
Subject: MARKET SURVEY

Posted by [sngmedia](#) on Wed, 20 Apr 1994 02:43:10 GMT

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We are a small, dedicated group of people desperately trying to get a video production company off the ground.

Recently, we secured enough financial backing to produce several videos on the subject of personal computing.

Because we don't have the financial resources to perform a traditional market analysis, we considered several alternatives and concluded that we should consult the people of the Internet, who are technically proficient and tend to be enthusiastic personal computer users.

We would like you to indicate which three of the below described videos would appeal to you most.

Please note that each video synopsis is numbered. When you are ready to send your response, please specify the numbers corresponding to your three video selections, and use commas to separate the numbers.

For example, if you choose selections four, eight, and eleven, the body of your letter would simply be:

4,8,11

and nothing more.

When you send back your response, please specify "MARKET SURVEY" in the subject field. Then, direct your response back to sngmedia@world.std.com.

Please realize that this is not an advertisement, or solicitation. We simply would like to know your response. You will not be contacted further.

Thank you in advance for your help and cooperation.

Tom and Randi Fecker
sngmedia@world.std.com.

Please select three videos that interest you most:

1. The Internet Pilot's Guide

A plain English guide to getting around on the Internet by veteran

users. How to use Internet resources to send/receive e-mail, and to search for documents and files relating to a particular subject. How to use LISTSERVs, GOPHER, ARCHIE, WWW and WAIS. How to use FTP and Telnet to access remote computers for file transfers, remote logins, etc. Also, learning how to observe Internet's "netiquette." And how to access multimedia Mosaic bulletin boards.

2. How to Make Money at Home With Your PC I -- Successful PC-Based Businesses

Meet five successful entrepreneurs who started their own home-based businesses using a PC. Includes businesses that provide typing services, mailing list management, horoscopes, bookkeeping, and even a software developer who does not know how to program -- he hires other people to implement his software designs. Includes ideas for two dozen home-based businesses you can start using your PC.

3. How to Make Money at Home With Your PC II: Portfolio Management.

Whether you manage your own portfolio for investment gains, or you take on clients for a consulting fee, a PC can give you powerful tools for portfolio management. Meet three successful home-based portfolio managers who use their PCs to maximize profits. They'll inspire you, and share some tricks of the trade that can help you land clients and get started. We'll also show you how to determine which software applications will meet your needs, and which online services will satisfy your requirements.

4. How to Make Money at Home With Your PC III: Telecommuting

Learn how to use your PC to telecommute to companies across America that are looking for specialized consultants with skills like bookkeeping, software design and programming, editorial and script writing, technical proofreading, graphic design, copywriting, and more. Includes interviews with three successful telecommuters who use their PCs, faxes, modems and phones to serve distant clients, and information about a telecommuting referral service that could help you find employers.

5. How to Upgrade Your Hard Drive, Step-By-Step

From choosing your new hard drive, through ordering, installing and testing it. This plain English video shows you how to do the job correctly, one simple step at a time. Using industry-wide standards, we'll show you what all hard drives have in common. Includes how to determine if your controller will support a particular hard drive. How to remove the old drive, and install, format and test the new drive. Includes a discussion on the differences between the various standards.

6. How to Design Your Own PC

You don't have to be an engineer to design and build the PC of your dreams. This plain English video shows you how to figure out the PC design that is best for you, how to specify components, how to make sure they'll work together, and where to buy them. You'll end up with a top quality system that will save you money.

7. How to Build Your Own PC

Once you've designed your PC, we'll show you how to build it. The actual process will take you only a few hours. Using an easy-to-understand method, we'll show you how to inspect, install and test components. Includes tips and tricks from computer production experts. The technical skills can be easily mastered by almost anyone, and you probably already own most of the tools you would need.

8. How to Increase Your Computer's Memory

This plain English video shows you how to determine whether your computer memory can be increased, and how to do the job correctly, one step at a time. You'll learn about industry-wide standards for memory, how to configure additional RAM and cache, how and where to buy RAM chips, and three ways to eliminate low-quality RAM chips. Covers all phases of the process from opening your computer, to testing your memory. Includes discussions on how to ensure your DOS set-up is able to access all available memory, and how to use various memory management software applications.

9. How to Use MS-Windows 3.1

This powerful graphical user interface can help you work smarter and faster, but the manual and the online tutorial that come with Windows leave many questions unanswered. This plain English, step-by-step video will show you how to install Windows on your computer and set it up to get optimum performance.

10. How to Find a Job in the Information Age

A PC can give you an incredible advantage when you're searching for a new job -- or even a new career. But you have to know just how it can help you. In this video, an experienced employment counselor will show you how to tap the power in your PC to find job leads, create a winning resume and customized cover letters, tap into databases and find bulletin boards that will lead you to job openings, and use online services to research potential employers.

11. How to Install a Sound Card in Your Computer

Here's how to add incredible stereo sound to your computer with step-by-step help. In plain English, you'll learn how to determine if your computer can support a sound card, how and where to buy a high-quality sound card. How to open your computer, and install and test the sound card.

12. How to Install a CD-ROM Drive in Your Computer

Using simple tools, this plain English video shows you how to install a CD-ROM Drive in your computer. You'll learn how to make sure your computer can support a CD-ROM drive -- and what to do if it can't. Covers internal vs. external drives, how and where to buy a high quality CD-ROM drive, what you need to know about differing industry standards, preparing the drive bay, testing and trouble-shooting. Covers SCSI and IDE.

13. How to Fix the Most Common Computer Problems

Your computer serviceman may not want you to know this, but all you need is the know-how you'll get from this video, simple tools, and easily-obtainable diagnostic software -- and you can fix most common problems you'll ever encounter with a PC.

14. What to Do When a Virus Strikes Your Computer

Viruses can come from almost anywhere: a colleague or friend's disks, a network, a bulletin board, even commercial software. If you ignore the first warning signs, a virus can wipe out your data and permanently damage your computer's memory. In plain English, this video will tell you how to scan disks for viruses, how to check downloaded files from bulletin boards, how to set up a virus prevention program for your home or office computer, and how and where to buy the best anti-virus software. We'll also cover the pros and cons of the antivirus software in DOS 6.X and Windows 3.X, how to use antivirus software, and more.

15. How Your PC Works: Inside the Case

Here's a down-to-earth explanation of how your PC actually processes information, and what really goes on inside the case. You'll get a guided tour of the insides of a PC, learn about how the various components work and how they communicate with each other, and get a clear explanation of technical terms. A must for anyone who wants to really understand how to program, use and repair a PC.

16. How to Create Config.Sys, Autoexec.Bat and Batch Files

These basic files can make it much easier to use your computer -- or cause incredible headaches if they are not written properly for your particular software and peripherals. Now you don't have to be at the mercy of murky tech manuals, because we'll show you how to create files that work for your system -- step-by-step, in plain English. You'll learn how to write, modify and test Autoexec.Bat and Config.Sys files; and how to create batch files.

17. How to Add a Modem or Faxmodem to Your Computer

Here's the easy way to add a modem or faxmodem to your computer, with step-by-step guidance from this plain English video. You'll

learn how to determine if your computer can support a modem or faxmodem, and what to do if it can't, how to choose and buy the best modem or faxmodem, how to open your computer, and install the modem or faxmodem, how to test it, how to quickly eliminate common problems, and how to set your modem or faxmodem correctly.

18. How to Make Money at Home With Your Computer

The information age is opening up incredible new opportunities for PC owners to make undreamed of money, using skills and knowledge you may already have! Here's inside information on the ten most promising telecommuting jobs and 12 small businesses you can run right from your home, using your PC. Includes profiles of PC owners who are actually running PC-based home businesses.

19. The Super-Highway Roadmap

This is your guide to where to go and what to see. You can make incredible contacts and gather powerful, valuable information on the Internet, but the problem is that most people can't begin to imagine the potential of something that seems so abstract. This plain English video will introduce you to the Internet, and make these opportunities concrete. Includes interviews with 7 people who did the impossible by gathering information and making contacts on the Internet.

20. How to Upgrade and Repair Your PC I: Basic

This is the video your repairman doesn't want you to know about! Since the components of most PCs are highly modular, PC repair is easier than you think. Just pinpoint the problem component, unplug it, remove a few screws, replace it, and presto! You're in business again. This step-by-step video shows you how to pinpoint problems and replace your PC's components, using ordinary household tools.

21. How to Upgrade and Repair Your PC II: Multimedia

Here's how to save big money on a PC with all the latest multimedia peripherals. You learn how to determine if your PC can be upgraded, how to upgrade your video card and bus, and how to add a CD-ROM drive, sound card, video accelerator, and more. Presented in plain English. The procedures you'll learn require ordinary household tools -- nothing fancy!

22. Plain English Guide to DOS 6+.

The powerful sub-programs buried deep within DOS 6.0 and higher can help you work smarter and faster, but the manual and the online tutorial that come with DOS leave many questions unanswered. This plain English, step-by-step video will show you how to install DOS on your computer and set it up to get optimum performance. In addition to DOS commands, you'll learn how to use the shell, defragmentation, scan and antivirus programs that come with DOS.

23. Home Financial Management on a PC.

Your computer can help you create and manage a budget, keep track of your credit card accounts, handle your tax deductions, and reconcile your bank accounts. But that's not all! You can also determine whether you should pay down your mortgage, finance a new car or pay cash, buy or rent your home, and how much you'll need for retirement. The financial information your computer can give you might mean the difference between just getting by and a very comfortable lifestyle -- if you ask the right questions and use your PC to develop a financial strategy.

24. The Online Bulletin Board Guide

Bulletin boards can be the on-ramps to the Information Super Highway -- if you know how to access and use them. This step-by-step guide shows you how to find bulletin boards, set-up your modem, log on, find out what they have to offer, find bulletin board users who share your interests, search for information, and upload and download files.

Thank you.
