



Release Notes

September 27-29, 2016

CRISTINA WARREN

Mashable



RISKS
are
necessary

GIZMODO

IT WILL BE FINE...
PROBABLY



PAID APPS
ARE ON
LIFE SUPPORT

MATURE
ECOSYSTEM

\$?

PRICING IS
UNCERTAIN



THEY ARE PAYING ATTENTION

DISCOVERY
IS AWFUL

BLOGS ≠ Sales

AGILITY



THE
Best APP
DOESN'T ALWAYS WIN

GIMMICKS
AREN'T SUSTAINABLE BUT DON'T
DISCOUNT THEM

CRISTINA WARREN

IT WILL BE FINE...
PROBABLY

SUBSCRIPTIONS

ARE PROBABLY THE FUTURE



PRICING
SUBSCRIPTIONS



BUT TAKE
ADVANTAGE
NOW!



SOCIAL
MEDIA

THIS IS HOW
APPS WILL
BE FOUND

GREG PIERCE

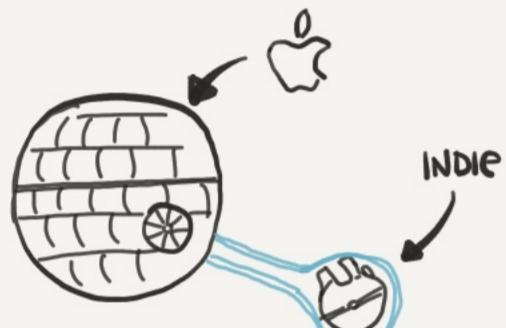
NAVIGATING INDIE LIFE

@agiletortoise

in·de·pen·dent

adjective

outside of external constraints,
free from control



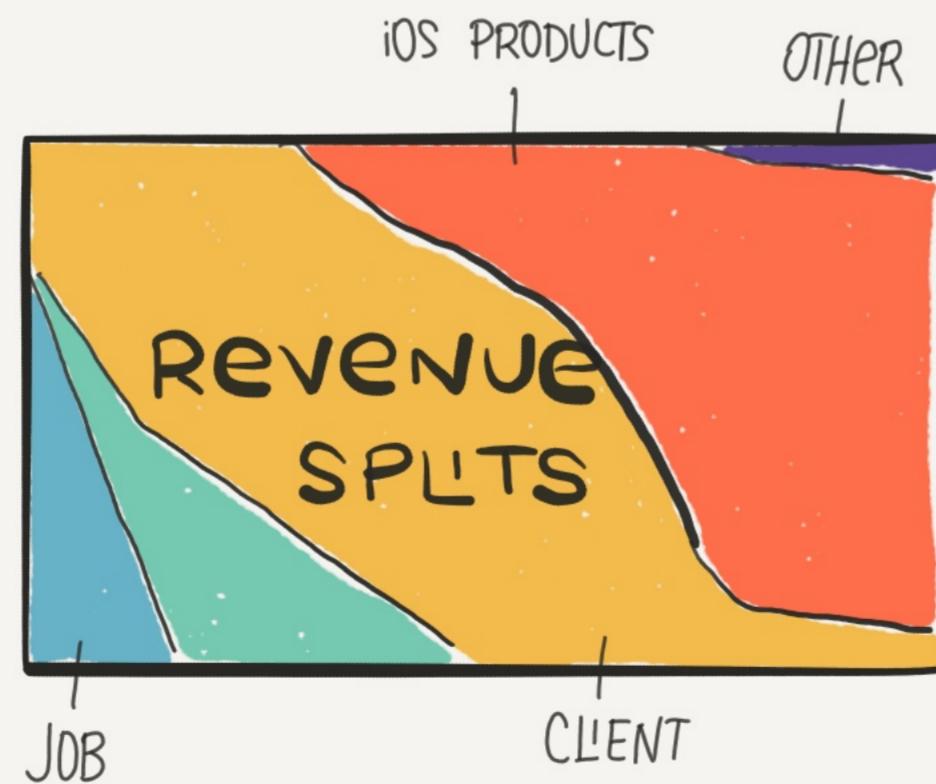
BALANCE

RISK

BREAK IT DOWN IN pieces

MULTIPLE INCOME STREAMS

ExTERNAL FACTORS



DISCIPLINE vs. FLEXIBILITY SCHEDULE



Have a
PLACE
TO WORK

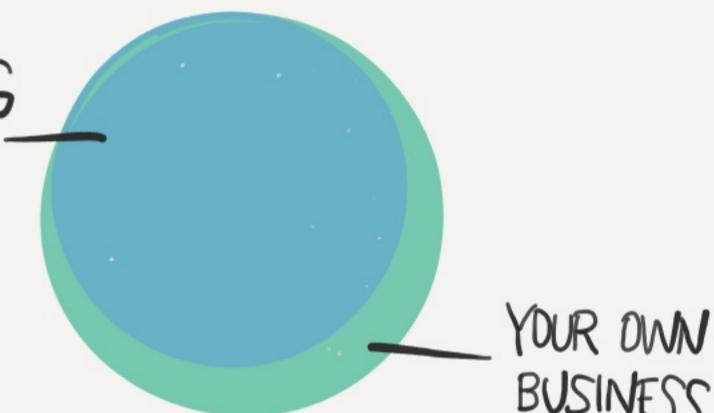
ACCOUNTABILITY

|
Deadline

|
Tease
Product

RUNNING
A
BUSINESS

SPECIAL
GENERAL
IZATION



DELEGATION CONTROL

[UNQUALIFIED
UNPREPARED
DISINTERESTED
NOT GOING TO HAPPEN]

MODESTY vs. *Vanity*

DATA - COMBATS

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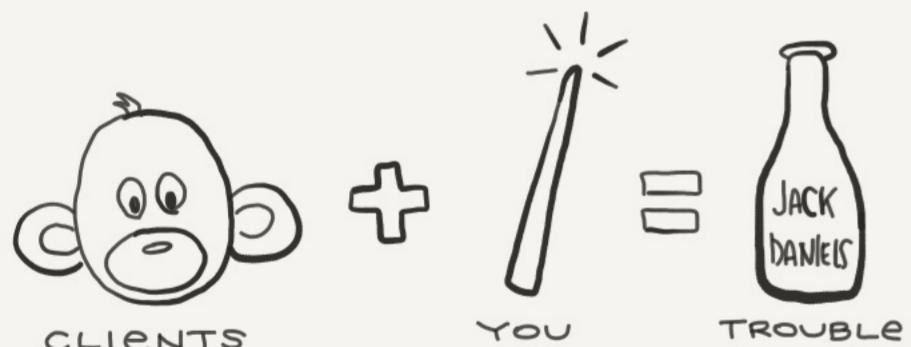
Release Notes

DAVID SPARKS

@MacSparky



WHAT IS YOUR DREAM JOB?



LAWSUIT

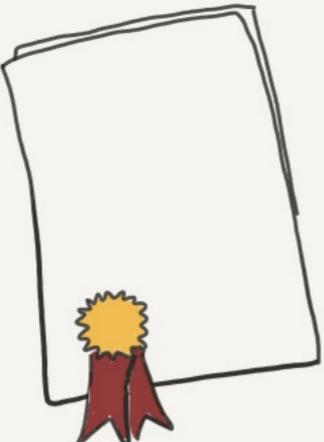
BUSINESS ENTITY

! INTEREST
VENUE
ATTORNEY FEE



\$ Keep the
MONEY
SEPERATE

WRITTEN CONTRACT



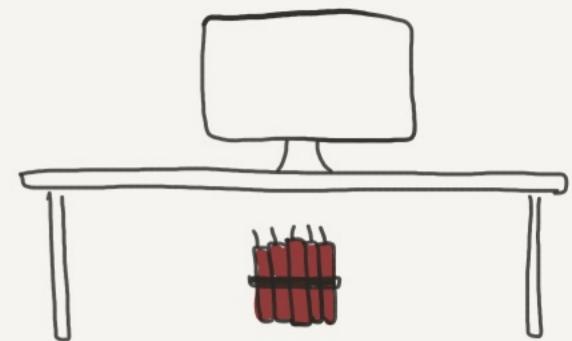
- ① DESCRIPTION OF WORK
DETAILS
- ② GET PAID
WHAT | WHEN | HOW
- ③ AVOID LIABILITY
DO WE NEED THAT?



DANGER

PATENTS

INCLUDE INDEMNIFICATION IN CONTRACT



CONSUMER DATA

EXTRA WORK

GET IT IN WRITING

Fairness

3 FRIENDS

EVERY DEVELOPER NEEDS



ATTORNEY



ACCOUNTANT

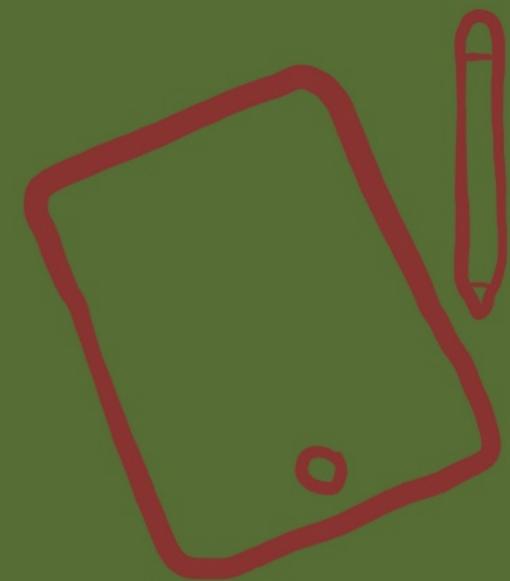


INSURANCE



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DONATIONS
NEEDED

 releasenotes.tv/appcamp4girls

MATTHEW BISCHOFF

WRITE YOUR WAY OUT

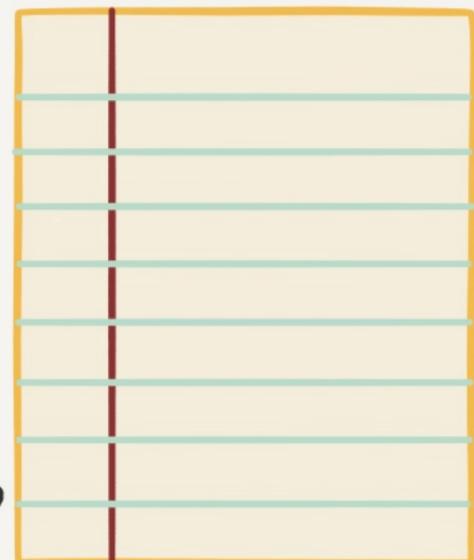
@mb

The subject verbs the object
subject.verb(object)

STYLE MATTERS



WRITE IT
ALL
DOWN



~~MeetINGS~~

DON'T SOLVE PROBLEMS

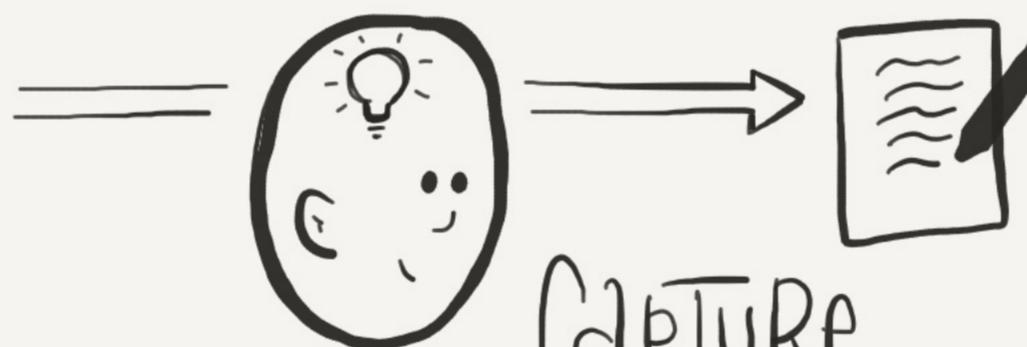
WRITING
SOLVES PROBLEMS

audience

MATTERS

| If you can't describe it in words, you can't describe it in code.

SAY ^{WHAT} YOU MEAN



CAPTURE
EVERYTHING



Stephen
King



William
Zinsser



Anne
Lamott

1 Write

2 Edit

3 Repeat



DAY ONE

DOCUMENTATION

ARIEL MICHAELI

@arielmichaeli

IS YOUR APP READY TO
MAKE MONEY ?

2.3 APPS
MIN

>2M APPS

appfigures

! PLAN
MONETIZATION
BEFORE BUILDING



- ① IDENTIFY users
- ② UNDERSTAND YOUR OWN ECONOMICS
- ③ CHOOSE MONETIZATION MODEL
- ④ EXPERIMENT AND ITERATE



LEGAL
ACCOUNTING
SUPPORT
INSURANCE

exPERIMENT
WITH PRICING

FREE + IN-APP PURCHASES
ATTRACTIVE BUT COMPLEX

PAID
SIMPLE - HARD

— SUBSCRIPTIONS —
— BEST FOR BUSINESS, BUT HARD FOR CUSTOMERS —



Mix & Match



FREE + ADS
PREDICTABLE REVENUE

Release Notes

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SARAH HATTER

@sh

Extrovert

vs
INTROVERT

YOU MAY NOT BE
GOOD
AT SUPPORT...
AND THAT'S **OK**

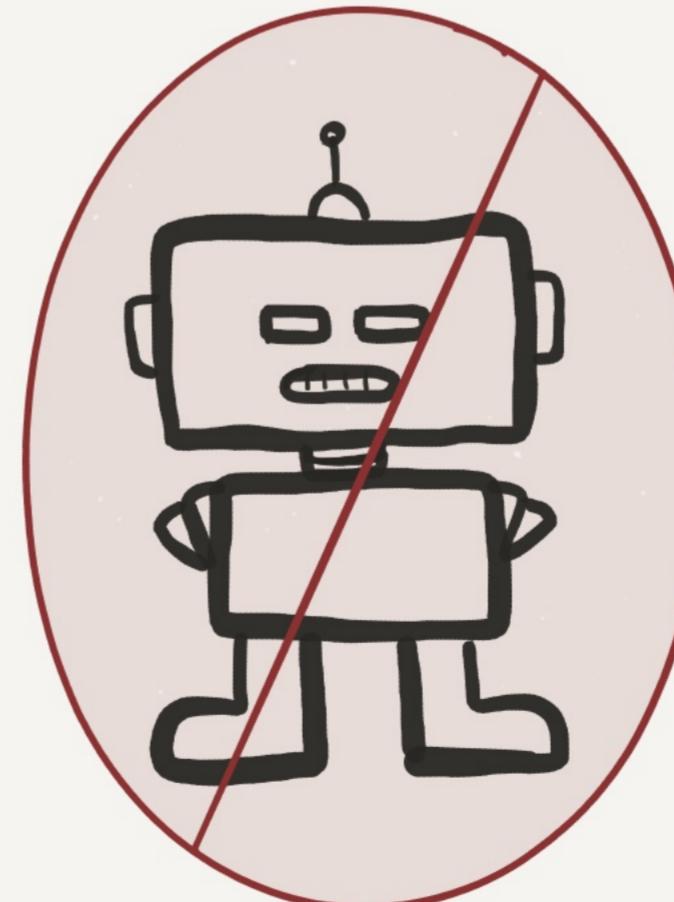
Pay Attention

FAKE
IT TILL YOU
MAKE IT

CUSTOMER
SERVICE ^{vs} **SUPPORT**

EMPATHY

TRY TO
THINK HOW
OTHER PEOPLE
THINK - DIFFERENT



LANGUAGE
CHANGE THE WORDS YOU ARE

The human
spirit must
prevail over
technology.

-- Albert Einstein

JAIMEE NEWBERRY

THE ART OF THE SELL

@jaimeejaimee



① KILL YOUR DARLINGS

② SELL

THE BETTER YOU GET,
THE LESS YOU HAVE
TO USE RULE #1

COMMUNICATION

Trust



Release Notes

CHECK YOURSELF

- ① COMMUNICATION DESIGN
- ② Be SPECIFIC IMMEDIATELY
- ③ WORD CHOICES
- ④ SPEAK WITH CONFIDENCE
- ⑤ DON'T BE A JERK
- ⑥ DON'T BE "JUDGEY"
- ⑦ ACCEPT RESPONSIBILITY
- ⑧ SILENCE CAN HURT

"YOU WILL HEAR FROM ME ON..."

⑨ FOLLOW UP

⑩ MEET THEM WHERE THEY ARE AT

⑪ LOVE WHAT YOU DO

IF YOU'RE GOING
TO Ooze, MAKE
IT GOOD Ooze.

⑫ Be You

[IF YOU DON'T KNOW,
FIND IT
IF YOU DO, ROCK IT!]

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LITHA SOYIZWAPI

A LONG WALK TO APP DEVELOPMENT

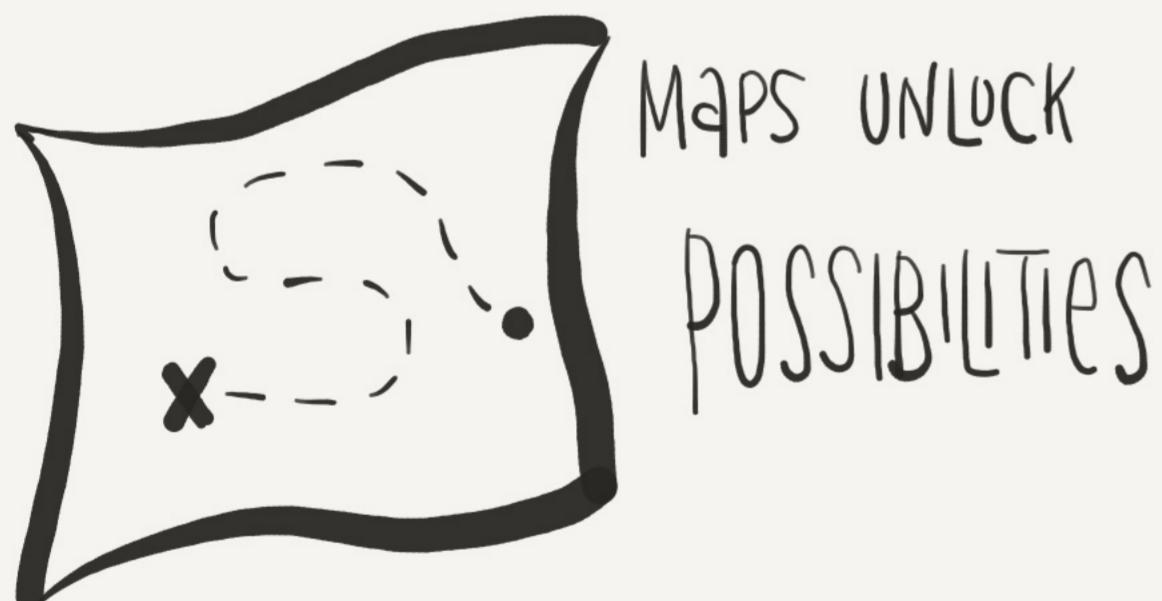
@LithaJoz

ALIVE WITH POSSIBILITY

1 PRACTICAL LEARNER

2 TALK TO STRANGERS

3 WHAT I LEARNED



2

COLD EMAILS LED TO
MEANINGFUL RELATIONSHIPS



3

BUILDING Gau RIDER

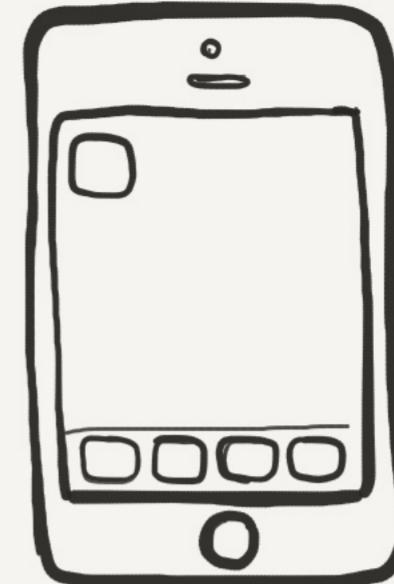
HOW WILL I BE DIFFERENT?



HOW WILL I MARKET?



HOW WILL I SUCCEED?



PERFECT
THE
ART
OF THE
DEMO

Community

ALL THINGS ARE
ONE

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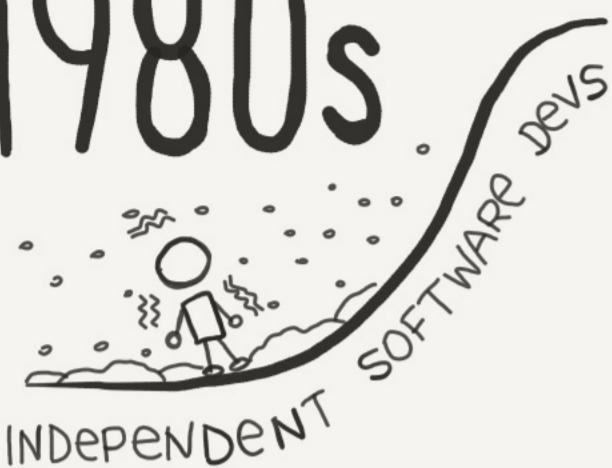


Release Notes

RICH SIEGEL

@siegel

1980s



- PRINT DESIGN
- DISTRIBUTION
- PACKAGING
- WAREHOUSING

1990s

INDIE EXPLOSION



EVERY INTERACTION IS A
MARKETING OPPORTUNITY



FEATURE
REQUEST

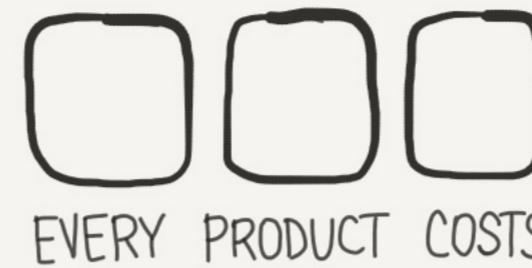
Be HUMAN

- ALREADY IN
GENTLY EXPLAIN
- WILL COME
OFFER BETA
- NOT COMING
YES SANDWICH



Release Notes

BETTER MARKETING THROUGH CUPCAKES



DON'T FIRE HOSE



Move To email
When Needed

Text WRANGLer



BBEdit



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STEPHEN HACKETT

@ismh

COVERING APPLE SINCE 2008

Relay FM

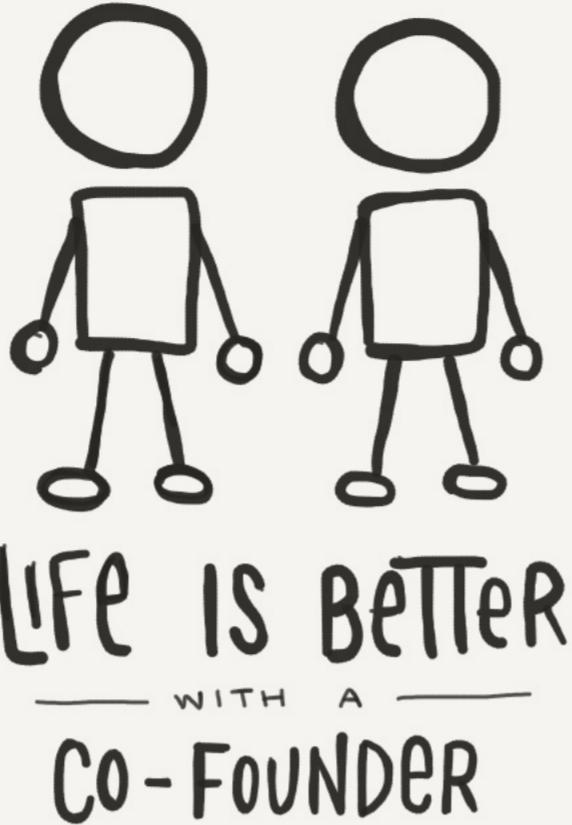
OBSESSIVELY COVER
EVERYTHING NERDY



2 You'll work less

Adjust

Get Help



1 You'll see your family more



3 You'll be less stressed

4 You'll have more freedom

5 You'll be happier

When you need help, [GET IT!](#)

QUARTERLY GOALS

PERSONAL BOARD OF DIRECTORS



Be GRATEFUL

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Release Notes