

The MAJOR NEWS

Volume III, Issue 1 • For Operators of The Major BBS • Summer 1992

Promoting Your BBS with Marketing, Advertising, and P.R.

As the system operator of a BBS, you are an entrepreneur. You may not think of yourself as one, but according to the Random House dictionary, an entrepreneur is "a person who organizes, manages and assumes responsibility for a business or other enterprise." It doesn't matter if you operate a BBS that's a "pay-for-play" entertainment system, a communications tool within your corporation, or a non-profit hobbyist board, catering to sports car owners. You're still the person solely responsible for actively marketing and promoting your BBS, and attracting more callers.

Chances are, you've never really thought about those responsibilities; you've been pretty busy as it is approving files, replying to E-mail, and chatting with your users. But in order for your BBS to succeed, you need to have an idea of what your goals are and how to achieve them. A marketing plan will serve that purpose.

I imagine you shudder at the thought. But a marketing plan doesn't have to be a fifty-page, bureaucratic report that's an engraved-in-stone, do-or-die blueprint of marketing procedures. It can be as uncom-

plicated as a two or three paragraph outline, a *guideline* to marketing, advertising, and/or public relations approaches. It should include your goals, analysis of the market, problems and opportunities, marketing strategies and tactics. This may seem impossible to state in three paragraphs or so, but you don't have to spell out specific details in your plan, only ideas.

Goal Setting

The first step in designing your marketing plan should be to set your goals and decide on a time frame in which to achieve them. Try to make your goals as specific as possible, but keep them realistic and attainable. For example, your goal might be that you want to have "x" number of new user accounts, that last longer than 30 days, by the end of the year. Your object here is not only to attract new users, but to keep them, too.



The next step is analyzing and targeting your market — finding your "niche" as they say. Your market can be as broad or as narrow as you like, but it should focus on the folks you think will be interested in calling your BBS. If you run a technical support system, for example, you'll want your current customers to call, as well as prospective ones, and maybe even employees or the press.

Who is Your Target Market?

Ask yourself some questions about who it is you're targeting: Is your BBS general purpose or special interest? Do you have nationwide access capabilities or is it primarily for locals? Is the BBS directed at kids, businesspeople, or the college crowd? Do you charge for time online or is it free?

With a large target market, you use the "shotgun approach" to marketing. You design ads and promotions to reach a big group of people, and hope that the law of percentages works in your favor.

Segmented marketing narrows down the group somewhat. You can target by locale, by age group, by income level, by occupation... the list of specifics is endless. For example, if your BBS is located in Chicago, you might target people inside Chicago city limits, people inside the (312) area code, or within the four states of Illinois, Wisconsin, Indiana, and Michigan. If you're a retail store, you could target existing customers who have spent over \$1000 with your company, but haven't made a purchase within the past twelve months. With a smaller target market, you are taking a chance by promoting to fewer people, but those people may be much more likely to respond than Joe Blow off the street.

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And the Winner Is...

Congratulations to the three winners of the Customer Marketing Survey contest that was kicked-off in the last issue of The Major News. The winners are: Mike Baumann, Debbie Gale, and Steve Marsh. They each have won a \$300 gift certificate good towards any purchase of Galacticom software.

BTW, we got a fantastic response to the survey. Thanks to all of you who responded. For those who made suggestions for future development — we're listening! We want to continue to offer you the best multi-user communications software and hardware in the business, so keep those comments coming in!

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Promoting Your BBS, con't.

Low-Cost Advertising

Promoting your BBS involves both advertising and publicity. You should include both in your promotional strategy. Here are a few ideas for advertising; tactics will be different depending on the type of BBS that you run.

The most direct way to attract BBSers is to reach them on *other* BBSes. Post messages in the forum areas or in the classified listings. Offer free credits if users mention they saw your BBS number posted on another system. Check with the Sysop first, though to see if he objects to "competitive" advertising on his system. Maybe you can persuade him to let you advertise with a credit bartering agreement. Give him some free live time on your system in exchange for advertising space.

BBSes with dial-out capabilities are great advertising vehicles. Users can connect to your BBS through the "host" BBS, without accumulating long distance charges. If your BBS is listed, users can dial-out to your BBS, free-of-charge, to try it out.

If you run a BBS for your company, make sure your employees know about it. Send around memos every few months reminding them about the BBS, explaining how to connect to it, and listing the features you have to offer them. New employees are usually given an information packet which contains details on company policies and benefits available. Prepare a "New Users Kit" for the personnel office to include, to help promote the BBS to new hires.

If your company has a Novell LAN, consider making the BBS accessible to all the nodes. Here at Galacticomm, we use the Advanced LAN Option to connect to the Demo System so that everyone can log on right from their desks. Employee time online has increased, even by non-technical support staff, since we made it more convenient for everyone.

If you run a corporate customer support BBS, see if your company's marketing department can list the BBS number in its advertising. Find out if you can include a "New Users Kit" when products are shipped to customers, and let the sales force know to promote the BBS to existing, as well as prospective customers.

There are a bunch of advertising opportunities for entertainment or special interest BBSes, also. Take advantage of free or low-cost BBS listings in magazines such as

Computer Shopper, *BBS Callers Digest*, *Online Access*, or *Boardwatch*. There are also BBSes out there that specialize in compiling lists of BBS numbers. Make sure yours is included on those boards, because that's one of the first places enthusiastic users look for new numbers. Authors of books on BBSes and telecomputing (John Dvorak and John Hedtke, to name two) also look for lists of BBS numbers to publish.

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Don't ignore community newspapers or special interest publications, either. Study them for a month or two to see who they're targeting. If there are sections devoted to computer equipment or services, they would be ideal.

There's an old advertiser's maxim that goes something like, "For every twenty-seven ads placed, only nine of them get noticed. And out of those nine, only three are acted upon. From those three that are acted upon, only *one* results in a sale." The moral of the story is: If you're going to run print ads, make sure they run enough times to get noticed.

Flyers and brochures can also give you a lot of mileage. They're relatively inexpensive to design and reproduce and you can distribute them in a wide variety of places. There are four things to keep in mind: they should be typeset, they should be visually appealing, they should be of good print quality, and they should be memorable.

If they're posted in a public place, cut the bottom into "fringes," so that people can take the number with them. Make sure you put the BBS name and number, baud rates, and comm parameters on the fringe.

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BBS Publications

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BBS Callers Digest

701 Stokes Road, Medford, NJ 08055
Richard Paquette, Publisher/Advertising Director
John Carcione, Associate Publisher/Editor
Advertising/Editorial: (609) 953-9110
BBS: (609) 235-5297
Fax: (609) 953-7961
Subscriptions: (800) 822-0437

BBS Press Service, Inc.

8125 SW 21st Street, Topeka, KS 66615
These are the guys who provide the BBS listings for *Computer Shopper*. List your BBS number by registering it on their BBS.
Voice: (913) 478-3157
BBS: (913) 478-3088 or (913) 478-9239

Boardwatch Magazine

5970 South Vivian Street, Littleton, CO 80127
Jack Rickard, Editor
David Hakala, Advertising Sales/Marketing
Advertising/Editorial: (303) 973-6038
BBS: (303) 973-4222
Fax: (303) 986-8754
Subscriptions: (800) 933-6038

Computing Canada Online

#703, 2 Lansing Square
Willowdale, ON, Canada M2J 5A1
Martin Slofstra, Editor
Carmen Girard, Sales Manager
Voice: (416) 497-9562
BBS: (416) 497-5263

Dvorak's Guide to PC Telecommunications

by John C. Dvorak and Nick Anis
c/o PC Magazine, One Park Avenue
New York, NY 10016
Voice: (212) 503-5255

Information Today

Learned Information, Inc.
143 Old Marlton Pike, Medford, NJ 08055
Patricia Lane, Editor
Michael Zarello, Advertising Director
Advertising/Editorial: (609) 654-4888
Subscriptions: (609) 654-6266

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Voice: (312) 935-1400

Using Computer Bulletin Boards

by John V. Hedtke
c/o Management Information Source, Inc
P.O. Box 5277
Portland, OR 97208-5277
Voice: (503) 282-5215

Using MenuMan: Where can you place the cursor?

Have you ever wondered how to put the cursor in a specific place once you've created your ANSI-graphic menu? Many times, the cursor is left at the lower, left-hand corner of the screen. New users may get lost, not knowing exactly where their menu selection will be displayed. They may think that because there's no cursor prompt, maybe there's more to the screen, or they're missing something.

There's an easy solution to this problem. Once you've created your menu, simply bring the menu up using any type of editor like KEdit or QEdit. Next, go to the location where you want to place the cursor. You'll need to input the escape code for a left arrow ("`<`" is ASCII code 27). By simply adding a "`[s`" behind the arrow, your cursor prompt will now be saved at that location. Once you've finished designing your menu, go to the last ASCII code on the

screen, and add the escape code for a left arrow again with a "`[u`" to restore the cursor back to its original "save" position.

Take a look at the example below. Notice that the cursor is "saved" right behind the colon where the user will input his choice from the menu. The "`<[u`" at the

end of the menu will place the cursor where you indicated it should be saved.

By adding these two simple codes to your menus, your users will be able to recognize where their keyboard input will appear on the screen.

Anne Skurnick

Example of how your menu might look:

```
< [31;40m
< [31;40m
< [31;40m
< [31;40m
< [31;40m
```

```
<[32mSelect an option or ?for help:<[s
```

```
< [0;1m< [u
```

What your user sees:

```
Select an option or ? for help: _
```

_ = cursor position

GALACTICOMM

4101 S.W. 47th Avenue, Suite 101
Fort Lauderdale, FL 33314

Modem: (305) 583-7808
Fax: (305) 583-7846
Voice: (305) 583-5990

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Please direct all calls and other correspondence regarding the purchase, service, and support of these products to the companies you bought them from. If you call Galacticom technical support to report a bug or defect, we may ask you to remove all third-party software from your machine, and then to try to reproduce the problem with software only from Galacticom.

Public Data Network: BBS Marketing at Work

Targeting the right market, advertising, promotion, and customer service are all key factors in making any BBS successful and profitable. Tony Javoric has done all that and more with the Public Data Network, a 64-line BBS located in Grants Pass, Oregon. Public Data Network (PDN) is a low-cost, multi-line, multi-user system, that offers a little bit of everything to several thousand paying customers.

Javoric realized the importance of attracting a large audience if his BBS was to become profitable. One way to accomplish that was to offer an easy, inexpensive way for users from all over the country to have access to the system. The answer: through an X.25 packet-switched network (see related article on page 16). Public Data Network (PDN) went nationwide with The Major BBS in November of 1988 and now has local access numbers in over 500 cities.

The system is currently operating on a 386-33mhz computer, with 380Mb of hard disk space, several CD-ROM drives, and two modems for local use. Surprisingly, about 5% of the system's total use is local. For a tiny lumber town in the middle of southern Oregon, that's quite a lot. "They don't use the system as much as the national

callers, but if we wanted to expand our local availability, we could probably fill up four or five [modem] lines pretty regularly," says Javoric. "The total daily hours of use on the system vary from about a hundred hours on a very slow day to four or five hundred on a normal one."

Javoric chose The Major BBS because he wanted to run at least 32 lines, preferably 64. But the deciding factor was the X.25 capability. "We set up PDN on the X.25 network two years ago and its been running flawlessly ever since," Javoric explains. "The PC XNet™ Card from OST is all the additional hardware we needed."

PDN subscribes to SprintNet, one of the three biggest X.25 carriers in the country. But prudence was Javoric's key to becoming profitable. "We started out with US West's regional network, before we went nationwide. Then we signed a contract to gateway into AT&T's network, and three months ago we negotiated a great deal with SprintNet (formerly TeleNet)... We didn't start off with a full-blown PAD or a 56K connection; we built the system up gradually," he explains.

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by John V. Hedtke
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P.O. Box 5277
Portland, OR 97208-5277
Voice: (503) 282-5215

Flash Duel

Experience real-time multi-player space combat as up to six players battle across an entire solar system.

Features

- EGA/VGA Graphics (IBM PC or compatible req)
- PC Sound Effects
- Players Can Form Fleets
- Chat During Game Play
- Send Coded Messages To Fleet Members
- Realistic Gravity And Inertia
- Weapons Include Torpedos And Smart Missiles
- Large Battle Area

Call For A Free Demo Disk! (Requires Entertainment Edition)

SYSOP Copy (Registered to your BBS, unlimited copies) \$159.00

Single Player Copy (Runs on any BBS, cannot copy) \$15.00

JAGware 604 North Main Boerne, TX 78006 VOICE: **(512) 249-8393**

MagiComm, Inc.

Consultation services provide you with an alternative to the look and feel other Major BBS's have...

If you have an interest in receiving more information on more specific types of services offered by MagiComm, please indicate so by checking areas of interest from below. Mail or FAX the completed information to MagiComm. See our full page ad on the back cover.

Check items of Interest:

Custom Software Development

Existing Software Modification

Hardware additions

Other

Add me to your mailing list

Please supply us with the following information:

Your Name _____

Home Phone _____

Company Name _____

Work Phone _____

BBS Name _____

Fax Phone _____

Street Address _____

City/State/Zip _____

MagiComm, Inc. 1341 S. Hickory St #110-B, Melbourne, FL 32901, or FAX: 407-728-7176

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Promoting Your BBS, con't.

Business cards are prolific, yet they're seldom thought of as advertising tools. You can get about a thousand business cards printed for under \$25. They can be posted on message boards, placed in stores, sent out with letters, and passed out at business meetings or social events. (Always be sure to ask permission from the resident governing body before you do any distribution or promotion in schools, stores or other public areas.)

It's important to keep track of where your new users come from. Tracking helps determine what works and what doesn't. If you've spent \$25 on a classified listing, but it hasn't brought in even one new user, your money would probably be better spent elsewhere.

If you're posting flyers with fringes or sending out coupons, code them so that you know where they came from. For example, if you're leaving coupons with different user groups, print them on different colored paper, so you can separate them when they're sent in.

Word-of-Mouth Advertising

As part of your sign-up procedure, ask new users how they heard about your BBS. A popular answer may be "from a friend" or co-worker, etc. That's called word-of-mouth advertising and it's very powerful.

You may remember the shampoo commercial from a few years ago that claimed people raved about their product to others. "You'll tell two friends, and then they'll tell two friends, and so on, and so on, and so on..." This kind of referral will bring many new users to your BBS. Word-of-mouth advertising works the best and costs the least and all it takes is some effort on your part to keep your BBS "referable."

If users compliment you directly, use it to your advantage. Devise "they say" advertising campaigns; collections of favorable comments and quotes from existing customers can encourage and attract new ones.

In addition to paid advertising, start to enhance your publicity efforts as well.

Front Page News

Publicity is the most effective form of promotion your BBS can have. The key to getting publicity is to offer an interesting or unique, yet newsworthy story idea for reporters to write about.

News is a very powerful weapon. Publicity about your business carries with it an inherent credibility. It's certainly seen as

more believable than ads written by gushing copywriters. There are drawbacks to publicity, though. You really have limited control over the placement, content and sometimes, even validity of what is published. You can have some control if *you* provide the news in the form of a press release.



A press release should follow a standard format that's preferred by most media. It should be typewritten, double-spaced, and on 8 1/2 x 11 paper. Include the date, your name, and your voice and BBS phone numbers. Also include the date of release ("For Immediate Release," or "For Release On May 1, 1992," etc.) Ideally, it should be kept under one page, but if it does run over to two pages, type "-more-" centered, on the last line of your first page. In the top, left-hand corner of the second page, identify your story with a header that's related to the story, such as "BBS Goes Online." At the end of the page, the symbols "###" or "-30-" should be centered, on the bottom line.

Be sure your press release includes all the relevant facts. You should try to get the *who, what, where, when, why, and how* into the first paragraph. You only have about ten seconds to catch an editor's attention, so make the first paragraph a kicker. Keep your sentences concise and to the point. Don't use flowery, exaggerated descriptions that make the story read like an ad. Your ten-dollar words and phrases will probably wind up on "the cutting room floor," if the story gets published at all.

Send your press releases out to local

newspapers, special interest tabloids, book publishers and even industry magazines. Try to find out the one or two people at each publication who will be most interested in the type of story you're offering. Saturation doesn't always work. Don't feel like you have to send a release about your BBS to the sports, food, and obituary columnists, as well as the computer, business, or feature writers. It's much more effective if you pitch a story to a reporter that you know will be interested, rather than one who will be annoyed that you wasted his time.

Good PR

"Public relations" refers to the communication between your business and the public. Good PR is intended to gain the public's recognition, understanding, and acceptance. PR is ideally a two-way street; you provide information to the public and they provide feedback to you. PR is affected by the way you run your business and how you interact with existing and prospective customers.

When customers deal with a business, they leave with one of three impressions: satisfied, dissatisfied, or indifferent. They react accordingly. Satisfied users may tell two or three people how great your BBS is. Dissatisfied users will probably tell about eight or ten people about their horrible experience. But if you turn a dissatisfied customer around — through your patience and careful attention, make someone who was initially dissatisfied, became satisfied — he's the one who will tell as many people as he can how you solved his problem.

Here are a few things to think about when trying to keep your users happy:

- **Technical problems** — Most Sysops have experienced a system crash at one time or another, due to flaky hardware, electrical quirks or horror of horrors, software errors. The best thing to do is to correct the problem as soon as possible, and send a message out to your users apologizing for the downtime. This lets them know that you've taken care of the problem and they'll appreciate knowing what's happened.
- **Make your presence known** — It's beneficial for you to be available online as much as your schedule allows. If the Sysop handle shows up, users know that they can easily chat with you or page you if they have questions or problems. This is really important for new users. They may be new to BBSes in general, and will really benefit from any initial

Tessier Technologies, Inc.

3600 SOUTH STATE ROAD 7, SUITE 245, MIRAMAR, FLORIDA 33023

Voice: (305) 370-6281 Fax:(305) 476-3786 BBS Demo: (305) 964-6100

The Horse Track (c)

The hottest game on the market with over 30 copies sold in just one month. This game has reported record breaking usage and on the average pays itself off in less than one week. The Horse Track is a full ANSI graphics game with actual horse movement during the race and an announcer for those without ANSI. It comes with a full betting window, top ten list, mini-teleconference, ability to use system credits, keeps track of total bets vs. total winnings and much more. **C Source Code Included.**

Price \$ 150.00

Tournament Chess (c)

The very best chess game on the market with full ANSI graphics and actual piece movement. Up to 500 simultaneous games can be played in this state of the art chess module. Games are stored to hard disk using the Btrieve format. This chess game checks for all illegal moves and uses the real National Chess Federation rating points. Features include list of moves, interactive chat, top ten master players list, flip board, and much much more. **C Source Code Included.**

Price \$ 75.00

Global Action (c)

One of the most widely used commands on our demo system. Users can kiss, hug, smile, etc. to each other from anywhere on the BBS. Also comes with the Global Generic Action. Now users will not be limited to just the teleconference for actions and generic actions. Also includes Adult Action words and an adult access flag for each individual user. Actions are added directly online by anyone with a Sysop Access or anyone given Global Action access. **C Source Included.**

Price \$ 50.00

Trivia Forum (c)

The most popular trivia game available for Major BBS owners. Up to 99 different trivia categories each configurable by the Sysop. Sysop options include type of hints, number of hints, credit prizes, adult access, creating & modifying categories, reset of individual category scores, import questions from a text file, and much more. Other features include a top ten list for each category and an overall top ten list. One of the only games that never dies out. **C Source Code Included.**

Price \$ 189.95

Other software sold by Tessier Technologies, Inc.

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Full BBS Integration at \$25.00 / hour
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We accept Visa, Mastercard, COD, and prepaid orders.

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Name: _____
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Address: _____
City: _____ State: _____ Zip Code: _____
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Fax Number: (____) _____
BBS Number: (____) _____
BBS Name : _____
Registration Number : _____
Version Number: _____
Nature of BBS: _____
Number of Lines: _____

- Please send me a catalog.
- Please put me on your mailing list.
- Please inform me of any new products.

What can you do with your BBS?

Galacticomm has a very wide target market for The Major BBS. Even as you read this, executives are distributing memos to key employees; salesmen are online with their laptops updating their product pricing; men and women are analyzing the latest news from Wall Street; children everywhere are meeting new people — talking, laughing or playing games with them; and people with visions are starting revolutionary new businesses... all with The Major BBS. As an owner of The Major BBS, you may not be aware of all the people out there, using the same product you do, doing so many diverse things. I thought you might find it interesting to explore some of the ways you can use The Major BBS, and find out how people are doing it...

A customer support system is an application The Major BBS is often used for. It's as easy as setting up different SIGs for different products and letting your customers know what your BBS number is! Customers can call in, day or night, look through the SIGs for information, download updates or bug fixes, post messages asking for help or suggesting changes, or leave E-mail to get one-on-one help. If you'd like to see this kind of support in action, just call into the Galacticomm Demo System. Or, if you need this kind of support for any of your Symantec, Gateway 2000, Central Point Software, Intel, Zeos, AST Research, QMS, Sierra On-Line, or Maxtor products, just call into *their* Major BBS systems. (These are just a few of our customers...)

A corporate, in-house BBS is something that the LAN capability of The Major BBS really caters to. In Level-2 configuration, you can set the number of channels on which to allow non-live users to "zero." No more new users logging on without permission. By logging on at the main console, employee accounts can be created and posted credits so that they can log on. Over the Novell LAN (on direct IPX channels or, if you have the Advanced LAN Option, virtual IPX or SPX channels), employees can log on from their own desks at previously-unheard-of baud rates. Using distribution lists, writing a memo is as easy as typing it up and telling the BBS to distribute it to a select group of people (or even to everyone). By sticking a modem or two next to the LAN card, employees can log on from their home computers or terminals, having the same power they did from the office. If given access, employees can grab files off the LAN, work

on them, and then put them back. The possibilities are endless.

A pay-for-play entertainment system is yet another use of The Major BBS. Many years ago, it was the absolute thrill of playing the game Phazuul that drove me to BBSes. Not much of a game-player, I was amazingly entranced by the people I met online Phazuul. It was a world of its own: I talked with these online people, I hugged them, I stole from them, I pushed them from room-to-room — I played the game *with* them. The whole concept of online entertainment is something that has enthralled thousands of people. The Entertainment Edition of The Major BBS has a teleconference that allows users to talk to each other, hug each other, kiss each other, kick each other, and even cry with each other. As Sysop, you can add any actions you would like your users to be able to do. Also in the Entertainment Edition are some games for the users to play, both real-time graphics and text-based games. There are also a ton of games out there by both Galacticomm and third-party developers. Hi-res "Flash" games, super-complex and detailed text adventures, and old favorites like "Battleship" are just a few. Kids love this stuff, and if you call into our for-profit entertainment system, the Isles of Shae, you'll see first-hand that adults love it too! If you charge for online credits, a pay-for-play system can pay for itself and even become a very profitable venture. You can post credits to users that have sent in checks, collect orders for credits online with the Online Shopping Mall, and with 976-BBS, your users are only a phone call away from more time online.

These are only a few of the possible uses of The Major BBS (all I could fit in one article). The best way to illustrate some of these uses is through case studies. These are little profiles of people that are using The Major BBS; some, in truly revolutionary ways. (You'd be amazed at how many great ideas people are dreaming up every day!) You'll find a case study in this newsletter, and a few in the one before it. If you're interested in seeing some other case studies that have been written, just give us a call. If *you're* doing something remarkable with The Major BBS, and you wouldn't mind being the subject of a case study, please give Sheri Robert (Galacticomm's marketing manager, and my wife) a call... I'm sure she'd love to hear from you.

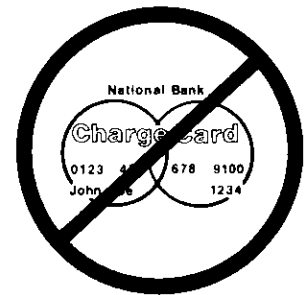
Chris Robert

976-SHAE

"Hi, you have reached the Isles of Shae, thank you for your purchase. Your code number is ..."

This has become a familiar message to my users. It's the middle of the night. One of my users, "Aslan" is really getting into the new game I've installed on the Isles of Shae when suddenly it happens. He runs out of credits. What can he do? Simple, he just picks up the phone, dials 976-SHAE, logs back on the BBS and within a minute has credits posted and continues the game.

It's now possible to make the credit-purchase process easier for systems running The Major BBS. The 976-BBS package allows the Sysop to set up an easy payment system for his bulletin board service. And it works!



On the Isles of Shae, payment traditionally was made either through the mail or in-person. By mail, a user had to write out a check or get a money order, find an envelope, address it, stamp it, seal it, put it in the mailbox, and then wait anywhere from two days to two weeks before credits were posted to his account. In-person delivery of a check or cash was quicker, but not easier, if long distances are involved. While both systems work, neither is very efficient.

With 976-BBS all a user has to do is pick up the telephone, dial a 976- or 900-number and get a redemption code that he uses to instantly post himself credits on the BBS. The charge will appear on his telephone bill. No hassles and he can get the credits when he wants them.

Since we've installed the 976-BBS module on the Isles of Shae, most of our income has been derived through the 976-service. Usage has increased over 100% since the installation of 976-SHAE, and users find it much more convenient than traditional payment methods.

The 976-BBS package includes the software and a voice card that's installed in

Continued on page 23

This here teleconference ain't big enough fer the two of us...

The place goes deadly silent as everyone waits your move. BadClown, the fastest gunslinger this side of a 9600 bps modem, has called you out. You check your items: Colt45, Smith and Wesson, and a shotgun. But you've got a sneakgun in yer boot and you just might be able to drop him before he gets his revolver out. Suddenly, someone busts a chair across BadClown's back and the place goes berserk. Hold on to yer hat, pilgrim, your BBS just erupted into a barroom brawl!

GUNFIGHTER

The routin'est tootin'est game in town!

A sure-fire hit on any system. Gunfighter is an action-packed game of role-playing in the wild west. Starting off with a couple of guns and some ammo, players can develop improved fighting abilities as they rise the ranks from "Greenhorn" to the lightning fast draw of a "Gunslinger". Best of all, it happens right in teleconference! One minute, the same boring chit-chat, the next, a full fledged brawl. And at just \$149, it's a dad-burned bargain!

Infinetwork, P.O. Box 1241, Laurel MD 20725

BBS (301) 498-6183 Voice (301) 498-6352

INFI_∞BASE

Process on-line forms on your MajorBBS!

Introducing the most flexible product on the market. InfiBase (*Infinite Database*) the GENERIC database. Features include automatic notification of new posts at logon and a very friendly menu-driven interface that guides your users to topics that interest them. Best of all, its ability to allow for on-line form entry gives it the power and flexibility for a host of application. Implement a Credit Card processor or an Insurance claim handler, you are only limited by your imagination, because InfiBase is NOT APPLICATION SPECIFIC! Implement an on-line jobsearch network, a mail-order catalog, a BBS lister, loan applications, or airline reservations. Anything that can benefit from a structured question and answer form. With a little ingenuity, you can create forms for a wide range of application. Here are just a few:

POWER CLASSIFIED

Is your classified making you money? The problem is that readers must check them constantly, or plow through reams of irrelevant material, so as you know, most don't bother. The solution, an Electronic Classified. Your users are guided through a top-down menu interface, leading them to specific areas of interest. "Automatic notification" tells them at logon if new ads have been placed under topics of interest to them. Combine this with the ability to process an on-line order entry form for the ideal electronic newspaper.

IMPROVED USER REGISTRY

Ask your computer for a date? You build the registry - any way you want! Best of all, you can change the form at any time, without effecting the current entries. Furthermore, you can build a tree-structured search tree (ie, sex, age, interests, etc) to make it easy for your users to find people with similar interests and ideas - and each area can have even it's own unique form! Automatic notification by topic, most recent listed first, and private email responses to posts are all available. Check out the "Personality Profile" on our BBS.

JOB SEARCH DATABASE

Ask your computer for a job! Electronic databases offer employers a cost-effective method for recruiting employees, and offers your BBS a *profit-effective* service to provide. Automatic notification informs users of any new positions open in their area of interest. Form entry can even prompt them each question of an on-line job application!

We invite you to stop by InfiNetwork (301-498-6183 BBS) and explore the capabilities of InfiBase for yourself. When you consider what it would cost to purchase all these features separately, it's the ideal investment at \$295. You may never need another MBBS product again.

OTHER PRODUCTS BY INFINETWORK

The Auction Block..... On-line Bidding
RingMasters On-line Boxing
The MajorBBS Jail On-line Beatings

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