

Ufomind is more valuable than most subscription services, we have no intention of charging people for access to it. We don't mind giving away our best material for free as long as we have enough income to keep going. We believe that Ufomind can work only as an interactive site that anyone can contribute to. Personally, I feel that maintaining this site is a public trust that has fallen into my hands. Monk-like in my vanity area, I will selflessly defend the sacred cause. If I cannot maintain the high ethical standards I have set for this site, then I will shut it down rather than turning it over to the Microsofts of the world.

-- People often ask us, "Where's the Desert Rat?" Unfortunately, our free on-line newsletter is still in hibernation until the Ufomind site is on a stable financial footing.

DIRE PROSPECTS

Regrettably, I am forced to issue this ultimatum: If sales in our catalog section do not improve, I will have to get a job.

Ponder for a minute the terrible implications. As moderator, programmer and webmaster, I currently spend 8-14 hours a day, 6-7 days a week, working on this website. Without my input, the site would quickly slide into chaos. Although anyone can add links and comments to our pages, someone has to review those additions. Otherwise, the spammers will take it over, and pages will be swamped with irrelevant information. No one will be there to remove dead links, create new pages or provide new systems for linking records together. No one will provide free customer service, which currently occupies about half of my time. The site will cease to have a soul and will become a chaotic mirror of usenet.

Another alternative would be to freeze the site so that no one could make any further additions to it. Then it would no longer be alive. Information would start getting stale, and old links would stop working. People would eventually stop coming. At that point, I would consider shutting the site down altogether to save the monthly operating costs.

Ufomind tries to be as efficient and professional as possible and doesn't plead for support very often. We don't ask for donations. We don't hold annoying fund drives every few months like public radio and TV stations. The ads we insert on our index pages are unobtrusive, and we don't try to actively "sell" you anything. If you consult one of our index pages, we want you to know if there is a useful book available on that topic, but we won't try to force it on you. The only problem with this low-key approach is that it doesn't sell many books.

Our next step -- prior to my getting a job -- will be to get more aggressive about pushing our products. No one likes this, especially us. Our primary goal is to assist serious research, and that's how we want to spend most of our resources.

As Ufomind seems to become an internet institution, please don't take us for granted. Institutions aren't always as invulnerable as they seem to be, and sometimes they run into things. Underneath all that apparent complexity, there has to be something keeping them afloat.

Glenn Campbell
Ufomind Webmaster

Access to our catalog...

Our Top Ten Recommendations:

<http://www.ufomind.com/catalog/subject/top10/>

Ufomind Bestsellers:

<http://www.ufomind.com/catalog/subject/bestseller/>

Books by Subject:

<http://www.ufomind.com/catalog/subject/>

UFO books:

<http://www.ufomind.com/catalog/subject/ufo/>

Parapsychology Books:

<http://www.ufomind.com/catalog/subject/para/psi/>

U F O M I N D Paranormal Research Index
"World's Largest and Best Organized UFO Website"

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