

## 8.6 Are you selling Products or Solutions:

Many software vendors assume they have a mass market product because their product runs on a PC. Increasingly the PC is taking on the applications of mini computers. Mini computer pricing, service and sales strategies may be what your product needs.

## 9. PRESS:

It is almost impossible to maintain an up to date list of who the writer on a specific subject for a specific magazine is. These writers are crucial to you receiving a free and good review of your product. Post suggests that you pay the fees to Media Map out of Chicago, to obtain their updated list of press contacts.

Remember that like the chains the major reviewers are overwhelmed with packages to review. You will likely have to really work to get their attention. Post submits that you consider testing your package on the "tier two" publications and then only do so on a regional basis. Don't forget to run an ad in the issue with your review in it. Don't forget to ask the sales person booking your ad, to speak to the editor to get your product reviewed. Consider targeting the VAR, reseller publications.

There are a large number of firms that specialize in the preparation of directories for your product area. To be listed you must simply fill out their forms. Don't forget to contact all the directories in your area of interest to get extensive free publicity. Please also call all the major publication for their editorial plans. These plans will list when they plan to do a major review of various topic areas. These publications are more likely to review your product at the time of a major buyers guide type of issue in order to ensure they offer their readers a comprehensive view of the market.