

# Software & Widgets

# OVERVIEW

- ✔ Mobile Apps aren't the only type of software you can use to generate new leads & customers!
- ✔ Almost every market has opportunities for software tools & widgets
- ✔ **NOT JUST TRAFFIC: You can use software to make more revenue in your business!**

# Give Away Software Get Leads!

- ✔ Give away some type of software in exchange for an email address "registration"
- ✔ Almost every market could use some sort of "tracker" to track PROGRESS of anything.
- ✔ Software has potential to GO VIRAL which can automatically grow a steady flow of leads!
- ✔ Web-based "SAAS" tools, FB Apps, WP Plugins, Desktop software, Browser Toolbars, and more!

# Secrets To Software Development

- ✓ Easy to hire someone to develop ANY type of software for you!
- ✓ The more detailed your specs are, the cheaper & faster it will get developed for you
- ✓ Always get many bids & time projections and don't choose the cheapest one
- ✓ "This should be easy for someone that knows what they are doing."