



the secrets  
of my  
**APP SUCCESS**

# **The Secrets of My App Success**

*By: Jesse Waite*

## ***"There's an app for that."***

You have to have been living under a rock if you haven't heard that catch phrase from iPhone. It's true, there are literally thousands of apps developed for the iPhone, and other mobile technology, but it is still a wide-open field where opportunities for income abound. If you have a developing mind, you can create apps for phones that make it possible for the global community to keep in touch—keep moving—and keep connected.

My name is Jesse Waites, and I am going to show you how to build and maintain a successful app creation company just like I did. I began developing apps from the moment the technology arose and the first app store opened. I have operated a thriving app business called BeaconHillApps.com for years, and am an entrepreneur, businessman and author. I also speak at app development conferences all over the world, most recently about app marketing at MIT for MobileCamp 2011.

You may have also seen online reviews of my apps, or articles written about me on The Unofficial Apple Weblog, (TUAW.com), Geek.com, 9to5Mac.com, and many more. I'm definitely the man to teach you all about the in's and out's of the app business.

**So if you are ready to start on an exciting new path learning how to create and market apps for mobile technology... stick with me kid, we're going places.**

## **The Secrets of My App Success**

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# **"I could have made a million dollars..."**

**How often have you heard someone say they thought of "that," and "they could have made a fortune, if only..." ...if only they'd found a way to make that million dollar idea a reality.**

**Apps are an ever-expanding market, and we can all think of ways that a good app could make our lives better, more fun, easier... but most people don't do anything about it. Now you can say you did.**

Completely seriously: There are millions of dollars to be made every month from selling apps for smartphones, and I will teach you everything you need to know how to do it if you just follow along and listen closely.

In this book we'll walk through:

- Coming up with an idea that sells
- Finding a niche market that you are familiar with, and know what kinds of apps would make it easier, faster or more fun to enjoy.
- How to register as an iPhone, iPad, Mac, or Android developer
- How to hire programmers and graphic designers easily.
- Where to find royalty free music for apps.
- What programs you can use to make your magic happen
- How to test your app the easy way.
- How to put it together, get it into app stores, and market it.
- Much more

You'll learn the secrets that other app developers know, and are making work for them. Developers like Eddie Kim who made \$13,000 a month on a program it took him 3 weeks to write! He sells his "car locator" for Android phones for \$4.00 per copy. Now you can see how a low-priced app can make you thousands of dollars annually- Just one app! Think about how much you could make if you had more than one...

Mr. Kim isn't alone, either. Ethan Nicolas pulled in a whopping \$600,000 in *one month* for the iShoot app. Steve Demeter had a two-month income of \$250,000 for an iPhone game application called "Trism".

Don't let the low cost of apps fool you. There are millions of people out there who are hungry for new apps, and the low price makes them very appealing- Most people purchase apps as an impulse buy. Yours could be the next hundred thousand a month earner. Are you ready?

Now, a bit about the structure of this book: It is organized in a start-to-finish order. Do the first things first and the later things later. There is a reason why I tell you to get a fresh new gmail account first, for example, and those reasons will become more clear to you as you read on. I know exactly how and when to do things to get you started, so just trust me and follow along. Starting any business is a bit like firing an engine... The cylinders have to fire in the right order for the pistons to turn and get things moving.

**If you want to find out how you can join the playing field... read on.**

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Moving On

Learning From Your Mistakes

# In The Beginning

Once upon a time in a land far away known as the 1980's, cell phones hit the mass market. The origins of this innovative device that would, in time, transform the face of communication permanently actually started as long ago as the 1920's. Radio signals, already in use to broadcast news and entertainment to homes across the country were being investigated for other uses, primarily military. Then in 1971, the massive AT&T appealed to the FCC for a radio license to deliver cell service to the public. About the same time, a technician at Bell Labs got the first patent for the world's first mass market cell phone. It took over a decade, and finally in 1982 AT&T's license was granted, and people got their first taste of communication on the go.

Thus began our love affair with mobile communication. Of course, if you are old enough to remember the release of those first phones, you know they barely resembled the cell phones of today. The first cell phones were clunky things, encased in bags that contained a large battery and a handset that actually looked like the old telephone on the kitchen wall.

Later, the handset went mobile, and had an antenna attached so that you could move a few feet from the battery unit while talking, but it still had the big case to lug around with you. Then mobile communication truly got a boost when cell phone technology was able to ditch the bag, and batteries small enough to fit inside the handset were developed. Those were the first cell phones that closely resembled modern phones, except they were boxy, clunk still, and they actually worked only as a phone. I call those phones "Zach Morris phones".

The idea behind the cell phone was to make getting calls away from your desk or home, that was it. It wasn't until much later that cell phones began to evolve yet again. As they got smaller and smaller thanks to advancing battery and processing technology, they got bigger and bigger in terms of what they could do. First it was just text, then later pictures entered the equation giving cell phones a whole new look that included a viewing screen big enough to see images. Some of you may remember that in the US, the iPhone couldn't send picture text messages for many years. Stupid carrier limitations...

The mobile phone took on a whole new aura when cameras were introduced into the technology and the first "camera phone" hit the market. At about the same time as the phenomenon of text messages via phones developed as a cell phone technology, camera phones also started to hit the market. The idea of SMS messaging began in the mid 1990's, but it wasn't until 2001 that the first phone came on the public scene with the ability to communicate via typed word as well as speech. Cameras started popping up in cell phones a few years later, and pretty soon, the all-around cell phone became so common that people that once never thought twice about it, couldn't manage to leave home without their phones. Today, it's unlikely you will meet many people who do not have a cell phone on them at all times. I usually carry an iPhone and an Android on me wherever I go, but that's because I am an uber-geek of the highest order.

As technology continued to increase the abilities and memory capacities of these marvelous little devices that let us talk on the run to anyone, anywhere, and the Internet turned the world of mass communication upside down, cell phones followed along with the flow. What happened next was going to make the phones we held in the palms of our hands, a mass media device unlike anything ever seen before.

# Phones That Do It All

The Blackberry was the 2<sup>nd</sup> generation cell phone that gave mobile technology a push in a newer, more exciting direction. Soon after this device hit the market, business people everywhere were tied at the hip to their Blackberries. Not only was this a mobile telephone, a camera device, and a text system, it was also a complete office messaging system with the ability to take notes, connect to emails online, track schedules and more. In a simple swipe of technology, not only did our communication become mobile, our offices did too, and no one was tied to any location anymore.

Blackberries evolved, and were joined by others that sought to gain a foothold in the world of mass communication and entertainment. That's right, entertainment. No longer were cell phones just communication devices, nor the province of the business world, now they were methods of media delivery for everything from files to music, and messages to movies. This need for high-speed connection created a wave of activity in Internet technology that included cellular carrier companies in the race for Internet provider resources and improvements. Cellular data coverage began in the big cities, and spread to more rural areas as the Ethernet became the ultimate connection.

As those developments changed the face of cell phones, another company turned its head toward mobile communication and media delivery—the computer icon Apple®. Apple's offering to the cell phone industry would, once again, thrust mobile communication in a direction that it would forever follow, and would forever change the way we think about cell phones. "Time Magazine" called the iPhone the best invention of 2007. This simple little handheld device was a computer in the palm of your hand, and the new face of mobile technology with its full-body screen, touch screen technology.

It, and those that chased after the iPhone's success and created similar models were coined "Smart Phones," and they truly are capable of incredible things that make it seem like they can think for themselves at times. When your cell phone can do everything but breathe for you, it is an amazing device already, and then... well, and then there are the apps.

Have you ever seen the TED Talk from 2007 with Kevin Kelly? He talks about the future of the internet and reflects on its past. At the point that video was made, the internet was only 5,000 days old. In 2007! Can you just imagine how advanced these smartphones will be in a few years? Take a moment to pat yourself on the back now if you haven't yet- You are about to become a software developer for one of the most high growth industries in the world right now. You are a few steps away from being a software developer for Apple and Google. I have one humble tip for you first, though...

You will be wise to stop thinking of smartphones as phones. They are computers with cooler sensors than your desktop or laptop have. Accelerometers, multiple camera lenses, microphones and gyroscopes- all in a computer that fits into your pocket. Why? Because you will be able to think of better apps to make when you start thinking of your phone as an amazing little computer restricted only by battery life, processing power, and sensors. Your phone is so much more than a phone... Don't forget that!

Get ready.

# Welcome to the World of Apps

Apps are a fairly simple concept. The term "app" is short for application, and just like your computer run programs like Internet Explorer or Chrome, so does your cell phone. Some apps connect current programs to cell phones so you can use online programs, and others are programs all unto themselves.

You know how Macs run OSX and PCs run Windows 7 or XP? Those are called operating systems. An Operating System is the playground in which all of the other programs play in. Mobile phones work the same way- They have Operating Systems that the apps run in.

Everyone knows about iOS, the operating system that iPhones and iPads run on, but one of the other leading mobile operating systems is Android®. Android is Google's hat in the cell phone ring, and they are giving iPhones a run for their money with the power of Google behind them, and an open source concept for free range development. Google's Android platform encourages collaboration from tech wizards all over the world to broaden the abilities of the new cell phone industry. My clients make a lot of money from Android app sales and ads, so you would be wise not to ignore this market. Once you figure out how to create an app for one platform, you can easily use the information in this book to develop similar apps for the other platforms and double your revenue. Think about it- You will already have the artwork, website, ad marketing campaign and research created, which can be a large part of the development expense. Why not leverage those assets to as many customers as you can?

# Choosing a development Platform

As with desktop computers, there is a war going on. A war between Apple and PC, the war between Steve Jobs and Bill Gates, the war that means you either pick a side, or learn how to straddle the line.

When you are starting out creating apps, probably your best bet is to start with the system you are most familiar with in order to avoid the heavy costs of getting more equipment. If you already own a Mac computer, and an iPhone, you are ready to begin on your journey creating iPhone apps. If you cut your teeth on Windows, and have an Android phone, start out with Google's Android program and run with it.

From there, there is no reason you can't learn how to develop on both sides of the fence. There is no penalty for playing the field in this game. Once you get a foothold, and understand the process behind creating successful apps in your entry platform, take the time to learn the other side of the coin so you can take full advantage of the income possibilities available to you.

Both Apple and Google pay well, and fairly fast. Both pay via direct deposit so there's no waiting for checks to come in the mail. You are paid on a monthly basis for your app sales from Apple, but ~~Android has a bit of an advantage of being paid *daily* (excluding holidays and weekends).~~ Update: As of February 2011, Google now pays Android developers monthly. Windows Phone developers are paid monthly as well.

You can do very well with either company. If you develop for all 3 platforms, you could be pulling in 3 big checks a month from Google, Apple, and Microsoft. Something to think about...

# Getting Started in Apps

Can't think of an app idea? Sometimes you may find yourself hit with "blank page syndrome." That awful feeling in the pit of your stomach that you won't be able to come up with a great app idea. Sometimes, it's just a matter of anxiety, but sometimes you really do need a push to get a new idea.

Head out to forums where other people like you spend time online and find out what problems they are having. Can you solve it with an app? Can you help it be more efficient? Even if the app can't solve their problem, can it make their job easier? Create that app, you have a built-in audience for it since you are answering their needs directly. And you can be sure if one, two or two hundred people feel the need for a certain method, or solution, many more you never hear from will need it too.

Keep your eyes open. You never know where you will find that next great idea. Walking down the street and seeing someone fumble around for an address, or sitting in an office waiting for an appointment and watching the assistant shuffling through papers in search of some important information: can you streamline the process for them? I bet you can... make an app for that.

Keep your eyes and mind attuned to the world around you and the perfect idea will come to you. Keep reading newspapers and watching the evening news and your muse will come. Once you decide on what app to create, look up other apps in a similar category and look at how they are described on their websites- Copy what is relevant and change what you need to describe the app you want to create. You can use this document to describe to the programmer the app you want built. Being articulate about your vision is key in this business.



# **Coming up with an app idea that sells**

Some of you have purchased this book because you already have a great app idea and want to pursue it. If this is your particular situation, I will not try to talk you out of it. I simply wish you luck, and hope to meet you at a developer conference some day! App development is a very disruptive industry now, to be honest. With a guide like this book, almost anyone can do it and there is a real, honest potential to make millions of dollars if done right. Regular Joe developers do it all the time.

I have ideas for apps and businesses nearly every day, to be honest. Sadly, there is not enough time in the day to pursue them all, so I have to decide what to pursue and what to leave in my notebook. I had to develop a system to decide how to separate the good ideas from the bad and I will share that system with you.

The first thing to do when you come up with an idea is to check to see if anyone else has done it. I know this sounds obvious, but so many people neglect to do this. I have clients come into my office all the time with an brilliant app idea and make me just through hoops like signing a Non-Disclosure Agreement just to hear it. I send it off to my lawyer and when she says it is ok, I sign it and set up a meeting. We meet and the client tells me an idea that has already been done 12 times before. It becomes very obvious that the client did not do his or her homework and the meeting is instantly over, my time wasted.

After doing research on your app idea to ensure that there isn't too much competition, investigate your potential market. Is it something that thousands or people would buy? Can you charge \$2.99 for it, or only 99 cents? Is it a wealthy demographic? How difficult will it be to reach these customers and let them know about your app? All of these are important questions that you should ask yourself before moving on to the incorporation and app development phase.

## **Choosing a Company Name**

Like any other business, the official face of your company is nearly as important as the apps you create. Your company is your brand, and customers will come to recognize your name and image as your stamp of quality on your apps. Think Google, Apple, and all of their associated applications and appliances... people see the name and automatically feel good about buying from them. That's the kind of brand name recognition you want to develop, and it all starts with a name.

The first point to consider when thinking of a company name is memorability. Whether you go for cute, funny or serious, your name must be something catchy enough that people will remember it. Be careful with this concept. Another big snafu a lot of new business owners fall into is picking a catchy company name that is hard to spell. Words that are hard to spell are confusing. When you change the way a word is typically spelled, you run the risk of people remembering the word the "right" way, and being unable to find your company that is spelled differently. I absolutely hate when I hear of another business owner with a company name that isn't spelled the way it sounds. If you tell me your company is called Boston Apps at a cocktail party, it had better be at [BostonApps.com](http://BostonApps.com), and not at [BostonAppz.com](http://BostonAppz.com) or something similarly foolish. You could lose a lot of sales and clients with foolish tactics like that. Seriously, don't do it. That is a personal pet peeve of mine.

In the world of technology, serious and professional goes a lot further than cute and funny. When you're thinking business names, consider the impact your chosen name will have on your potential buyers. You want them to envision you as a serious competitor in the field, especially if you are creating technical apps for legal, medical or office environments.

Now pay attention, I'm about to tell you one of the many tips that make my book so much worth it: It will drive a ton of traffic to your website and help a lot with sales, and you will thank me at a developer conference one day: If you can, name your app company after your city. Why? Because we can exploit the way search engines like Google work.

I discovered this when I was doing research on my competitors in the Boston area: I ran a search for "Boston iPhone Developer" to see where my site ranked among the other guys, and I made an interesting discovery- The number one ranked site was some guy's website with the URL [BostoniPhoneDeveloper.com](http://BostoniPhoneDeveloper.com) (Nice guy, by the way- I've talked with him over email about this or that in the app business over the years) So what did I learn from that?

It turns out that in low keyword-competitive areas, Google will provide a lot of weight to keywords within the URL. There are a few other app developers in the area, so this was a cool discovery. This means that, if you choose [YourTownNameiPhoneDeveloper.com](http://YourTownNameiPhoneDeveloper.com), you may well be the highest ranked developer in your town. Live in a small town in the middle of nowhere? Just be smart: People would be more likely to search for "YourState iPhone Developer", so choose that. I didn't figure this out until I had already made a name for my company at Beacon Hill Apps, so it was too late for me to take advantage of this. Beacon Hill is one of the nicer neighborhoods in Boston, and I wanted people in the know to associate the Beacon Hill status with me when they thought of my company.

Consider the associations a name might make on the mind of your buyer. If you are considering "Buggy Apps," is that really an image you want to imply? Even if a potential client has a sense of humor, and can see the fun in the turn of a phrase, subconscious negative impressions could possibly prevail.

Keep your focus when thinking of a business name. Not only should your name have good connotations, be easy to remember, and easy to spell, the best business names will also give a hint as to what your company does. Of course, there will always be exceptions to this rule... how many people associated computers immediately with the upstart company Apple when it hit the market? Great product branding (MacIntosh), and strong marketing overcame that brand name problem, but unless you have millions of dollars to push a huge marketing campaign, stick with a name that is easy to associate with your product.

## **Talk About It**

Once you have a short list of ideas for your new company name, sit down and say them out loud. Sometimes the first time you hear that's all it takes to make you realize your idea isn't the greatest. Names can look great on paper, or even sound great in your head, but once you hear it, you realize it is just wrong.

Get together with family and friends, and tell them your ideas on names. Let them react to your selections, and see if it is the reaction you want.

Finally, check on your name's availability. That is somehow an often overlooked item during name selection. Type your chosen company's name into Google, or another search engine of your choice, and see if anything comes up. Now in some cases, another company with a totally different focus won't impact you too much, and will be fine so long as it is not a registered trademark. Check out the company's website and look for the "®" or "™" next to the name anywhere on the page. It won't always appear in the logo.

Big corporation names are wise to avoid. The public will already associate products with that name, and it won't be yours. Choosing McDonalds may be a way to be remembered, but no one is looking for apps when they think McDonalds, and you will very likely get sued. Getting sued for something avoidable and dumb like that is a waste of your time, money, and resources, so just don't do it.

Once you have a safe name that you are satisfied will represent your company well, stake your claim. Go to a domain registrar like GoDaddy or Netfirms and register your company domain name for around 8 bucks. While you're doing this, if you happen to already know what you want to call your app (You made sure there wasn't already an app with the same name, right?) go ahead and register that too. Always go with the .com variant if you can, and completely avoid .info domains. No one takes them seriously and you will look like a rookie.

## **Logos**

A logo creates an image for your company that potential customers can identify with. When you are thinking about company names, think about colors and patterns too. Think about how the name, or the anagram will look in color and how you want to present yourself to the world. There are three main categories of logos: symbolic, wordmark, and a combination of the two together, symbol and wordmark.

-Symbolic Logos: We've all seen them, the Nike swish, the Golden Arches of McDonalds and the big yellow "shell" of Shell Gas. Logos can either be something that obviously symbolizes the name of your company such as the Shell gas symbol, or something much more ambiguous like the Nike swish. Both are very attractive and instantly recognizable, but the more ambiguous type can be more difficult to imprint on the public memory.

-Wordmark Logos: These logos are simply your company name, created in an image, usually colored, or artistically rendered to create an interesting image. Think "Dell" with its tilted "E," or NASA with its artistic font. Immediately recognizable.

-Combination Logos: The final type of logo, the combination works the best, especially if your logo is ambiguous because it incorporates both the wordmark and the image visual. Domino's Pizza uses a pizza box, with the Domino's colors, and the name printed on the box, Starbucks has the ambiguous circle logo with colors and its name printed inside the circle. Even the state of New York uses a combo logo to give a delightful image to the city, the I "heart symbol" NY, gives people a more pleasant image of New York than they may have from news or rumor.

## **Slogans**

As you are thinking up company names, and creating logos, think about catchy slogans that help customer's relate to your service or product. Your slogan can be serious, flashy, funny or insightful, but it should match the tone of your business, and name. If your company name is "International Consulting Construct", unicorns and sparkles probably isn't the best logo, and "Capturing a Fantasy" probably won't work as a slogan.

Think up key words that describe your company. Play with those words to make them shape an image.-Consider using your company name, or part of it as a piece of your logo, for instance: "Perfect Project: When you want it done right, get it done perfect." Think of the tag line I created for this book, "The Bible of App Development for Non-programmers". It communicates what the book does and who it is for in one powerful sentence. You should try to come up with something like that for your company and all of your apps.

# Setting Up Your Online Company

Now that you have chosen your company name, you may want to set up a corporation to protect your assets. Regardless of their size, all businesses can benefit from incorporating. Some of the advantages of forming a corporation or Limited Liability Company are:

- Personal asset protection. Both corporations and LLCs allow owners to separate and protect their personal assets. In a properly structured and managed company, owners should have limited liability for business debts and obligations.

- Credibility. Adding "Inc." or "LLC" after your business name can add instant authority. Consumers, vendors, and partners may prefer to do business with an incorporated company.

- Name protection. In most states, other businesses may not file your exact corporate or LLC name in the same state.

- Corporations and LLCs continue to exist, even if ownership or management changes. Sole proprietorships and partnerships just end if an owner dies or leaves the business.

- Though profit and loss typically pass through an LLC and get reported on the personal income tax returns of owners, an LLC can also elect to be taxed as a corporation.

You will probably want to consult a lawyer to decide if incorporation is right for you. If you decide that it is, there are plenty of websites that can do it for you for a very small fee, such as [IncFile.com](http://IncFile.com), [Incorporate.com](http://Incorporate.com), and [Corpnet.com](http://Corpnet.com). Do some research and decide for yourself what is right for you.

## Website Creation

While you don't need your own website, it couldn't hurt. When registering as a developer you are asked for a website, but you could simply use a free blogspot blog and put that link there. However, having your own website gives your company an official presence for customers to turn to in order to get a feel for your style, and professionalism, as well as to showcase your products.

Even though you are just starting out, and may only have one product to show, you will be building it over time and your website must expand as you do. There are many cheap web hosting services you can employ to create beautiful sites. Most have their own page builders if you are unaccustomed to webpage design, or you can use your own, or even hire a web designer to create a lovely site for you. The one drawback to hiring a designer is that you are always at their mercy for updates and changes, where if you create your own, you can add or change things whenever you see fit.

I will save you some trial and error and tell you what system I've found works best over the years: Do **not** use the iWeb program that comes with the iLife suite of Mac software. It appears to work great, and makes an OK website, but it will not get indexed by search engines properly, and there is no point in having a website if it cannot be found by Google or Bing. None at all. Honestly, I wish I would have learned this years ago.

Personally, I suggest using the Squarespace.com platform. It is very affordable and outputs everything into pure HTML, which is what the search engines read. My website ranking jumped dramatically once I stopped using iWeb and started using Squarespace. They also have some of the best customer service I have ever experienced. Seriously. I had a small problem (it actually turned out to be my fault: a small thing elsewhere that I overlooked- nothing related to Squarespace in any way)



and they still helped me isolate and solve the problem. The help forum they have is fantastic as well. **Note:** I do not get paid to refer or endorse Squarespace, I just believe that they are the best tool available to create a legit website with minimal drama. WordPress is also an excellent webpage platforms that can be customized to represent your company, complete with logo heading, and colors.

## **Setting up Email Accounts**

Now that you have a website, you will definitely need an email service. While most website hosting comes with one or more email addresses you can set up for your company, it is still a good idea to set up an individual account with one or more outside email services. Web hosting email services are notoriously clumsy, and often less responsive. Some of the most reliable email services are free to use, such as Gmail from Google and Hotmail from MSN. They are easy to set up, easy to use, and have all the features you need to filter mail, set up folders and conduct your business. However, I suggest setting up a fresh Gmail account. A benefit to using Google's Gmail is that the one account you create also automatically gives you an account with Blogger, Google's free blogging platform, and YouTube, Google's hugely popular acquisition where you can upload you the App video trailer that we will make in a later chapter. Thats right, were going to make a commercial for your app as well- I'm going to teach you how to do it all. Anyway, Take my word for it- Put this book down and register the company name you selected earlier @gmail.com address right now- You'll need it. You could also go high-tech and get 50 free email addresses like [whoever@yourcompanyname.com](mailto:whoever@yourcompanyname.com) through Google. It is easy, but I'd rather not spend pages discussing the set-up. Get started here:

<http://tinyurl.com/gmailemailURL>

## **Setting up a Blog**

A blog is still one of the most important aspects of internet marketing that you can employ for your company. It gives your clients a feeling of connection with you, a place where they can learn about what you are developing, and an insight into how you think, what your products are about and more. If you have already signed up for a Google account, you can blog for free with Blogger. Squarespace also has a sweet blogging module that you can insert into your site.

The important thing to remember when blogging is that you are representing your business here. Don't pull a Charlie Sheen and write anything crazy. Discuss recent tech news and innovations in your industry, or maybe picture of your dog (people love dogs), but nothing that would drive potential customers away. I run the blog on my website through Squarespace, and I found that I had to disable the comments from my blog posts due to spam. I use Twitter to converse with my customers anyway, so I don't find disabling the comments to be a problem. Blogging and Tweeting have become a very important part of the business world in recent years. Do not underestimate the importance of these communication channels.

For some, blogging may be an uncomfortable thing to do. Many people do not enjoy the act of writing. (Look at Steve Jobs and his infamous 1 line email responses, for example) There is no rule saying you must blog, but simply look at it as another tool that you have at your disposal. Blogging can also be harmful to the reputation of a company if used in the incorrect way, like airing negative opinions about competitors or other unprofessional behavior. If you chose to blog, take care to ensure that you are projecting the right image for yourself and your company.

What happens on the internet lives forever, and you can't easily take it back.

# Getting Connected: Social Media

## Twitter

I suggest setting up an Twitter account in your company name and having a box on your website where people can follow you. Squarespace allows for this integration easily. Let me tell you how to use Twitter: Post interesting articles, a song you can't get out of your head, a funny observation- Things that make you look like a real person. Interact with others that have a similar mindset or business as you. Twitter is not a direct path to riches though, and I would be wary of anyone who has told you otherwise. Twitter can be a great way to communicate with the reporters that you want to cover your apps. Take a minute to follow me on Twitter @JesseWaites to see how tweeting is done by a professional.

## Facebook Pages

Creating Facebook Pages is another fantastic way to keep in touch with the people you hope to be buying your apps. Regularly update the page with cool content and links to other likeminded articles and such, and begin to promote your own apps when the time comes. You can also advertise Facebook Pages on Facebook itself for a small fee, so you can get lots of members involved. If you were planning on creating many apps for Dog lovers, it would be a smart tactic to spend advertising money promoting the Facebook page rather than spending money advertising for every app you make. I personally created and run the Android Apps page on Facebook at <http://www.facebook.com/AndroidAppReviews> - It now has over 3,000 members. I advertise all of my apps on that page. See how it works?

You can run ads for Facebook Pages but not for Facebook profiles, so don't make the mistake of creating a profile. You can create a page at <http://tinyurl.com/MakeFacebookPage>

I currently admin over 10 Facebook pages, and some of them have thousands of members. I pick a broad yet popular subject with little competition and add content to it. I also make sure that is something that I actually like so it maintaining it doesn't drive me crazy. People join, and I occasionally mention my app products to them and provide links to my apps. This is a fantastic and powerful way to market things, so start doing your research and create your Facebook pages today. Any user can create and admin unlimited numbers of Facebook Pages, so there should be nothing stopping you from getting started on this now. Good luck, and let me know how it goes. You can see how its done by visiting the Facebook Page for this book at <http://tinyurl.com/AppSuccessFBPage>

You have now chosen a company name and set up all of the legal and social accounts needed to protect yourself and engage with your customers. You have a legit email address, a blog, and you have a corporate website with a Facebook "Like" button and a Twitter account. Good job. I will now teach you how to register as a developer in the mobile platform of your choice. You are well on your way to creating the app of your dreams and have laid the groundwork to be successful.

You might want to blog about this book and your app development process as you create your app. Other people will be interested to read about your journey, and you could be lining up potential customers in the process. If you can't write, simply ask around on Facebook or Twitter and see if you can hire someone to help you. You can always try eLance.com to find writers as well.

You now have your company and social media accounts set up. It is time to register as a developer in the platform of your choice so you can get started making money as soon as possible.

# Developer Registration

To sell your apps on the iPhone and Android devices, you must first sign up as a developer. After all, when you earn cash through app sales, they need to know where to put the money, right? This is where you tell them this information. By the way- before starting this, make sure you are using either Firefox or Chrome as a web browser. Occasionally Apple pages don't render correctly on Internet Explorer. This is not Apples fault, by the way- It is due to the fact that Internet Explorer is an absolutely terrible browser.

## Registering as an iPhone Developer

Getting started developing applications for iPhones means signing up as an iOS developer at <http://www.Developer.apple.com/programs/ios/>

There is an initial fee of \$99 to get started as an Apple developer, but iPhone/iPad apps are more profitable than Android apps, so it is a worthwhile investment. In my experience, people expect Android apps to be free and full expect to pay for an iPhone or iPad app. You will almost certainly make more money developing apps for Apple, and that is the honest truth.

During the registration process, they tell you that you must have certain system requirements needed to even begin the registration form. The requirements are an Intel-based Mac with Mac OS X Snow Leopard or later. The thing is, you will be hiring a programmer to do this stuff for you, so feel free to ignore that.

You will be asked to select whether you are going to work as an individual, or as a company. If you plan on developing more than one app, hiring designers to help you create apps, and market under a company name you will need to apply for a company registration with

Apple. That can take longer than an individual application, but it is worth the time it takes to give you more freedom in your business creation process. Personally, I would sign up as an individual. That's what I did, and I haven't had any problems.

You will be asked to log in or create a user ID to start the application process. If you already have an iTunes account, log in with that. Otherwise create one with your real usual email address.

You will be prompted to enter your billing information and to pick the development platform you want to develop for. At the moment Apple offers three sections for developers- Mac and iPhone, and Safari. You can choose to create applications for the actual operating systems and programs used on Mac based computers and sell the apps on the new Mac App Store, or to develop applications for use on iPhones. You would probably be smart to develop for iPhones first and learn my iPhone system but I will cover how to make Mac Apps in this book as well.

Next you will have to agree to the Terms of Service (TOS) and abide by Apple rules regarding content and creation. Select "I Agree" and then proceed to checkout. You do this by adding the \$99 developer license to your account and proceeding to checkout. Pay the fee and your application will be submitted for approval.

You will now wait until getting an email saying that you are now a registered apple developer- This should take less than 24 hours. After you get this email fire up your browser (You're not still using Internet Explorer, are you? Didn't I already tell you about that?!) and navigate to [itunesconnect.apple.com](https://itunesconnect.apple.com) -log in with your Apple ID and password.

Congrats on making it to iTunes Connect- This is where the magic happens...

iTunes Connect is the primary developer portal where you interact with your apps. This is the place where you upload your apps, add your screenshots, set pricing, and download promotional codes. These promotional codes will be very important later, but we have more important business to attend to right now. Log into the Contracts, Tax, and Banking section.

This is the area where you formally agree to Apples Terms of Use- No nudity, no profanity, you agree that they get 30% of app sales, and so on. Feel free to read it, but know that there really isn't anything you can do about it if you don't like what you see there. Agree to the forms after you read them and fill out your banking information. This is where they deposit the money you made from the sales of your app. After you reach a \$250 threshold, they will deposit 1 payment for all of your sales around the first of the month. This used to be a more complicated process, but it has been streamlined in the past few months, luckily for you. This process can take some time for Apple to process so do this first thing.

After you finish that, head over to Manage Your Applications, then click "Add new app"- Don't worry, I know your app isn't ready yet but you should learn your way around here now- Type in TestApp5000 or something similar until the system takes it and enter an SKU number- SKU numbers are how people keep track on inventory- for your first app enter 0001 for SKU. The next app you make will be SKU 0002, and so on. You will get the hang of this very quickly.

Add a new bundle ID if there isn't one there. (Your developer can help you with this stuff if it is too much for you- I just make numbers up) On the next screen you select your availability date and pricing information, then click next. You will be prompted to allow for a discount for educational institutions here- Your call. Now about pricing: I don't believe in free apps. I charge a minimum of .99 cents for my apps.

I highly suggest starting off with an app price of \$1.99 - If you start at 99 cents you have no place to go but down . However, If you get into a price war with another developer like I have, you can always go back and forth between charging .99 and \$1.99. I was the first person to make a Medical Terminology and Abbreviations app, and other developers tried to copy my success and make their own versions- Luckily, I am a better marketer than they are so I had no problem fighting them off. Don't worry, I'll teach you a few of these tricks towards the end of the book- I'd start with a price of Tier 2 and move on.

Next you come to a screen that says Version Information. For Version number, type "1.0"- updates become 1.2, truly new versions become 2.0, etc. "Description" is the description of the app that users read in the app store. You want to be careful and, well, awesome here. This is a time for you to be a salesman. Tell people what your app does and why they should buy it. You can change this description at any time, so don't stress out about it too much. Read a book about marketing and sales when you have the time and continue to refine your sales pitch.

Under "Primary Category", select what section of the app store you want your app to appear in. Is it a game? Select Games. Medical? Click Medical. For Secondary Category, choose another.

Next, Keywords: Keywords are how the buyers find your app on the app store. Let me tell you how to find good keywords: Fire up your browser and go to [www.freekeywords.wordtracker.com](http://www.freekeywords.wordtracker.com) - This is a tool used by online advertisers to decide how they want their ads triggered by Google or Bing. We can use the same tool here to figure out the way people are most likely to search for things. It's great that all of these free tools are available to use -you just have to know where they are and how to use them!



This is important: You can only change the Keywords, App Title, and Screenshots when submitting a new binary (an update- Which costs you money because you have to pay developers for this) so make it count and do it right the first time. You've now seen your way around iTunes Connect- We will return to iTunes Connect when we upload our app later- Log out now and move on.

Tip: App names are first come, first serve. Secure your app name by uploading blank screenshots and uploading the app binary later. This will save you money in the event another developer grabs the app name before you and you have to pay the graphic designer to do the artwork over again. It has happened to me before with my Contact Importer iPad app found here at <http://tinyurl.com/ContactImporteriPad>. I had to pay the graphic designer twice for the same job because I did not secure my App Name at the start of development. Download blank Screenshots to upload to iTunes Connect at [SecretsOfMyAppSuccess.com](http://SecretsOfMyAppSuccess.com)

## **Registering as Mac App developer**

Registering as a Mac App developer is very similar to registering as an iOS developer. Simply select the Mac developer license instead of the iOS license from the developer registration panel and add it to your shopping cart.

## **Registering as an Android developer**

To start developing Android applications you will need to sign up for a Google Account first, then apply to be a developer. Go to <http://market.android.com/publish/> to do this.

I already told you to sign up for a fresh Google Account, so create this developer account with the new gmail address and login. The reason that we are doing this is because your regular GMail account data is too valuable, and if a future employee or someone does something

unscrupulous through your account, we don't your actual GMail getting shut down. That would be devastating to some people, so we won't risk it. Signing up for a Google Account is free, but there is a \$25 fee to sell paid apps. If you want to sell your apps you will also need a Google Merchant Account. This is done by following the simple instructions on the screen. You link your bank account information to your Google account so you can start getting paid for your apps.

Trust me, It is a wonderful feeling, to sit at the pub with your friends knowing that people all over the world are downloading your apps and putting money in your pocket while you sit there.

## **Designing your app interface**

Before designing your interfaces, I suggest you make a quick visit to [www.Glyphish.com](http://www.Glyphish.com) and have a look around. Glyphish is a collection of icons for mobile apps. They work for Android and iPhone apps, and will save you tons of time. There are free and paid versions, and I seriously suggest you pony up the \$25 and buy the paid set. Hey, it takes money to make money. The good news is, this is a one time purchase and you can reuse these icons for all of your apps in the future. After you click "Buy", you will be sent to a PayPal page. Simply pay the \$25 and you will be emailed a link where you can download the folder of icons. I use these icons to make the lower menu bar interface in my apps, like in the wine app I showed you a few pages back.

Some people outsource the app interface to others or have the programmer do it, but for those of you who want more control over your product, I would like to teach you how to design your own app interfaces. Along with the system tools provided by the development platforms, there are excellent external prototyping applications you can

use to create amazing apps. Two of the most often used are OmniGraffle and Keynote KungFu.

OmniGraffle allows you to create beautiful flow for your applications. You can create process charts, diagrams, page-layouts and more. It keeps all of your pieces connected to each other even as users move through the application. I also use OmniGraffle to mock up app interfaces- With OmniGraffle I can create a completely clickable prototype of my apps to show clients and programmers to give them an idea of what I want the app to do. OmniGraffle is also a great way to make advertisement images for your apps, like the one below that I made to market this very book. You can see these images at [SecretsOfMyAppSuccess.com](http://SecretsOfMyAppSuccess.com) -While OmniGraffle is not a free program, there is a 2-week free trial so you can test it out for yourself and see if it is a good fit for you. Check it out at [OmniGraffle.com](http://OmniGraffle.com)

Keynote KungFu is another program that is an excellent tool for app developers. Think of Keynote KungFu as your web page builder for your apps. It is a What You See Is What You Get program that works much like the average web page creator. You can add backgrounds, pictures, resize pictures and place them anywhere on the page, or cover the entire page with an image. You can select various font styles, and sizes for your text boxes. Also, like a website, you can create multiple pages for your application, and link them together.

It allows you to create vibrant, interesting visuals for your application along with telling the story, or providing information through narration. Keynote KungFu also allows you to swap back and forth between your usual illustrators such as Photoshop, Illustrator or Fireworks so you can fine tune any visuals as needed, and pop them right back into the wireframe. Then you can create separate "slides" (pages) for each section, and link to them from the main instruction page.

The designer is easy to use, but will take some getting used to. There are a lot of options, and if you rush you may feel overwhelmed. Take your time and get to really know the Keynote KungFu program.

You can create transitions for images, or pages. You can change the transparency on an image, or turn it. You can add links, or let users select from online programs and links such as favorite YouTube videos, if you are creating a video app, you can let them store or select music for music apps, or have the application be self-absorbed, such as a game application, definition resource or recipe storage. Keynote lets you add music to your app, all with a simple click and placement of the speaker so users can turn it on or off. Everything you can do with a computer web page, you can do with an application on Keynote. Check it out at [www.KeynoteKungFu.com](http://www.KeynoteKungFu.com)

You may want to pick up a book called “Tapworthy: Designing Great iPhone Apps”. The Tapworthy book teaches all about designing programs for small fingers and hands. Remember- an app interface is totally different from a website. You will want to be efficient with the limited amount of space you have to work with and structure everything in a logical hierarchical manner. Thumb through the book at the bookstore sometime and see if it could be helpful to you. Remember to incorporate multitouch gesture icons into your designs so developers and potential investors can see just how your app will work. Clarity like this will always work in your favor, because everyone will know exactly what the app is supposed to do.

# **Assembling your team**

Do you see yourself more as the CEO, and in charge of marketing, sales and ideas than you are actually doing the nitty-gritty work of design? No problem. You don't have to be a programmer, or even have a clue as to how development programs work in order to get the benefits of owning an application design company. You can do the office work and hire someone else to do the actual creation. Best of all, you don't have to have any one "on staff," have a place for them to work, provide the equipment or the programs for them to use. Creating apps is the ideal revenue source for the cash strapped entrepreneur.

There are 4 components you need to create an app: Graphic artwork, app content, a programmer to put it all together, and a marketing plan.

## **Graphic Design**

Finding a graphic designer is very easy once you figure out how to do it. As long as you can find and communicate with a graphic designer effectively, you don't have to do the actual photoshop work yourself. You have a global community of professional graphic artists at your disposal, and they can make your apps really stand out.

I find my graphic designers with very cool sites like [Crowdspring.com](http://Crowdspring.com) and [99Designs.com](http://99Designs.com)-

99 Designs boasts over 89 thousand designers waiting to complete your project and make your layouts attractive and professional looking. A unique aspect of 99 Designs is that you don't post a job and wait for a bunch of people to bid, and have to pick just one and hope they work out for you. With 99 Designs, you post your project, along with a "prize" amount listed for the winning project, and whoever is interested works on designs and you pick the winning entry. They get the prize, you get

the art, and there's no worry about if one specific person will get the job done for you, and you will like the work.

Crowdspring works the same way: You post your project and multiple people work on it for you. You reward the winner. CrowdSpring has web designers and writers for hire as well.

One potential drawback to the group style design, or open design, is that while designers can feed off of what others are doing, there is a chance the entire group will lose an individual focus. One way to avoid that is to make the contest a "blind" project so the teams can't see what each other is doing.

Another problem is the lack of a feeling of one-on-one work with a chosen designer. You can still give feedback, and should do so often. That way you can let a team who is otherwise on the right track, to change an element, or adjust a position.

Some developers still feel more comfortable with a traditional method of working. That is a great way to do it too, and Elance is a wonderful place to choose a provider for design as well. You pick the provider you feel best suits your needs, and work with them to make the design and style of your app perfect.

Regardless of how you do it, be sure to follow a few simple rules:

-Know what you want at the start of your project. Your job is to visualize what your project should look like, and communicate your needs as completely as possible in your RFP (request for proposal), or contest. The better you can describe exactly what you expect, and how much work will be needed, the better the providers can quote a price, and you won't end up half way through with them saying, "whoa, that's extra," or having mixed feelings with the results because you wanted different color schemes, or had another layout in mind.

-Be available for comments, or questions. You can waste a lot of time if your designer is sitting on their hands waiting for you to answer a question about what you are looking for in a particular element.

-Have a price ceiling in mind, but be fair. You can't expect people to work for slave wages, they have to pay their bills, and that is what they do for a living. If you aren't sure what is fair, spend some time watching the bidding on similar projects when you can. You may notice a trend in the average prices bid.

-As for regular updates, and to see the work as it progresses so both you and your provider and be sure everything is going along the way expected, and the outcome will be a happy one. It also gives you the chance to suggest changes, or express your visions more fully as they materialize.

If you go the route of selecting individual graphic designers to work with, here are some tips for selecting the best individual to suit your project. Keep in mind, that even the very best may not be the best for you, although the worst will probably give you more headaches than pleasure.

-When you get bids on your RFP don't stop there: sometimes people can draw up very appealing proposals, or have one that they use for all bidding, but if you dig a little deeper you'll find things that aren't as appealing. Check out the designer's portfolio to see what other projects they've worked on. Do the styles appeal to you? Are the color combinations flattering to the designs? Do they look professional? Most of all, do the designs project an image of the product, company or service they are meant to portray? A pleasing image that doesn't do its job is not going to do the job for you.

-Don't look for educational credentials. While some really great designers went to school for design, formal training doesn't always add

a lot of polish to a designers work. Maybe if you were designing the next Google or Facebook that would be more important, but for now go with what works. Finally, when you have narrowed down your selection, speak with them, either in person, via messengers or even in email, and go into detail about what the project will entail, and make sure you are both on the same page as to what is expected for the quoted price: again, to avoid the "whoa, that's extra," that may leave you feeling depressed.

You will learn as you go and become more experienced with every app you develop. You can expect to make a few mistakes along the way on your first one, but you don't want them to be huge mistakes that cost you time and money, and maybe cause long setbacks because you need work redone completely. There are people that lack self confidence in themselves and will pick at small details until the whole project falls apart or they are too late to the marketplace. Get something that you and your friends like and move on. I selected the cover for this book using the same technique.

## **Graphics Your Designer Needs to Supply for Your App**

Graphics are one of the most important parts of any app. The truth is, there could be 2 apps on the app store with identical functionality, but if one has a better graphical shine than the other, it will very likely sell many more copies. I have seen this play out many times over the years that I have been working within the app store, so you will want your app to look the best. Make sure you do plenty of research and select something great for your icon and the app launch screen. You want it to be memorable and pleasing to the eye. Avoid ugly colors. The graphics of your app are your biggest selling tool, so don't skimp on it. Make sure you have something that people will feel happy about buying.

The following instructions are how to make graphics for an iPhone app, but I recommend you follow them even if you are making an Android



app. You can convert iPhone graphics to Android but not vice versa by downsampling retina display graphics, for those technical people that are curious what I mean by this specifically. This way you don't pay for graphics twice if you decide to make your Android app into an iPhone app.

Do you know much about how the Retina Display works on the iPhone 4? The splashscreen for an app that runs on the iPhone 3G or 3GS has a 320 by 480 pixel resolution. The iPhone 4 however has double the resolution, although the screen size appears to look the same. This may be difficult to comprehend if you're not a techie, but take my word for it. 320 by 480 images look like trash on an iPhone 4 screen, so we need to provide the developer with images of both sizes- Lots of images, actually. Luckily for you, I have developed a streamlined process that will cut your graphic design billable hours by half. Follow along...

The only graphics you will need a graphic designer to supply you are a 512 by 512 pixel square icon image and a 640 by 960 splashscreen. "How is that possible?", you ask? With the help of some really cool software, we can have it resized into the dozen or so sizes we will eventually need. I have devised a streamlined automated process to get all of the graphics that you will need to supply your developer in a very quick manner. You will need a Mac to do this part because some of this software is Mac only, but don't worry if you don't have one- You can simply borrow a friend's.

Fire up the new Mac App store and find an app called Iconizer. Iconizer is a bit of software that runs on your Apple computer that lets you preview and resize a 512 pixels by 512 pixels square icon and add rounded corners and gloss effect, so you can see what your icon will look like on iOS devices. It also allows you to export the resized icon files ready to be added to Xcode, save them to your disk or email directly to the client or developer. Iconizer supports Adobe Illustrator,

Photoshop, PNG, TIFF, JPEG, and many other file formats. You use it by simply dragging the 512x512 icon into a box on the program and selecting an output location. It automatically creates all of the image sizes you'll need to give your developer, and it even names them properly so he or she won't have to manually rename every file. This can save everyone on your team a ton of time. Simply create a folder on the Mac Desktop called "AppNameAssets" and save the Iconizer app output images into it. That was pretty easy- Next, fire up the Mac App Store again and find a program called Unretina.

Unretina is a program that kinda works backwards from the way Iconizer does- You drag an image created for an iPhone 4 retina display (640 by 960) and downsamples it to make it the correct height and width (320 by 480 again) for a previous generation iPhone. Save the output of this program into the same AppNameAssets folder, duplicate your original 640 by 960 image and drop the copy into the folder, and you're done! Simply Control+Click on the folder, select "Compress", and email the resulting .zip file to your developer. He should now have all of the graphics he or she needs to make your app! If you use a PC, use a Zip program to compress the folder.

Note: Depending on what kind of app you are making, there may be a need to have special buttons made. Your Developer can tell you if this is the case and you can simply have your graphics person create them.

## **Hiring an App Programmer**

Outsourcing is the global answer to getting things done, and programmers are available everywhere. Some freelancing places are very secure, such as Elance, and others are not. Working through places such as Craigslist provides you with no protection, or assurances that you will get quality work, providers won't ask for money upfront and then not turn in a product, or other escapades. Be careful where you

choose to hire. Some things to consider when building a request for a quote on a project are:

- Know what you are kind of programmer you are looking for. Mac and iOS apps are built in a programming language called Objective-C, and Android apps are built in a language called Java. The only programming language currently supported by Windows Phone 7 is C#. In the future there is talk to support VB.Net and F#.

- Make sure you give a good description of the app. It will prevent surprises on both sides. Send him or her image files of the interface you made with OmniGraffle or KeynoteKungFu and a long description of what the app does.

- Make sure the programmer has experience in the production method you want to employ. A great Android developer may not have the experience with Apple's design software, and vice-versa.

- Have reasonable expectations. This is also why it is especially important to keep up a good line of communication between yourself and the programmer. A lot of feedback will help keep the project moving in the direction of your vision, not the employee.

- Talk with the person before you hire them. Whether you use phone, email, messenger or some other form of quick communication, engage in some back-and-forth ideas and brainstorming to be sure your ideas are compatible with theirs.

- Most of the people you will hire have worked with other entrepreneurs before and know the drill- You don't. Treat these people with respect, and realize that they can be tremendously helpful to you in the future. Do not make the mistake of believing that your app idea is world changing, and that somehow that gives you the right to treat people poorly. It's just an app, and nothing excuses that type of behavior.

Waiters, Busboys, Lawyers, Housewives- Everyone, globally, is just a person trying to get by and make their own way in the world and has the right to be treated as such. Be cool, in all areas of app development and life. It will help you in the long run.

**-Do not expect people to work for you for free.** Everyone in the tech world has an story like this: Some idiot approaches a tech person about an idea, and arranges a meeting. Idiot then tells Tech Person an idiotic idea, and tells Tech Person that he will “give” him 20% of this nonexistent company if he agrees to do all the work. Tech Person is expected to invest his real time and sweat into the Idiotic Idea. If it doesn’t work out, what does the Idiot lose? Nothing. However, Tech Person has just lost 6 months of his life working for an Idiot who ordered him around and complained nonstop. Pay people fairly for the work you expect them to do.

**-Non Disclosure Agreements:** a waste of time, in my opinion. Nothing bothers me more than when I have a potential app client come in to my office and demand that I sign a Non-Disclosure Agreement first. If I am intrigued enough I then have to send the NDA to my lawyer, who looks it over and charges me hourly. After a few revisions and billable hours, I present the signed NDA to the client, who turns out to be the same guy from the example above. Fooled! He tells me his Idiotic Idea, and in 3 minutes I show him that the same app idea has already been done 15 times, and it is apparent that this guy didn’t even bother to do the least bit of research before wasting my time. These are the people that I throw out of my office like Uncle Phil used to do to DJ Jazzy Jeff in those old Fresh Prince of Bel-Air reruns.

**-If you’re building an iOS app,** Be certain that the developer can insert the ShareKit framework into your app. ShareKit is a free way to add a button in the app that allows the App URL to be shared by email or text messages to people in the buyers contact list. This means if Suzy thinks

her mom would like the app, she can simply press a button in the app, select her mom, and instantly email or text her a link to it. ShareKit is only 3 lines of code and should be built into every app you create. Visit [MedTermApp.com](http://MedTermApp.com) to see ShareKit in action or see [www.GetShareKit.com](http://www.GetShareKit.com)

-Analytics are awesome. You will probably want to add analytics to your apps. A very simple definition of analytics is "the science of analysis". Business managers may choose to make decisions based on past experiences or rules of thumb, but analytics is all about making decisions based on data. There are a few companies that have created analytics software for mobile devices but the most popular of them all is Flurry. Flurry Analytics is for mobile application developers who want to have better insight into how their applications are being used.

You can use Flurry to see which pages in your app are visited most or at what screen most users turn the app off. Flurry Analytics provides accurate, real time data to developers about how consumers use their mobile applications, as well as how applications are performing across different handsets. You will receive anonymous, aggregated usage and performance data about your app as well as robust reporting and analysis tools. With this data, You can identify issues and opportunities, create a more informed product roadmap, increase retention and grow their user base. It is totally free, so be sure to have it built into your app.

## **After Posting the job**

Your job will be posted in minutes on the bidding board and you will begin to receive proposals from prospective providers outlining what they can do for your project, the cost, and time it will take to complete. Once you select one of the providers to complete the job, the terms of the agreement will be sent to them to approve, and you will get a request to fund the escrow account. Your provider will not begin work on the

project until you have set up the escrow account. Once work begins, expect to be kept updated as to the progress via private messages.

## **Testing your app the easy way**

There is nothing like running an app you created for the first time on your device. I still remember the moment that I ran my medical terminology app for the first time. Enjoy this moment- You earned it.

Installing a test Android app is a very easy thing to do. The developer will email you an APK file, and you simply open the email from your Android phone. The Android will recognize that the APK is a program and ask you if you want to install it. Simply click “Yes” and the app will install. Launch the app and take note of any changes you want make. Email your developer back and he should make the proper changes. Delete the current version of the app before installing the next one to avoid any potential problems. Repeat this process until you are satisfied with the app and are ready to put it on sale. When you are happy with your app let your developer know. He or she will create a digitally signed version for you that you can submit to the Android Marketplace. When he emails you this final file, log into eLance and release the money that was being held in escrow for the programmer. He or she earned it! Congrats- Your app is nearly on sale!

Testing an early version of an iPhone app can be a more difficult process. The process used to be incredibly difficult and almost unbearable, but recently a company called TestFlight has devised a much simpler way to test iPhone and iPad app builds- Beta distribution of apps over the air. Head over to [TestFlightApp.com](http://TestFlightApp.com) and check it out.

After having your developer register himself as a team leader and registering his own devices for testing, you can build a network of beta testers by sending invites through email. Registered users along with

their registered devices get a chance to download your app, over the air simply by logging in to the web service from their device. No need to send them an .ipa file with the provisioning profile. Each device must still be added on the provisioning portal at [developer.apple.com](http://developer.apple.com) and your developer will still have to generate a new provisioning profile before building a new Ad Hoc release, but if you hired an experienced iOS developer he or she will be more than familiar with this process. Tell your developer that you insist on using TestFlight to test your app and save yourself a ton of headache. You will still need to send the developer your devices unique serial number, but that can be done by installing the UDID Sender app into your iPhone or iPad and emailing him the special number (the UDID) from the app. A piece of cake.

Test out your app and ensure that everything works properly. Make sure Sharekit and Flurry is installed. If any changes are needed, tell your developer so they can make the changes and email you another build. If everything looks good, then pat yourself on the back- You're almost making money!! Release the escrow for the developer and he will email you the binary file you need to upload to the App Store.

You will want to take a few screenshots of your app by pressing the Home and Power buttons on the iOS device simultaneously because you will need to upload screenshots when you upload your app to iTunes Connect. Email yourself these pictures and store them on your computer's hard drive because you will need to do some minor image editing to them before they are ready.

# Submitting your Mac or iOS App to Apple

Before you can release a paid app to the app store, you must agree to all of the paid app contracts, and submit your tax and bank routing info. You should have already done this in iTunes Connect, because it can sometimes take several weeks for the contracts to be approved by Apple. Make sure that these contracts are signed and approved under the Tax and Banking section of iTunes Connect and that you have tested your app on a device before proceeding to uploading an app to the app store.

Select “Add new application”. The program will ask you if your program contains encryption. There is a 99% chance you will select No. Your developer can tell you if you need to select yes. After you click “No”, Enter your App Name. This is where you enter the name that will appear in iTunes, next to the icon. Next, enter your app description. Here you describe to customers what your app is and does. Update this section with positive testimonials by looking for good user reviews once your app has been out for a while. The text description and the screenshots are what really motivates buyers to buy your app, so make sure to do a great job here. This is your time to be a salesman and do a great job at convincing the customer to part with his \$1.99 or .99 for your app.

The next section is Device Requirements, where you select if your app runs on a new iPhone, a current generation iPod touch, etc. If your app needs a camera to work, for example, it won;t work on an older iPod Touch. Select the appropriate hardware models and move to Categories.

For the Category selection, choose for the primary category the group that best describes where your app should belong. For example if you have a Vet Finder app, it could live in lifestyle or navigation. Do some research to see what your competition is doing in each category and make a decision based on your findings. For secondary category, pick the second best fit with the least competition.



Version number: The first time you upload an app, select 1.0. If you release a minor update, choose 1.2, and so on. A total app rebuild will warrant a 2.0 version number. This isn't that important so don't stress too much about it.

SKU: A way for you to quickly identify the app. Abbreviate it to something like VetFndr001. Again, not super important what you put here.

Keywords: This is very important. This is how your app is found when people search for your app. For a Vet Finder app, you would choose words relevant to pets and separate them with a comma. For example, you could put: dog, cat, kitty, kitten, puppy, health, vet, sick, lolcats, and so on. You have 100 characters to work with, so make 'em count. Use [www.freekeywords.wordtracker.com](http://www.freekeywords.wordtracker.com) to help with finding high impact keywords.

Application and Support URL: Point them to your website. Use the same website URL in both spots.

Support Email Address: Use the email address you created for your app development operation, **not your real email address**. You don't want to be on vacation and check your regular email to see a bunch of middle school kids complaining about having to spend 99 cents. This happens all the time. You will see for yourself soon, friend.

Demo Account- Full Access: Leave this blank.

Rating: Hopefully you made an app that everyone can enjoy and select "None" all the way down.

You're almost finished. Next up- The Upload process.

Upload: click it, and select the zipped binary file in your hard drive that your developer sent you.

Large 512 x 512 Icon: this is the large, hi-res icon that will be displayed in the iTunes Store. This is the graphic you had your Graphic Designer create for you that you dropped into the Iconizer app. It should be in your hard drive on the desktop somewhere.

Primary screenshot: At a minimum you have to have one screenshot, this is where you upload it. These must be a .jpg or .tif file that is 320×480, 480×320 pixels and at least 72 DPI.

Additional screenshots: Same as above, but notice how it says “Choose all Screenshot files before clicking Upload File”. You must do that or your screenshots won’t upload properly. When uploading your secondary screenshots, you should upload them in reverse order of the way you want them to appear in the app store. If you have screenshots named ss1.jpg, ss2.jpg, ss3.jpg, and ss4.jpg, you’ll enter ss1.jpg as the primary screenshot, then add (one at a time) ss4.jpg, ss3.jpg, and ss2.jpg to the secondary screenshots fields.

A note about screenshots: Screenshots are a very important part of the sales process. You want to have screenshots that are very interesting, but they don’t just have to be images of the app itself. I have had a lot of success with using action shots and displaying interface tips in the app screenshots. I run the app in a new iPhone and place it in a friend’s hand or on a nice looking table. I then take a picture of the scene with another iPhone because the picture can easily be cropped to the 320x480 pixel width and height that I need to upload. You can see an example of this by checking out my app screenshots at [www.MedTermApp.com](http://www.MedTermApp.com)

By the way, don’t mention the price of your app in the screenshots or it will be rejected.

Availability Date: Make up a date in the future that you think is beyond the date when Apple approves your app. If it gets approved sooner you can log back in and change it. This way you can time your media blitz to coincide with your app release. If you fail to do this, then when your app gets approved it'll show up buried several pages down - not very desirable

\*if you're submitting an app update you should **NOT** touch the release date until you get word that your update has been approved. If you change the release date of an update to sometime in the future, your CURRENT app will vanish from the app store. That is full of fail.

Pricing: Do research and price your app based on the type of app you are selling and your market. I would start out by pricing it at \$1.99. If you start selling it at 99 cents, you can never drop the price in a price war with another developer. The pricing tier is as follows:

Free

Tier1 - 0.99

Tier 2 - 1.99

Tier 3 - 2.99

Tier 4 - 3.99

Tier 5 - 4.99

Tier 6 - 5.99

And so on.....

App Store Selection: If you have an app that should not be available worldwide, click on this link and choose the stores where you would like for your app to appear. Normally you will select "Worldwide".

**Localization:** This is the area where you can customize the description of your app for each country's App Store by adding different language translations. For example, people in France will see the app description in French. This can lead to increased sales, but you have to enter the translations manually. If you choose to do this you can use the web based Google Translate website to convert the app description you wrote in English into French or whatever you want- A Pretty slick move.

**Review:** This is where you make sure you didn't make any mistakes in this process. Take a minute and grab a glass of water, relax for a second, and review everything over again. Once you sign off on everything, click Submit. You are finished.

Your app will be on sale soon!! Congrats!!

Now you just have to wait. Apple's approval process (at least right now) is a mystery; your app might get approved in a week, a month, or never. They will usually email you to let you know when your app is ready for sale. (They'll also email you the dreaded "your app is taking longer to review", which means your app might be in review for several more weeks or months.)

While you're waiting for approval, work more on your website and social media accounts and start doing the things in the Marketing section of this book. When you get the email saying your app is ready for sale, log back into iTunes Connect and change your app's availability date to today. This way your app will appear at the top of the "new releases" list in its category. You can only do this on the date your app was approved.

By the way, you can change most of the app details any time after your app is approved. If you want to re-word the description, or upload new screenshots, or change the price of your app, you can do so without having to go through the approval process again. The only time you'll have to wait for approval is when you submit an update (a new binary)

to an app. Screenshots and keywords, however, cannot be changed unless you upload a new binary.

Remember, even though apps are not very expensive as a rule, they are competing in a big field of others all wanting the same customers dollar.

- Objectionable material is never accepted by the Apple App Store.

- If your program crashes it will be rejected until you correct the issue.

- Malicious applications will be rejected out of hand.

According to Apple, they receive in excess of 8,500 applications per week for their store, and 95% are accepted within 2 weeks.

## **Submitting your Android App to Google**

You will set up your sales of your Android apps on the Google app developer site. Go to <http://market.android.com/publish> and have a look around. This is where it all happens. The first thing you see is where you upload your APK. As you learned before, the APK is the actual program that runs on an Android phone, the way an .exe program runs on a PC. Click “Choose file” and select the signed APK that your developer sent you. Then click upload.

Next, select a screenshot and click upload. You may want to make a really cool action shot like I described in the Apple App submission screenshot section. Instead of showing boring screenshots, show people laughing while playing your game, for example. Upload your screenshots one at a time, select upload, and move on.

Now select the high-res 512x512 icon that you had your graphic designer create. Click “Choose File”, find the file, and click “upload”.

In the following section you have the option of uploading 2 promotional graphics in the size of 180 width and 120 height, and 1024 width by 500

pixel height. This is optional and totally up to you, but if you have the resources to do this there is no reason you shouldn't.

You are now prompted to add a link to a promotional video you made in the app store. This is again optional, and there is some disagreement amongst developers as to whether it is a good idea or not. On the one hand, it is a great way to show off what your app has to offer, but on the other hand it can cause the potential customer to leave the page to go to youtube to see the app. I suggest trying both methods over a week and seeing what leads to the most sales. Ignore the button that says Marketing Opt out. Now, it asks you for listing details. As always, I will lead you right through this process.

Language: Leave it alone. Most app buyers speak english, even if you don't.

Title: 30 characters. This is the name of your app. Put something cool.

Description: 4000 characters max. This is an important section, because the words you put here are indexed and shown when app buyers search for apps on the Android Marketplace. (This is Google were talking about) This means that is your app is about the TV show Jersey Shore, for example, put the names of the show stars, MTV, and everything else you can think that a Jersey Shore fan would search for when looking for your or a similar app. Be a good salesman here and tell them why they should buy your app.

Promo text: Your promotional text may be the same as your application text. But you may want to just promote the app there, and not talk about the version and bug fixes. 80 characters. (Tip: Use Twitter to count the number of letters and numbers you're using)

Application type and category: Select the most relevant ones.

Next up- the Publishing options box:

Copy protection: Turn ON.

Content Rating: Your options are Mature, Teen, Pre-teen, All. Hopefully you made an app that can be enjoyed by people of all ages.

Pricing: Select free or Paid. Personally, I think free apps are for suckers. Important note- Setting the price to Free is permanent; **you cannot change to a price later.** I recommend setting the price to \$1.99 and dropping it later.

Countries: Select all. Might as well get as much money as you can from all over the world!

Website: Put the URL of the website you set up earlier here.

Email: Put the email you created for your app development here. Do not put your real email address here, because you will get emails from clients every day that complain about the price, or other nonsense. Seriously, I get about 12 crazy emails a day.

Phone: Put your phone number here. I suggest setting up a google voice account, then having it go directly to voicemail. You don't want 12 year olds calling your cellphone all day because you charged 99 cents for a Justin Beiber soundboard app.

Consent: Select both of the boxes here and click Publish.

**Congrats!** Your Android app is now on sale! Android apps get published almost instantaneously, so pick up your Android phone and search for it in the market- It should be there. Now you can see it the way a customer would view it in the Android Marketplace. You're on your way to making money.

# Marketing Your App

Long before your app is built, you should be talking it up and getting people ready for the release event. Do yourself a favor and Google the terms “Seth Godin 50 things every marketer should know” and read it- For copyright reasons I don’t want to include them in this book. I did not ask him permission, but I have chosen to avoid the issue entirely by having you find it yourself. Seth Godin is a very smart man and his insights into business is remarkable.

The app market has a lot of room for expansion and there are millions of things an app can do, but there are also millions of apps out there, and you are competing for a slice of the pie. Get started early and get a big jump on the income possibilities of your application. It's hopeful that you have already created your social media marketing accounts. They are an important part of a good online campaign in today's marketplace. If you haven't, do this now, no joke.

Marketing a few initial applications for free is smart strategy if you plan on developing more apps in the future. It creates a brand for you, and makes consumers feel good about buying future releases, because they have come to respect your company, and expect quality.

There's a lot of competition out there, and you have to be able to sell the public on why your application is better than the next persons- That can be tough at the start. Not impossible, but harder. If you give away a few simple applications early on as they really are good, useful or fun, then when you create bigger apps you can cash in on the customer loyalty you've built with the first apps.



Another strategy for free application use is if you have a multi-level product that you can sell as a "step-up" once the app purchase is in motion. Offering added paid incentives once the consumer is already hooked into getting the free product is a good way to increase the value of that free app. Giving away a part of your app and selling access to higher levels as known as the “freemium” model and has proven incredibly successful with app developers lately. You should definitely consider this method to increase your revenue. The app is labeled as free, so more people download it. Once they get inside of your software, it is your job to tempt them with unlockable things to buy.

The in-app purchase model also has the added benefit of combating piracy- As of this writing, there is no easy way to pirate apps with in-app purchases.

If you don't have a multi-level product, but have affiliate products you market, or your own other products, you can place relevant ads inside your application. Consumers may feel the ads are a bit of a pain, but most of them have come to expect a little advertising intrusion at the expense of saving some money on buying the app. If the app is really good, they don't mind as much, and if the ads are relevant to what they do, they even buy.

You can also use services such as AdMob, iAd, AdWhirl or any one of hundreds of others, to incorporate ads into your application. You can even embed such popular campaigns as Google's AdSense, and there are good reasons to choose an ad source such as that: consumer recognition. There are so many ad companies, some pay more, some pay less, so it can be hard to choose. Investigate your choices, and pick wisely. It can make you thousands of dollars.

You have to register your application with the companies, and they give you codes to place inside your application. Once you have it set up, you send it in to the service so they can approve of the setup, and you're ready to give away your app and make money.

Paid apps, of course give you immediate payback, and those couple dollars apiece can really add up fast. However, app users are getting accustomed to free, and you have to really make sure your app is obviously useful, and really works well. You also have to put a lot of work into marketing a paid application.

One additional possibility is to create two entirely different versions of your app. If it is a big app, with lots of functions, you can offer a "light" version for free, and withhold some of the bigger, or better functions only available on the "full" version. Link to the full app from the free app and watch the sales ring up. That is an excellent way to develop customer loyalty.

When I made my Surgical Equipment Troubleshooting app, I didn't waste time trying to get noticed on Gizmodo.com or any of the other big tech websites- I concentrated my efforts on getting noticed on the smaller websites that catered to medical professionals. Smartphones are so prolific now that we don't have to advertise on app-specific websites anymore- The odds are, plenty of people in your target demographic already have an iPhone or an Android. Focus your marketing efforts somewhere where you can make an actual impact.

Paid vs Free with ads vs Freemium business models are a very important part of the business of app development that you, as CEO, will need to consider. Do plenty of your own research and see what you think will work for you. You can always create multiple apps and try all of the techniques until you find something that works for you.

## **How to Make an App Video with a Mac**

Why make a video for your app? Because Youtube alone serves millions if not billions of videos a day, and users constantly use the search box to find what they want. The trick is to make a video of-about your app and put a link to it in the app description. This creates a quick way for users to buy the app if they like what they see. You can get tons of sales this way, so don't discount the Youtube marketing technique. Let's begin...

The - thing you need to do is to Jailbreak your iPhone. A great resource to learn how to do this is [ziphone.com](http://ziphone.com) - Jailbreaking an iPhone is a very complicated subject that I simply cannot go into detail about here. (Follow me on twitter at @JesseWaites and message me if you need help) This one time only, I will have to trust you to figure it out yourself. The internet is full of reliable sources to figure out how to do this, or perhaps ask a technically inclined friend to help you if you have trouble. I'm sure it will go just fine.

Now that your iPhone is jailbroken, open Cydia, the jailbreak app store, and find an app called DisplayRecorder. DisplayRecorder is a very cool app that allows you to display the output of your iPhone screen onto your computer over a wifi network. Operating it is easier than it sounds- Once you start the app, it tells you to navigate to a special web address in your Chrome or Firefox browser that will look like a series of numbers. Once you see your iPhone screen on your computer, you simply click "Record" and run your app. Go through the different functions of your app and make sure to include the cool features that will impress your potential customers. Once you're finished, export the movie as a quicktime file and import it into the iMovie program on a Mac. Edit it as you need to and add some sweet royalty free music at [Tinyurl.com/RoyaltyFreeMusicLink](http://Tinyurl.com/RoyaltyFreeMusicLink) -

Upload the finished film to your company Youtube account and Presto- You now have a commercial for your app! You can see an example of this on my BeaconHillApps Youtube account.

## **What about making an app video with a PC?**

If you are running a Windows PC you can use "Windows Movie Maker" for free. It comes installed on most later operating systems, and if you are still stuck in the world of XP, you can download it from the Microsoft page.

If you prefer, you can even get high tech and get a more advanced movie production program. One choice is Sony's "Vegas" movie studio. It can be a little overwhelming for a first-timer, but it is a powerful movie creation program. Another drawback, of course, is it is not free.

However, you can get a virus-free download of the program at <http://downloads.cnet.com> (an address you should NOT lose. That is a great place to find software for just about anything you need, many of which, like Vegas, have free trials included). You can try Vegas for 30 days to see how it works, if you can use it, and if you want to buy it. There are several versions of Vegas, one of which costs over \$500. You don't need that one unless you are planning on making full-length feature films – not. The "Vegas Movie Studio Platinum 10" has the 30 day trial and a purchase price of just \$94.95 if you decide to go that route.

Corel also makes a marvelous, reasonably priced (in the same price area as Vegas) called Corel VideoStudio Pro X3. Same 30-day trial, and downloadable at [downloads.cnet.com](http://downloads.cnet.com).

For now let's make it simple, and cost-effective. Using Windows Movie Maker, open up the screen. You can import pictures of your project by going to the Import area on the sidebar and selecting either "pictures," "video," or "music." When you choose what you want to upload it will open a browser box so you can find the file on your hard drive. Click on

the picture icon and drag it to the timeline. You can add more pictures, add short video clips, music, or voiceovers to describe what is happening with your app.

You can add more pictures, add short video clips, or even voiceovers to describe what is coming with your app. Find music for the background of your videos. This is particularly important if you are not going to use voice-overs, because it will engage your viewer's attention. However, even with voice-overs, music can be used to effectively move the commercial along. How many commercials do you see, on TV or online that do not have any music at all? Not many. Music has a way of connecting with people. You can find fantastic royalty-free music that you can use with just a credit to its creator at <http://tinyurl.com/royaltyfreemusiclink>.

You have to download the music file to your hard drive to use it. Keep a text file with the music credit information for any songs you download from the site so you can properly credit the creator. To insert music, click on the Audio or Music link in the Insert area on the left-hand side of the screen. When the search box pops up, find the file on your hard drive, and load it into the movie program. Click on the music file icon and drag it to the audio/music timeline at the bottom of the screen.

See how easy it is to create quick videos to make short commercials for your apps without even talking, or appearing on screen? You can also use type presentations, or other methods to create additional information on the product in your video. The key is to watch many app videos and find what you like, and replicate that quality in your own App Trailer.

Think of all the skills you have picked up in the time you have started this book- web design, video editing- You're really becoming an expert at this stuff!

## Newsletters

Newsletters are a great way to get your audience interested. Visitors to a website usually pop in, gather a little info, and move along. They will likely never come back, even if they really like your site and bookmark it. Most people have hundreds of bookmarks that just sit there, and they never look at them again. If, however, you can entice them into signing up for your newsletter, you have endless opportunities to entice them to try your product.

The first key to successful newsletters is a well-built, constructive blog or website. You have that already if you've followed the advice so far, so now, you have to let your readers know they can get even more information if they sign up with you. The key is to create newsletters about broad subjects, like Gaming Tips, for example. You can then advertise for your own Gaming Tips app from within the Newsletter.

Make sure you let them know you will never sell their email address, and that they can get useful tips and information if they sign on. Then make sure you deliver on that promise. Sign up with a newsletter email service like Aweber or TinyLetter.com

Aweber or similar services will help protect you from being considered spam. You can opt for a "double opt-in" to completely ensure that no one can forget they signed up and label your email spam that might get you punished by your ISP or email carrier. Their emails that go out can be fully customized to fit your design, and also include a un-subscribe link at the bottom of your email.

You need to set up a weekly newsletter that will provide helpful advice on the subject of your product. It doesn't have to be long, or detailed. Even short blurbs or a quick list of tips is plenty, along with links to your current articles, your blog and your product.

## **Wifi Network Advertising**

This is another one of my original marketing tricks that you won't find anywhere else. It begins with a story about 6 months ago...

I was working from my office in Cambridge, MA when my Android phone rang. (I use my Android as my work phone and use my iPhone for personal calls.) One the line was a personal injury attorney from Philadelphia who wanted to create an Android app that could drive traffic to his website and legal services. We discussed what he wanted his app to do and came to an agreement on deliverables and pricing. Before he got off the phone, I asked him how he had heard of me all the way in Pennsylvania- It turns out my router trick worked!

What is the router trick? A few weeks before this phone call, I was reconfiguring the wireless network in my apartment and decided I needed a new network name. I had remembered how, every time I'm out somewhere and check my email, my iPhone prompts me to join a local wireless network. You probably see this popup notification all the time on your iPhone- "Which network would you like to join?" You have to hit cancel to continue to use 3G. So I decided to test something and name my network BeaconHillApps.com because I figured that peoples curiosity would drive them to check out the website URL they see all of the time near my apartment. I was absolutely right- Traffic to my website increased. A good friend of his, an attorney, lives in my neighborhood and saw my wifi network pop up occasionally. He checked out my website and referred me to his friend when he heard his friend was looking for an app developer. Score One for creativity.

The new iPhone firmware soon to be released will give you the ability to create a wifi network from your iPhone itself- Password protect it so people aren't using up your data plan, and you can advertise in popular bars or wherever you go!

For example, if you were creating the Dog Lover app I mentioned earlier, you could buy the domain name DogLoverApp.com from GoDaddy or wherever and forward it directly to your apps link the the app store. You can find this link by right clicking on your apps icon on its page in iTunes. This means you can be in a busy place like your favorite pub and emit a signal that other iPhone users can see (Your wifi network) Some of them will be curious and open their iPhone browser and go to DogLoverApp.com- The web browser will then automatically close and the App Store app will automatically open and go to your apps page on the app store! They are now one simple click away from purchasing and downloading you app. That is one clever trick, if I do say so myself. I have personally seen an increase in downloads after performing this sales hack. This same trick will work on Android devices too, by the way. How many apps do you have to sell to make back the money you spend on this book? Not too many, my friend!

## **Using your Promo Codes to get good reviews (iOS)**

When you upload an app to Apple, they give you the ability to download 50 promotional codes. This is a short string of letters and numbers that, when typed into an iPhone or in iTunes, allows someone to download a free copy of you app. The purpose of this is to give you a way to have reporters and media people review it for you, in hopes of getting good press. Once your app is ready for sale (You will get an email about this from Apple, by the way) You should log into iTunes Connect and download around 30 of your promo codes from the developer portal. You may have to agree to a new set of terms and conditions, but whatever. The promo codes will download onto your computer in the form of a text file. Inside that file you will see your promo codes. (I tell you to only download 30 because something may come up and you might need them later. You never know when opportunity will strike.)



Distribute half of these promo codes to people that follow you on Twitter, your Facebook Page, and in the forums that you have been monitoring. Make sure that you tell the people you give the promo codes to that you really hope that they will give your app a great review. Let them know that every review counts! Carry the other 15 promo codes in your wallet or purse. Whenever you find yourself at a friends house, give them a promo code and have them download it then and there. And they had better review it well- They are your friend after all! Have them download it right then and review it- Tell them how much you will appreciate it. Perhaps you can buy them sometime!

In the past, a few unscrupulous developers have been caught paying for good reviews. Those developers almost always get caught and get a ton of bad press and media because of it. Don't do something unethical like that- It's not worth it.

Speaking of reviews, you can see that I have delivered on every promise I made when I promoted this book to you. I have taught you how to make and market apps, and I would REALLY appreciate it if you would give this book a good review in iTunes or on Amazon. Send me a link to your app on Twitter and I will do the same- Developers have to stick together.

## **APK Marketing (Android)**

Whenever your programmer is finished creating your Android app, he or she will send you an APK file. This file is the program itself and can be installed right from your email app on your Android. Open the email, click the attached APK, and select "Install" when prompted. You can now open and run your app on your Android to see if it looks how you wanted it to look. Email this same APK to bloggers you have identified in your target market- Maybe they'll write about your app!

## Article Marketing

When you are just starting out, it is easy to have blinders on and focus on your website or blog as your sole means of marketing. Remember, you are fighting to wade through a sea of similar blogs/websites. You need to find a way to get visitors to see YOUR page in the midst of the bombardment of options. The best way to do that is through article marketing.

As popular as article marketing is for an Internet marketing project, most people do it wrong. There once was a time that article marketing was nick-named "bum marketing." That wasn't because only bums resorted to it- The reason behind the moniker was that in the past, Internet marketers boasted that using articles to target audiences and point them to their sites, and get search engine rankings was so easy, they could grab any bum off the streets, plop them down in front of a keyboard, and teach them to write articles. That concept is what lead to the belief that to get good writers, you only had to pay them a few cents per word (or less), because it didn't matter what the articles 'said,' it just mattered that they were there.

Those days are gone. Bum marketing is dead... but article marketing is still alive and kicking.

Audiences online are at the same time: sophisticated, accustomed to high-toned sales pitches, wary, and most of all—busy. That means they have learned to ignore useless babble that conveys no useful information, they are jaded to the "in-your-face" sales pitch, they are wary of anything that looks like it is just there to sell them something, and finally, their attention spans are short. Visitors will typically hit on a page, look at it for about a minute, and click off unless you grab their interest. That's right- You have one minute to inspire a visitor to stay on your page and pay attention to what you have to say, so make it good.

If you can write well, you are a step ahead of the game. If you can't, find someone that can and get quality writing. Write articles that pertain to what you are selling. Simply writing general articles about apps may work for the occasional article, but remember that you're selling a particular kind of app. Whatever that may be, write about that field, and when you get to the part about your app, tell readers why your app will make their job easier, faster or more effective, or their game more fun.

If you have a medical app like one of mine, you could write about a variety of medical procedures, or working in the medical profession, and then how that particular app makes the reader's work more efficient.

Don't be intrusive with your advertising inside your articles. The articles themselves should be serious, and related to the subject matter, and convey real information that is useful and interesting. Your "call to action" is a statement at the bottom of the article, or in a resource box. That's where you have the chance to sell your product, or better yet, encourage your reader to click through to your blog, or website and find out more information that will help them with their needs.

Get your articles posted to one of several article submission sites. Regardless of what you might hear from "gurus" on the subject, do not post the same article on more than one submission site! It looks trashy to readers when they click on both links and find the exact same article, and search engines are on to it, and it will have an adverse effect on your site rankings.

Some popular article submission sites are:

[Ezine Articles](#): One of the most popular, and an automatically very high page ranking for your articles once accepted.

[GoArticles](#)

[ArticleAlley](#)

[ArticleDashboard](#)

[Buzzle](#)

[HubPages](#)

There are hundreds of others, and you can also use submission services that will place your articles for you. Be careful when selecting a service if you use one. Make sure they work in a way you approve of, and that won't end up hurting your sales or stats in the long run.

Once your article is published on those sites, don't sit back and relax just yet. Get out there and post the link to the article on your Twitter account, your Facebook account, and if you have employed a newsletter in your marketing campaign, add it to that week's newsletter as well.

## **Wikipedia Linking**

If your app is about surgical tools, why not edit the wikipedia entry about surgical tools and provide a link to your app? Say something like, “There also is software commercially available to learn about surgical instruments, such as Surgical Equipment Troubleshooting.” Link to your app there and watch the sales rack up.

## **Forum Marketing**

Even after two decades online, it never ceases to amaze me that no matter what your area of interest, there is a forum out there, and hundred or sometimes thousands of people who frequent those forums. Find those that pertain to the audience your app caters to, and join up. Advertising on forums is tricky. Now, of course, you can also take advantage of paid ads on forums. Most of them offer banner spots, or sidebar spots, or even text link ads. That's a good way to go too, but you

can also use free advertising in a different way. Make yourself known... as a real person, with a real interest in the forum subject. Create a profile, don't forget to include your website url in that profile. Make interesting, relevant posts. Start threads—answer threads—be a part of the community, and whenever possible, add your link to your webpage in the signature line of your control panel so that it shows up every time you make a post.

Word of warning: Most forum owners or moderators are vary accustomed to spotting spam. Don't jump in and make a post that advertises your app right off—or ever. Your posts should always be in line with the subject. You must be a part of the community to build trust. Consistent posting is important, but don't bother with a bunch of one-word answers, laughs, or agreements. Make your posts count.

## **YouTube**

I already covered the useful nature of YouTube for creating videos for your applications, but there is another way you can use the mega-media giant. Look up videos on applications, videos on the subject your app serves, and videos on application development or marketing. Watch the videos, comment on them in their comment trail, leaving insightful remarks, and oh, by the way, a mention of your application sale link, and/or a link to your website or blog.

Doing comments like both of the above (forum and YouTube) serve two purposes. They give consumers yet another exposure to your product, and they also provide link backs to your website or blog for search engines to pick up, and move your page up in the rankings.

## **Blog Posting**

Never forget about making daily blog posts. They keep your site relevant, moving up in the search engine rankings, or keep it in the top spot if its there. If you slack off, you'll slide. You need visitors to your site to get sales.

Make your blog posts in the same manner as you make your articles for submission. You need important content that gives visitors useful information, and leads them to the conclusion that your app is a great way to do things, have fun, or enjoy life.

## **Google Rankings**

Google search engine rankings are what drives traffic to your doorstep (website, blog or application sale page). Don't forget to place links to any or all of those places in your articles, forum, YouTube or other marketing posts or articles. The higher you can drive your app store listing up in the rankings, the more visitors will end up on your app instead of your competitors when they are searching for "an app for that."

## **Don't Ignore a Big Segment of the Population**

Make sure your ads are global, not localized. One of the reasons Internet marketing is so popular now is because it lets the little guy reach out and connect with the global market in a way only mega-conglomerates and Fortune 500 companies once could.

## **Don't Miss Out on Mass Media**

The Internet is so self-involved, that often producers forget that there are still viable methods of advertising outside of the ether. Get your head out of the clouds once in awhile, and develop an off-line PR package.

## **Parts of a Press Kit/PR Package**

Along with your press release, all standard press kits should include the copy of your brochure, a business card, and any other paraphernalia you develop to advertise your product. Things like pens with your company name on them are always popular. Those type of gimmicks aren't necessary, but they are fun, useful and attention grabbing.

## **Set Up a Brochure**

You can create your own brochures right on your computer. If you don't have a high-quality printer, it is best, however, to take it on a thumb-drive or disc to your local print shop (Kinkos, Office Depot or private printer) and get it printed up in high-resolution. Make sure your brochure both mirrors your online site in color scheme and design, but also gives the reader all the information about your application so they can make an informed decision to seek it out. Some great brochure development programs are:

- PagePlus X5 from Serif
- Adobe InDesign
- Desktop Author
- The Print Shop Essentials
- Design Pro Limited Edition
- QuarkXPress

Most of the above programs are available at [downloads.cnet.com](http://downloads.cnet.com). They have varying degrees of difficulty, but they all can produce amazing media packages for your company that include all of the elements needed for a great all-around presentation.

I use a Mac because I am awesome, and with it I use the Pages program to create fantastic brochures. The software is very easy to use and the final product looks great. If you don't already own it, take a hard look at the iWork software. The word processor and spreadsheet software will come in handy when you are running a successful business. Consider it a business expense and write it off on your taxes, like the cost of this book.

## **How to Develop a Press Release**

Press releases are not the same as articles. They can be difficult for beginners to master, so if you haven't had a reason to create a press release before, take the time to learn what makes a good one. You are not selling a product when you write a press release. You are selling yourself, or in this case, your company. You are informing the public, and the press of your new product. You can even use a first press release to announce your business to the world. Start with the typical press release format. The entire press release should be in block format with left-side justification. You can find an example of a press release on my website at [SecretsOfMyAppSuccess.com](http://SecretsOfMyAppSuccess.com)

The first line of your press release should read: For Immediate Release

After that you should have a contact area (some prefer to place this at the bottom of the press release. Either method is fine)

Business name:

Address:

Website:

Phone Number:

Fax:



You want to grab the attention of the reader right off the bat, by making a headline that shows what you are going to do for them. For instance, if you are creating an initial press release to let everyone know about your new app company, you could write a headline along the lines of:

**New Massachusetts App Designer, Beacon Hill Apps, to Develop Apps that Make Your Life Easier**

Always try to incorporate the name of your company (or the name of the app in subsequent press releases). Never use all caps in your headline. Capitalize each initial letter except for conjunctions and prepositions with one exception: the last word should always be capitalized, even if it is one of those two normally left in lowercase. The title should be in bold, but standard font. Don't play cute games and make your title in an unusual font style. It can be a little larger than the text of the press release, but it isn't necessary.

Create the body of your press release. Start with the press release format of:

City, State—date, then go on right from there with the meat of your article. Don't try selling anyone, give them information on what your company is about, what you will accomplish, and most of all, what you will do for them. Keep it short, and concise, but complete. Stick to the facts, and avoid embellishing anything. The basic press release format requires information regarding the 5 Ws: who, what, where, when and why. So tell them who you are, what your business is, where you will do it, when you expect to be open, or have opened, and why you are starting the business. After the body you can include a short paragraph about your company exactly. This is more important in future press releases where you are talking about your products individually, than in the first company announcement release where you have already talked about who you are.

After this part you can include some links to additional information if you have any that might support your statements, such as need for the applications you provide, popularity of apps in general, etc. Place your contact information here, if you chose not to do so on top. Finally, end your press release with ####. The three #### are a standard journalistic symbol for end of copy. Remember you are sending these releases to news sources who adhere to those codes.

Most papers, even off-line media have email submission addresses for press releases. You can mail them via USPS, but its often faster, and considered the norm now to submit them via email. Send your entire press kit along with your press release. Attach it to an email, or put it in an envelope when mailing.

## **Business Cards**

Business cards do not have to be elaborate, but they should incorporate your logo, slogan, and pertinent company contact information. You can often make beautiful business cards on the same programs above that make your brochures. However, printing, and cutting can be more of a chore to get right. Some business card templates are available, even with the above mentioned programs that you can purchase card stock with cut marks to line up your cutting board on, or pre-cut cards that you can tear apart after printing. Both still have the ability to look either fantastic or cheap. If you aren't up to making your own, don't have the time or don't want to be bothered, take your design to a print shop. Most of the time, getting business cards printed up isn't very expensive, and worth having them done professionally. I use Vistaprint to make my business cards, and I have been pleased with their prices and quality of work.

One last thing about business cards: I have seen some really bad business cards in my time. I was at an entrepreneurs networking event in Boston once and I swear to you some guy handed me his business card

with no website or email address on it- just his name and a cell number. I wondered why he even went through the trouble of making it. Please review your business card for any typos and make sure you have the relevant contact information on it.

## Getting Paid

Okay, you've got your app finished. You've applied for acceptance to the store of your choice, and been accepted, and you've started the marketing. You're just waiting for those checks to start rolling in... That happens once a month around the first. You will get one lump sum deposited into the account you specified during the developer registration process. This could very well be a check for \$100 or \$100,000, depending how well you targeted your desired market. Don't spend it all in one place!

Creating your first one is such a learning experience that you're likely to miss a few things, or find ways to improve your current app even after it has been on the market awhile. One way you'll learn about ways to improve your app is to listen to the feedback you get from users. People are not very shy about writing to you and letting you know what they like, and what they don't like about your app, but emails, or text messages from consumers aren't the only ways you'll hear about your app. You may get feedback on your blogs, or in forums where you post and others see your signature links.

Learn how to accept criticism with grace, and learn from it. Of course, not all of it will be things that are constructive, but when you get honest feedback, with real suggestions, even if you don't agree with the assessment, take the time to write it down, and give it real consideration:

these are the people that are using your application. In many cases they are experienced at using apps, and know what they expect an app to do.

Even those that don't necessarily know what they expect, know what they need, and if your app falls short, it's a good idea to see how you can improve it to make it better. If you can manage to improve the app, Pay the programmer to issue an upgrade. Even if you cannot manage to improve on your existing apps, you could always use the suggestions for future applications you create. If you have substantial upgrades to your app, you can re-release it in the new and improved version. You should always be striving to get better.

## **Learning From Your Mistakes**

Mistakes – You're going to make them. Accept that, and move on. Learning how to streamline the process so that building apps fits your style and abilities takes some time.

Your first app building effort may take longer than you planned. That's okay. While you often read about the over-night sensation in app building that came up with an idea, fiddled with it for a few days, shopped it up online in a week and within the month was rolling in dough, it's likely that person had background in the technology needed to do the work, or even built other applications that never got off the ground before that winning effort. You rarely hear about what those wunderkinds did practicing and learning their craft, you only hear about that the "first app" they built (as in marketed) took off like wildfire.

It can happen, but more often than not, your first efforts may stumble, hit a few walls, or take time due to the learning curve involved in understanding new programs. That's okay. Isn't it better to use the time necessary to eventually get the benefits, than it is to shrug and walk away. If you walk away, or give up out of frustration in the first week or

two, you'll never end up with the kinds of income possible from app building.

## **Better and Better**

Each app will get better than the last. That's because not only will your concepts improve over time as you gain insight to what makes great applications, but the time you need to create each app will speed up.

Once you learn the programs you use, and have begun to extract the most out of them, your apps will not only get done faster, they'll be more elaborate. Your first attempts at working with programs like Keynote or OmniGraffle can be successful, but are unlikely to contain every element that those programs can create. That takes time, and investigation.

You will also meet others along the way that share your passion. In talking with others in the app development field, you will pick up tips and tricks that make their apps successful. Never stop learning.

## **Learning From Your Own Applications**

Each application you build will teach you something new. That is not a one-time thing. That type of development will hopefully always happen. Even the best programmers of all time, are always working to make their programs, applications or products better. They never get tired of trying new programs, procedures or graphic styles to make a more pleasing product.

Your customers will always help you understand what the public needs from your apps. Those needs will vary from app to app. A medical description app will have consumers with different needs than a favorite

place, location or shopping application user. Gamers have different needs than someone looking to find great dinner recipes. Learn as you develop apps to find out what each type of user needs to make their work, information gathering or fun better with your applications.

## **The Next App**

Once you've gotten your new application up online, and are satisfied it is the best product you can develop, and is being promoted in the best manner possible, it is time to move on. Take what you have learned from creating your previous app and develop a plan for your next one. How much do you think you can improve on time? What items have you learned to create on your own in the meantime that you can cut out the outsourcing costs for? What items do you still prefer to outsource due to time-restraints, skill or just the fact that you dislike doing them?

Begin brainstorming.

### **Creating Apps For Others**

Once you have become comfortable with the process and needs of developing a successful application, and gotten through the approval process so that you are sure you understand the requirements, you can open up a whole new field of income by developing applications for others.

The key here is to having several applications already in the field so you can show others your abilities. Make attractive presentations showing what apps you have created can do, and what they look like. Give details about what you can do for their apps in terms of graphics and content, and you can make money by making their apps. It helps if your applications have good sales records. You can command greater prices if

you have a reputation for developing applications that sell well. If you want to broaden your income potential even more, offer full-packages that will market their applications as well as develop them. Make sure you can back up whatever statements you make in regards to getting sales for their apps. It is better to over-perform, than to under-perform.

Create a Website for your development company, or incorporate it into your existing website, and provide information on the above points to get potential clients to request your services.

Sign up as a provider on Elance and look for projects where others are looking for someone to develop their apps. If you are already signed up on Elance as a buyer, that will be easy because your same account can be used as a provider. You simply click on the "work" tab at the top of the page, rather than the "hire" tab.

## **The Future of Apps**

If you think the future of apps is limited to the ever-evolving cell phone world, you are mistaken. While apps will continue to be a big part of the new world of cell phone usage, there are many other areas you can develop apps for now, and will be able to do so for in the future.

### **Web Apps**

Lots of current websites use applications already, and more are developing to expand the online experience even more. Apps for products like WordPress (often called widgets), and other programs that allow widget insertions are a step-child to the cell phone application. You can easily incorporate your knowledge of app building to creating useful widgets for online users.

## **TV Apps**

With the newer TVs incorporating Internet browsing capabilities, the app won't be long in following. Concepts are already being examined for ways to make TV a more social media. Involving big news stations with user interaction, game shows, talk shows and being able to select and save videos or music at command are all a part of the development in process now, and will likely expand to include many other possibilities in the near future. Google TV already runs apps and you can bet the Apple TV will as well.

## **Other Apps**

The amazon Kindle now runs apps, and so does the Nook and almost every other device available now. Simply keep your ear to the ground and be aware of what is happening in the electronics industry. There are ALWAYS opportunities for those who keep listening and preparing.

## **The One Mistake to Avoid at All Costs**

Hugo Berra, Product Management Director at Google, says: "Our ability to understand the visual world is only just beginning to develop. We can't understand 3D or heavily contextualized objects, but we will get there in a few years. It's a canvas we are beginning to paint on. The next generation of apps will take advantage of unique sensors on devices and networks."

The bottom line is that with the expansion of technology, apps will follow and grow exponentially. You are getting in on the ground floor now, and you can grow along with the industry. Think of where you'd



have been if you'd gotten in on computer development back in the mid to late 1970s? Do the names Bill Gates or Steve Jobs ring any bells?

In business, as in all aspects of life, you are going to make mistakes. They are unavoidable, but hopefully you take them and turn them into advantages by learning from them. The most successful businessmen know that you while you may not succeed 90% of the time, but only those who quit trying fail. The only mistake you can truly make is not to try at all. When you have that next great idea: get to work on it NOW.

Don't wait until you think you are ready. That time will never come. Caution is always good, and of course you need to do all the homework you can to learn what you need to know. This book will give you a great start on a new career in building applications for iPhones, Android phones, and many other application devices as they become available. The only mistake you can truly make is to wake up one morning and realize you never followed your dreams. Good luck, friend.

**Form and Sample NDA on next page.**

## **Sample Non-Disclosure Agreement:**

This Agreement is entered into this \_\_\_\_ day of \_\_\_\_\_, 200\_\_ by and between \_\_\_\_\_ with offices at \_\_\_\_\_ (hereinafter "Recipient") and \_\_\_\_\_, with offices at \_\_\_\_\_ (hereinafter "Discloser").

WHEREAS Discloser possesses certain ideas and information relating to \_\_\_\_\_ that is confidential and proprietary to Discloser (hereinafter "Confidential Information"); and

WHEREAS the Recipient is willing to receive disclosure of the Confidential Information pursuant to the terms of this Agreement for the purpose of \_\_\_\_\_;

NOW THEREFORE, in consideration for the mutual undertakings of the Discloser and the Recipient under this Agreement, the parties agree as follows:

1. Disclosure. Discloser agrees to disclose, and Receiver agrees to receive the Confidential Information.

2. Confidentiality.

2.1 No Use. Recipient agrees not to use the Confidential Information in any way, or to manufacture or test any product embodying Confidential Information, except for the purpose set forth above.

2.2 No Disclosure. Recipient agrees to use its best efforts to prevent and protect the Confidential Information, or any part thereof, from disclosure to any person other than Recipient's employees having a need for disclosure in connection with Recipient's authorized use of the Confidential Information.

2.3 Protection of Secrecy. Recipient agrees to take all steps reasonably necessary to protect the secrecy of the Confidential Information, and to prevent the Confidential Information from falling into the public domain or into the possession of unauthorized persons.

3. Limits on Confidential Information. Confidential Information shall not be deemed proprietary and the Recipient shall have no obligation with respect to such information where the information:

(a) was known to Recipient prior to receiving any of the Confidential Information from Discloser;

(b) has become publicly known through no wrongful act of Recipient;

(c) was received by Recipient without breach of this Agreement from a third party without restriction as to the use and disclosure of the information;

(d) was independently developed by Recipient without use of the Confidential Information; or

(e) was ordered to be publicly released by the requirement of a government agency.

4. Ownership of Confidential Information. Recipient agrees that all Confidential Information shall remain the property of Discloser, and that Discloser may use such Confidential Information for any purpose without obligation to Recipient. Nothing contained herein shall be construed as granting or implying any transfer of rights to Recipient in the Confidential Information, or any patents or other intellectual property protecting or relating to the Confidential Information.

5. Term and Termination. The obligations of this Agreement shall be continuing until the Confidential Information disclosed to Recipient is no longer confidential.

6. Survival of Rights and Obligations. This Agreement shall be binding upon, inure to the benefit of, and be enforceable by (a) Discloser, its successors, and assigns; and (b) Recipient, its successors and assigns.

IN WITNESS WHEREOF, the parties have executed this agreement effective as of the date first written above.

DISCLOSER (\_\_\_\_\_)

RECIPIENT (\_\_\_\_\_)

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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**Think about the qualities your app idea has and check the relevant boxes below:**

**Potential Market**

**Yes**

**No**

Are there a lot of people that would buy your app?

☐☐

Is the app targeted to a niche group?

☐☐

Will you be able to communicate to these customers easily?

☐☐

Are your customers likely to be “problem customers”?

☐☐

**Difficulty of Execution**

Is it possible to build with the current hardware on the device?

☐☐

Is it backwards compatible with previous device generations?

☐☐

Will a developer have an easy time creating this app?

☐☐

**Revenue potential**

Is your target market considered to be a wealthy group?

☐☐

Is there too much competition in the field?

☐☐

Are your potential customers honestly likely to part with money for the app?

☐☐

**If you have more “Yes” checks than “no”, you should proceed on and make your app.**