

# Creating a Useful CD for your User Group

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## Creating a Useful CD for your User Group

- How do we promote our groups?
  - Word of mouth
  - Buying advertising
  - Print materials
  - Web sites
  - CD-ROM



## Creating a Useful CD for your User Group

- Why a CD?
  - Lots of space for pictures & videos
  - Super cheap & lightweight
  - Easy to duplicate, burn what you need
  - No Internet connection, no plug-ins necessary



## Creating a Useful CD for your User Group

- Pass it around!
  - CompUSA Apple employee
  - Local Apple dealers & consultants
  - Computer stores
  - Schools and colleges



## Creating a Useful CD for your User Group

- Doubles as “CD of the Month” \$\$
  - At \$3 ea., CMUG revenue is up 150%
  - Shareware for both OS 9 and OS X
  - eBooks, membership directory
  - Not all members have broadband
  - Give ‘special edition’ as club Christmas gift



## Creating a Useful CD for your User Group

- Practice “safe sharing”
  - Read & honor the shareware author’s copyright wishes
  - Obtain permission to include something that you’re unsure about
  - Possible content resources:
    - [www.yourmaclife.com](http://www.yourmaclife.com) by Shawn King
    - [www.mugcenter.com](http://www.mugcenter.com) by Chuck Joiner



## Creating a Useful CD for your User Group

- Advertising \$\$
  - Vendor logos & web site links
  - Local computer stores & consultants
  - Swap for services
    - Web hosting & site design
    - Print & design services
  - Free club member ads



## Creating a Useful CD for your User Group

- Why a CD again?
  - Cheap
  - Easy to duplicate & distribute
  - Increase group revenue
    - Use as CD of the month
    - Advertising
  - Vendor support





## Creating a Useful CD for your User Group

- Content—who, what, when, and where
  - Name & tagline, your mission
  - Map
  - URL & general email
  - Member benefits & visitor policy
  - Personalize w/ photos & video
  - Advertising areas



## Creating a Useful CD for your User Group

- Build it and they will come
  - High interactivity
    - Director (Macromedia)
    - iShell (Tribe)
  - Moderate interactivity
    - HTML (client-side only)
    - Flash (Macromedia)
  - Low interactivity
    - PowerPoint .pps file
    - PDF file from word processing or page layout program



## Creating a Useful CD for your User Group

- Burn baby burn!
  - Organize directory structure
    - Use folders to bury files
    - Leave the “start” file at root level
  - Include instructions & copyright notice
  - Use Iconizer to transform group logo into folder background ([www.naratt.com](http://www.naratt.com))
  - Drag & drop burning using Toast



## Creating a Useful CD for your User Group

- Final touch of class
  - Disc label
    - Logo and version number
    - Can use crescent labels or full disc
  - Jewel case label
    - Logo, URL, general email
    - Can use regular paper



## Creating a Useful CD for your User Group

- Remember, creating a useful CD can
  - Promote your group
  - Support your vendors
  - Make your group money at the same time!