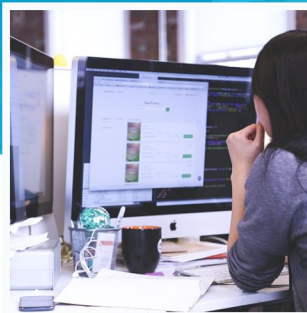




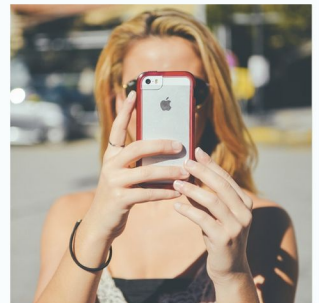
10 STEPS TO HIRING AN ALL-STAR DEVELOPER

Create your first app in 2 hours a day or less



**FREE
NDA
TEMPLATE**

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Authors Message

Hi, I'm Chad Mureta. Founder of App Empire.

So you've done your research and you've got a killer app-idea – but alas, your coding knowledge goes about as far as trying to remember your phone's pin code.

Now it's time to seek out and hire a developer to help bring your masterpiece to life.

If you've never gone through the hiring process before, you might be wondering where in the world to start? It can be daunting to think about, especially because your developer is most likely across borders, time zones and hemispheres.

But in order to build your own app 'empire,' you're going to need help. And the experts you hire are going to make your life easier and help your business grow. Plus, working with people is exciting and a lot of fun!

The 2 biggest myths about hiring a developer are:

- #1: You need to know at least SOMETHING about programming.*
- #2: The hiring process can be exhausting.*

Not true! Not even close!! Hiring a developer is easier than you think, and by the end of this ebook, you're going to be a hiring master.

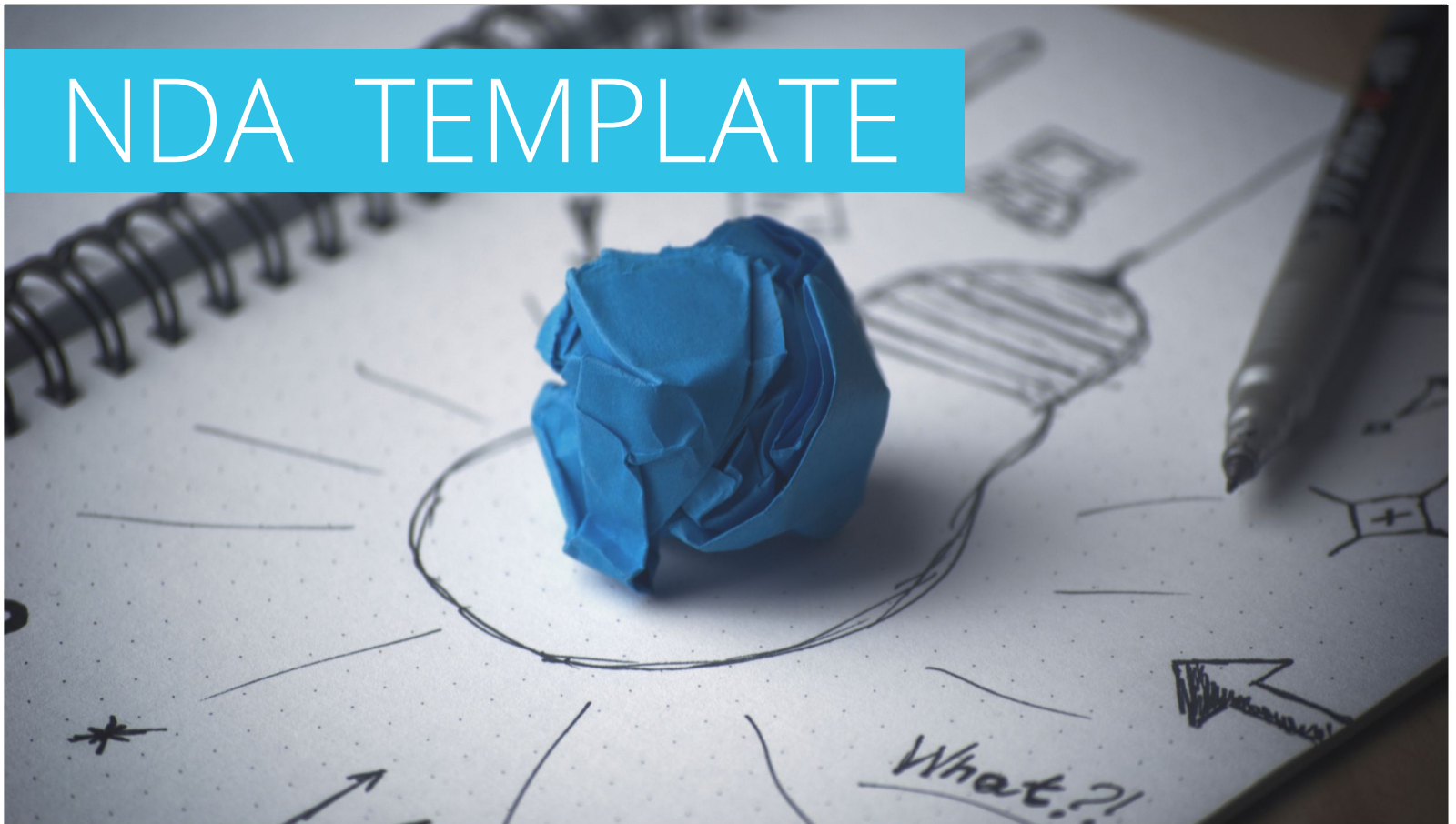
We've provided you with hiring tips, steps, and templates to help get the job done to find your All-Star developer the first time.

Let's start by addressing where to find developers.



-Chad Mureta-

NDA TEMPLATE



NON DISCLOSURE AGREEMENTS

Developers are always nervous someone is going to steal their idea or project. One way to protect your work is with an NDA, or Non Disclosure Agreement. If you are discussing your app idea, wireframe, or sharing your code - **you should have a signed NDA.**

A nondisclosure agreement is a legally enforceable contract that creates a confidential relationship between a person who holds some kind of trade secret and a person to whom the secret will be disclosed.

There are lots of factors that come up when using an NDA.

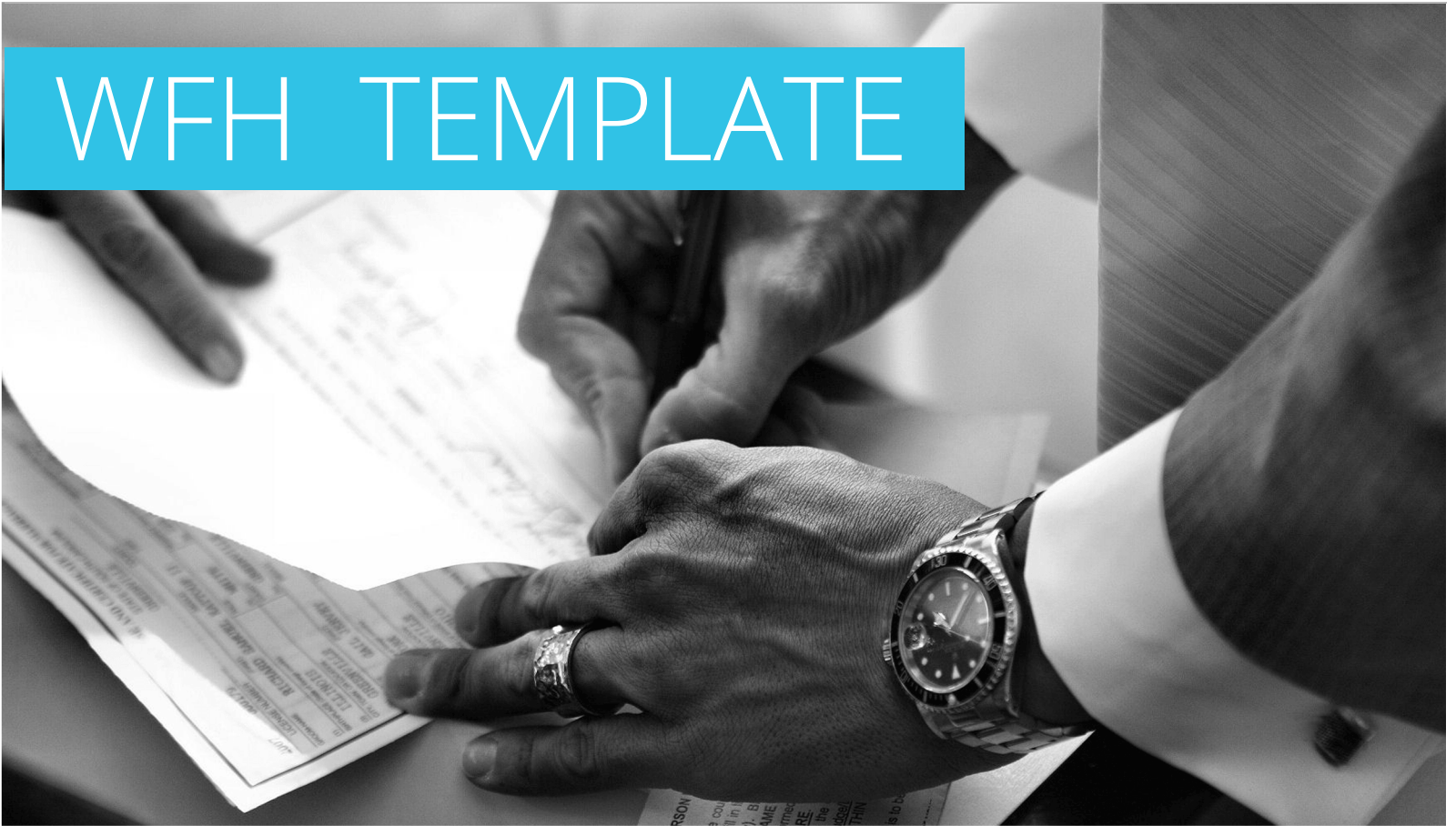
Does an NDA uphold in other countries and legal systems?

To be honest, **an NDA is only as good as your ability to use it.** Are you going to hire a lawyer and fly across the world to fight for your intellectual property? Maybe.

Either way, **an NDA does show the other party that you are serious and work in an operational manner.**

DOWNLOAD NDA TEMPLATE

WFH TEMPLATE



WORK FOR HIRE

Most freelancer workspaces like upwork.com protect you from getting cheated. They have built in job descriptions, milestones, and payment releases. If you are hiring someone outside of a freelancer workspace like upwork.com, **you need a Work For Hire.**

A Work For Hire (also known as a work made for hire or WFH) is a work created by an employee as part of his or her job, or some limited types of works where all parties agree in writing to the WFH designation.

Just like freelancer workspaces like upwork.com, a Work For Hire should detail the job, milestones, and payment. It's best to check with an attorney before signing or sending any contract.

We've provided you with a sample WFH template below.

DOWNLOAD WFH TEMPLATE



10 Steps To Hiring An All-Star Dev / Designer

Now that you have the necessary paperwork, it's time to get to work! You don't have to hire anyone this second. But practising the steps below will help introduce you to outsourcing and talking to developers.

You can do this! Follow these steps to get developers applying to your project today:

STEP 1: Sign up to upwork.com

STEP 2: Create a "mock" job posting (you can search upwork for open job postings and copy similar projects)

STEP 3: Search for freelancers on upwork.com and invite 2 developers to your job post

STEP 4: Pick at least 2 developers with a 90% rating or higher to interview

STEP 5: Request their app portfolio and confirm they can do the job within the budget and timeframe in your job post

STEP 6: Research their app portfolio and see if you like their quality of work, and if this is a team that can grow with your business

STEP 7: Have developers sign an NDA before you share specific details about the project

STEP 8: Interview your developer on IM or on a Skype call

STEP 9: Create a spreadsheet to keep track of every developer you speak to

STEP 10: Be courteous and thankful for the time the developer's spent answering questions



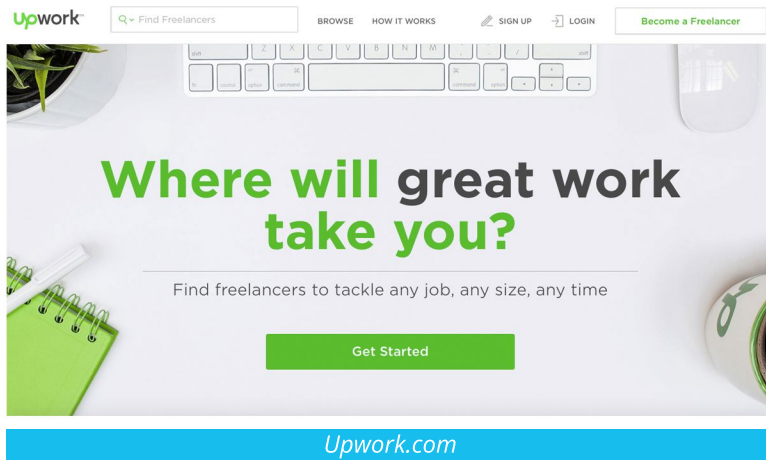
Where to Find Developers

FREELANCING MARKETPLACES

These are the preferred resource for many – and for good reason. They've leveled the playing field around the world and have enabled people to build working relationships that were never before possible.

Now, someone with an app idea in New Zealand can post a job for app developers in Argentina (or anywhere else in the world) to bid on, and – in a matter of minutes – new working relationships are formed.

My favorite online marketplace for freelancers is [Upwork.com](https://www.upwork.com). **Upwork is the world's largest online workplace.** You can find programmers, designers, Project Managers, and everything inbetween.



Freelancer sites are a great place to get quotes, find a team, manage a project, and they're free to browse and use! You can pay extra to highlight your post, which is a good idea, but not necessary.

It's important to note that the number of app developers offering their services has grown in recent time, however

the range of quality has as well – so make sure you're filtering through your results.

Some nice aspects of these sites are that buyers can post jobs, but also search the enormous database of qualified service providers and use detailed settings to filter the search results. Another key aspect is that **freelancer sites act as a 3rd party and mitigate the payment process**, which can avoid lots of unnecessary headaches.

I also use [Fiverr.com](https://www.fiverr.com) excessively. Fiverr is another freelancer marketplace focused on short-term jobs, and all services start at \$5. You can literally hire someone to create an app icon for \$5. Amazing! (**True Story:** I once hired a Fiverr to promote my app while juggling chainsaws... [Think I'm kidding?](#)).

CLASSIFIEDS & JOB BOARDS

Classifieds have been around for centuries. Early on it was handwritten notices nailed to a post, and later it evolved to publications and newspapers. For years, this was the easiest way for people to search for employees or employers.

Nearly two decades ago however, [Craigslist](https://www.craigslist.com) and job board websites like [Monster](https://www.monster.com) and [CareerBuilder](https://www.careerbuilder.com) changed the game and made those newspaper ads pretty much obsolete. Job aggregators like [Indeed](https://www.indeed.com) and [Simply Hired](https://www.simplyhired.com) exist today, and allow job seekers to **search multiple job boards at the same time.**



All of the job sites have specialized sections dedicated to “IT” talent that you can post to narrow the field, and many of them allow you to search and filter through their enormous database of resumes (for a fee). Consider job boards around the world too.

Some of the ones mentioned above have international sites, but also consider sites exclusive to certain countries – which can be great resources and are less expensive (sometimes free) for employers. For example, sites like Best Jobs and Pinoy Jobs are great ones in the Philippines that specifically target a local applicant pool.

INTERNSHIPS & CO-OPS

Everybody needs to start somewhere.

What fresh, young developers lack in experience, they often make up for in **drive and knowledge of up-and-coming programming methods**. Many new college courses have been created that focus specifically on app development, so there are more and more developers interested in teaming up with marketers to get experience and be part of a new company.

If you’re wondering, yes – many people will work for free, or very low compensation. You might be pleasantly surprised by the level of talent you can find. Near in mind however, that many intern-level developers will probably require some extra patience (a little confidence boost doesn’t hurt either).

There are job board sites dedicated to finding interns like [Monster College](#) and [InternJobs.com](#), but contacting local colleges and universities can work well too. They’re always happy to provide more opportunities for their students.

CONFERENCES

Tech trade shows and developer conferences are usually *hotbeds* of top-notch talent. It stands to reason that the developers who are most concerned with staying ahead of the trend curve, are typically the types that frequent conferences.



Apple Worldwide Developer Conference (WWDC)



Game Developers Conference (GDC)

You may pay higher for this talent pool, but depending on your project scope and sales projections, getting the



absolute best might be a requirement. Another clear advantage of conferences is that **you're meeting potential candidates in person right away**, which can help accelerate the hiring process.

Some of the most well known conferences are [Apple's WWDC](#), [Google's I/O](#), and [GDC](#). You can even create your own developer meetup with [Meetup.com](#).

There are hundreds of conferences around the world, and the focus around app development is ever-growing. With a little research, it should be easy to find the one nearest you.

REFERRALS

Know somebody who knows somebody? We all do. Here's another method for short-cutting the process.

If you have to look no further than the people you know, finding a good candidate can be **fast and painless**. A primary advantage of being introduced to someone by another person that you trust and believe has your best interests in mind, is that you should have a much better idea who you're getting ahead of time.

Some of the most successful hires I've ever made were by referral. That said, screening the individual during the hiring process – as with all candidates – is still important.

COMMUNITY SITES & BLOGS

In a similar spirit as attending conferences, peering into community sites dedicated web developers will expose you to some of the most up to date info in the developer community – and more importantly – the forward thinking developers who frequent them.





[Stack Overflow](#) is a free Q&A site for programmers that is set up like a wiki site. It's an amazing resource and probably the most well known community site amongst developers. In addition, it has a feature called Career 2.0 that acts as a job board for the site's community.

Blogs are also wonderful resources. Some well respected developer blogs are Net Tuts+ and Web Appers. Keep in mind – as with any other time you venture into a new community – be respectful and don't kill the vibe!

POACHING

This strategy would involve researching, locating and contacting developers of successful apps – in this case, who are currently employed – and finding a way to lure them away from current projects to join up with you.

Be careful with this method – as you may be leaving somebody on the losing end of your gain – but also because a developer who is willing to jump ship somewhere else to join you, may have little deliberation before doing it again later.

That said, this can be a successful method for finding great talent. And if you're able to give the person a higher quality work life, there's still a good chance to make it a long lasting love affair!

There you have it – a nice laundry list of perfectly useful options to get you started for finding developers (or other team members for that matter). Now it's time to get going and find yourself some viable candidates!



10 Killer Tips For Hiring



Maybe you've tried to hire a developer before, only to come up short of your expectations and – despite your initial thinking – over your initial budget? The tips below are what I use to ensure a positive experience and quality product.

But before I show you my tips, there are a few things to carefully consider when seeking out your next developer:

- **Cultivating a relationship:** to get respect you need to give it back. Show appreciation and interest in the other person and they will be happier and more productive, 9 times out of 10.
- **Thinking long term:** the goal is to build your own app 'empire', so you'll want someone you can rely on so you avoid repeating this process time and time again. Even if goals are on a smaller scale, establishing a long term relationship will help get your developer in the team-spirit and more invested in what your goals are, too.
- **Quality over cost:** efficient, high-performance apps, that load fast and don't crash are essential to your success.

When working with a new hire, it's important to be extra cautious and diligent. Be prepared to spend a little extra time on developing your new system and relationship. It's when appreneurs try to go too fast that they get in trouble or overlook something that was a red flag.

Here are 10 killer tips to ensure you're getting the most out of your new developer.



1. SEARCH FOR A TEMPLATE FIRST

Why are you building this project from scratch? Chances are there is an app template already available at a fraction of the cost. App templates are source codes that have already been developed and are available for purchase. Think of them as pre-packaged apps. Save yourself time, money, and hassle.



You can browse app templates on [Code Canyon](#), [Fliptopia](#), [Chupamobile](#), [Gorilla Gamez](#)... If you can't find an app template you're looking for, reachout to developers on the App Store and ask them if they would be interested in selling a license of their app. I've succeeded at this numerous times with a simple email or friendly phone call.

2. NEVER PAY MONEY UPFRONT

It's just too risky. **Don't pay for what you don't have.** Not everyone out there has your best interest. Use sound judgement, and always protect yourself and your investment.

3. CREATE MILESTONES

Milestones are used to breakup work and payments in a project. Every milestone that is completed, partial payment is released.

Before hiring, have your milestones outlined and agreed upon by your developer in writing. **Make your expectations clear** about what you expect to receive for each milestone. I typically start with at least 4 milestones for EVERY project. No matter the size.

4. BACKUP YOUR DELIVERABLES

You should receive deliverables after each Milestone and a final deliverable once the project is complete. Backup and label each deliverable appropriately. This helps in case the programmer leaves for another job or asks for more money in the middle of your project.

5. ASK IF THEY OFFER A CHEAPER RATE

Many developers and designers will offer a discount rate on your first project with them. Then once you rehire them for your next project, it goes back up to their regular rate. This is a great opportunity for the developer to start establishing trust with you.

6. PAY WITH FLAT RATES

It reduces risk and helps your milestones be met in a timely manner. They have no reason to delay or inflate time spent on a feature if they're not getting paid for those hours. As your relationship grows and trust has been established, you can discuss paying for blocks of time or even paying hourly. But always start with flat rates.

7. START SMALL

Don't make the first milestone half-way through your app's completion. Make the first assignment a small project. Did



anything feel off? If you have a bad feeling about someone, move on to someone else right away. It rarely works out, or gets better.

8. DAILY COMMUNICATION

When first starting with someone new, you should be receiving a daily report and talking every day, even if it's just to say, "everything is going smoothly." Before hiring you should **outline what you want in terms of communication** so they know what to expect when working with you.

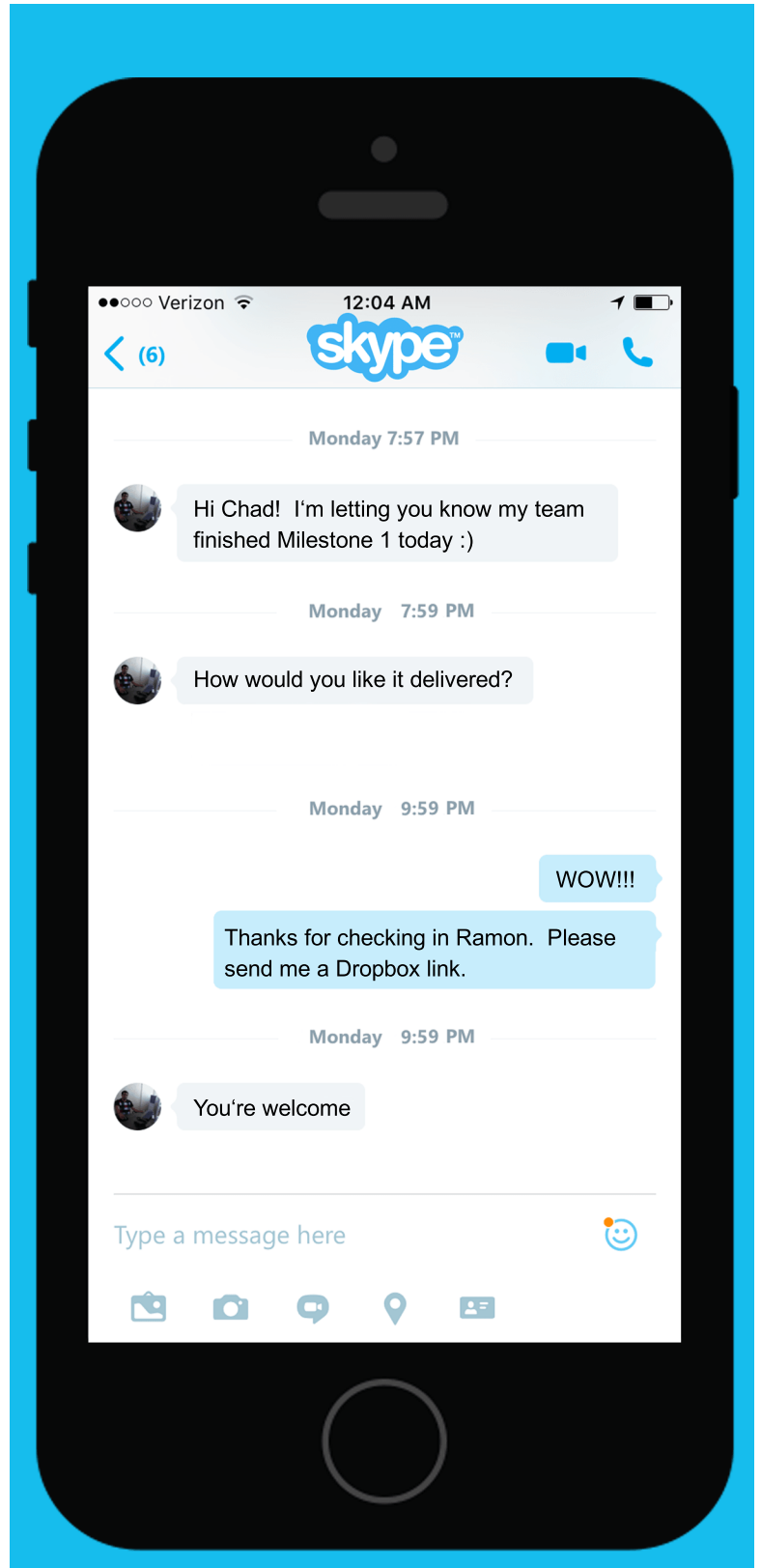
9. BE CLEAR, DETAILED & PROVIDE A LINK

You've never worked together. Think of development like those "team building" exercises where one person is blindfolded while the other person tells them what to draw. You have to be super detailed about extremely obvious because you never know what could be misconstrued. No matter how painfully obvious it is.

One of the most helpful things you can do, is **provide a link of a similar project**. This will help you receive an accurate quote and get the programmer immediately aligned with your idea.

10. OFFER INCENTIVES OR BONUSES

I like to offer bonuses to hit a deadline faster, or when they overall did an incredible job. I think it builds rapport when you show a team that you appreciate them and their great work. They'll be more incentivized to continue working hard for you.



Skype Conversation With Developer

A large, light blue-tinted photograph of a man with short dark hair and a beard, smiling broadly. He is wearing a light-colored, short-sleeved button-down shirt and has his hands raised, pointing towards the camera. The word 'CONGRATULATIONS!' is overlaid in large, white, sans-serif capital letters across the center of the image.

CONGRATULATIONS!

CONGRATULATIONS!

You are that much closer to turning your idea into a reality and finding your own All-Star developers!!

It can be difficult to find a great developer and designer, but they're out there! Sometimes it just takes a little longer to find and takes more interviews than you hoped. The point is to not give up when there's a road bump. That's what makes an entrepreneur successful. They understand that when things don't go their way, it's not a failure - it's a learning experience.

"Sometimes, when things take longer than you thought they would, it's just a gentle reminder from your greater self that you have more time than you thought and that there's a journey to enjoy."

- Mike Dooley

To your whole team's success,

- Chad Mureta

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