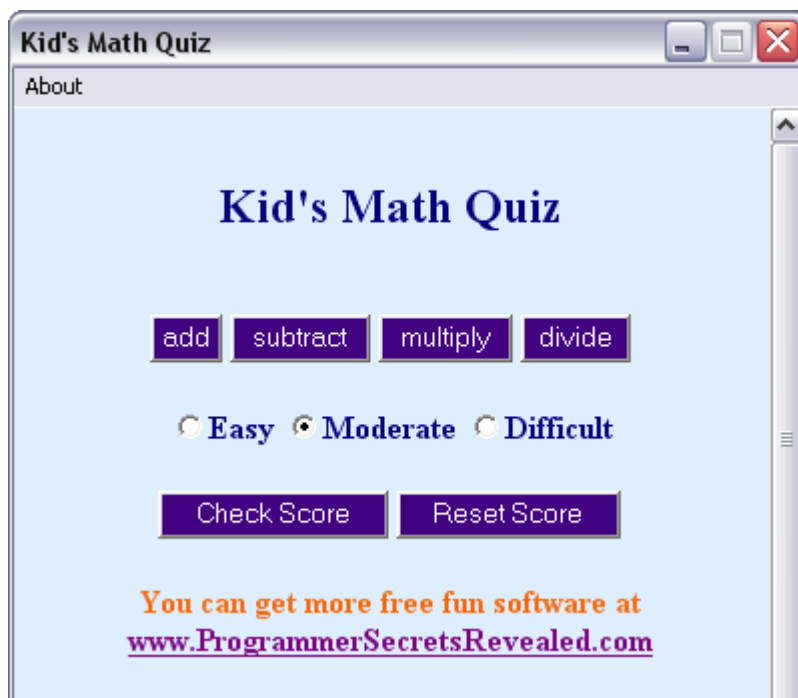
- Converters of foreign currencies, measures, weights and such
- VAT administration
- Tax administration
- Affiliate payments
- Business start-up costs
- Time management
- Testing devices
- Surveys and pools
- Driving costs
- Long distance phone bills
- Et cetera...

Idea 8 – Math Quiz for Kids

Niche: elementary school teachers and parents

Ever noticed how much more kids enjoy learning when the learning is presented as a game? There are really a LOT of javascripts freely available that you can customize to do all sorts of games and quizzes. Trivia for example, typing tests and also this cool little math quiz which I converted into a software in **less than 20 minutes!**

If you have a website about teaching, home schooling or parenting you simply add a link back to your site or brand your software with a signup form. As people pass around your quiz, sit back and watch your subscriber's list grow...



How do you quickly create a math quiz software?

1. Find a free quiz script on one of the many javascript sites.
2. Create an html page for this script and test if it works in your browser. This page – without recipe tags! – is your software recipe.
3. Open your html software compiler and load your software recipe. You'll be compiling in advanced mode (ISB) or literal mode (MYOS).
4. Specify the size of your software and give it a nice name.
5. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create an educational tool which makes learning either more fun or more efficient.

- Translation tests
- Typing skills
- Trivia games on different subjects
- Grammar tests
- Mini-courses
- Word games (there's a script for hangman...)
- Theoretical driving tests
- IQ tests
- Creative thinking triggers
- Logic puzzles
- Et cetera...

Idea 9 – Web Form Encryptor

Niche: webmasters in general

There are 2 types of web forms that you really want encrypted on your sites:

The first is a web form which emails the results straight to your inbox. These forms will have your email address inside one of the hidden form fields. Invisible to your visitors but an easy read for any spambot...

The second is a form which includes a redirect field to a page you only want accessible after your visitors completed the form. Like a signup form for your mailing list which goes to a download page with a thank you gift. Smart scums will extract the redirect link from your source code and thus bypass the form...

With an encryption tool you can make your form code invisible within seconds!



How do you quickly create a software which encrypts forms?

6. Find a free encryption script on one of the many javascript sites.
7. Create an html page for this script and test if it works in your browser. This page – without recipe tags! – is your software recipe.
8. Open your html software compiler and load your software recipe. You'll be compiling in advanced mode (ISB) or literal mode (MYOS).
9. Specify the size of your software and give it a nice name.
10. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a security tool. Lots of people are quite paranoid about burglars, identity theft, commission theft and what not.

I'm sorry if you feel offended here with me using the word 'paranoid' – I just happen to be pretty laid back about these things myself. But I do understand that once something like this has happened to you or someone close to you, it becomes a lot more important...

But also think about software that helps you to remember important issues when under stress.

- Link protection tools
- Customized right-click links scripts
- Customized htaccess files
- Password protected pages
- Emergency checklists
- Evacuation preparation list
- Holiday lists
- Checklists for organizing events (family reunion, seminars, outings, camps)
- Security checklist
- Forms for reporting theft and scams online
- Insurance reports
- Work contracts (temp jobs, outsourcing)
- Et cetera...

Idea 10 – Ideal Body Weight Calculator

Niche: dieting and fitness

Since I do have the perfect weight I am never bothered with dieting books, but fortunately for those selling it, dieting and fitness is one of the hottest niches around.

If this is your niche, you can create a simple piece of software that people can use to calculate their ideal weight and have a link in there which leads back to your fitness products or dieting program.

Body Mass Index Wizard

About

Body Mass Index Wizard

Weight: lbs. Height: Ft. In.

Calculate BMI

Body Mass Index:

According to the Panel on Energy, Obesity, and Body Weight Standards published by American Journal of Clinical Nutrition, your category is:

For more information about ideal body weights visit:
[The Obesity Terminator](#)

How do you quickly create a software which calculates ideal body weight?

1. Find a free calculation script on one of the many javascript sites.
2. Create an html page for this script and test if it works in your browser. This page – without recipe tags! – is your software recipe.

3. Open your html software compiler and load your software recipe. You'll be compiling in advanced mode (ISB) or literal mode (MYOS).
4. Specify the size of your software and give it a nice name.
5. Save it and you are ready to distribute your program as a bonus!

Variations on this software:

The concept of this software is to create a tool which helps a person with maintaining a good physical, emotional and mental health.

- Fitness programs
- Calorie calculator
- Stress reduction
- Stress tests
- Positive thinking tips
- Diet tips
- Health assessment forms
- Et cetera...

Viral Marketing Elements

Adding viral marketing elements to your software is particularly important if you plan to give out your software for free. You will want your software to act as a promotion tool and make it a no-brainer for any of your users to come back to visit your website...

With about all the software screenshots you saw, you may have noticed that they included links to other websites. It can be done using a copyright notice on the screen (like with the Cooking Recipe Exchange software) or by recommending another product you sell that is related to the subject (like with the Body Mass Index Wizard).

When you download and try out these programs, you will find that all of them are branded with a page that pops up when you close the software: it is an invitation to become a member of my software site ProgrammerSecretsRevealed.com where you can get these and more free software examples.

When you create your own software using a compiler like Instant Software Builder, you can brand it with any page you like. It can also open on starting your software – which can be a good place to include additional instructions for using your program. This is an built-in feature.

Another possibility is to create brandable software. This means that you include a special code and provide a brander tool with your download. When you give software out to your affiliates that links back to your website, you can instruct them to brand the link with their affiliate id so they will receive a commission for any user which goes to your site and purchases your product. The ‘Affiliate Link Buddy’ software is brandable...

Can You Create Software Within 60 Minutes Too?

First you need to know that when you set out on a challenge like this, it is best to come prepared. And there are a couple of things that made this challenge easier for me to accomplish than for most people reading this special report...

1. I've worked as a corporate trainer for creative thinking techniques which helps immensely when you need a lot of new ideas...
2. I've been creating software with my compilers since September 2004 and even wrote the guides to one of them, so I am certainly an experienced user...
3. I have bookmarked a lot of sites where you can get free scripts that can be converted into useful programs...
4. I developed a special set of tools that allow me to design a software interface really quick...

I'm not telling you all this to toot my horn. Just to put my 10 hours of work into a realistic perspective. When you look at what I came up with and think to yourself , "I could never match the challenge" – you are probably right.

But the majority of time *always* goes into designing the interface. You can actually skip this part and work with the default interface these compilers create. With just a fraction of my experience you'll then have created software yourself under an hour too.

Plus you already got 10 creative ideas for free. Not to mention all the other ideas for how to create variations. And if anything I really want you to find your own mind reeling with even more ideas about the kind of bonuses you could create with your own product or service.

And if making software yourself appeals to you, I will even show you a way to dramatically shorten the learning curve it takes to get where I am now...

How To Get The 10 Software Bonus Examples

You can download the 10 software bonus examples described in this report when you register as a member with:

<http://www.programmersecretsrevealed.com>

Becoming a regular member is **100% free** and you will receive much more than these 10 software examples! But there is a limited number of members that I can give access. So make sure you sign up now while the doors are still open...

Thank you for taking the time to read this report. I hope that if anything it managed to spark your imagination and got you some new creative ideas!



Patricia Ritsema van Eck

Author of the Big Books on Instant Software Builder

Co-founder of LetsMakeSoftware.com

<http://www.programmersecretsrevealed.com>

P.S. – Feel free to pass this report on to anyone you know whom can use some fresh ideas for creating software products!