

## **RICK'S COMPUTER ENTERPRISE**

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January 28, 1995**

**Dear CoCo Colleague,**

**The purpose of this letter is to offer you a unique advertising bargain. I hope you will read this carefully and seriously consider taking me up on my offer.**

**In case you are not familiar with my business and products, let me take a few lines (maybe more) to describe Rick's Computer Enterprise. Although I began this CoCo company back in 1990, we really got serious in December of 1991. That's when it became apparent that the RAINBOW was soon to cease publication. Being dedicated to RS DOS and feeling that it was being relegated to a stepchild status, I began COCO FRIENDS DISK MAGAZINE. This publication was produced on a flippie disk and offered monthly to those still interested in using RS DOS on their CoCo 3's. In January we issued our 36th issue of CFDM to about 200 faithful subscribers. There seems to be no end in sight of their support CFDM!**

**I'm enclosing a copy of CFDM HARDCOPY for your perusal. HARDCOPY is a printed version of the Magazine side of the CFDM disk. It is produced by Arthur Hallock of Deming, New Mexico. In addition to about 200 subscribers to CFDM the disk, we have about 65 subscribers to HARDCOPY. We feel this is a great companion to the disk. The price is \$30 for 12 issues with all subscriptions starting with the July issue and ending with the next June's issue.**

**Other products and projects of Rick's Computer Enterprise are the purchase of the rights to 14 COCOPRO! software packages and 20 SUNDOG SYSTEMS software packages. These purchases were made in 1993. Also we purchased the last of the Blue Streak Ultima's in 1993. In 1994 we made arrangements with Mike Himowitz of Federal Hill to market his COCO ACCOUNTANT 3 software. In May of 1994 we began the CoCo Registry project which produced a database of active CoCo users. This database is fast approaching 400 members. Also in early 1994 the CFDM Friends and I began to actively support the CoCo 3**

Emulator project of Jeff Vavasour. Our group raised a \$1000 bonus for Jeff as a reward for completing his project. The project is finished and Jeff has received the \$1000 bonus! Also in December of 1993 we held our first ( of four ) CoCo Phone Fest. These events have averaged over 20 callers per event.

As you can see Rick's Computer Enterprise has been very busy the last few years. The fact is that we have been successful because we have searched out or created new products for those still interested in their Color Computers. And although we have offered our products at unbelievably low prices, our sales have approached \$90,000 in the last three years. In 1992 sales were about \$20,000, in 1993 over \$40,000, and in 1994 nearly \$30,000. Now don't get me wrong, we are not getting rich! We are making a profit...and working very hard to do that! But it's worthwhile because our part of the CoCo Community is very much alive.

In the past advertising prices were high. Now prices are lower but it seems many are afraid to risk a few bucks. I KNOW THAT VIRTUALLY NO SALES ARE GENERATED UNLESS THERE ARE COMMUNICATIONS WITH THE MARKET. That's a fact! But even today ads do generate sales. For instance, just about six months ago we reached an agreement with Mike Himowitz to sell his COCO ACCOUNTANT 3. Within 3 months we sold over 50 packages to individuals who read about it in CFDM and CFDM HARDCOPY! Not all products will receive this response, but this one did. Another example of a product that has done well this past year is the CoCo Registry. It has not been a money maker because we spent a lot of money mailing out informational sheets and on producing the product...but we have sold 186 copies since June 30th, 1994. At least 95% of all sales came thru the ads in CFDM and HARDCOPY.

Now to the matter at hand. I have not actively solicited ads for my magazines. One reason is because I have not really needed them and another reason is that if people spend their money for your products, they'll probably spend less on mine! Does that add up? But now I see a need for new products. Mostly because I don't have time to cook up more and most of the good "old" software is gone. My people are still in the market for products. If you have something to offer, I believe they will seriously consider it. You might say "but Rick your

people are RS DOS people and most of my programs are OS9". Well that's not exactly true. You see many of my people also use OS9! According to the CoCo Registry 93 of the 185 members who support CFDM also use OS9. That's over 50%!

Ads in CFDM and HARDCOPY are available for \$10 per entry. That means you can normally get a 1 to 3 page text ad in CFDM for \$10 or a 1 page ad in HARDCOPY for \$10. CFDM text pages are 16 lines of 53 characters, you get up to 3 pages for your ad. HARDCOPY ads are the size of a standard piece of copier paper. (See the yellow page on the back of the enclosed HARDCOPY.)

I would like to offer you an advertising program for this 1995 year. You'll get the equivalent of \$70 of ads spread out over the year...and it will cost you much less than \$70.

Here's what I propose. For you, I will include 3 full one page ads in HARDCOPY and 4 text ads in CFDM the disk over the next twelve months. Your HARDCOPY ads will appear at intervals of about 4 months. Your CFDM ads will appear at intervals of about 3 months. In other words one of your ads will be in my magazines seven out of the next twelve months. Also, you may change the ads whenever you wish, dependent upon your giving me appropriate notice (usually 30 days). To supply me with a HARDCOPY ad, just send me your prepared ad just as you wish it to appear. I'll add the page number and magazine name at the top. To supply a CFDM ad, just send what you want on a typed piece of paper. I retain the right to edit the ad for sizing. I also retain the right to refuse any ad that might be inappropriate.

Now what's this cost you. It will cost you \$70...but I will take payment in at least \$70, retail value, of your software or hardware products. These products must be in new, excellent, marketable condition. I will then use these products as auction items or door prizes for my phone fests or CFDM contests.

By the way, you will also receive a 12 issue subscription to HARDCOPY! This is a \$30 value and will be useful to you to keep up with your ads. (Each CFDM disk ad also appears inside HARDCOPY.)

**Well that's my offer to you. I really would like to see your business in my magazines. I believe it will be profitable for you, me, and the CoCo Community. Please consider the enclosed carefully. Let me know as soon as possible and let's get the plan into action!**

**I really would like to hear from you before March 1st.**

**Sincerely,**

A handwritten signature in cursive script that reads "Rick Cooper".

**Rick Cooper**