

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

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?

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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

Building...

Secret #2

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