

# How To Create Your Own **Magic Floppy**

**A guide to FANTASTIC FLOPPY creation**

**By Michael Ross**

Copyright ©1999 by Michael Ross. All rights reserved. No part of this book may be duplicated in any way without the expressed written consent of the author, except in the form of brief excerpts or quotations for the purpose of review. The information contained herein is for the personal use of the reader and may not be incorporated into any commercial programs, other books, databases or any kind of software without written consent of the author. Making copies of this book or any portion thereof is a violation of Australian copyright laws.

Limit of Liability/Disclaimer of Warranty: The author, editor and publisher have used their best efforts in preparing this book and make no representation or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchandise or fitness for any particular purpose and shall in no event be liable for any loss of profit or any other commercial damage, including but not limited to special, incidental, consequential, or other damages.

## **Definition Of A Fantastic Floppy:**

Fantastic Floppy is the name I give to a floppy disk that you send to prospective customers which contains a file which cannot be accessed without a password. Usually the password protected file is something that the prospect was enquiring about.

The beauty of a Fantastic Floppy is that the prospect receives the product they are enquiring about at the same time they get the sales letter. They have the product in their hands (*no extra waiting for delivery*) but they are unable to use it.

This is important because the best people to sell to are people that are HOT for your product. The longer you wait to deliver your sales message to them, the more 'cool' they become. And the longer you wait to deliver your product, the more cool they become. Until they are not interested in it any more.

Also, people are impatient. They want things **NOW**. No-one likes to wait.

The Fantastic Floppy gives them what they want (*your product*) while they want it and are still hot for it. It's instant. And it's NOW! And nearly every dollar you make is pure profit. You can quite easily get \$100 for a 50¢ floppy disk. That leaves \$99.50 profit. The only thing that beats that is selling software on-line as a download. As a download you have no expenses and 100% profit.

## **Programs Needed To Make a Fantastic Floppy:**

To make a Fantastic Floppy is relatively easy to do. And requires the use of 'helper' programs.

These helper programs do the work for you. And best of all... **they are FREE!** Not all of these types of programs are FREE, but the ones \*I\* use are FREE and, they took me a long time to find. Before I reveal these helper programs you might be wondering WHY I wanted to use FREE programs.

Actually there are several reasons.

**First**, I didn't want to pay for programs only to find out they didn't do what they promised or were full of bugs. **Second**, most shareware isn't shareware at all. Most shareware is a limited demo. As such you cannot play with them enough to discover if they will do what you want them to do. **Third**, I didn't want to spend money buying a bunch of software only to discover that no-one would buy a Fantastic Floppy.

And Fourth, I figured that people who wrote programs and gave them away for free were passionate about their work. They would put more heart and soul into it because they weren't driven by money. They wanted to make the best program they could to satisfy their own ego. As such their programs would be better. So far this has been a correct assumption on my part.

Here are the **FREE programs** you may need to make a Fantastic Floppy.

**Program 1: Norton Secret Stuff.** This is a file encryption program. By using it you can encrypt your files with a password. The recipient of your encrypted file can only unencrypt the file with the correct password, and doesn't need to have Norton Secret Stuff to do it. Download Norton Secret Stuff from <http://www.download.com> – search for norton secret stuff, there will be only one. And the file is approximately 155k. You can also download it from the manufacturer's web site at <http://www.norton.com/>.

**Program 2: FastZip 98 v3.0.** As the name suggests, this is a file compression and zipping program. By using this program you are able to create self-extracting files. And even better, you can have them so they keep their directory structure. And you can designate which directory the files extract into. While Norton Secret Stuff does compress the files it encrypts, it doesn't do as good a job as FastZip does. So IF you need extra compression this is the one I suggest. You can download the latest version from Fastware (*the manufacturer*) at <http://www.fastware.se/>. The file is approximately 812k.

**Program 3: HJ Install** This file is an Installation program. It's completely free, even for commercial use. It has a simple and effective scripting language (*even I could figure it out in a matter of minutes*). And is ideal for those who don't need a complicated huge installer. It supports multi-floppy installs, multi-directory installs, user interaction and more. You can get a copy by going to <http://www.download.com> or <http://www.freebyte.com/programming/> (*scroll down the page*). The file size is about 189k.

**Program 4: Paquet Builder.** This little program is a gem. I only recently discovered this program. This program is a cross between FastZip and Norton Secret Stuff. And as such it may make the need for FastZip and Norton Secret Stuff obsolete. I say 'may' because the encryption method it uses is not as advanced as the method used by Norton Secret Stuff. But, by using Paquet Builder you are able to create the type of Fantastic Floppy I call THE ADVANCED. You can download a copy from the creator at

<http://www.gdgsoft.com/> and the file is approximately 1,174k.

**Program 5: HTML Executable.** This is another little gem. And as with Paquet Builder, I only recently discovered this program. HTML Executable will allow you to turn your web pages into self-executing files. The end user can see your web pages as if they were on-line. Yet they do not need to be on-line. They still need a browser though (*this will be overcome with planned program upgrades*). Of course you could also write books and store them as HTML files which would then be turned into self-executing distributable programs. You can download this from the creator at <http://www.gdgsoft.com/> and the file is approximately 1,390k. Yes it's the same address as that of Paquet Builder.

**Program 6: Inno Setup 1.09a.** This is an installation program which will allow you to create professional looking installations. The only thing which turned me off was that you need to learn the scripting language to make it work. The scripting language for this seemed a little harder than that of HJ Install, but it makes for a much better looking install. You can download this from <http://www.jordanr.dhs.org/> and the file is approximately 648k.

**Program 7: Inno Setup Express.** This little program is an automatic script maker. It will make the script that Inno Setup uses to create a single EXE installation package. The thing about this little time saver is that it wasn't written by the author of Inno Setup. It was written by someone who was impressed with what Inno Setup could do (*people who write free programs like to stick together and help each other*). As a result, this program needs Inno Setup installed on your system to work – after all, it only creates stuff for Inno Setup. It can be downloaded from a link at the Inno Setup web site at <http://www.jordanr.dhs.org/> and is approximately 653k.

**Program 8: HotSend.** This program can convert just about any file into a self-contained file which can be viewed by anyone. You can save text documents, web pages, graphics, and just about anything that can be saved by any program. It's an absolute gem. You can find it at their web site <http://www.hotsend.com/> and this file size is approximately 1900k.

### **Making a Fantastic Floppy:**

Before you can make a Fantastic Floppy you need to decide WHAT you are going to put on the floppy.

Files which are suited to being turned into a Fantastic Floppy are: Programs (*such as BizVal*), Reports (*books and other text such as Info Bux and the Business Edge*), Plans (*such as woodworking, craft, cross-stitch patterns etc.*), Images (*such as photos and graphics that go with plans*), and anything else which can be stored on a computer.

One thing you MUST consider when placing reports (*text*) onto a Fantastic Floppy is the format they will take. Not everyone has Word7. So storing your reports as a Word7 Doc could make it unreadable for some users. For this reason, I recommend storing your reports one of several different ways...

1: **As RTF** (*Rich Text Format*) files. This format allows you to have various text formats (**bold**, underlined, *italic*, size increases and decreases, different fonts, and **various colours**). And the beauty is that the end user doesn't need to have special software to read them because Win95 comes with Wordpad (*which can read RTF files*). And most other word-processing programs can also read RTF files.

2: **As PDF** (*Portable Document Format*) files. To read a PDF file the user needs a program called Adobe Acrobat Reader which can be freely obtained from <http://www.adobe.com/products/acrobat/readermain.html> The beauty of distributing files in PDF format is that they look EXACTLY like the printed version would look. And, the end user cannot manipulate the file/text. It's like an electronic version of a print book. Of course you need a special program to create these PDF files. And that program can also be obtained from <http://www.adobe.com/>.

You can also get a **Free PDF Compiler** here: <http://www.easysw.com/html/doc/> It's Free to download. **I created this pdf eBook with it.**

3: **As HTML** (*Hyper Text Markup Language*) files. HTML is the language the internet web browsers understand. E.g. To make a word **bold** using HTML you would write it like this... `<B>bold</B>`. The web browser knows to display everything after `<B>` as **bold**. And to keep displaying it as bold until it reads `</B>`. The web browser also knows NOT to display the `<` and the `>` symbols. By writing your reports in HTML you can make them look like a webpage and can then use an 'off-line browser,' or other program such as HTML Executable, to distribute your work.

But reports aren't the only thing you have to consider the format of. You need to consider the format of everything you place on a Fantastic Floppy. And you need to do this because you want your end user to be able to use the items you place on the floppy.

So if you have 'plans' you better make sure the end user can see them. If you have 'images' you better make sure the end user can see them. Because if they can't use the files you have on the floppy, the floppy is useless to them.

Moving on...

Once you have decided WHAT you are going to put on your Fantastic Floppy and the format those items will take, you need to decide the directory structure of your floppy. Especially if you have a lot of files that are not part of each other – such as a couple of different programs. This just makes working with everything easier because it's neat and tidy.

Next you need to decide what TYPE of Fantastic Floppy you will make. This will often be decided by the volume of files you will be encrypting, the size of the overall package you will sell, how fast you want to create a Fantastic Floppy, or how professional you want it to look.

### **Different Types Of Fantastic Floppy:**

**Type 1: The Basic.** A basic Fantastic Floppy would simply be a bunch of files, all encrypted together, and placed on a floppy disk. This type of Fantastic Floppy could easily be created in a matter of minutes using Norton Secret Stuff only, and would require the end user to have 'file transfer' knowledge and an ability to use Windows Explorer. While you would think all computer users should be able to use Windows Explorer, they can't. This means you would have to have detailed instructions on accessing the files on your Fantastic Floppy, and hope the end user can understand those instructions.

**Type 2: The Intermediate.** The Intermediate Fantastic Floppy would simply be some kind of self-extracting or self-installing file that would be encrypted with Norton Secret Stuff. The end user would still have to have knowledge of Windows Explorer to unencrypt the files and to start the extraction/installation.

**Type 3: The Advanced.** This is the ideal Fantastic Floppy. It would first ask for a password, then transfer the files onto the hard disk, then install them so they could be run from the Windows Start menu. And even better, it would also offer an un-installation option.

Having decided on which type of Fantastic Floppy you are going to make, you next need

to build it.

I have built Fantastic Floppies of all kinds but the one I like the best is The Advanced. This makes your work look professional. And that's what you want. You want your customer to be impressed with the ease of access to the Fantastic Floppy they buy.

### **Building The Advanced Fantastic Floppy:**

Before explaining the process I'm going to take a few things for granted. 1: That you know what you are going to put on the floppy. 2: That you have already got these items in a directory structure of your liking (*this will be the same directory structure created on the end user's computer*). 3: That you know how to use Windows Explorer.

The programs you will need to create your own Advanced Fantastic Floppy are 1: Paquet Builder. 2: Inno Setup. 3: Inno Setup Express. So make sure you have these programs installed on your system.

### **Now comes the messy part.**

Start up Inno Setup Express. The first thing you then need to do is go into the file menu and click on settings. Then go to the '32bit compiler' option, click on the browse icon (*it's at the end of the line*), and find the compiler which is installed in the Inno Setup directory (*that's the Inno Setup directory NOT the Inno Setup Express directory*). Next just fill in the blanks – there is ample 'mouse over' help (*hints that come up when you move your mouse over an object*). Save your work once you're done, then compile. What you will end up with is a single executable file called Setup.exe. Test it out to make sure it works how you want it to – installs the files you want to install, where you want them installed, and creates a working 'Windows Start/Programs Menu' group.

If you're having trouble with this just email me for help at [miros@ozemail.com.au](mailto:miros@ozemail.com.au) (*please no questions about making changes to the Windows registry or INI files, just basic stuff. And no questions if you haven't tried anything. Only ask questions if you're actually making a Fantastic Floppy*).

If everything works fine you are half way there to having a Fantastic Floppy. And the file you've created could be distributed right now if you wished (*not as a Fantastic Floppy, but as a bought floppy or download*) providing it is small enough to fit onto one floppy disk. If you're unsure, copy the file onto a blank formatted floppy disk to see if it will fit. If it won't fit you'll have to use Inno Setup Express again to make a multi-floppy install.

Assuming your newly created **Setup.exe** file is small enough to fit onto one floppy disk we now move on to the next part... Password Protection and Self-Extraction and Installation

Now it's time to fire up [Paquet Builder](#).

Before moving on I need to tell you something... Paquet Builder is supposed to be able to create a self-installing exe (*just like you made with Inno Setup Express*) by using Windows INF scripts. I'm not sure if it can or can't. I don't know how to write INF script and I could find no info on how to. I could only find a shareware program called INFTool to do the job. So lets just stick with what I know works.

So you've got Paquet Builder started up. Now it's just a matter of filling in the blanks. Remember to enter a password where it asks for one. And remember that the file you want it to start is the **Setup.exe** file you created. You should have no problem with Paquet Builder. I used it without any problems and I didn't even read the help files.

Once done, save and compile/build your work. Test it. Make sure it fits onto a floppy disk. If it does, you now have a password protected, self-extracting and self-installing, Advanced Fantastic Floppy that looks very professional. Give yourself a pat on the back, it's Miller time!

### **Marketing a Fantastic Floppy:**

The key to the success of making money with a Fantastic Floppy lays with the way you market it.

I have gotten as high as a **27% response** rate to leads I generated with small classified ads. This means that for every 100 sales letters I sent out 27 people responded by giving me their money. I attribute this high response rate to the Fantastic Floppy (*a business associate of mine in the US increased his response rate by an EXTRA 8% after I showed him how to make a Fantastic Floppy*).

What you have to do to make the Fantastic Floppy work its magic is get your encrypted Fantastic Floppy into the hands of the prospect. And the best way to do this it to send it along with your sales information.

But just sending it along with your sales letter will do no good. You must also let the prospect know that the information, program, plans, or whatever else you're selling which they are enquiring about, is already in their hands! It's all contained on the floppy disk that came with the letter. You must let them know they are only minutes away from

being able to use it! You must let them know that all they have to do is call you, get the password, and they'll be able to use your product straight away!

Sending the prospect a Fantastic Floppy, and letting them know everything written in the paragraph above, is THE key to being successful marketing your own Fantastic Floppy. This said, it automatically means that the best way to market a Fantastic Floppy is to use two-step marketing.

**Two-Step Marketing:** The name two-step marketing refers to the number of steps required in the marketing process. Step one is your ad. The prospect sees your ad and responds for more information. The second step is your sales letter. The prospect receives the extra information, along with a Fantastic Floppy, and they buy.

The reason you use two-step marketing is so you can screen your prospects. You ONLY want people who are interested in what you are selling. So make sure you use an ad that targets your prospect. Also make sure you make some kind of reference to having a computer. After all, you don't want people responding who do not have a computer.

**One of the classified ads I have run reads:**

EARN \$500 a week with your computer. Not gambling. Ph: 555-5555 for FREE info.

This ad has several things going for it.

- 1: It promises an income – everyone wants to make extra money.
- 2: It screens the prospects – only people with a computer will call. Meaning they will be able to run the Fantastic Floppy.
- 3: Not gambling – there are too many ads which trick you into calling and turn out to be gambling products.
- 4: FREE info – the word FREE helps people act.
- 5: It's small – therefore cheap and can be run in many places.

I could have made the ad even more appealing by using words like, quick, easy, anyone can do it, and so on. And by adding other words like home based, part-time, and so on.

**If I had added all these extra words the ad may have looked like this...**

EARN \$500 a week with your computer. Home-based. Part-time. Easy. Anyone can do it. Not Gambling. Ph 555-5555 for FREE info.

While the ad above will screen people as it stands, you can do things with it to help screen those people even more. One way to help screen your prospects even more is to place your ad in media you know your prospects will read.

E.g. The ad above would do better if it were placed in an area where people looked for things which will make them more money – business opportunity sections of the newspaper, business opportunity mags, and so on.

The important thing is... **place your ad where you know your prospects will see it.** Or where they will have a better chance of seeing it. Besides classified ads you might also like to try postcards, or run space ads.

Whatever type of ad you run, **be sure to have an ad that requires the prospect to call you for further info.** This will give you a list of people who are HOT for what you have. And when people are hot they are more likely to buy! It will also mean you now have a list you can mail to over and over again.

NOTE: Even though \*I\* recommend that you market your Fantastic Floppy by using two-step marketing, that's not the only way you can market your floppy. You can sell directly from an ad if you wish. But this gives the person a chance to turn the page. And it also means you do not have a list which you can mail to later. MY vote is to use two-step marketing to generate your own list. Your responses rates will be higher while your expenses will be lower.

Moving on...

As well as your product being on the floppy disk, it's also a good idea to have a plain text file on there. This text file should not be encrypted. It should be accessible to your prospect. And it should contain a reference that the product is on the floppy disk, that it is password protected, and that they should read the letter to find out how they can access the disk (*get the password*).

### **Thoughts From My Own Fantastic Floppy Marketing Efforts:**

What follows are thoughts on MY experience marketing with the Fantastic Floppy.

- I have never received an order from someone who gave their name as Mr Citizen

or Mrs Citizen (*where Citizen represents the surname they gave me*). So I have never received an order from someone who didn't want to give me their first name.

- I have never done a second follow-up mailing to my prospects even though I should have. I was getting a high enough response rate to not worry about doing follow up mailings. I didn't need to do a follow up mailing because I was making quite enough money from the first mailing. And I never followed up with a backend product either... I was making enough money with just one disk and one mailing. Had I done follow-up mailings it is more than likely the overall response would have been much higher. And had I offered a backend I would have made even more money. The fact I didn't do either means I didn't need to. That's how powerful Fantastic Floppy marketing is.
- I have only had a few people re-request my letter for reasons of not having received it. This hasn't happened under normal letter mailings where nothing was included. I deduced that these people did in fact receive my letter and were just after another free floppy disk (*one guy even called my unlisted fax number, which was on the order form, and asked for the letter again because he said he never got it*). Watch this doesn't happen to you.
- When people called me for the passwords I gave it to them right there and then over the phone, after they gave me their credit card number. I didn't authorise the card first. I trusted people's honesty and I never had a card declined.
- I took all calls myself even though I do have a service that can do this. This gave me an incite into the people who were calling. I was able to know if kids were calling or adults. If kids called they were informed that there was a price/fee involved and asked if they were able to pay for things themselves. 'Yes' responses to this question were sent the material and all bought. But whether you send your Fantastic Floppy to a kid will really depend on what you are selling – obviously a kid is not a business owner, so if you are selling something geared toward a business owner you wouldn't send it to these kids. Also, by taking the calls myself I could hand out the passwords right there and then.
- All files on the disk were either in a Text format, Windows Write format, Rich Text Format, or self-contained program files. This meant no-one needed any special software to read the files. And it meant I could also include simple graphics – within the text files.
- All the orders I received came WITHIN 48 hours of the person receiving the letter. I gave incentives to respond within 48 hours – a price reduction (*I raised*

*the price so I could reduce it – sneaky aren't I?)* AND some extra stuff that I had placed on the floppy which was also encrypted. But extras and bonuses are usually always part of an effective sales letter.

- After receiving an order I sent a 'Thank You' letter to all the people who bought. This thank you letter thanked them for their order plus came with an 'Instant Scratch-it' (*small instant lottery ticket*). I could also have sent another floppy disk with other useful things (*which would have been cheaper*) but I did not – you might like to do this. The purpose of sending these extra UNEXPECTED bonuses was to instil a feeling of obligation in my customers so they wouldn't take advantage of my money-back guarantee. And it certainly worked because I NEVER had a request for refund.
- I printed up my sales letters, and duplicated my Fantastic Floppy disks on demand. I only printed and duplicated as needed. This enabled me to personalise the letter a little more. Such as using the person's name in the headline. Using the title of this report as an example... "How To Create Your Own Fantastic Floppy" would be turned into something like... "How Michael Ross Can Create His Own Fantastic Floppy." And it also meant I could use the salutation **Dear Michael** (*or whatever their first name was*) instead of just **Dear Friend**.

### **Making EXTRA Money With Your Fantastic Floppy:**

Apart from making money by selling your Fantastic Floppy directly to customers, you can make EXTRA money by allowing others to sell it for you.

There are two ways to have others sell your disk.

1: The first way is by selling Reprint Rights. Reprint Rights allow another person to sell the disk as if it were their very own creation. They pay no royalties or commissions of any kind.

Normally you sell Reprint Rights for a multiple of the sale price of the product. E.g. A product which sells for \$50 could have a Reprint Right sale price of around \$495. This means the purchaser has an instant product with which to make money. You may even like to include a few extra copies of your Fantastic Floppy if you wish.

What this means to your bottom line is this... you can now get \$495 for a floppy disk or two. This means you get \$495 for a product which costs you a dollar or two. And that's a nice chunk of profit in anybody's language.

2: Taking the Reprint Right thing one more step we have Master Rights. Master Rights allow others to sell the Reprint Rights just like you can. And once again they pay no royalties or commissions.

Like Reprint Rights, Master Rights are usually sold for a multiple of the sale price of the product. In this case the product is \$495, so a Master Right might go for \$4950. And these Master Rights come with the marketing material you developed to sell the standard Reprint Rights. And you may wish to also offer a few 'Reprint Right packages' so your purchaser has product on hand which they can sell straight away. Again this may simply be a handful of floppy disks.

So now you are getting \$4,950 for a product which may in fact only cost you \$50 (*with the extra complete packages offered as a bonus*). This means a profit of \$4900. And that's a real nice chunk of pocket change.

Giving extra copies to instantly resell is not that important for floppy disks. The reason is that floppy disks are readily available everywhere and everyone can duplicate them easily. CD ROMs on the other hand are different. Not everyone can duplicate them. Because of this, I prefer floppy disks. It makes everything easier for you and your customers.

**NOTE:** When selling Rights of any kind it's a good idea to make them limited. This means your purchaser will not be competing with thousands of other people. And this means they stand a very good chance of making a stack of cash. Which means they will be more likely to buy your next Rights package!

**EXTRA NOTE:** One thing you may like to do is make your Master Rights 'Country' based. Meaning you offer one or two Master Rights Packages (*MRP*) per country – the number would depend on the population of the country. E.g. You could offer one MRP for New Zealand, one for Australia, two for the UK, two for Canada, and four for the US. That would be 10 MRPs for an income of \$49,500. And if you were really adventurous you'd simply offer complete Rights for a whole country. Meaning the buyer could do what they wanted with the product in their country – they could sell MRP, RR, or just the product. For this you would ask a hefty fee such as \$20,000. Sell three and you've just made \$60,000.

The price you finally decide to sell your 'rights packages' for is totally up to you. You could let people re-sell the product just by buying it, or charge extra for being allowed to sell it as their own creation. You can make these affordable to many people, or charge extremely high amounts. The choice is yours and what they get for their money is totally up to you.

Moving on...

That about covers it for creating Fantastic Floppies and using them to make money. My personal feeling is that there is **NO BETTER WAY** to market anything at all. The product cost is extremely cheap and the profits are very very high.

I ask you... can you think of any other product which costs you around 50 cents, but which you can sell for up to \$157.00 or more, and where you get to keep all the money?

I cannot think of any other product that is easier to sell and makes as much money. And it's for this reason that Bill Gates is so wealthy. He simply sells cheap floppy disks and CD ROMs for hundreds and even thousands of dollars. Nearly all of it profit.

If you have any question at all about this method of marketing, please send me an email at [miros@ozemail.com.au](mailto:miros@ozemail.com.au) or call me on 0414-726-271.

If you would like to make a Fantastic Floppy, but feel it's too difficult to master all these programs, or you don't have internet access, I'd like to offer my services to you. I'll make the Fantastic Floppy for you – for a small fee. Call me on 0414-726-271.