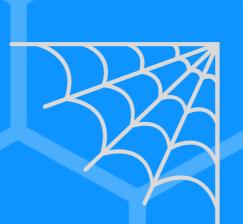# Secret #1

how to navigate the 3 ways to build app without code

Procedure

1.1 Landing Page
1.2 Signup Survey
1.3 Spread sheet
1.4 Email and survey with art

What it is

2.1 No logins, password
2.2 Nothing in app store
2.3 Customers love them
2.4 Deliver value using SMS, email, URLs to surveys, simple pages, etc.

How it works

3.1 A logic statement tells the software what to do

Test idea with an invisible app

6.1 Does anyone want this?
6.2 What features are important
6.3 Can I make money

RELEVANCE TO 470

Build your web application without code!!

6 Logic-based tools

5.1 Mailchimp
5.2 Campaign Monitor
5.3 Sonar
5.4 Typeform
5.5 Cloud spreadsheets
5.6 Zapier

How to Build an App Without Code?

Tara – Formed Microsoft Empolyee

Building...

your 'business model math'

1.1 How much money do you need to make full time?
1.2 How much will you charge your users/customers?
1.3 Divide, how many customers do you need?

You have 'danger zone' business model

2.1 Most people don't think the idea be successful but trapped with a danger zone business zone

Which business model for you

2.1.1 Transaction fee
2.1.2 Low subscription -$49/mo
2.1.3 High subscription -$50/mo
2.1.4 Low onetime/annual -$599
2.1.5 High one time annual - $600
2.1.6 Free + ads

Secret #2

how to charge real money, not $.99 for your app