

Hello World on the AS/400

And

Gumroad's \$0+ feature

Recently, an email from my friend Ajit Kulkarni inspired me to create a video course about the AS/400. When I teach, I start with demonstrating how to display "Hello World". So I created a couple of videos, a Quick Reference guide, and packaged these into a zip file and uploaded it to Gumroad.com – a website that facilitates selling digital products. Gumroad has got a feature called \$0+ that I really love. Here's how this feature works and why I love it:

Typically, to sell something on the Internet, the seller has to declare a price. When potential buyers visit the site, they see the product details. As there is no salesperson present, a potential buyer has got no way of saying something like "*I really like your product but I cannot afford your price of \$10. Will you sell it to me for \$8? I can afford only that much.*" The potential buyer has to decide whether to buy the stuff or not. And he/she would leave the site without buying if he/she can afford \$8 but not \$10. And that's where Gumroad's \$0+ feature helps. It works like this:

The seller can declare the price as \$0+, which means that the buyer can get the product free and get a receipt for the product that will show \$0. In the future, if the buyer feels like paying something, he/she can pay using the receipt reference -- and the money will be credited to the seller's account after deducting Gumroad's processing charges.

I love the \$0+ feature because, though my first product is not as polished as I would have liked it to be, the contents nonetheless are useful for someone who wants to become an AS/400 developer. My gut feeling is that, such aspirants will download it because it is free, watch it, realize its value and then pay whatever they can afford. If I had put even as small a price as \$1, many people would simply not take the risk of wasting that dollar.

I published the tutorial yesterday morning and have requested many of my friends to give feedback about (a) the ease of downloading & unzipping, and (b) the contents. I have received four responses so far. The downloading time (in minutes) were: 5, 10, 27, 45 – two from Irvine, CA and two from India (Pune & Bangalore). All four have reported the process of downloading as "simple"; three have reported the quality of audio & video as "good"; the one who reported the video quality "poor" mentioned that he was using Linux Media Player and not Windows Media Player.

If you'd like to view the "Hello World on the AS/400" tutorial, here's the link: <https://gum.co/haiVs>