# FROM ZERO TO A PRO MOBILE DEVELOPER

### BUILD MOBILE APPS AND MAKE MONEY

BY PAULO DICHONE - BUILDAPPSWITHPAULO



## From Zero to A Pro Mobile Developer - Build Mobile Apps and Make Money.

#### Foreword

One of the most rewarding things I've ever done was to learn to code. Programming, to me, is like poetry - it takes time to master, but once you do, you'll see everything around you differently.

Learning how to program gave me a lot of freedom to be my own boss and make money on my own terms. I became the master of my own destiny, which is an amazing feeling.

Like anything worth pursuing in life, programming is not easy - it takes hard work, perseverance and dedication. Nothing can't be done if you follow a solid plan and stick with it.

The beauty of learning to code is that you can learn it very cheaply (you don't have to spend Gabillion of dollars) and start making money right away.

In this book, I'll show you how to take all the skills you will learn or already have learned (if you have enrolled in any of my courses) and begin your journey as a professional mobile app developer making serious money. Beyond being able to build apps, the

goal of this book is to give you the top-down overview on how to become a

Well-Rounded Developer.

As you dive into this book, you'll notice there are challenges I encourage you to partake

as they are crucial to your success. These challenges are meant to solidify what you've

learned and also steer you in the right direction.

Free of cost advice :)

This book is *not* a get-rich-quick scheme. You'll need to take this very seriously if you

want to be financially independent. There are no shortcuts. Period. I really want you to

think about this as a business, as something you can keep growing for months and

years to come.

I will not be teaching you how to program in the book. The programming part is already

done for you in the form of two several organized courses that I have put together:

Please visit my website for more details: <u>Build Apps With Paulo</u>

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Alright, without further ado let's get to it!

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#### About the Author

Paulo Dichone Click here to see my profile

Or here -> See my profile on LinkedIn

Hi! I'm Paulo. I have a degree in Computer Science from Whitworth University, and I am a programming geek and very proud of it!

I have extensive experience in Android App Development particularly in the Mobile App (Android and iOS) and Web Development. I am also the founder of Magadistudio and Build Apps With Paulo, a mobile app development company based in the beautiful Inland Northwest (WA).

I am passionate about teaching people Android app development. Showing them the ropes of making amazing android applications is an extremely rewarding experience! **My** goal is to get you up and running, quickly, making android apps. You wouldn't believe the freedom that being an Android developer offers.

## **Chapter One: Your Mindset**

In order to be successful in business and in anything in life, you need to have the right mindset. The first step is to envision yourself where you want to be. In this case, you want to become a Mobile Apps Developer. You want to learn how to *learn* the skills which will *get* you where you want to be: make money from building apps.

#### Challenge #1: Set Your Mindset

For this exercise, I want you to write down in a piece of paper the following:

"I am a mobile developer, and I make a good living building mobile apps".

Make sure you say that sentence everyday in the morning and at night, before bedtime. Also we don't mind if you post this on facebook, twitter or any other social media platforms.

I know this sounds silly and you may think to yourself - "Really! I thought this book is supposed to be about teaching me how to make money by building mobile apps. Not a motivational book!".

The truth of the matter is you need to believe in order to succeed. You need to internalize your goals in order to follow through with them. You need to *live* and *say* the words that will put you into the right mindset. You need to have *faith* in you.

At this point, you may have never written a single line of code in your life. However, if you keep saying that you are a mobile developer to yourself and anyone else you meet, you'll start believing that you are. And that's when things start to happen.

Belief is a powerful thing.

#### **Start Learning**

It's time to start the learning process. We all learn differently. I am what I call "hybrid" learner. Which means, I learn best by reading, doing and watching. You may be more of visual learner, which works great because the two Mobile development course are all in video format. Either way, the most important thing to remember is that you always need to be consistent with your learning process and schedule. What I mean by that is the following:

Set aside learning time, or a schedule and stick to it. Find a quiet place and dedicate about 20-45 minutes a day (or every other day, depending on your schedule) and dive into the course. Always remember to be a proactive learner - practice what you learn almost instantly after you've learned it. This helps you retain the material. One of my programming professor always said "programming is in your fingers...". What he meant by that was that you need to constantly practice in order to get good at programming. Hence, the approach I took teaching the courses.

Always, ask questions in the forums, but make sure you do a little research first on your own before you ask a question. This is important because it will teach you how to find information on your own on the internet - a crucial skill to have as a mobile developer.

Google it! The best way I know to find an answer for all coding errors. There are gabillion of developer before you who encountered the same errors and are generous enough to post it online.

What platform do you want to make apps for? In other words: iOS (Apple Apps for App Store) or Android (Google Apps for Google Play) Developer?

That's a question I constantly receive from students. There isn't one correct answer. It all depends on what your goals are. You know you want to make mobile apps for a living. That's a sealed deal. But then, "Do I learn iOS or Android Development?" that's the follow-up question.

My answer: Learn both. I can hear you screaming and throwing your computer to the wall... despair... despair! Fear not. I'll explain.

What I mean is learn both, but *not* all at the same time and at once. If you are just starting programming, pick one course and start learning the Programming Language first (Go to my website: <a href="https://buildappswithpaulo.com/">https://buildappswithpaulo.com/</a> for courses). Follow the lectures and proceed that way. Learn as much as you can about the syntax and all of the basics of the programming language. That's exactly how I structure my courses - so you have a progression of lectures that take you from zero to building mobile apps.

The ultimate goal is to become someone proficient in a programing language and mobile development who can provide expertise advices to clients or business who may ask you to build them an application.

The thing about learning one programming language well, is that it allows you to learn any other programming language quicker that the first one. In a nutshell, is not necessarily about a platform (iOS, Android, or Windows...). It's rather about understanding the fundamentals of programming and Mobile Development which will allow you to think like a true programmer / coder (Mobile Developer).

**Branding Yourself - The Right Way** 

Now you need to setup your online profiles so people can know what you do and who

you are. An online presence will definitely put you in a position of authority among other

mobile developers out there. However, it has to be done right.

Firstly, you'll need to get yourself your first website, which leads us to...

**Challenge #2: Get Your First Website** 

Buy a Domain Name and Hosting.

Your domain name is essentially your own "turf", your own playground or even

better - your space. This is where you'll post your content about what you do and more.

It's a crucial piece of the puzzle because once you have your domain name, it's yours to

do whatever you like. Look at your domain as your resume (or CV) online.

You'll need to choose a domain name. I won't go into details on how to do that as there

are many resources out there for you to explore on that topic, however, I will say that

you should find a name that resonates with what you do. For instance, it would be a bit

misleading if you were to name it: "www.myalligatorstore.com" for a website that should

represent you - a mobile developer. So, take your time and find a name you think fits

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you and your business.

Once you have decided on the name. It's time to go and purchase it. To do that, I

recommend you go to https://www.namecheap.com/

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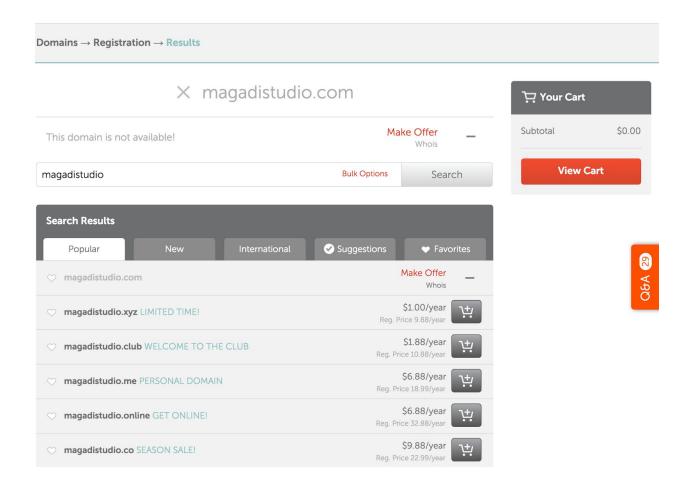


Create your pro web presence in no time.

In the search bar, where it says "Find your new domain name" type your domain name and hit "Search".



I typed in "magadistudio" and clicked on "Search" (see the screenshot above). This is what I saw next:



It turns out, "magadistudio" is already taken! Well, I am the one who owns it, therefore it shows "domain is not available. This is a good way for you to see what is available or not. If the domain name you chose is not available, find a new one.

The great thing about cheapname.com is that they also do hosting. Meaning, once you've purchased your domain name, you can also purchase their hosting package which you'll need to "host" your page, your domain name so that people are then able to come to your website.

They also have a great support team you can contact at any time and they will gladly help you with the setup.

#### Choose Your Name

You'll need a domain name if you don't have one already. Search for the one you want and purchase it at the click of a button, or transfer your domain to us.

#### Host Your Site

Secure & reliable high-performance hosting from just \$9.88/year. View our shared hosting plans →

#### Build a Winner

Check out Apps for all the tools to craft a winning website. You'll find everything you need to build your website or your business or personal brand.

#### - Set Up Email and Your Home Page.

Once you have finished setting up your domain name and hosting, it's time to set up your emails. There's really no need to write the whole process here as namecheap has great resources showing exactly how to do that. Take a look here:

https://www.namecheap.com/support/knowledgebase/article.aspx/110/29/how-to-create -email-accounts

Next, you need to get your Wordpress setup so you can Edit your Home Page. Here's another link to guide you through this process:

https://www.namecheap.com/support/knowledgebase/article.aspx/1255/29/how-to-instal <a href="L-wordpress-using-softaculous">L-wordpress-using-softaculous</a>

If you'd rather have a video tutorial, then please watch this tutorial here: https://vimeo.com/126843320

In the video tutorial you'll also learn how to create your first post in your website and view it! So if you were able to get to that point, congratulations!! You made it. You now have your own website.

Obviously, there's a lot you you can do with wordpress, but for now all we needed to do is have our home page up and running. Make sure you write something meaningful in

your post.

Please post your website link in the course forum so I can take a look!

Notice that you can always contact namecheap support team on live chat if you ever need help. All of this may seem too difficult, but once you go through it once, you'll see

that it's not as difficult as it may seem.

Social Media

By now you are probably very familiar with sites like Facebook, Twitter, Linkedin,

Instagram and many others.

The main ones you need to focus on are: Twitter and Linkedin.

- Joining Twitter

Twitter is one of the most used platform to build up a following and

connect with other people online. The good news is it's a free service you can take

advantage of right away. You'll need to come up with a Twitter "handle", essentially a

name used to connect with other people, and to send out tweets or messages to your

followers. I would recommend you use the same name you used for your website, if

that's not available, find something that connects to what you do, in this case, mobile

development (be it iOS or Android). So find something catchy and recognizable as a

brand.

To join twitter follow this link: <a href="https://twitter.com/signup?lang=en">https://twitter.com/signup?lang=en</a>

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Once you've joined Twitter, start following people who are in the same niche as you - mobile development, iOS, Android, Software development, Mobile Apps etc. Just do a quick search and you should start seeing a lot of other Twitter users who do what you do. Follow them and connect. Send them a quick tweet like: "@buildappswithme Hello! I'm loving your course and book!"

Use twitter to share important articles in the Mobile, Software Development industry.

Do not spam people as that can get your account banned and hurt your reputation.

Remember this is where you let the world know who you are and what you do. It's your online footprint. So be very gentle, but active.

#### Challenge #3: Get As Many Twitter Followers as You Possibly Can

For this challenge, I want you to get as many twitter followers as you can in 5 days. Again, remember: you can do this. It's all about the mind set. The *right* mindset.

#### LinkedIn

LinkedIn is one of the most used online platform for professionals to interact and expose their skills to the world. Needless to say, you should have a LinkedIn account if you don't already have one. Follow this link to create an account: <a href="https://www.linkedin.com/reg/join">https://www.linkedin.com/reg/join</a>

If you already have an account, it's time to update your profile. Add links to your website, and your twitter feed. Also, make sure that you updated regularly your apps list that you have worked on, or are currently working on. LinkedIn is the place for you to showcase what you do, but you need to be polished and very professional.

Well, this has been a long chapter, and I hope you've found it valuable and inspiring to get you where you want to be. By now you should have gone through the first sections of the course. Great work!

In the next chapter I'm going to show you the different ways to make money by building mobile apps as a freelancer.

#### **Further Reading**

Read about Becoming a Freelance Mobile App Developer:
 <a href="http://mobiledevices.about.com/od/additionalresources/bb/Before-You-Bec">http://mobiledevices.about.com/od/additionalresources/bb/Before-You-Bec</a>

 ome-A-Freelance-Mobile-App-Developer.htm

2. Android OS vs Apple iOS:

http://mobiledevices.about.com/od/kindattentiondevelopers/tp/Android-Os-Vs-Apple-los-Which-Is-Better-For-Developers.htm

3. Business Skills for Freelance Developers:

http://business.tutsplus.com/articles/business-skills-for-freelance-develope rs--cms-24816

4. Create a Killer LinkedIn Profile:

https://www.linkedin.com/pulse/how-create-killer-linkedin-profile-get-you-noticed-bernard-marr

5. Succeeding As an Independent App Developer:

http://www.entrepreneur.com/article/247622

## **Chapter Two: Freelancing Or Not?**

One of the many advantages mobile development presents is the ability for you to decide how you want to position yourself professionally. You could be an independent developer who prefers to build applications for businesses, or build your own app ideas and sell them via Apple Store and or Google Play. Let's dissect these two paths for a bit.

#### - Freelance Websites

Getting hired by someone or a business to build mobile apps in the early stages is hard. One of the best ways to get your "feet wet" is through freelance websites. Here are some of the freelance websites you should consider: <a href="https://www.upwork.com">https://www.upwork.com</a>, <a href="https://www.ifreelance.com">https://www.ifreelance.com</a>, <a href="https://www.ifreelance.com">https://www.ifreelance.com</a>,

These sites allow you to create a profile where people from all over the world can hire you. However, the competition is strong and it may take some effort before you get your first paid jobs. That's ok though, because your main goal is to learn. Keep that in mind as you apply for jobs in those sites.

Things to keep in mind when bidding for projects:

- You are learning the "ropes" not make a lot of money in the beginning.
- Make sure you always post a thoughtful, well-crafted and relevant bid that
  reflects your skills and attention to detail read the details of the post and
  follow instructions. That's one of the biggest mistakes new developers
  make.

- If you are bidding on a project that's in the same country or continent as
  yours, you can let the client know that you'd be delighted to speak with
  them on the phone or via Skype. By doing this you'll certainly stand out
  from the crowd, which is exactly what you are going for.
- Always over-deliver do more that what your client asked you to do. This
  is a recipe for success because your clients will never forget you.
- Always, but always be courteous, reliable and prompt with your responses. Reply quickly to their questions and if you have questions, ask them. Don't forget to always say "Thank you" and "Please".

As you go through the course, you'll notice that although learning how to build apps is not necessarily rocket science, it takes work. With that in mind, at this point you'll bit at projects you are confident enough you can do it. Again, your main goal, at this point, is to learn how the system works: how to bid, how to respond to clients requests - essentially how to communicate with your clients effectively. Most (if not all) of these freelance websites have a review system - clients can leave you a review. These reviews play a big part in your success as a freelance mobile developer. So, make sure you follow through with your clients.

There's always pros and cons when working with freelance websites (and in live in general). Here's a good article you should read about some of these sites: https://fbooks.wpengine.com/blog/freelance-jobs/

#### **Create Your Profile**

Now that you have a few freelance websites to pick from, pick one and go for it. Try not to pick more than one, at least in the beginning. Just one. You now need to sign up and create your profile.

Things to *really* consider:

- Use Your Real Identity the last thing you want to happen is to have a "fake" identity online because it will come to haunt you, and cost your career. So, make sure you identity is the same across all of your social media profiles. Use your real name, a photo of you and talk about yourself.
- Always Be Honest Do not claim to have skills you don't have.
   Avoid using adjectives such as "Expert", "Guru". Those are buzz words overused constantly, and people are immune to them and consider them as "red flags". You can say that you are "proficient in iOS and or Android Mobile Development".
- Make sure you link all of your social media accounts (twitter, LinkedIn etc...) to your account (if they allow) so that your prospect clients are reassured you are a genuine mobile developer.
- Complete the exams the site may have available for you to take. This will show that you are technically sound to your clients.
   It maybe a bit daunting at first, but trust me, do a little bit studying and you should be just fine.

Share your new profile in the course forum that way we can all congratulate you on your newest accomplishments!

#### Do's and Don'ts When Bidding

As mentioned before, your goal at the moment is to get yourself going steady but surely - not making a lot of money. So here are some things to keep in mind when you start bidding:

- Don't take on big projects at this point, you are not in the position to take on technically advanced projects, so don't take them. Take on the small projects you know you can finish successfully. The other goal to keep in mind, at this stage, is to build your confidence.
- Know exactly what the project is about make sure you completely understand what the project entails before you start coding. Clients may, sometimes, be vague as to what is required of you. It's your responsibility to ask as many questions as possible so both of you are on the same page.
- Explain your bid Your bid should be low as we have established. However,
  you'll need to explain that to the client. No need to let them know you are
  learning; instead tell them you are in process to establish credibility on the site by
  getting reviews and positive feedback.
- Payment Structure Both the client and you, need to agree on how you are
  going to get paid. Any of the freelance sites will have a different payment
  structure. Talk to your client about it and make sure you get paid after each
  milestone is met. The freelancer site, usually, has a pretty good system in place
  that protects both the client and programmer.
- Fire a Client Yes, you heard it right. Sometimes the client maybe trying to take advantage of you. You need to be aware of that, and take appropriate precautions. If you feel that the client is taking advantage of you, fire them right away. Be nice and polite, of course. Just tell them that you you feel like things aren't working out as expected and the two of you aren't a good fit. Make sure, though, that you haven't taken their money and gave them nothing in return.

  Work out an agreement with them. It could be something where you ask for a

sum in return you give them the unfinished code. Try to "breakup" with them amicably. The last thing you want is an angry client.

#### Challenge #3: Go forth, and Bid!

It's time for you to go and get your first paid gig! Don't worry if you don't get it right away. Often, it takes a few bids before you get one. You'll get one, and when you do please share it with us in the course forums.

The secret is to keep at it. Keep bidding and following through with your clients and soon you'll have a nice beer or "juice" money. Remember, this stage is not about the money. It's about you learning how to navigate a freelancer site and communicate with your clients.

#### Finding Clients on Your Own (Your Reputation Precedes You)

One of my most lucrative client wasn't found in the freelancer sites. I found him through a friend - word of mouth. Once you get the hang of it, and build your confidence and your skills, you will need to start exploring potential clients outside the freelancer sites. This will help diversify your income. You see, I never liked to put all of my eggs in one basket. If you are not familiar with this saying what it means is: "avoid relying on one thing only, especially if your success depends on it". Always find ways to diversify your income streams.

#### **How Do I find Clients?**

Great question, indeed. Research.. research and research some more. Being a freelancer requires a very strong work ethic because you are your own boss, and if you don't work, then you won't get paid. If you don't get paid, you don't have money... and if you don't make any money... well, you get the idea.

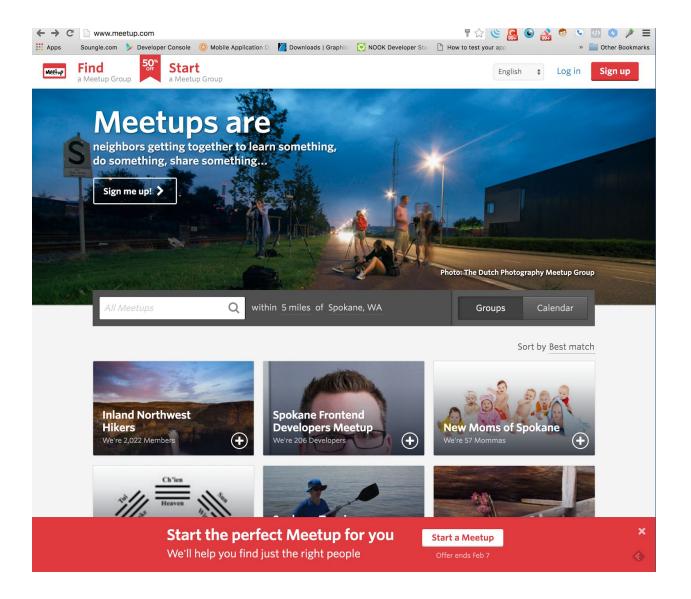
The first thing you need to do is keep your portfolio up-to-date. Keep adding all of the apps you have built for clients or for yourself. Furthermore, make sure you do:

- Keep your LinkedIn active update your skills ( as you learn new things update them to reflect your skill level)
- Message or email local Software Agencies and introduce yourself. Tell them that you build mobile apps (share links so they can take a look at your sample work).
- Find one day a week where you search for mobile development agencies in other states (or provinces, depending where you live in the World) and email them and or call them.
- Get business cards for times when you are out and about. You never know who
  you'll meet. You don't want to be caught off guard without a business card. The
  business card needs to be simple, and leave out plenty of space where people
  can write notes in them. If they write notes in your card, more likely they will
  review your card in the near future.
- Tell all your friends and family that you make mobile apps and if they know anyone looking for a mobile developer, to contact you.

#### Join Local Developers Meetups

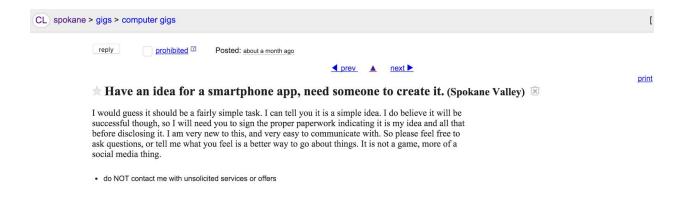
Most cities in the US ( and I am pretty sure you can find them just about anywhere in the World) have local meetups where developer get together once a week or once a month to discuss new development trends, lectures, or just socialize with other fellow developers. Those are the best places where you can connect with other like-minded people like you. Connect with people, and tell them what you do. The great thing about those meetups, although most of the attendees are developers, a good percentage of them could also be business owners looking for freelance mobile developers!

If you live in a city where there's no meetups, you can start one. Just google "www.meetup.com", and create a group and start inviting people around. Be the initiator! By being an organizer of a meetup group, that will also give you the advantage of being a "doer" and clients or business will always hire "doers". Also, you can add that to your resume (CV) and to your LinkedIn and Twitter! Win-Win!



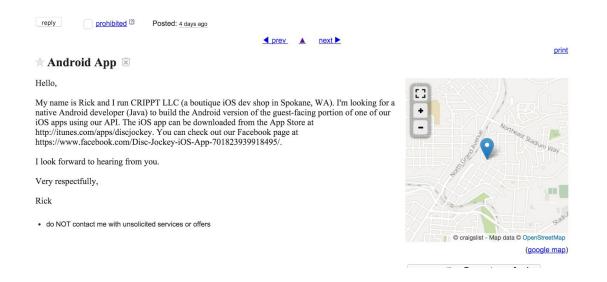
#### **CraigsList - Are You Serious?**

Yes, I am very serious. CraigsList is not just a place to sell stuff you don't want anymore. You can find gigs there too. I just did a quick "gig" search on CraigsList website and look what I found:



It took me about 10 seconds, and there it is! Amazing isn't it? You can do the same. I can't tell you how many gigs I've found through CraigsList. Some of my long term clients I found them through CraigsList. Use it. You'll not regret it.

And here's another one...



## **Chapter Three: Your App Empire**

In the previous chapter we discussed about freelancing. By now, you should have a solid understanding on how to setup your freelance career and how to position yourself professionally and start generating a good income. Freelancing presents its own challenges, but once you get the hang of it, you can start making some serious money, especially as you learn more about mobile development.

In this chapter we will start shifting our gears toward another way, or path you can go in your app development career, which is *building your own app empire*. You have probably hear a lot of buzz about "app empires", and how a lot of people have become wealthy by reskinning apps in the past years. Yes, that's another very lucrative business model. However, in this chapter, I want to, methodically, show you how you can leverage your mobile development skills and create great mobile apps that you can sell to the masses - in the Appstore, Amazon Store and Google Play and make money in auto-pilot (more or less).

Let's begin. Shall we?

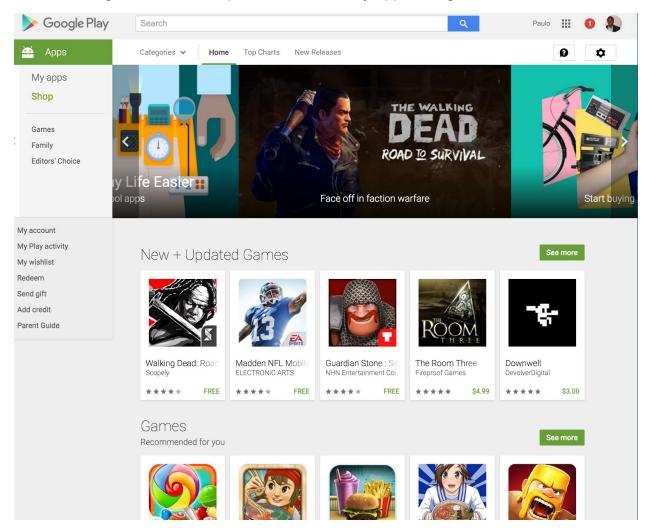
#### The Appstores - Google Play and AppStore

Unless you have been living under a rock (I am sorry if you actually live under a rock - don't mean to offend you), you've heard of Google Play store and the Appstore (Apple owned). These stores are the main markets to sell and buy mobile apps (among many other media goods).

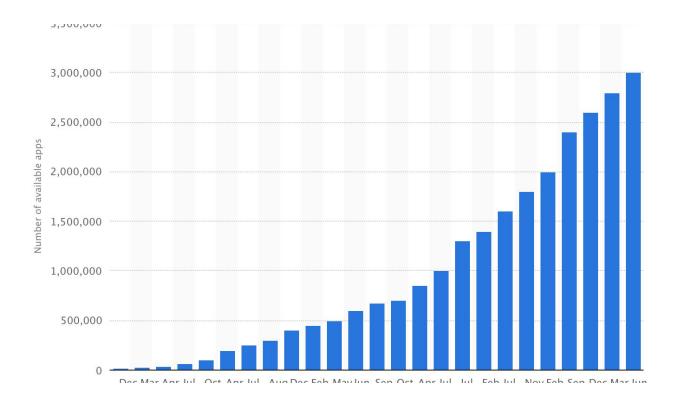
#### GoogePlay - Google

Google Play is Android's biggest app market owned by google. This is the market where you'll sell your app creations through. You can sell all sort of apps by

different categories such as: Sports, Games, Utility apps, Widgets...etc.



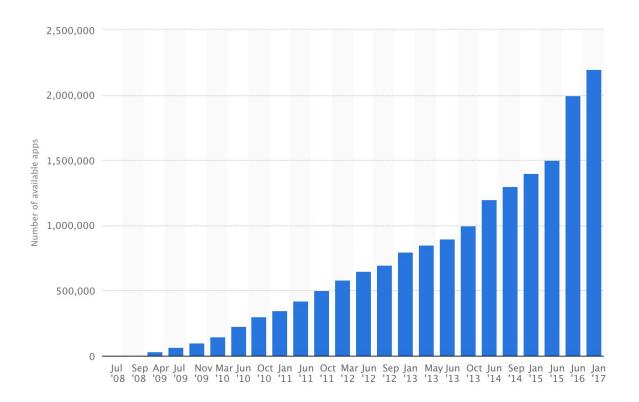
As of July 2017, there were about 3 million apps in the Google Play store alone!



That's a lot of apps. From these numbers, you can see that the mobile app industry is here to stay for a long time. So, instead of feeling intimidated by those numbers, you should feel inspired and eager to work toward getting your slice of the pie. But for that, you'll need to have a clear idea on how to execute your plan - building your app empire.

#### AppStore - Apple

The Appstore is another big mobile app market in the world. It's owned by Apple, Inc. Needless to say, you can only sell apps that are compatible with the iOS platform. But the fundamental idea is the same in all stores - sell and buy mobile apps.



As you can see from the graph above, the Appstore is not too far behind in terms the number of apps it carries - over 2 million apps.

#### What does this mean for a mobile developer?

It means one thing only - money. It means people are so used to downloading and consuming apps more now than ever before. People are hungry for new apps that help them with their day to day lives. Or apps that entertain them. Now, the downside is that there are a lot of apps out there, and you'll need to have a well polished app in order to stand out. No worries we'll discuss more on how to achieve just that. I hope you are excited about these numbers, and the possibilities out there for you to claim your slice of the pie!

Alright, let's start dissecting our plan.

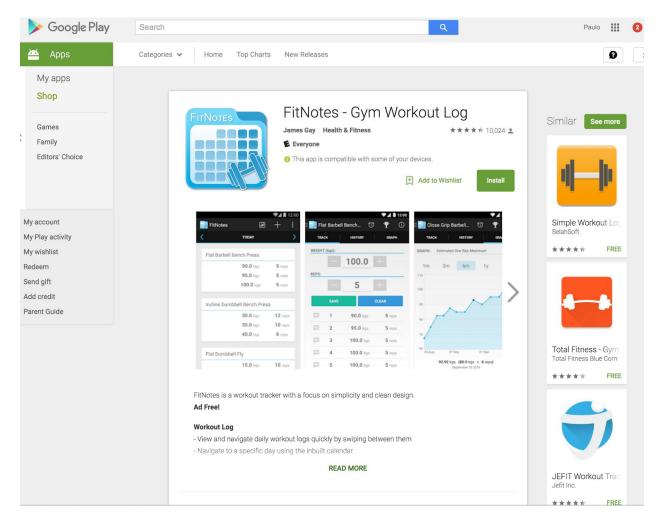
#### **Challenge #4: Your favorite apps**

\*\*the point of this exercise is to show students that you don't necessarily come up with a groundbreaking idea, but a version of an app with more functionalities and polished!

Let's start with a little challenge. Write down your seven most favorite apps from Google Play or Applestore. Take your time...

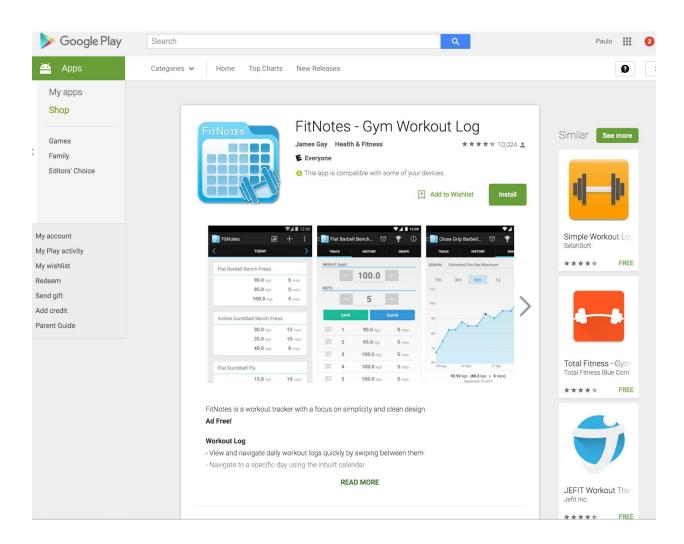
Once you have done it, I want you to carefully write down, for each app, what you like about it. For instance, you could say "I like the way it looks..." Or "the functionality is exactly what I like the most". Do this for all of the apps you've listed.

Next, for each app you have listed, find out how many similar apps are there. Here's an example on Google play:



In this case, I searched for a fitness app and found *FitNotes - Gym Workout Log*. On the right hand side, you can see other similar apps, which you can peruse through.

Here's another example in the Apple Appstore:





Now that you have compiled all of the apps you like, and had a chance to study similar apps, how many similar app did you find? Your answer will most likely be - *a lot.* You'll notice the majority of the *similar* apps have the same main functionality, yet

there are hundreds or even a thousand out there! And most likely, they all have a good number of downloads. Why is that? Well, this goes to show you that you don't need a new idea to make great apps that sell. All you need is thorough research and make a better version of what already exists. If you can come up with something new and fresh to the appstores, than by all means, go for it and you will be unique which will give you massive advantages over everyone else.

#### App Ideas - Where do I find Them?

I usually get a lot of students asking this same question. It's a good one for sure. There's no definitive answer, but like anything else, we can always find a logical way of thinking that can yield us to the correct path ( after all we are programmers, so logic is the name of the game ).

- Ask People Yes, do ask friends and family for app ideas. You'd
  be surprise how many people have a "million" dollar app idea of
  their own. If you are still in school, ask your professors what would
  be one app they would love to have on their phone that would help
  them immensely. Write it all down for later.
- Search online Like the say "Google is your friend". If you type in your browser something like this: "How to find app ideas", you'll see a lot of results. One of my favorite list is this one: <a href="http://myapptemplates.com/99-iphone-app-ideas-that-could-make-you-rich-the-full-list/">http://myapptemplates.com/99-iphone-app-ideas-that-could-make-you-rich-the-full-list/</a> some of these apps are antiquated, nevertheless, they could give you the right spark you need to get your creative juice flowing.
- Eliminate Some Apps for now it's best to eliminate games (these are something else which require a different set of skills and

mindset - not necessarily bad kind of apps, just not what we should focus on right now).

Find what frustrates people - look for something that frustrates
people on a daily basis. This requires you to, again, talk to people,
but most importantly to be observant enough to notice what people
struggle with and try to solve that problem.

I hope by now you are starting to have a few more ideas on how to get started with finding an app idea that could potentially be lucrative.

Furthermore, it's very crucial to remember that great ideas don't come when you decide to sit down and think of them. On the contrary, they often come:

- Walking
- Running
- Traveling ( airplanes, airports, trains, buses)
- Falling asleep or Waking up
- In conversations with friends
- Listening to audiobooks or podcasts
- Showering
- etc...

However, you can set yourself and your environment up to be ready for your next great idea.

Here's a few steps to follow in order to best be prepared when ideas come to you:

#### • Create/Generate an Idea

- As we discussed before, you need to let the outside influences work with you in order to come up with ideas for apps. This means, you need to get into the habit of doing things that generate ideas. If you feel stuck, always remember to remove yourself from your environment, and find a different environment which will aid you with more stimulation you'll need.
- Document Ideas / Write Your Ideas Down You may think you will always remember every idea you have. Unfortunately, there are very few people in the world who can do that, and most of us need to write things down especially ideas. The thing about not writing down our ideas, is not only that we run the risk to lose them forever, but also we run the risk to never be able to expand upon that particular idea. So, write your ideas down, always. You can either use a little physical notebook with you, or just get a note app you can install on your phone and use it to jot down ideas that way.
- Organize Your Ideas It may seem trivial at first, but you'd surprised how many times you find yourself with a huge pool of ideas written somewhere, and whenever you try to go through them, you just find yourself lost and overwhelmed. That's common and it's ok, however, in order to be productive, you need to organize your ideas the same way you always need to organize your thoughts. Categorize your app ideas you could have a "utilities apps" category where you list utility app related ideas, and another category may be "social apps". This will make your "app idea hunting" process much easier, and organized ( no pun intended here ).

• Kill Bad Ideas - Honestly speaking, not all ideas are great and that's ok. This is why we list them in different categories and go over them. The hard thing about getting rid of "bad" ideas is we tend to fall in love with our ideas. Take emotion out of this, and work only with facts. Also, get into the habit of just getting rid of ideas you think you are not going to use. It's ok. It's part of the process. Focus is the goal. Not junk.

The most brilliant idea, with no execution, is worth \$20. The most brilliant idea takes great execution to be worth \$20,000,000. That's why I don't want to hear people's ideas. I'm not interested until I see their execution." – Derek Sivers

 Execute Your Best Idea - This is the most important step. Without execution, ideas are worthless.

#### Further Reading

- 99 iPhone App Ideas:
   <a href="http://myapptemplates.com/99-iphone-app-ideas-that-could-make-y">http://myapptemplates.com/99-iphone-app-ideas-that-could-make-y</a>
   ou-rich-the-full-list/
- How to Come Up With Killer App Idea :
   <a href="http://onlineincometycoon.com/how-to-come-up-with-killer-app-idea">http://onlineincometycoon.com/how-to-come-up-with-killer-app-idea</a>
   s-series-part-1-solve-a-problem/
- 3. How Did You Come Up With an App Idea? :

  <a href="https://www.designernews.co/stories/28881-ask-dn-how-did-you-come-up-with-an-app-idea">https://www.designernews.co/stories/28881-ask-dn-how-did-you-come-up-with-an-app-idea</a>
- IdeasWatch.com a great site:
   <a href="http://www.ideaswatch.com/startup-ideas/app#">http://www.ideaswatch.com/startup-ideas/app#</a>

5. How to Come Up With New App Ideas:
<a href="http://www.overpass.co.uk/app-ideas/">http://www.overpass.co.uk/app-ideas/</a>

# **Chapter Three: Building Your App(s)**

It's time to start bringing your app idea to fruition. This is the most exciting part of the whole process because you can now almost "see" the app idea... but there's still some work to be done.

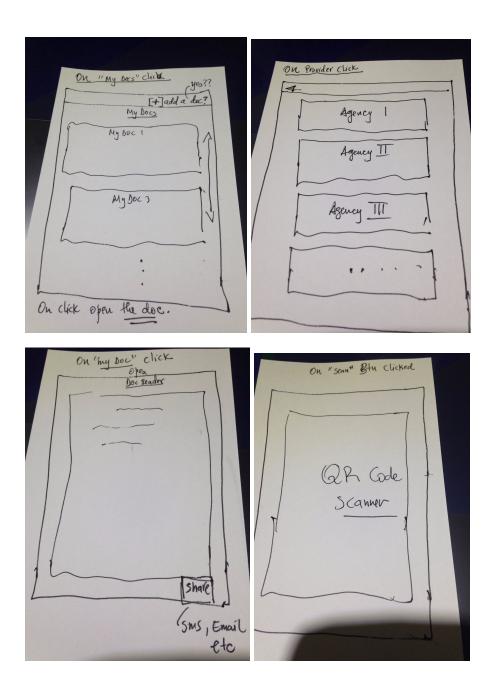
#### Plan The Entire App Development

Once we have an app idea, it's almost always tempting to jump right into code and start putting together our app. That approach works on small, simpler apps, but if your app is a bit more complex, the best approach is to have an actual plan of *attack*:

#### Mockups

I usually use a piece of paper and a pen or pencil, and draw all the screens I think the app will have. I add details such as buttons, navigation etc.. the idea here is to get you to start visualizing your app idea on paper. You can find a few app mockup software online, but I would refrain from those for now.

Here's an example of an app mockups:



As you can see, these are very "raw" mockups which is exactly what's intended. Feel free to write notes and whatever is necessary to visually show exactly what the app is about. Don't worry about having it all looking *pretty* for now.

#### • App "Narrative"

What I mean by app narrative is that you should write down a little narrative which depicts the flow of your app - navigation-wise. Try and explain the usage of the app to, say, your grandmother, or a friend by being as much detailed as possible. For example, you could write your narrative like the following:

- When the user opens the app, they will see a nice logo which fades out after a few seconds. Then, they are taken to the main menu of the app. Here's where they will be able to choose from three different buttons, namely: "Saved Documents", "Write a Document" and "Send a Document"....

That's what I mean by writing a narrative for your app. This may seem redundant or even overboard, but you'd be surprise how helpful this is. By doing this, you'll start having a deeper understanding of what you are trying to build, as well as force you to notice things that may have seemed to be a great idea, but in reality they are not. So, go ahead and write your app "narrative".

#### Challenge #4 - Write Your App Idea Narrative

Once you have your app narrative laid out, take your time and read through it a few times (as many times as necessary). This will allow you to absorb what you wrote, and if necessary, make some changes. Do not rush - make sure you are content with your narrative, and that it reflects what you are trying to build.

Next:

#### • Backend Services (If necessary)

It's important to note that not all apps you'll build will need a backend infrastructure. Think of a back end as *anything* that may be needed to be built so that the app can interact (send, receive, save, update, delete...) with. You've probably come across apps or games that save data to the cloud and or retrieve information from a "repository" somewhere in servers. All of that is part of the *backend* infrastructure. Here's an overview of what a backend infrastructure may entail:

## **BACK-END DEVELOPMENT OF AN APP**



### Defining the back-end structure

Setting up the back-end & creation of building block of an app



### Management of users

Managing user accounts and their authentication



## Server side logic

A server side logic is developed that is used to create the back end of the app



### Customization of user experience

The customization of user experience decides how a user goes through the entire application



## **Data integration**

It allows users to access and share information to 3rd party websites such as social networking sites.



### **Push notification services**

Development of push notification services that engage the user with the app

I don't mean to scare you by sharing this information with you - I can only imagine how you maybe feeling right now -- "oh dear, this is too much...". Don't worry too much about it. I just want to give you an overall picture of what it takes to build complex apps. Don't want to discourage you.

<sup>\*\*</sup>Courtesy of techinasia: https://goo.gl/zH76VI

#### Development

Here's where you get to write code. This stage can only go smooth if you have followed the previous steps and have spent a good amount of time solidifying your vision of the app. You may find out that you need to go back, and revisit, for instance some of the User Interface design elements. That's totally fine. It happens all the time, but make sure you keep a good pace forward. It is on this stage, where you will be testing constantly to make sure the app is working properly. Sometimes, or almost always, you may rewrite code a few times - that's perfectly normal. It's part of the process. There's no magic. Only hard work.

#### • Test..Test...Test and Improve!

It goes without saying... test, test and keep testing. Luckily, since we are mobile developers, this is a bit easier to accomplish. We can test via the simulator/Emulator, but the best way to test your apps is to install them onto an actual physical device. You want to always test on physical devices because only doing so will you be able to emulate, or see how the app will perform, live on a real device which is where your users will interact with it.

#### Deployment

After all your hard work, you are finally done with the app ( at least for version 1!). When you have tested your app numerous times, and are 100% sure that all the "bugs" (code errors) are out of the way you can then deploy it into the World! How exciting is that! This is where you pat yourself in the back, scream out loud "I DID IT!". Congratulations!

### **Further Readings:**

- 1. <a href="https://www.techinasia.com/talk/complete-overview-mobile-app-development-process-infographic">https://www.techinasia.com/talk/complete-overview-mobile-app-development-process-infographic</a>
- 2. <a href="http://thinkapps.com/blog/development/process-creating-app-explained/">http://thinkapps.com/blog/development/process-creating-app-explained/</a>
- 3. <a href="http://www.newgenapps.com/blog/bid/219838/10-steps-to-create-a-successful-m">http://www.newgenapps.com/blog/bid/219838/10-steps-to-create-a-successful-m</a>
  <a href="http://www.newgenapps.com/blog/bid/219838/10-steps-to-create-a-successful-m">obile-application</a>

# **Chapter Four: App Monetization**

The reason we make apps is to help solve a problem and make a profit.

Naturally, once our app is ready we need to find ways to monetize our apps so we can make money. There are a few things to consider when it comes to monetizing your apps:

#### Advertising Base

This model offers a free download of the app, so the app will be free, but inside the app, you'd be running ads. You've probably downloaded a free app before that displayed ads. This approach works well, but you need to be careful not to overwhelm your users with too many ads. The idea behind advertising is to have users spending as much time as possible inside your app, so the ads are served many times - more impressions, and if they click on the ads you get more money than if they didn't. So the game here is to have as many people downloading your app and using it for long periods of time. This model is certainly ideal for an app that users use multiple times during the day.

There are many advertising platforms you can use to serve your ads in your application. Here are just a few:

www.admob.com

www.admarvel.com

www.admoda.com

www.airpush.com

And many more. Check out this list here:

http://www.mobyaffiliates.com/blog/top-mobile-advertising-platforms-2015/

In order to show ads in your app, you'll need to open an account with any of the ad platform mentioned above, and get yourself set-up as an advertiser and get all your API codes and libraries needed to add to your application. Inside of our course, there's a section dedicated to walking your through this process.

#### Pay Per Download

The most straight-forward app monetization model - users pay a certain amount for you app. Usually apps tend to be priced between \$0.99 to 9.99USD, but this doesn't mean you can't charge more, if you think your app solves a bigger problem. For this model to work you'll need:

- A very strong PR/Marketing presence
- The app needs to be really good I mean it has to be irresistible and solve a problem a lot of people are willing to pay for it.

#### In-App Purchases

The majority of apps on the market offer free downloads, with the ability to make in-app purchases. Meaning, users are able to purchase items from within the app, whether physical or virtual in nature (for example, extra lives, in a game or items on retails apps ). This model works great if

- 1. Your app is a retail/shopping, services, or gaming apps
- You can still profit despite the percentage of purchase taken by Apple or Google
- 3. The in-app purchases add real values to users
- 4. User experience is good enough to encourage repeat use even without purchases

#### Freemium

This model offers free downloads of the app that include additional premium features that users have to pay for to access. This model works on the ability to attract free users, and entice them enough that they are willing to pay to access premium features. The advantage of this model is that users can try the app out before they have to pay for anything, unlike the pay per download model. The disadvantage is that it can be difficult to strike the right balance between offering too many and too few free features.

Freemium works best when:

- 1. You want mixed revenue from ads and users
- 2. Premium features add real value
- 3. The free version is enticing enough to attract users and encourage the purchase of extra features
- 4. You have a large user base/long app sessions

#### Subscriptions

Similar to the freemium model, subscription focuses on gating access, but to content rather than features. So, users download the app for free and are able to access a limited amount of content before prompted to pay for a subscription, just like a free trial model. This model is very advantageous to the developer in that it allows to generate recurring revenue; but like the freemium model, it can be difficult to determine how much content users should be given for free before having to subscribe. This model is quite limited as well because typically is used for news or entertainment apps. Subscription model works best when:

- 1. Your app is content-driven like news, music, video and other media forms
- 2. The nature of the app encourages frequent, repeat use

#### **How to Choose the Right Model For Your App**

Selecting the right model for your app will depend on a variety of factors, however your monetization strategy needs to be thought-out before launching the app, as it's rather difficult to reverse a Monetization Model once the application is already in the hands of thousands of users. Here are some points to keep in mind when planning monetization strategy.

#### Start With The App

Going back to what we discussed in the previous chapters, look at what your app is all about - what it does. Ask what problem does your app solve? How does it solve this problem? What's the service or purpose of the app? Armed with more information about your app, you'll be more equipped to figure out which monetization model to use. Per our previous discussion, subscription models work best for services like music or video streaming, news and entertainment, and other applications focused heavily on content. In-app purchase, on the other hand, are lucrative for free-to-play games and apps centered around products, such as shopping or retail apps.

#### **Look At Other Apps (Competitors)**

Needless to say, always look at what your competitors are doing with their apps when defining your product. Do a lot of research on apps that are similar to yours so you can see what other monetization models they are implementing. The idea is to look

for what's working for your competitors and what's not, and who knows - you may find a gap that presents an opportunity for you! Always look for things that your competitors are doing poorly, and do it better. That's how you stand out from the crowd.

#### Users...Users... Users

I have to confess I stole that header from Steve Ballmer (former Microsoft CEO). Check him out here: <a href="https://www.youtube.com/watch?v=8zEQhhaJsU4">https://www.youtube.com/watch?v=8zEQhhaJsU4</a> You'll see how adamant he is about developers getting all the tools they need! You need to be on a constant lookout for what the users are telling you about your app. Even in the beginning of your app development process, do user research to find out who your users are? What do they want? How is your app going to solve their problem? Most importantly, what are they willing to pay for your app, if anything? Users need to be shown something of value in order for them to make a purchase, so your job as a developer is to make sure your app meets their demands. If so, they will buy it one way or the other.

Chapter Five: Epilogue

Where Do You Go From here?

Well, it's been quite a ride. You have learned a great deal about apps (I hope)

as well as the business side of things. Obviously this book shouldn't be the end. It is,

instead, a stepping stone to the greater world of mobile development and to your career

path. One thing to keep in mind is that you have to be *intentional* and *resilient* in order

to be successful at anything in life. Is the path of mobile development going to be easy?

No. Not at all. If it were that easy, everyone would be doing it. However, the more the

work, the bigger are the rewards. Don't you ever forget that. Take your time. Go

through the courses. Understand mobile development and programming the right way.

Seek more knowledge and start building your app empire - stone by stone.

I wish you good luck, and I hope this isn't a goodbye because there are no

goodbyes on the road! Keep in-touch on the Web:

My website (https://buildappswithpaulo.com/.

Twitter: https://twitter.com/buildappswithme

Youtube - Please subscribe to my channel:

https://www.youtube.com/channel/UCRLjpe5AoIUvO4 AwSQEMug

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