

Since we introduced the 'On Approval' CD, I have had a few teachers contact us and say 'we love your resources, they are fabulous, we want all of them on the CDbut we don't want to pay what it would cost to buy all the products!'.

So to clarify the purpose of the 'On Approval' CD I have written this letter.

On the 'On Approval' CD all 18-20 ELES products are available for viewing, but products need to be purchased individually. The CD is NOT one complete product nor is it a 'set' of products, it is simply a medium for allowing you to peruse 18-20 different products without having to have 18-20 products posted to you so you can choose which of the products in our range you'd like.

In addition to this, it is extremely unlikely and in some ways discouraged for schools to purchase ALL the products on the CD. In the past we would send individual products out to teachers when they requested them so they could view them on approval. This raised a number of problems. Firstly, not everyone is honest and sometimes resources would be returned that had obviously been photocopied first. Secondly, it became a costly exercise to send numerous resources to teachers if they were unsure which resource to buy. As a small organization, we could not continue to bear the cost of doing this. We came up with the concept of creating a CD that showcased ALL our products and that way teachers could browse and see which resource was suitable for them. If schools ring up and say 'what does it cost to buy everything on the CD' it is like receiving a catalogue from a bookshop and ringing up and saying what does it cost to buy everything in your whole catalogue! Who would do that - it would be crazy! If for some reason schools do ask this, we may suggest to them they are better to just buy one resource per year group and integrate these first as otherwise it is too overwhelming and they will find they don't use all the resources. In most schools, the Year 8 Coordinator will buy the Year 8 Study Skills Worksheets and the Year 9 Coordinator the Year 9 Study Skills Worksheets and so on. Then the next year or a few years later they might look at the Time Management Techniques or Exam Prep Workbooks and eventually end up with all the resources over a period of time. But for most schools they will just choose the one or two resources that are best for them.

So remember when you are viewing the CD, it is actually 18-20 separate resources you are viewing on the CD, not a 'set' or one single resource.

As to the price. Having been a teacher myself I know that some teachers do NOT abide by copyright law. They are not going to buy one copy per student for each student to use. Therefore this is factored into the price. The price of \$99 for each PDF product includes full photocopy rights for the school. This means you can make as many copies as you like for as many students as you like year after year. So if you have a year group of 100 students and you copy just one of the products each year for 10 years it works out at less than 10c per student. I think 10c per student for each student to use a whole resource is quite reasonable. I don't know if you have been much involved in the e-book revolution sweeping the Internet but the majority of e-books on the Net are currently priced at \$97 – in US dollars!

Another consideration of pricing is that all products and services are priced not on what it costs the organisation to make or provide the service, but on the value it provides. It may only cost Al Gore a few hundred dollars to show up and speak at a dinner (although those costs are probably covered anyway) but his fee of around \$50000+ is indicative of his value, not of his costs to provide the speech. If you have cable TV, your subscription of around \$100 a month is probably only costing the company a few dollars – but again it is in the value provided, a service that either you could not provide yourself or you pay for as you don't have the time to do this for yourself. If you look at the products we sell you'll see I have put an enormous amount of effort into creating these products. To first come up with the concept, to then find ways to make study skills more interactive and to research and develop the content. Even assuming every teacher could have come up with the same ideas themselves, the reality is that as a teacher you simply don't have time to sit down for the hundreds of hours it took to create each resource and to do it yourself. Which is why I started writing these – because as a Year Coordinator I never had enough time to put together the sorts of study skills resources I really wanted.

But as I said, the effort and costs involved are irrelevant in determining pricing. It is the value that is important. We believe that our resources are valuable. We offer them to schools and are effectively saying if you agree with us that this product will be of this much value to you to justify the price for you, then go ahead and enjoy it. And if you don't think it is of that much value, then that is OK too, you don't have to buy it! Every purchase we ever make in life is an exercise in cost/benefit analysis. Whenever any person buys anything they are asking themselves, am I comfortable paying this price for this product given the value I expect to receive from it? If the answer is yes they buy it. If no, they don't. Simple.

I have found it interesting that teachers say to us 'we want all your products but we don't want to pay the price they are sold at'. It is like going to any major bookstore and saying 'I really want to buy all these books by this particular publisher but I don't want to pay what you are asking for them!' Life just doesn't work this way!

I guess the bottom line is that this is the price we have chosen to make our products available for and schools can choose if they wish to purchase them or not. We are not planning on reducing the price either now or in the future, but I hope I have in some small way clarified the reasons why our pricing is structured as it is!

All the best,

Sincerely,
Prue Salter

A handwritten signature in cursive script that reads "Prue Salter".

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