

Proven App Launch Process Revealed



The Ultimate **Cheatsheet** For A Successful Mobile App Launch

with

www.SinghArsh.com

ARSH SINGH

SUCCESSFUL MOBILE APP LAUNCH CHEATSHEET



One of the biggest mistakes you ‘as a new entrepreneur’ can make is to spend several months or years building an app in a silo without any validation and then launching your app in the App Store believing that people will flock in.

Benjamin Franklin once said,

“If you fail to plan, you are planning to fail.”

And the only way to create a foolproof plan is by using historical data, experience, and mentorship because those who fail to learn from the past are doomed to repeat it.

Getting started in the app business can be overwhelming.

There are so many moving pieces to manage that anyone could lose track.

This is where I come in...

Hey! My name is Arsh and I'm a business coach helping people start an app business and launch their apps successfully.

I have created this step-by-step checklist to help you with a successful app launch and give you a plan that is used by the professionals for amazing launches.

This cheat sheet is unique. It is designed to help you and ask you the right questions (as your coach) at each phase of your app launch.

The more questions you answer the better off you would be with your app launch.

This cheat sheet will help you stay focused and give your app a head start on the app stores.

Cheers,
Arsh Singh
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60 Days Before App Launch

Finalize Your App Idea

- ❖ What exactly do I want my app to do?
- ❖ What problem is my app going to solve
- ❖ Or what gap is it going to fill?

Define Target Audience

- ❖ Who is my app for?
- ❖ How will it simplify their life?
- ❖ How well do I understand my audience's demographics and behaviors?

Perform Market Research

- ❖ Who are my competitors?
- ❖ What are they offering?
- ❖ What can I do better?

Define Value Proposition

- ❖ What makes my app different?
- ❖ Why should my target audience use my app over the competitors?

Register Your Social Media Handles

- ❖ How can I expand my web presence?
- ❖ Where does my target audience hang out online?
- ❖ What communities/groups are they part of?
- ❖ Have I registered on the major social networks where my audience is?
- ❖ What value can I bring to my audience by posting on the social handles?

Identify Influencers

- ❖ Who are the top influencers in my market?
- ❖ Are there any publications that cover apps like mine?
- ❖ How can I get in touch with journalists and news publication websites to cover my app?

Validate Your idea

- ❖ Why would people use my app?
- ❖ Have I run some tests online and in-person (primary research) to check the market response? (Few methods mentioned below like Landing Page, video etc)
- ❖ Have I spoken with at least 10 people to get their feedback?
- ❖ Why would my idea not work? What is my contingency plan?

Create Your App's Landing Page

- ❖ What's going to be my brand/ app name?
- ❖ Have I registered the domain name yet?
- ❖ Have I set up a landing page to gauge my audience's interest?
- ❖ Have I created the designs and drafted the content to display on the landing page?
- ❖ Have I set up a form to collect the email IDs of people interested in my app?

App Monetization Strategy

- ❖ How do I plan to monetize my app?
- ❖ Should I run some third-party Ads in my app?
- ❖ Should I sell some virtual-items as an 'In-App Purchase' in my app?
- ❖ Which model should I choose between; freemium, paid, or subscription?
- ❖ Shall I bake the monetization strategy from day one or wait for phase 2?

App Monetization Techniques - How Do Free Apps Make Money?

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Get A Prototype

- ❖ Am I clear about how I want my app to look like?
- ❖ Have I created a rough wireframe for my app?
- ❖ Should I go for a design based prototyping or a functional MVP?

Find Developers

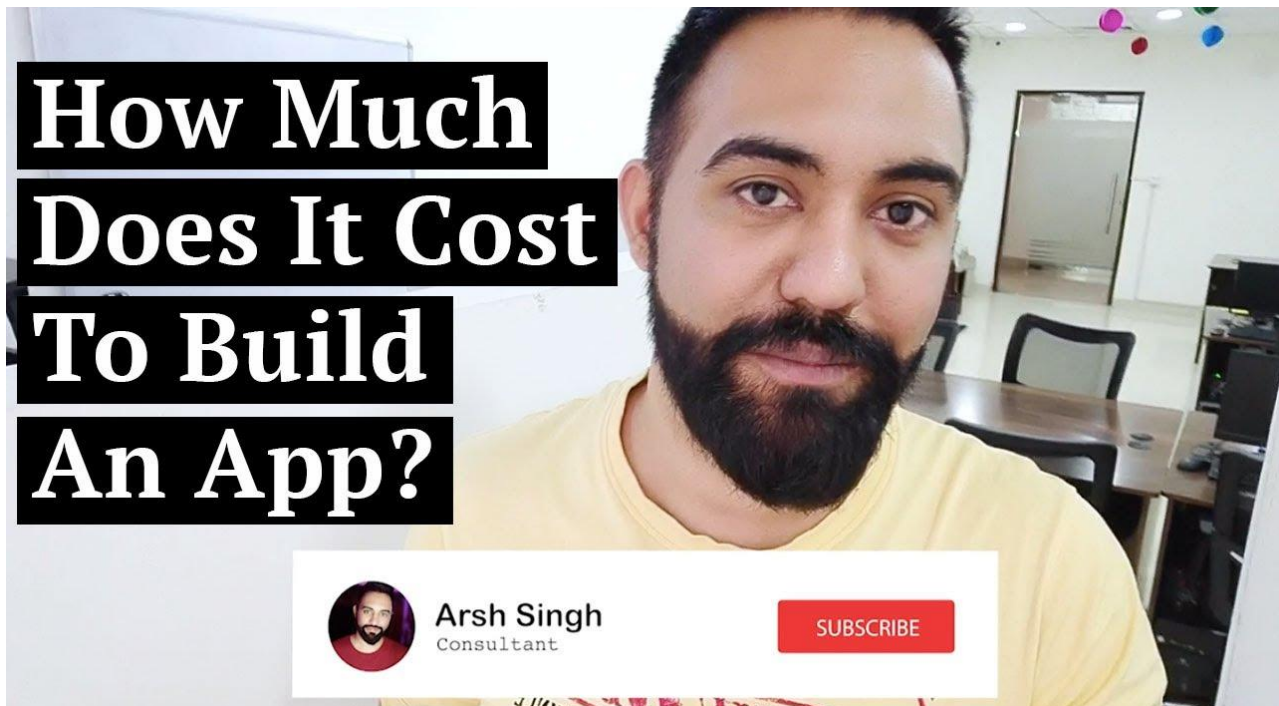
- ❖ What level of developers do I want to work on my app? Freshers or experienced?
- ❖ Should I work with freelancers or an agency?
- ❖ Should I look for the developers online or should I find some locally through meetups or referrals?
- ❖ How soon can I get my MVP (minimum viable product)?

Plan For A Beta Release

- ❖ When can I have a bug-free MVP ready?
- ❖ Have I created a feedback loop in the app to get instant feedback from the initial users?
- ❖ Have I provisioned for beta release on both App Store (TestFlight) and Google Play (Beta/Alpha Release)?

How Much Does It Cost To Build An App?

Click Below To Watch The Video





2 Weeks Before App Launch

App Store Preparation

- ❖ Have I gone through the respective stores publishing process and guidelines?
- ❖ Have I got the app icon, app screenshots and ASO (app store optimization) friendly description ready?
- ❖ Can I get a 'Demo Video' highlighting the top features of my app?
- ❖ Have I completed all the formalities required to get my store accounts approved?

Create A Press Kit

- ❖ Have I created a kit containing the app logo, screenshots, video, boilerplate description, social handles, and founders' information?
- ❖ Have I made it easy for journalists to get everything in one place in my press kit?
- ❖ Do I have a list of journalists ready to notify when my app is launched?



During Launch Time

Submit Your App To The Stores

- ❖ Have I created all the necessary creatives and resources required to publish the apps to the stores?
- ❖ Do I have enough time to make any last-minute changes if requested by Apple or Google? (Launch your app one week before the actual launch date)

Marketing Boost

- ❖ Have I spread the word about my app launch?
- ❖ Have I emailed my list which showed the initial interest?
- ❖ Have I reached out to my friends and family to review my app?
- ❖ Have I asked for a few 5-Star reviews?

Ask Your Influencers To Take Action

- ❖ Have I sent a personalized note to the influencers?
- ❖ Have I emailed the journalists who showed interest?
- ❖ Have I emailed all the news publications to cover my app?

App Submission To Third-Party Websites

- ❖ How can I organically spread my app across the internet?
- ❖ Have I submitted my app to the platforms like Product Hunt, BetaList, BetaPage, Owwly, and others?

Paid Marketing

- ❖ Have I run social paid Ads to boost the app downloads and installs?
- ❖ Have I run Apple Search Ads and Google UAC (universal app campaigns) to give an overall boost to my app?



7 Days Post App Launch

Monitor Key Metrics

- ❖ Do I have a centralized dashboard or an excel where I put and track all key metrics?
- ❖ How satisfied are my users with the app?
- ❖ Am I analyzing the feedback, reviews, and social signs of the app?
- ❖ Have I responded to the reviews on the stores?
- ❖ Have I analyzed the crash reports, bugs, and feedback in general?

Revamp Your Outreach

- ❖ How are the download and install metrics of my app?
- ❖ Have I reached out to more people via email and in-person to try my app?
- ❖ Can I increase the momentum of my organic and paid marketing to boost my app downloads?
- ❖ Should I try A/B testing with creatives and description?
- ❖ What is the overall engagement and traction of my app?



2 Weeks Post App Launch

Mitigate User Churn

- ❖ Is there any churn on the app? (people leaving the app after first use)
- ❖ Why is churn happening? (Any specific issue?)
- ❖ How do I educate my users about the issue which is causing the churn?
- ❖ Am I engaging with my users proactively to avoid the churn?
- ❖ What incentives can I offer to my users to avoid the churn?

Encourage Ratings & Reviews

- ❖ How can I provide a social proof for my app?
- ❖ How many users are using my app on a continuous basis?
- ❖ Have I reached out to them asking for a review?
- ❖ Have I integrated a rating prompt in my app to push for a timely rating prompt?
- ❖ What incentive can I offer to get a rating for my app?



2 Months Post App Launch

Customer Feature Requests And Roadmap

- ❖ Are users requesting for any specific features in the app?
- ❖ How frequently is the specific feature being requested?
- ❖ How important is the specific feature among others?
- ❖ Are there any fixes that needs to be released?
- ❖ Have I created a short-term, mid-term and long-term product roadmap based on the feature requests and patches update?

Loyalty And Referral Program

- ❖ Have I integrated a loyalty program to incentivize users for continued usage of the app?
- ❖ Have I integrated a referral program to make it easy for users to share my app?
- ❖ What incentive can I offer to get my users to refer the app to their friends?

Analyze The Key Metrics Dashboard

- ❖ What is success for my app? Is it More downloads, traction, 5-star reviews, or ARPU (average revenue per user)?
- ❖ Am I making data-driven decisions by continuously analyzing the key metrics?
- ❖ Am I seeing the big picture by recording and analyzing all the KPIs (key performance indicators)?

At last.. Be patient and be in it for the long run.

- ❖ If you've made it so far in your app journey, awesome!
- ❖ Great work takes time. Launching your app will take a lot of time, energy, and self-discipline.
- ❖ App launch is not a single event in time but a series of events with many big moments.
- ❖ Great products were not built overnight.
- ❖ If you want to build something substantial than be in it for the long run because you can't accelerate quality.
- ❖ Build a great product, engage with your customers, analyze the data, test and innovate.



In reality, there is no overnight success. There is a sequence of failures and hard work that leads to success.

Arsh Singh

Bonus

7 Step Framework To Build And Launch Your App

Click Below To Watch The Video



Invest In Yourself First

- ❖ Your mind and body are the most valuable resources.
- ❖ A lot of new appreneurs fail because they fail to invest in themselves and end up burning their money because they don't understand the app market before diving into it.
- ❖ If you are planning to get into the app market, chances are, you will end up wasting a lot of time and money in trial and error while reinventing the wheel.
- ❖ There's no reason to reinvent the wheel for the path that others have taken.
- ❖ It is best to consult with an expert or take a course before you venture into the mobile app market.
- ❖ Investing in yourself ensures that you make wiser decisions, don't end up burning your money and more importantly, save your precious time and money in the long run.



Ultimately, there's one investment that supersedes all others: Invest in yourself. Nobody can take away what you've got in yourself, and everybody has potential they haven't used yet. - **Warren Buffet**

Turn Your App Idea Into Cash

A step-by-step training for the first time Appreneurs!

Launch a profitable mobile app even if you don't have any prior tech or marketing experience.

Join the MALM (Mobile App Launch And Marketing) blueprint training and change your life forever!

3 1on1 Phone
Consultations
Worth \$450
Included Free



SAVE YOUR SPOT JANUARY 2020

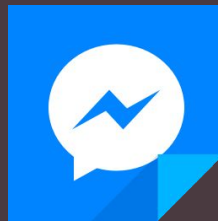
Get an early bird discount for a limited period.

MALM opens only a few times in a year and is always sold out before the deadline. Grab your early bird seat now before it is sold out and closes again.

Still Have Questions?

If you have any questions or if you need further help, please feel free to reach out to me.

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