

~~The~~ secret to making **money** online

David Heinemeier Hansson

1. Great application

2. Price

3. Profit!

Lots of ways to have a price



Sign up

A variety of plans to fit everyone's needs. You can upgrade, downgrade, or cancel any time.
All pay accounts include a 30-day Free Trial.

Pay as you go, no long-term contracts, no sign-up fee, no termination fee, cancel at any time.

Don't know where to start? Pick any plan — you can upgrade/downgrade at any time. You can't make the wrong choice.

SPECIAL OFFER: Enter coupon code NCHARTBC after you choose a plan and **save \$10** on your first month!

Max \$149/month
The best, our **top of the line**

[Get started with Max](#)

30-day free trial

Unlimited Projects

50 GB of space for files

Unlimited Clients/Users

Time tracking (?)

SSL Security (?)

Free Campfire Premium (?)

Plus \$49/month
Most popular, **best value**

[Get started with Plus](#)

30-day free trial

35 Active Projects (?)

10 GB of space for files

Unlimited Clients/Users

Time tracking (?)

SSL Security (?)

Basic \$24/month
Built for smaller businesses

[Get started with Basic](#)

30-day free trial

15 Active Projects

3 GB of space for files

Unlimited Clients/Users

You can also [choose our free plan](#) which allows you to manage **1 project** with unlimited users, but doesn't include file sharing.

Pricing

Campaign Monitor

[CREATE A FREE ACCOUNT](#)[Features](#)[Pricing](#)[Blog](#)[Gallery](#)[Resources](#)[Help/FAQs](#)[Forums](#)[About](#)[Customer Login](#)

Only pay when you send

Campaign Monitor's pricing structure couldn't be more simple. There are no setup fees, no monthly fees and no hidden fees.



\$5

+ 1 cent/recipient

For each campaign you send with more than 5 recipients, you pay a flat delivery fee of **\$5 plus 1 cent/recipient**. Any campaigns you send to 5 or less people are free of charge.

Let's say you're sending an email newsletter for a client to their database of 4,500 subscribers. To send this newsletter, you will be charged \$5 plus a cent for each recipient, \$45 in this case, making

a total of \$50. *All prices are in US dollars.*

I send a lot of emails, do you offer bulk discounts?

We sure do. If you're a big sender or want to avoid lots of small transactions, we offer a pre-purchasing service where you can buy email credits in advance. Buy enough, and you'll end up saving up to 50% on delivery fees – here's our [bulk discount pricing structure](#). You can use them any time you wish and they never expire, plus we're happy to refund any credits you don't use.

Perfect for designers

Campaign Monitor has been developed specifically for web designers. With this in mind, our pricing structure allows you to easily pass the costs on to your clients when you send their campaign.

This also means that you won't have to throw money away if you have a quiet month.

Sound good to you? [Create your free account](#) and start sending in minutes.

Price List

FogBugz On Demand

Want us to host FogBugz for you? FogBugz On Demand is \$25 per user per month and includes free support and upgrades!

[More information about FogBugz On Demand](#)

FogBugz for Your Server

FogBugz for your Server is licensed based on the total number of named users with currently active accounts ([details](#)).

FogBugz for Your Server	
1 License	\$199
10 License Pack	\$1899
100 License Pack	\$14,999
500 License Pack	\$49,999

All prices in US Dollars.

[Feature List](#)

The full feature list for the latest version of FogBugz

[System Requirements](#)

FogBugz runs on Windows, Unix, and Macintosh

[Price List](#)

About \$199 per user or less

[FogBugz On Demand](#)

We'll host FogBugz for you in our data centers

[What Works with FogBugz?](#)

Source control integration, IDEs, reporting and more

[Complete Documentation](#)

The complete FogBugz reference manual



- [tell a friend!](#)
- [forgot password?](#)
- [check order status](#)

Account Login

Username

Password

[GO ▶](#)

[home](#)

[sending](#)

[receiving](#)

[testimonials](#)

[faq](#)

[about](#)

FaxIt Once

Fax up to 10 pages within the USA for \$4.99. No sign up needed.
(Intl faxes slightly higher)

1

Country receiving the fax



2

Fax number

3

File to send

no fil...ected

[MORE FILES?](#)

Pay With:

[PayPal ▶](#)

[Credit Card ▶](#)

Sending Only

For those who want to send more than one fax.

- No setup fee
- No monthly fee
- Buy FaxIt Credit in increments of just \$20.00 (never expires)
- \$0.18 per page to anywhere in the USA
- Low international rates
- Pay by credit card or PayPal

[Sign Me Up](#)

Sending & Receiving

Choose your own toll free fax number, 3 plans to choose from, one with no monthly fee.

- No monthly fee, depending on your plan
- Your own toll free online fax number
- Free faxes included (varies by plan)
- Secure delivery and storage of your fax
- Pay by credit card or PayPal

[Sign Up Now](#)





Not rocket surgery

(but still hard, most new businesses fail)

facebook

Facebook is a **social utility** that **connects you** with the people around you.

Use Facebook to...

-  Keep up with friends and family
-  Share photos and videos
-  Control privacy online
-  Reconnect with old classmates

Find your Friends on Facebook

or [Use the Friend Finder](#) ▶

Sign up for Facebook

It's free and anyone can join.

Full Name:

Your Email:

New Password:

Birthday:

Month:

Day:

 **myspace.com**
a place for friends

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [File](#)

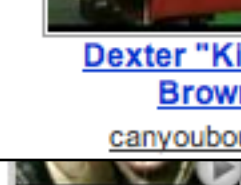
Cool New Videos on MySpaceTV



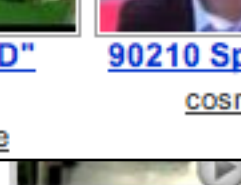
Dramatic Obama
[Barely Political](#)



Boxer Jumps Baby Gate
[Mrs. C](#)





Beyond The Rave Trailer
[Beyond The Rave](#)



Mario Theme With RC Car
[Freddy Four Fingers](#)

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 [Celebrity NEW!](#)

 [Chat Rooms](#)

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 [Grade My Prof.](#)

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 [Ringtones](#)

 [Schools](#)

 [Sports](#)

 [Latino](#)

 [MySpaceTV](#)

 [Weather](#)

You Tube

Broadcast Yourself™

[Home](#)

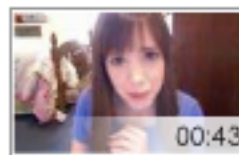
[Videos](#)

[Channels](#)

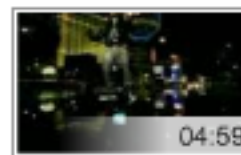
Videos

Search

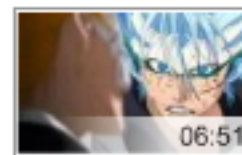
Videos being watched right now...



00:43



04:59



06:51



06:16



01:48

Promoted Videos



[Dexter "King D" Brown](#)
[canyoubounce](#)



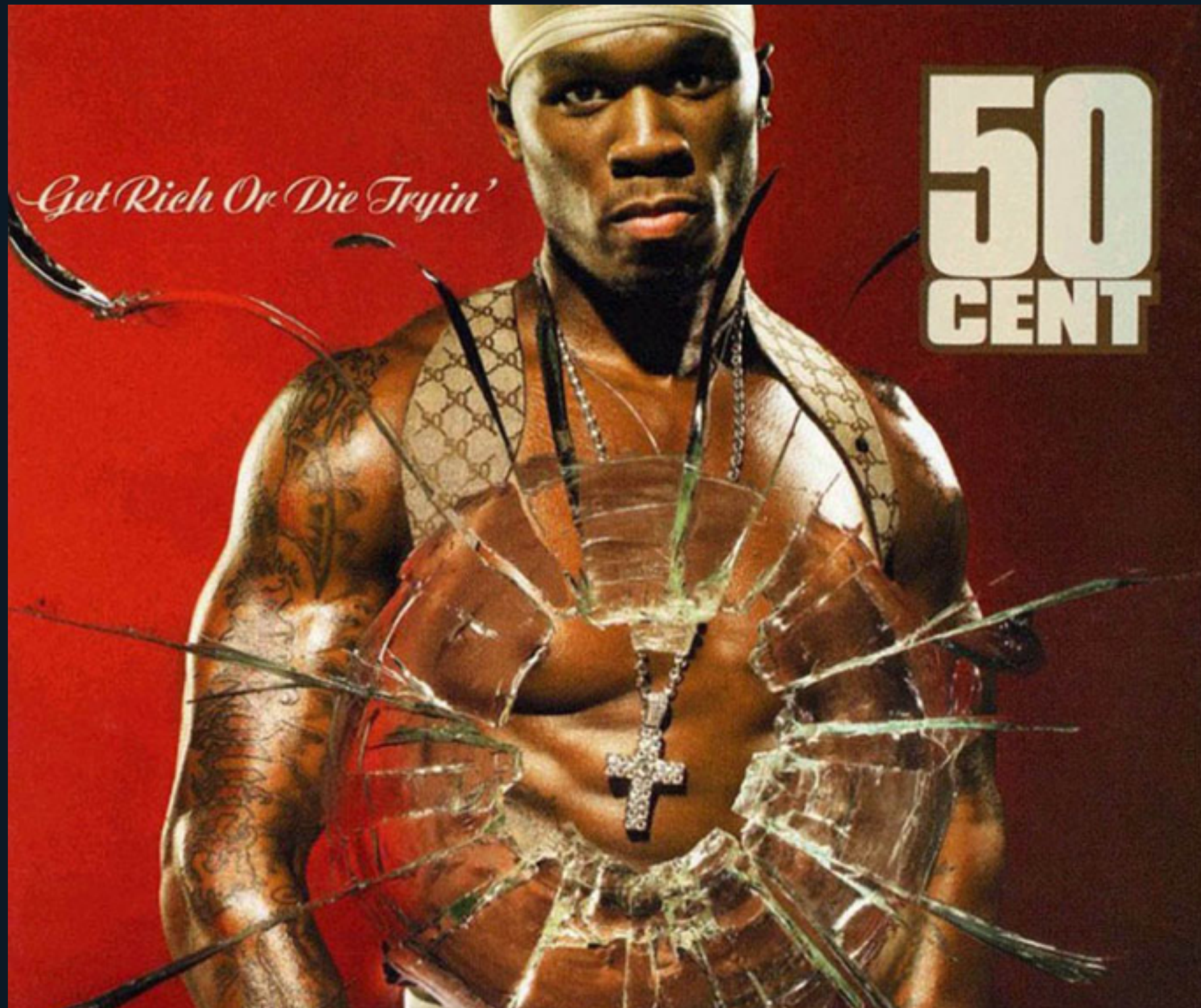
[90210 Spin off - NI...](#)
[cosmomag](#)



[Talib Kwell - Black...](#)
[talibkwell](#)



[Adm. Mike Mullen on...](#)
[HeritageFoundation](#)



Get a billion or die tryin'

Odds are not created equal

1:5

1:10

1:100

1:10,000

1:10 for making a million

VS

1:10,000 for making a billion

How about just a million?

~2,000 customers

x \$40

x 12 months

= \$1,000,000/year

5% conversion rate
40,000 signups to keep 2K
(110 signups/day)

400 customers @ \$40/month
\$200,000/year

Finding customers



Backpack™

[Overview](#) | [Examples](#) | [Manifesto](#) | [Weblog](#) | [Forum](#) | [Shuffle](#) | [Signup Free](#)

Getting organized couldn't be easier

Gather your ideas, to-dos, notes, photos, and files online. Set email and mobile reminders so you don't forget the little things. Easily collaborate with others.

"A cool organizational tool. How very cool." -David Pogue, The New York Times

Sign up for FREE

Sign-up only takes 10 seconds.

Web-based & hosted — No install

[Login](#) if you have an account

Tens of thousands of people use Backpack to...

✔ Organize to do lists, notes, images, and photos ✔ Plan a personal or business trip ✔ Keep track of what your competitors are doing ✔ Plan a home improvement project ✔ Collaborate on a new business idea ✔ Keep track of houses you're considering buying ✔ Gather information for a research project ✔ Keep a list of gift ideas for friends ✔ Build a For Sale page, ✔ Organize and plan a wedding or event, and more...



Backpack

[Home](#) | [Tour](#) | [Examples](#) | [Buzz](#) | [Forum](#) | [Help/Support](#) | [Pricing & sign up](#)

37 signals

Organize your business and share information with your team.

An Intranet in 30 Seconds. Over 350,000 Accounts!

To-dos, Announcements, Ideas, Files

Easily centralize & share information across your organization

Keep a Group Calendar Online

Keep everyone's schedule online with a color-coded calendar

Take a tour or **Sign up for free**

No "computer guy" required. It's easy. Sign up in 30 seconds!



"Very cool organizational tool."
The New York Times

"Editor's & Reader's Choice."
BusinessWeek

"Tremendous. Top 100 Product."
PCWORLD

Fortune 5,000,000

The lifestyle business

MOM & POP'S

MARKET
&
DELI

FRESH PRODUCE

PRODUCE

OPEN

سوپر دریائی

297-6091

MARKET
&
DELI

OPEN

A



AY, CUT THE CRAP!

[post to classifieds](#)
[my account](#)
[help, faq, abuse, legal](#)
[search craigslist](#)

[for sale](#)

[event calendar](#)

S	M	T	W	T	F	S
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

[avoid scams & fraud](#)
[personal safety tips](#)
[craigslist blog](#)
[craigslist factsheet](#)
[best-of-craigslist](#)
[job boards compared](#)

community

artists	activities
classes	childcare
events	local news
general	lost+found
groups	musicians
pets	rideshare
politics	volunteers

personals

[strictly platonic](#)
[women seek women](#)
[women seeking men](#)
[men seeking women](#)
[men seeking men](#)
[misc romance](#)
[casual encounters](#)
[missed connections](#)
[rants and raves](#)

discussion forums

1099	gifts	pets
apple	haiku	philos
arts	health	politic
atheist	help	psych
autos	history	queer
beauty	housing	recover
bikes	jobs	religion
books	relationships	safe

housing

[apts / housing](#)
[housing swap](#)
[housing wanted](#)
[office / commercial](#)
[parking / storage](#)
[real estate for sale](#)
[rooms / shared](#)
[sublets / temporary](#)
[vacation rentals](#)

for sale

barter	arts+crafts
bikes	auto parts
boats	baby+kids
books	cars+trucks
business	cds/dvd/vhs
computer	clothes+acc
free	collectibles
general	electronics
jewelry	farm+garden
material	furniture
rvs	games+toys
sporting	garage sale
tickets	household
tools	motorcycles
wanted	music instr
	photo+video

jobs

[accounting+finance](#)
[admin / office](#)
[arch / engineering](#)
[art / media / design](#)
[biotech / science](#)
[business / mgmt](#)
[customer service](#)
[education](#)
[food / bev / hosp](#)
[general labor](#)
[government](#)
[human resources](#)
[internet engineers](#)
[legal / paralegal](#)
[manufacturing](#)
[marketing / pr / ad](#)
[medical / health](#)
[nonprofit sector](#)
[real estate](#)
[retail / wholesale](#)
[sales / biz dev](#)
[salon / spa / fitness](#)
[security](#)
[skilled trade / craft](#)
[software / qa / dba](#)
[systems / network](#)
[technical support](#)

Calling your own shots
Running at your own pace

“We both know some people
who own more than a billion
(dollars) and they’re not
any the happier”

Craig Newmark

“Finding a good cause is
incredibly hard and time-
consuming”

Craig Newmark

This is not the movie industry

**No need to dominate the box
office, lots of winners possible**

But where's the network effect?

How are you going to be viral?

Forget viral



Getting started



Basecamp

[Home](#)

[Tour](#)

[Case Studies](#)

[Buzz](#)

[Forums](#)

[Help/FAQs](#)

[Pricing & Sign-up](#)

37signals

Get projects done

OVER 1,000,000 PEOPLE SIGNED UP WORLDWIDE

Basecamp is the smarter, easier, more elegant way to collaborate on your internal and client projects.

Sign up for free or **Take a tour**

Signup in less than 30 seconds. Got an account? [Log in.](#)

“Basecamp is so simple you can't do anything wrong. It's addictively easy-to-use.”

-Robert Hof, *BusinessWeek*

BUSINESS 2.0

FAST COMPANY

THE WALL STREET JOURNAL

BusinessWeek

[Read more reviews and buzz](#)

37signals: Projects

Our Projects

Dashboard | To-Do | Milestones | Time

People | Account | Settings

Late Milestones

- 11 days late: [Layout](#) (Spinfree | Sunrise development | Jason Fried)
- 30 days late: [Initial customer survey](#) (Spinfree | Sunrise development | Jason Fried)

Due in the next 14 days

Sun	Mon	Tue	Wed	Thu	Fri	Sat
100AM	Dec 18 Teaser site launch	19 Design review 1	20 Design review 2	21 Design review 3	22 Design review 4	23 Design review 5
24 Design review 6	25 Design review 7	26 Design review 8	27 Design review 9	28 Design review 10	29 Design review 11	30 Design review 12

Latest activity

Spinfree — Sunrise development

- [Client presentation](#) completed by Jason F.
- [Re: What are Patterns?](#) posted by Jason F.
- [Spinfree Patterns Coffee.pdf](#) uploaded by Jason F.
- [What are Patterns?](#) posted by Jason F.
- [Teaser site launch](#) reopened for Jason F.
- [Trademark filing](#) reopened for Jason F.
- [Design review 1](#) reopened for Jason F.
- [Something important](#) completed by Jason F.
- [Initial prototype based on design review](#) completed by Jason F.

37signals — Backpack 2

- [Launch](#) completed by Jason F.
- [Widest edit states can be dropped with...](#) assigned to Sam S.
- [Plus in page link in the page link pa...](#) assigned to Sam S.
- [Renaming a file to the same name as a...](#) assigned to Jason F.
- [Frame uploading?](#) assigned to Jason F.

Coudal Partners — Jewellboxings

- [newcustomers.doc](#) uploaded by Jason F.
- [Re: What are you Jewellboxings?](#) posted by Jason F.
- [A Canon Flame™ #1200 Inkjet Printer](#) assigned to Anyone
- [100 Taper Taper™ High-Quality Silver...](#) assigned to Anyone
- [100 Jewellboxings Kings and Queens](#) assigned to Jim C.

Want to be notified any time someone posts a message, comment, or file, or adds or completes a to-do item or milestone in any project? Just [subscribe to your global RSS feed](#) [RSS](#) [What is RSS?](#)

37signals

Your projects

[Create a new project](#)

37signals

- [Backpack 2](#)
- [Business Conditions](#)
- [Creative Real Workshop](#)
- [Web Site Redesign](#)

Coudal Partners

- [Jewellboxings](#)
- [T-Shirt Designs](#)

Spinfree

- [Blog](#)
- [New Business Ideas](#)
- [Patterns](#)

Self Trading

- [Actual report](#)
- [Garden Design](#)
- [WU](#)

Spinfree

- [2006 Marketing Ideas](#)
- [2007 Marketing Ideas](#)
- [Sunrise development](#)

VOIP

- [Conference concept](#)

HAVE A SUCCESSFUL '08

1. Developed by 3 people with other commitments
2. Grew for a year before we gave up the extras
3. Ran on a single server for the first year

Can I haz scaling probs plz?

500 customers/server

$$500 \times \$40 = \$125,000$$

Take it easy!

(there's never going to be less work)

37Signals Drives Another Company To The DeadPool

Michael Arrington

[79 comments »](#)

Ok, the title is a bit ridiculous. But **37Signals** has been urging developers for years now to charge for their software, and **attacking** anyone who suggests a business can be made from giving that software away for free instead. Their model works for their own products, at least so far. But I believe they are responsible for influencing a number of startups to charge for products that were already commoditized by the time they launched. Which is suicide.

The logo for Feedlounge, featuring the word "feedlounge" in a white, lowercase, sans-serif font, centered within an orange rounded rectangle.

Feedlounge, a subscription-based online RSS reader, is the most recent casualty. They **launched** in 2005 and offered a web based feed RSS feed reader for a monthly subscription fee. There were a number of free competitors at the time, including Bloglines and NewsGator, which had dominant market share. FeedLounge planned to carve a niche for itself by offering speedier and slightly better service.

The reader was good but not great, and came out in the middle of the pack when we **reviewed the competition** in mid 2006. But the company defended its business model until the end - hear our **podcast interview** at TalkCrunch with founder Alex King where he defended his business model.

They **shut down** over two months ago, **canceled** everyone's subscriptions, and no one seemed to notice until now. FeedLounge is now in the **deadpool**, although they may re-emerge as a free service at some point.

If you are in a position to charge for your software and you aren't that concerned with dominating your category, by all means go for it. But to blindly follow the idea that software must not be free because, damnit, people put a lot of time and effort into it, means you probably shouldn't be

Questions?