



sell your content yourself

oronjo.com

Sell your content on your own site

Oronjo offers you a simple tool to sell your content. This can be text, music, images, software, a program file... anything.

Just like Radiohead sold their own music, you can start your own record shop and sell your best MP3 mixes. Or sell your thesis; your Hi-res versions of your photos; articles from your weblog; chapters of your novel; or your homemade movies!



No fuss & free.

You can do it yourself, from your own site.

- No need for a secure section on your site.
- No PayPal or Checkout account needed.
- Our service is free
- You can still offer other content for free.

We host your secure content. You only have to add a few HTML lines to your page. Every sale is processed automatically.

A simple wizard

Before publishing your content, you use a wizard on our site. This uploads the content you want to sell to our server.



When you sell an article from a webpage or weblog, we copy the part of your page for which people have to pay - all formatting, pictures and updates included.

When selling a file, such as an MP3, Word file PDF or JPG, we just put the file on our server.



Either way, we return you a piece of HTML that you then put on your page. Now, a visitor can only get access to your content by paying a fee. This can be done by clicking the Oronjo icon, which is automatically inserted on your page.

Coupons and flexible pricing

Oronjo accepts Google Checkout or PayPal payments or payments made with mayor credit cards.

If people pay you with their Oronjo wallet, no payment fee will be charged and 100% of your sales will be transferred to your Oronjo account.

Following the Radiohead example, people can always decide to support you by paying you a little extra for your content. Please note, that just like Radiohead, this works best when your base price is very low (preferably zero).

Our free service

Oronjo is friendly and simple. Therefore, you won't see any corporate nonsense on our site

- ok, we do have some terms & service ;), but for the rest, just a friendly whale and some simple web pages. And a special service for charity!

And... our service is 100% free. However, a fee is subtracted by Google Checkout (2% + \$0.20), PayPal (5% + \$0.05 per transaction for payments under \$12 and 2.9% + \$0.30 for payments above \$12), since they take care of the payment.

An example

Here's an example of the above, based on a consumer paying \$1.

	PayPal	Google Checkout	Oronjo wallet
<i>Price</i>	<i>1.00</i>	<i>1.00</i>	<i>1.00</i>
<i>Payment fee (fixed)</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>
<i>Payment fee (variable)</i>	<i>0.01</i>	<i>0.10</i>	<i>0.00</i>
<i>Your revenue</i>	<i>0.99</i>	<i>0.90</i>	<i>1.00</i>

Sell content for charity

Don't want to become rich but feel like helping the world? Use the Angel Whale option: this means that all revenue goes to charity.

Only the (external) fees for Google Checkout and PayPal or payments to bank accounts are subtracted.

Why a whale?

Oronjo is represented by a whale because the whale eats a really small animal called plankton and it's become the biggest mammal ever by eating lots of little plankton.

We feel it's the same when you're selling content: people are used to free content and will only pay for something when the fee is friendly.

Don't try to make a lot of money from a few visitors. Try to make a little money from many visitors.

Isn't the Internet about free?

Yes, it is - at least for a large part. Therefore, we advice you to offer at least 80% of your content for free, just as usual.

This attracts visitors and shows your content is valuable. The other 20% you can offer as premium content, for which people pay iTunes and Radiohead - with the successful online distribution of their new album In Rainbows - shows that people are still willing to pay for content, as long as the price is fair.

Why would people pay?

Because you're offering them premium content and it's a no-risk service. It's both very easy to do and inexpensive to try out since they will pay you a small fee.

Also, they are already familiar with your free content and they value your expertise.