
Subject: Re: IDL Shareware

Posted by [Martin Schultz](#) on Fri, 14 Jan 2000 08:00:00 GMT

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David Fanning wrote:

>
>
> I think I'll shift gears, take the stuff I have and
> put it into the last chapters of a brand new IDL
> Programming Techniques book (where no one will have
> to read them), and write IDL Recipes: What to Do If
> You Only Have 10 Minutes a Day to Work with IDL. I'm
> pretty sure sales of this one would be brisk.
>
> Plus, I could charge an extra \$50 to get all the
> neat programs I talk about in the book. (Assuming
> I can get them to work.) That would be consistent with
> my observation that you have to charge people something
> to make them want to use your free software. :-)

>
Sounds like a good plan. This is how the GNU people make money:
give the software away for free and write books that explain everything
and more. And it's probably easier to convince the boss/purchasing
office to buy a book as opposed to a shareware program. Finally: you
hold something in your hands! Post-finally: a book will generate an
automatic mode for site-licensing: while 4-5 people might share one
copy, a greater bunch will order more copies... You may want to take a
look at the Perl Cookbook as an example for how you can throw together a
bunch of examples in book format.

"What to Do If You Only Have 10 Minutes to produce the plot your boss
wants with IDL"
may be even more catchy and address also those who don't work IDL on a
daily basis ;-)

> Cheers,
>
> David
>
> P.S. On second thought, I could get the book to market
> about six months sooner if I called it IDL Recipes: What
> to Do If You Only Have 10 Minutes a Day to Work with IDL
> on your Windows PC.

Please don't! This could make some people angry whose advice you are
seeking once a while yourself ... (you may not even have to spell out
the differences but at least point them out though)

Best regards,
Martin

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