THE APPRENEUR'S SECRET HANDBOOK

10 DAY
APP
SUCCESS
PLAN

CHAD MURETA

APP EMPIRE 2.0

WELCOME!!

First of all, I want you to know that you have made the right decision in not only investing into this eBook, but more importantly yourself.

Let's be real, you deserve it, and with over 130 Million downloads I can tell you that this information works.

I have been exactly where you are today, making an investment in money, in time, and in faith with the hope that this is the moment when everything turns around.

And for me it did. And if you play full out, and follow this plan, it will for you as well. We have students that have followed our system and now have over 1 million downloads and are living the life of their dreams.

I believe in you and I know you can do this, I am proof of that.

The goal of this eBook is to get you an app in the store that will start generating some revenue for you to get your time back.

It is set up for you to go through 1 section a day for 10 days.

If you miss a day, that's OK, but make sure you follow the content and action items in every section.

Set yourself up to win. Get an accountability partner and immediately schedule a chunk of time each day to focus on this.

The secret is to do one small thing a day, and ride the momentum wave until you get an app in the store that is throwing you off revenue while you sleep.

Enjoy this process, and don't look back!

Game on!

*   -Chad*

CONTENT INSIDE

DAY 1:

INSTALL THIS FIRST!! MINDSET 10.0

The very first thing that changed my life and put me on the path to success was **mastering my own mindset.** These strategies are literally *Jedi mind tricks* that will COMPLETELY rewire your entire brain and upgrade your life when you just take the time to practice them.

WHAT IS MINDSET?

A fixed mental attitude or disposition that predetermines a person's responses to and interpretations of situations. An inclination or a habit.

Your mindset programming is your greatest tool to create the life that YOU want.

WHY IS MINDSET IMPORTANT?

Mastering your mindset is critically important to create the life you want. The 2 outcomes from mastering your outcome are:

A) Eliminates what isn't serving you aka: negative beliefs (some of which you don't even realize you have), and

B) Creates new empowering beliefs and programming that will serve you and what you want to create. These are real tangible results that come from intangible thoughts and mindset programming.

You must create beliefs that allow you to get out of your way. By shifting your beliefs, you allow yourself to grow.

WHAT CAN YOU EXPECT FROM MASTERING YOUR MINDSET?

When you master your mindset, you immediately have an advantage in the "game of life." You will be in the driver's seat in your own life directing yourself where you want to go. It's very empowering and where true freedom comes from.

1) HAVE A STRONG WHY

Ask yourself, "Why do I really want to make money in the app business?" What will that do for me? For my family? Everyone needs a driving force, so hone in on yours, and you've won half the battle for success.

Here are the questions you need to ask yourself:
  • What will I do with the newfound freedom that I'll have?
  • Who am I doing this for? Why?
  • How will being successful at this change the lives of my loved ones?
 • What am I committed to doing to guarantee my success?

2) POWER INCANTATIONS

It's not enough to have a strong why. You need to align your way with actual programming which will create your belief structure. That's why the most successful people in the world use incantations to physically program into their nervous system what they want. It is the only way to consciously create anything.

What is an incantation?

An incantation is a ritual recitation of verbal charms or spells to produce a magic effect.

In general terms, what you say over and over becomes your reality no matter if you are controlling it or not.

NEW MINDSET = NEW RESULTS
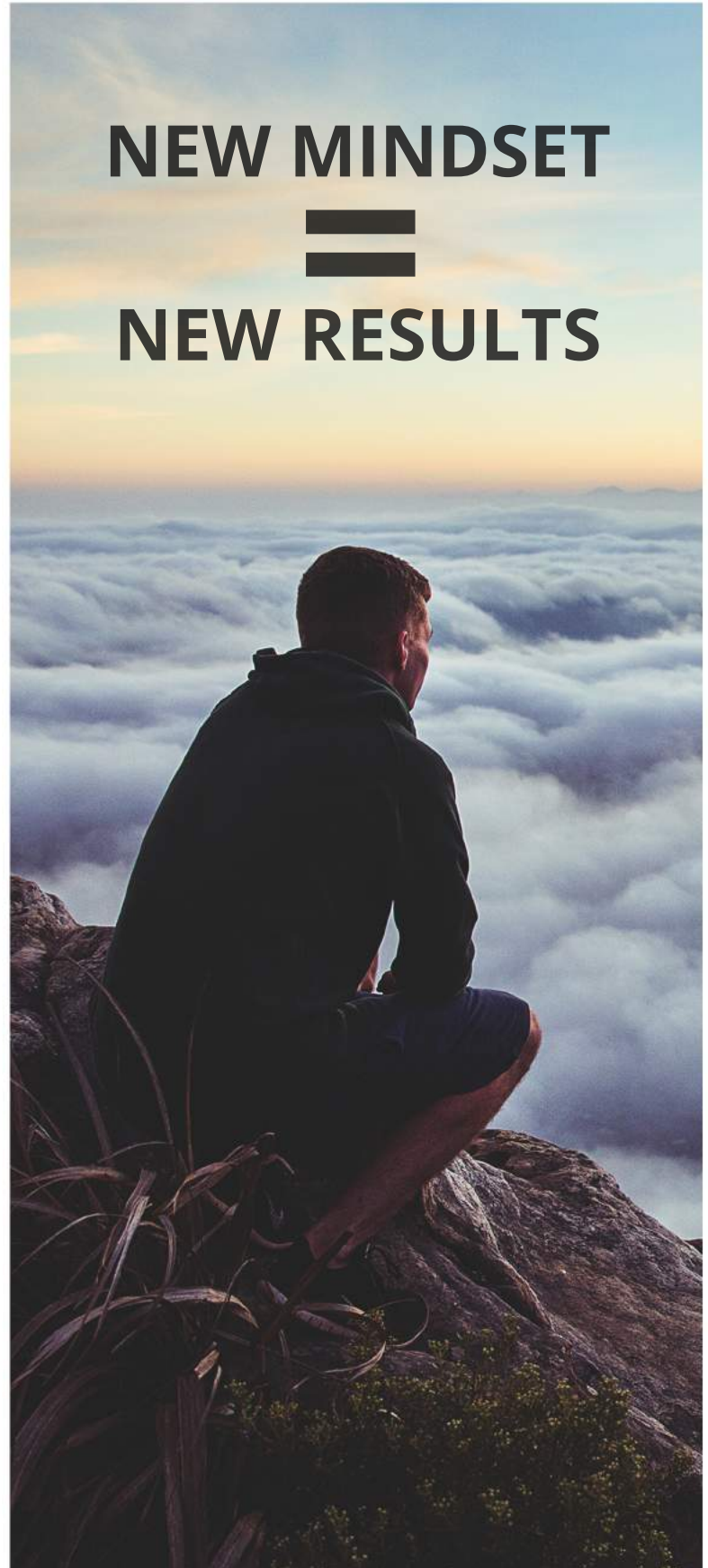
Examples of incantations:
- I am an app millionaire.
- I own an App Empire and do what I want, when I want!
- I am am a cash flow King and I protect my family!

Create your own:

1) _____

2) _____

3) _____

3) VISION BOARDS

Create a vision that ignites your passion. Then specify outcomes you want from that vision. The best strategy to do this is with a vision board.

What is a vision board?

A vision board is a powerful visualization / manifestation tool that you can use as inspiration for your journey toward your ideal life. Some people refer to it as a "dream board" or an "inspiration board." What we see and picture in our head we create, it's as simple as that. Pick pictures that give you the most emotion.

Here's a video on creating your own vision board.

A vision board is essential for getting you to foresee and create what you want.

Create your vision board today and share it with us at support@appempire.com

Download our vision board template below.

Click here to download

4) DAILY RITUALS & ROUTINES

These are things that you do every day to make your life **easier, happier, and more aligned.**

Common ones are AM routines/rituals to get your day jump-started and PM rituals and routines to end your day in peace.

Example of Daily Rituals & Routines:

Almost every morning when I wake up, I do my Hour of Power as my ritual. This honestly gives me a superpower and because I have ritualized it, it has become very easy and part of my day.

I wake up, immediately jump in the shower, and put it on super cold. I then get my nutrition in with a power shake, jump on a rebounder (for the lymph system), do my walking incantations (for programming), meditation (for peace), visualization while working out (for creation), and Egoscue stretches (structural alignment).

This seems like a lot, but it only takes an hour and completely affects my day for the positive. It's a life hack you must do for yourself. Once you have a system down, your foundation to build on that day takes a whole lot less work and it feels good.

Things to consider:

• Start small and just do one thing as your AM routine. Maybe it's go for a walk, or meditate.
• Schedule these routines for a specific amount of time every day.
• Get an accountability partner that does these things with you.
• Measure and Tweak: spend 1 minute everyday reflecting on how your routines influenced your day.

ACTIONS TO TAKE:

1) Decide why you want to build this Empire. What will it do for your life? Why is it important?
2) Create 3 beliefs that empower you, and turn them into incantation phrases that you can say every day.
3) Download and use our Vision Board template to create your own Vision Board.
4) Schedule your daily Mindset ritual and commit to it.

DAY 2:

"PLAY" - UNDERSTAND THE MARKETPLACE
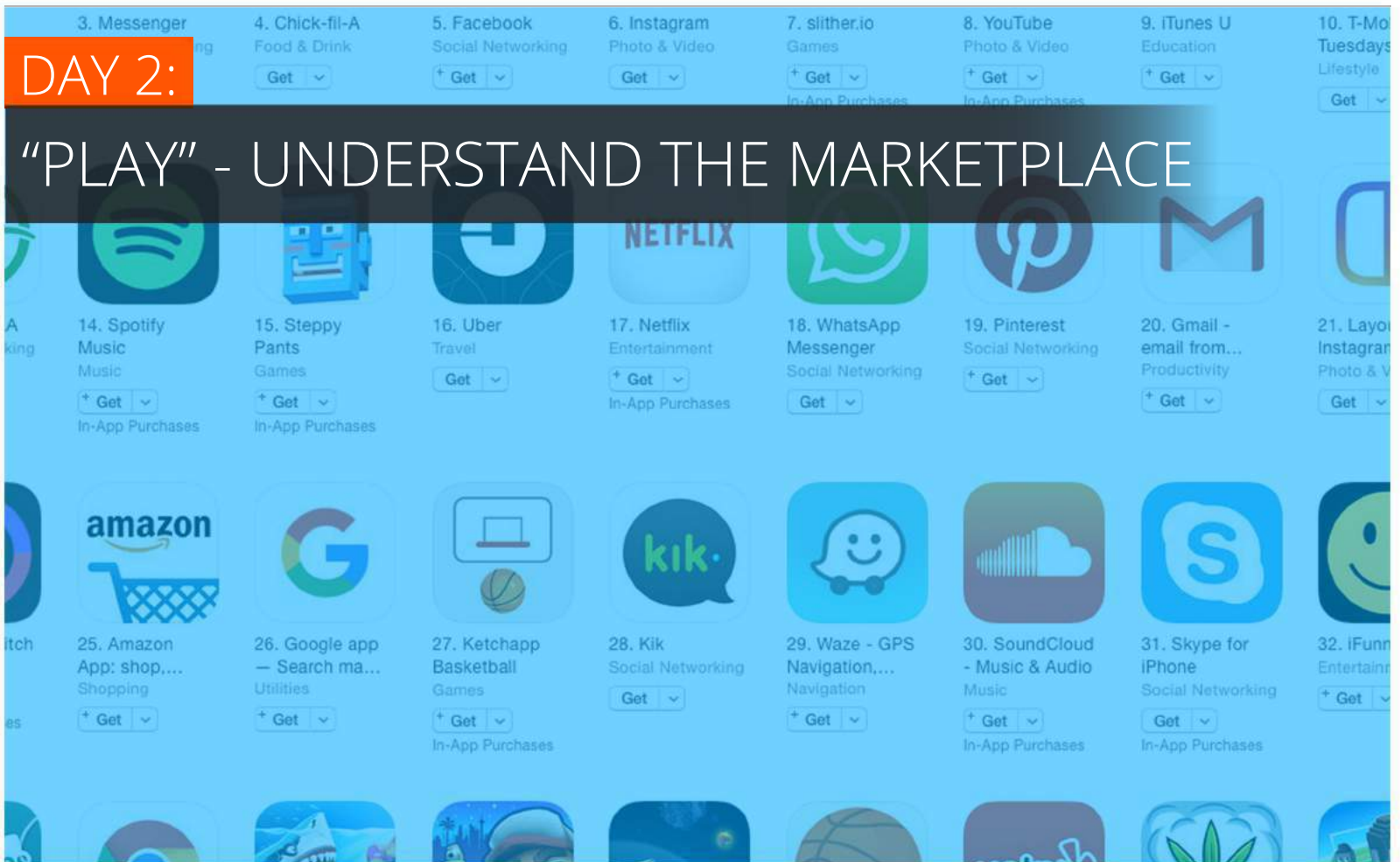
It's Day 2! Time to develop that *sixth sense* and understand how to navigate the app marketplace to see what's popular and trending. Start forming your app ideas, or if you have an idea already, keeping an eye out for your competition.

With any business, your success will be directly related to your understanding of the marketplace. The App Store is the marketplace of the app business, so in order to understand the market, we have to study the App Store. This seems rather obvious, but you wouldn't believe how many developers I meet that don't understand this concept. They don't watch the market, follow the most successful apps, or try to figure out why those apps are successful.

In order to become a great app supplier, you must first **become an app addict.** That means spending this whole day researching the market while downloading and playing with tons of apps (allow yourself an app budget of $100 to start). Give yourself a full 8-hour period to go APP CRAZY. This training period is an investment in your expertise, which will become the lifeblood of your success. The more hours you rack up playing around and studying successful apps, the better you'll be able to understand their common traits and what users desire.

Better yet, if you don't have a business partner, get friends and family involved to help with your research. This will also allow you to gauge different demographics and how they respond to particular apps.

The research you're doing is simple, costs nothing, and it's actually fun!

WHAT IS MARKET RESEARCH?

Market research is the gathering of information about consumers' needs and wants.

The market tells you what is working and what isn't working, and you MUST be able to understand its language.

Apps are set up in two ways:

1) Utilitarian = some type of functionality that people can use to help them with something specific. I.E.: weather or calendar app, etc.

2) Entertainment apps used to entertain us I.E.: games, etc.

WHY IS EMULATION SO IMPORTANT TO MARKET RESEARCH?

Developing an app without first gathering data and modeling off a successful app is complete suicide. You will **most likely fail** and might as well go to Vegas and throw everything on red.

You need to understand the market and give it what it wants.

WHAT CAN YOU EXPECT FROM MASTERING MARKET RESEARCH?

You will have proof that something works and can apply your findings to your projects.

You'll also never run out of app ideas because the market is always changing and showing you what to do next.

Market research is your roadmap **to the top charts**

Apple's Top Free, Paid, & Top Grossing Charts

1) TOP CHARTS

So, how do you keep pace with the market? The best way is to study Apple's cheat sheet constantly. The App Store displays the top paid, top free, and top-grossing apps (the apps that make the most money, including free apps), almost in real time.

Apple provides the same lists in the individual app categories. These charts are golden because they tell us volumes about the market. The best part is this information is freely accessible to anyone, at any moment (unlike the market info for basically every other industry).

Review these charts frequently, and keep a notebook of potential trends you spot. Doing this repeatedly will educate you on successful app design, marketing, and various pricing models.

2) PRO TIPS

Here are some things to think about while you're researching successful apps in the market:

1) What types of apps are trending: emojis, weather, holiday, etc.? And how many similar ones are there?

2) Customer reviews are your direct tap into the customer's desires: What did the app have that's worth including in yours? What was missing that you can improve on?

3) Save examples of what you want in your app for later product development collaboration: icons, wording, titles, graphics, prices, etc.

4) Use other tools like App Annie or Top App Charts to track trends over a specific period of time.
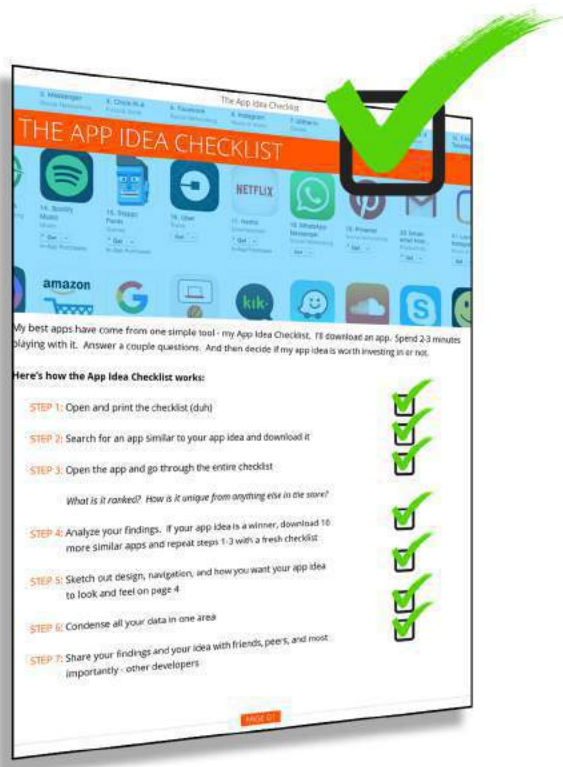
CLICK HERE TO DOWNLOAD
The App Idea Checklist

5) When analyzing top grossing apps, keep in mind that they have enormous budgets to spend on traffic promotion, and this will not be you in the beginning.

Most developers will build an app and expect tons of people to find and download it right away. That rarely happens.   You have to figure out what people are interested in and the kinds of apps they're downloading first, then you build your app based on that insight.

Once you've put in the necessary full day of research and feel you have a decent grasp on the market, it's time to look back on the trends you discovered and explore some ideas for potential apps you can develop.

Note: if you feel like you aren't quite grasping the trends, **don't rush this period!** Spend the amount of time you need on this step, as it's the foundation and most IMPORTANT part of your business.

I repeat, market research is THE most important part of developing apps and should be done at least 30 min a day.

ACTIONS TO TAKE

1. Download my App Idea Checklist.

2. Open the app store and explore the top free, top paid, and top grossing apps.

3. Find 8 to 10 apps that fit your criteria/excite you for development, and check their reviews/ratings.

4. Complete the App Idea Checklist for each idea.

DAY 3:

CHOOSING A HIT APP IDEA

On Day 3, you will be making a crucial decision - which app idea to choose.

A lot of great app ideas have ended up in the back of the line, not making a single cent in the App Store... Where did these apps go wrong?

WHAT IS AN APP IDEA?

An app idea is a well-thought-out vision for an app.

WHY ARE APP IDEAS SO IMPORTANT?

Having a well-thought-out app idea is pivotal to your success. Your app idea is the foundation of your marketing and revenue. It shows a demand in the marketplace and offers a unique experience to the user.

WHAT CAN YOU EXPECT FROM BEING A MASTER APP IDEA GENERATOR?

Being an app idea master, you will separate yourself from the millions of other apps and competitors. You will generate a higher success rate and be able to develop apps faster and more cheaply.

1) DON'T FALL IN LOVE WITH YOUR IDEA

How do you know if the market wants your app? Look at the top app charts. Are apps like the ones you want to do listed there? If yes, you've got a potential winner. If not, **keep looking.**

TIMING &
STARTING SMALL

FILL A
DEMAND

MODEL
SUCCESSES

IDEA

If you are passionate about a specific subject, that's a good starting point to explore app ideas. It's always advantageous to work on something that you enjoy because you will have more insight on the topic and will be more dedicated to making it work. This would be the ideal situation, but remember this should be a starting point.

But if the market is not showing demand for your idea, **nix it.**

2) MODEL SUCCESSES & FILL A DEMAND

The *find something that works and make it better* philosophy has been around since the beginning of time. Some of the greatest app ideas are improvements on an existing app or a twist on an old idea, taking it in a fresh, new direction.

I'm not suggesting you copy another developer's app, but your first step should be to get curious and see what other successful developers are doing. You should spend time figuring out **why their apps work, read user reviews, and collect data.**

We talked about emulation earlier, but I can't stress the importance of emulating existing apps enough. It's easy for people to fall in love with their own idea, even if the market doesn't show an appetite for it. But this is one of the costliest errors you can make.

When you follow in the footsteps of successful apps, you will have a better chance of succeeding because these apps have proven demand and an existing user base. This takes the guesswork out of creating great app ideas.

Unfortunately, developers make this mistake all the time. They focus on generating original ideas and spend

a lot of time and effort creating those apps. When it doesn't work out, they go to the next untested idea, instead of learning from the market. Often times, they repeat this cycle until they run out of money and dismiss the app game. This doesn't have to be your experience.

3) INNOVATION; THE SECRET INGREDIENT

Keep in mind that most ideas aren't original. Almost every app idea was inspired by an already existing concept. They emulated and ADDED innovation. Angry Birds was not the first game of its kind on the app store. But they created a user experience that was unlike any other. So don't mistake emulation for a lack of innovation. You need to take an existing, successful idea, and **IMPROVE it to gain the market advantage.**

A personal example of how to successfully emulate competitors is my Emoji app. First,I took a close look at what the market offered and downloaded all the major emoticon apps. I liked what I saw, but noticed that there was a lack of variety and limited functionality. So I created an app that not only enabled the Emoji keyboard, but also contained an additional 450 emoticons within the app itself. The app took 2 weeks to develop and hit the #1 spot in the app store.)

Think about how to take the same concept to the next level while continuing to attract the same demographic.

Write what improvements you would make. Would you add a new feature? Change the look? Add better graphics and marketing? How would you give users more value?

4) TIMING & STARTING SMALL

Timing is another crucial component   when it comes to deciding what app idea to go with.

Just because the market doesn't seem to be ready for your idea at the moment doesn't mean that this won't change in the future.

Create straightforward, low-cost apps that are in the same ballpark as those with proven success in the market.

The only way to know if your idea is successful is to test it in the market.

You need to find out if customers have an appetite for your idea, and if you can get the marketing right - before you spend too much money and add everything but the kitchen sink to it.

You can upgrade and add features after the market embraces your product and you have a better understanding of the app's demographic and longevity.

5) REVIEW MINING

The best resource for validating your app idea and taking it to the next level is review mining. This is when you read app reviews of competitors and take note of what people like and dislike about an app.

This is your opportunity to take advantage of the market's demand while making your app unique.

ACTIONS TO TAKE

Compile your top emulation app ideas, and ask yourself these six questions:

1. Why are people purchasing this?

2. Can I do something to emulate this idea and take it to another level?

3. What other ideas would this app's demographic like?

4. How many other similar apps are in the market? (Visit appannie.com to find out.)

5. How successful and consistent have they been?

6. How does their marketing and pricing model work?

7. Download the Traits Of A Successful App PDF

Details	Reviews	Related

App Store Customer Reviews

Write a Review   App Support

1. I love this game
★★★★★ Mac aedan - Jun 7, 2016
When I first got on it was great. It gives clear instructions on what to do and gives you extra things as a a beginner! I also love how difficult it is. There are times when you google the answers though.

2. Be warned
★★★★☆ Connoisseur de vie - Jun 7, 2016
I liked the fact that you can play and not make a time commitment. Play a game here or there as you wait for an appointment or have a few minutes to kill.

3. Difficult and fun
★★★★★ Nicene1 - Jun 6, 2016
I always love difficult puzzles and this is one that makes me deal more, well, up to date on emojis.

4. Emotion pro
★★★★★ TacoPlayer - Jun 9, 2016
This a great there a lot you send with your text and face book even email . 😄 I glad they keep adding new games & emotions to USA!

5. ❤ this game
★★★★★ Fun girl 👧👧 - Jun 14, 2016
This game is super fun . When I am board I look through all my apps (btw I have atone)I try finding some thing challenging so I go on this app then love it
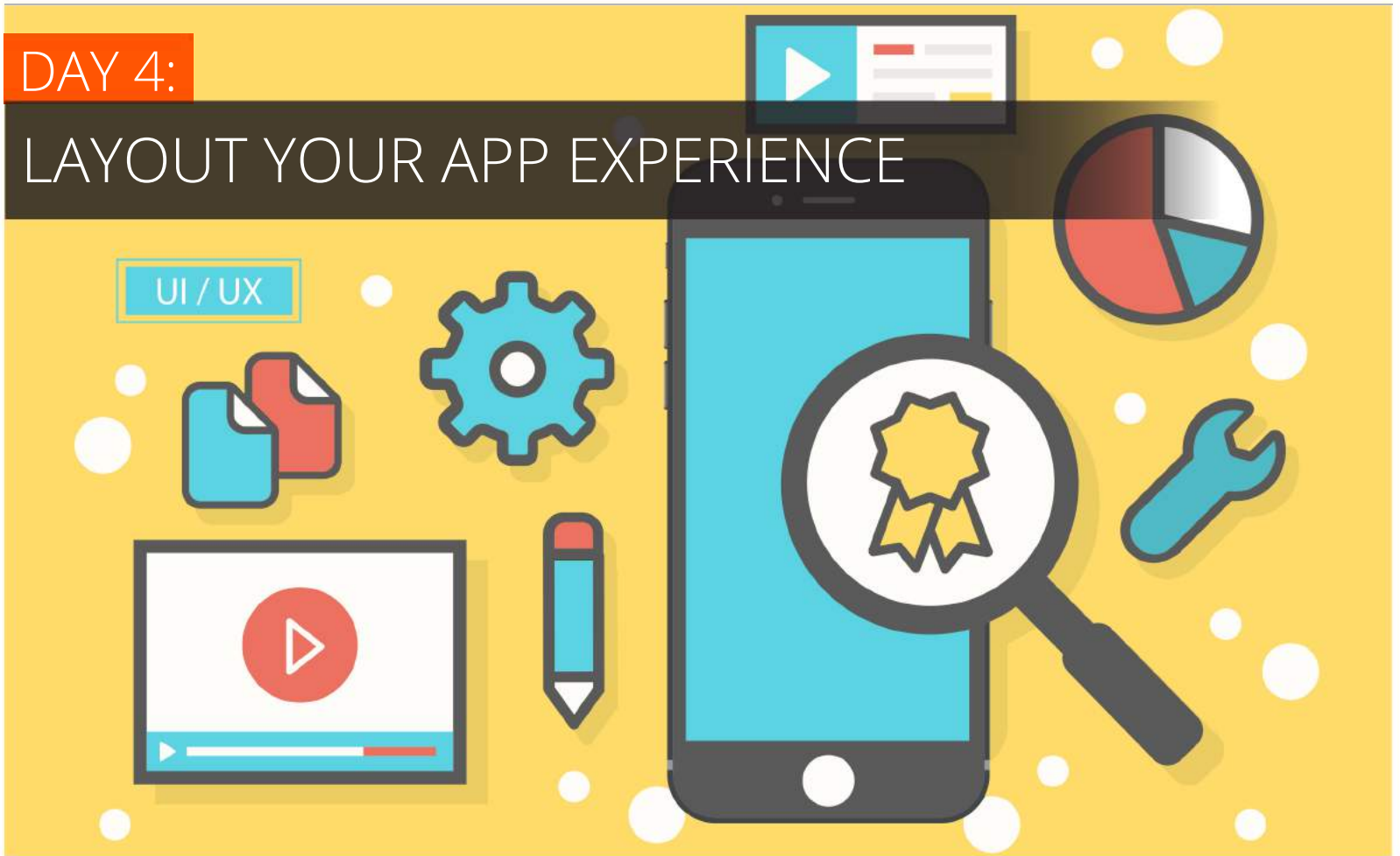
6. Bounty huntress
★★★★☆ Bountyhuntress 9 - Jun 8, 2016
I enjoy this emojis and a game! I don't have much time in a day. Works 20 hours most days. But this is fun. I take a few minutes and quiet time with this. And make someone smile also.

DAY 4:

LAYOUT YOUR APP EXPERIENCE

Rise and shine, it's Day 4! By now, you've studied the market, you see an opportunity, and you have an idea that could be profitable. Great! Now it's time to turn those thoughts into something tangible.

WHAT IS AN APP EXPERIENCE?

The User Experience (UX) is the overall experience of the person using the app. The User Interface (UI) is everything the user will see in the app including display screens, buttons, keyboard, text… Together, **the UX and UI make up the app experience.**

WHY IS THE APP EXPERIENCE IMPORTANT?

Having a smooth and intuitive app experience is vital to guiding the user to your end-goal. If your end-goal is getting the user to make an in-app purchase or share your app on social media, your app experience must be dialed.

WHAT CAN YOU EXPECT FROM MASTERING THE APP EXPERIENCE?

You can expect a ton of downloads and buckets of money. Mastering the app experience isn't just important for people who are in your app, it also plays a big role with your app's exposure.

The more sessions and higher retention rates you get from being an app experience master, the higher your app will be indexed in the app store. **Apple measures your app's experience and will reward you with more exposure.**

1) MAPPING OUT YOUR APP'S EXPERIENCE

To convey your idea properly, you can simply draw it on a piece of paper. Maybe it will look like a three-year-old's artwork, but it will still convey what you're trying to do. Some people like putting this together in digital form, using Photoshop or Balsamiq. Whatever you're most comfortable with, and whatever will give the programmers the details they need, is the way to go.
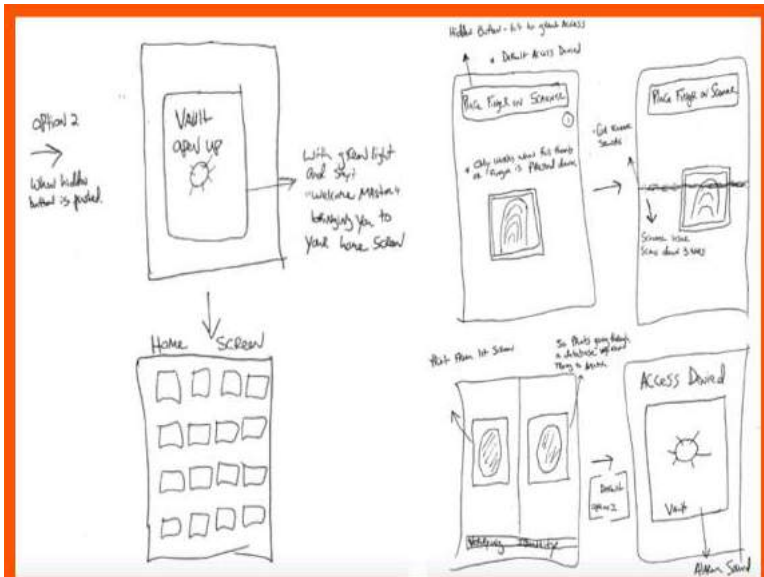

For your viewing pleasure, here are the rudimentary drawings (aka wireframes) for my first app, Finger Print Security Pro. As you can see, it doesn't have to be pretty!

And here's how the app's final design turned out:

Another awesome tool my students have used - for those who want to draw on paper, but then move those drawings digital, is UXPin.

Here's a tutorial of UXPin I had my project manager put together:
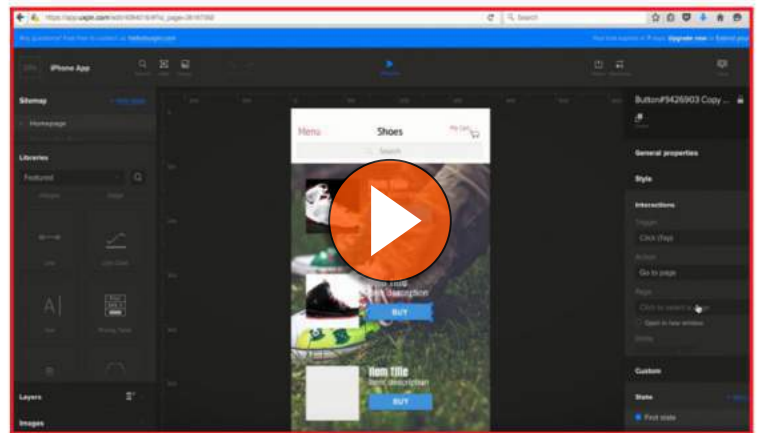
2) GETTING YOUR IDEA READY FOR THE PROGRAMMER & DESIGNER

To make the design process easier, I reference certain apps in the App Store to show my programmers what I'm looking for. For example, I'll say, *"Download the XYZ app. I want the ABC functionality to work like theirs. Take a look at the screenshots from this other app, and change this."* I take certain components of apps that I'd like to emulate, and give them to the programmer so that we are as clear as possible.

The clearer you are, the fewer misunderstandings and problems you will have once it's time to hand off your drawings to a programmer. The idea is to convey what the app will look like, where everything will be placed, and what happens if certain buttons are selected.

This helps the programmer know what you want and will be a useful blueprint when designing your app. **Do not be vague or ambiguous.**

Be extremely detailed, because even if something seems obvious, things can get lost in translation. You should know what every part of your app will do. If you don't, you need to develop your idea more thoroughly.

You have to consider your design to be final before you can begin the coding phase. Inevitably, you will have ideas for additional features once you start testing the initial versions of your app. But if you decide to make major changes after a substantial amount of work has been done, it can frustrate your programmer. It's like telling the builder who just installed your fireplace that you want it on the other side of the living room. The news will not go over well. Most people don't realize this is what they are demanding of their programmer when they ask for big changes. That's why it's important for you to take your time and carefully plan every aspect of the app before you submit it for coding.

Also keep in mind that new features can be included in future updates, and updates are crucial to sustainable success, so don't worry if you can't get everything in right away. Getting your app in the store ASAP is more important than perfection because you can start collecting data, which will significantly improve your strategy.

3) A TIP ON DESIGN PRACTISES

When designing your app's UI, I always tell people to think like Apple. What does this mean? It means creating sleek (i.e. modern), simple, intuitive designs.

When a customer first opens your app, they shouldn't need a lot of explanation on how to use it. It should be intuitive in that they could start using it right away. Think simple and sleek (look at the top apps, editor's choice, and new and noteworthy apps for reference).

Programmer tasks:
- *Programming apps*
  - *Objective-C (Apple's primary programming language)*
  - *Java (Android's primary programming language)*
- *Back-end development*
  - *Creating app features NOT seen by the user*
- *Overseeing designers*
- *Testing and bug fixing*
- *Uploading binary for app submission*

Designer tasks:
- *UI & design*
  - *Animation, art, music, textures, buttons, icons, screenshots, etc.*
- *Front-end development*
- *Creates what IS seen by the user*
- *Concerned with how the app "flows"*
- *Works with programmer*

ACTION ITEMS

1. Visit the top charts. Download and take notes of apps with a user experience you would like to emulate.

2. Read the Designing Your App PDF to learn more about creating wireframes and mock-ups.

3. Create a hand drawn wireframe AND a digital mock-up using tools like UXPin.

4. Share your wireframes and mock ups. Do others understand your app's purpose? How can you improve it to make the app experience better?

DAY 5:

SETTING UP INFRASTRUCTURE
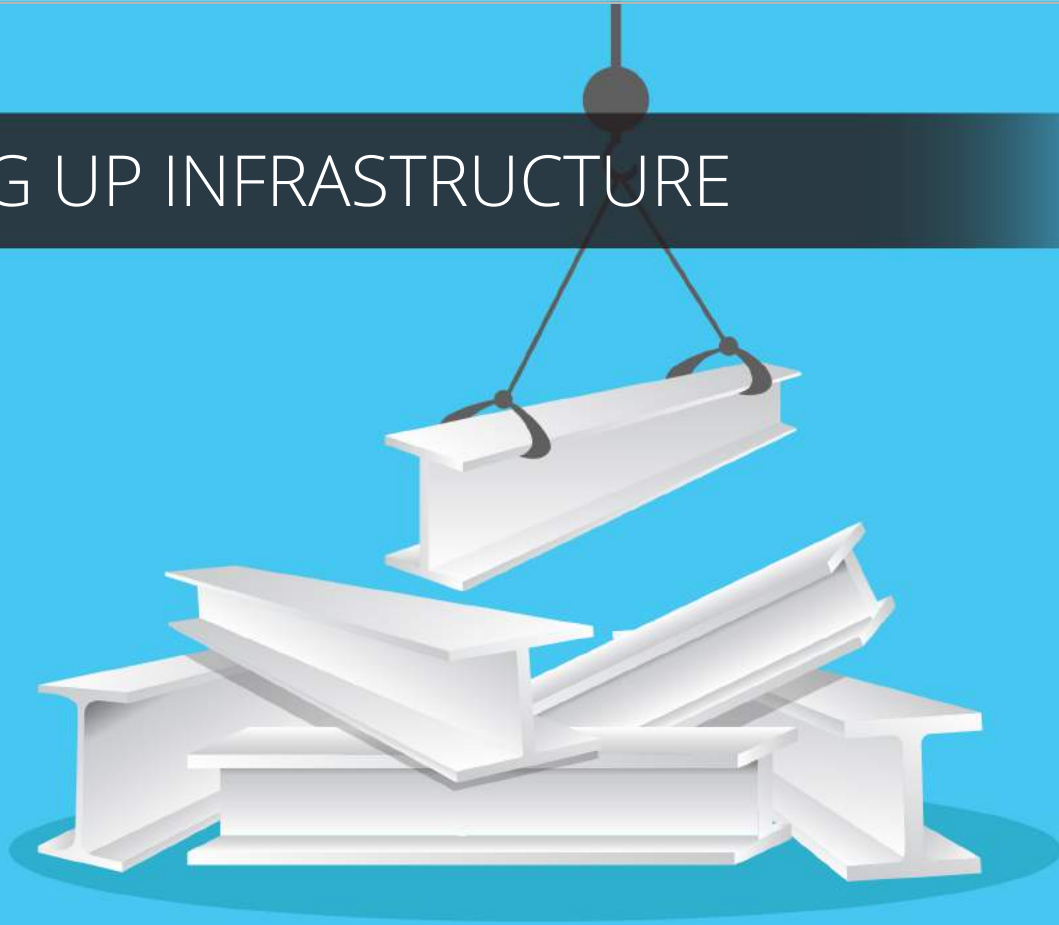
Day 5 is all about setting up your business and choosing your model. You should always do your due diligence to make sure you're getting your money's worth and that no one is taking advantage of you.

The costs will change depending on the app, the complexity of your program, and changes in the market. The main factor that will change the cost of creating your app is how you create it.

WHAT IS INFRASTRUCTURE?
Your business infrastructure refers to your overarching strategy for setting up your business and picking projects to spend time and money on.

WHY IS IT IMPORTANT TO HAVE A SOLID INFRASTRUCTURE?
A well-thought-out infrastructure is essential. It's important to have a model to track your costs and profits so you can decide how much time and money to spend on a given project. Having a system in place will help make sure your business isn't spending all its profits.

WHAT CAN YOU EXPECT FROM SETTING UP A NINJA INFRASTRUCTURE?
Once you've nailed down your infrastructure, you will have a business blueprint to follow, and you will be able to pick realistic projects to work on. Most importantly, you will have set yourself up for a BIG exit strategy.

1) CHOOSING A BUSINESS MODEL

The five main types of app business plans are:

1. **App Factory:** Also called "re-skinning" or "app flipping," an app factory has an operation system that feeds in templates and produces apps on the back end, for an enormous, self-promulgating portfolio. Your emphasis is on quantity rather than quality. Profit is made from advertisements attached to newly created apps.

2. **Dev Shop:** You develop other companies' apps and profit from your service contract, rather than the app store. It's a viable, lucrative business model that is heavy on marketing, sales, engineering, project management, etc.

3. **Indie App:** The indie developer is the craft brewer of apps—an individual or a small team that's all about quality. They'll start with a basic framework and customize it well, developing only a few at a time, and keeping only two or three in their portfolio. Profits come from store popularity and cross promotion—in essence, from your relationship with your users.

4. **Deal Maker:** The deal maker is a broker of app development deals. You are the connection that makes an app happen, and your profit comes from either a fee, commission, or profit share.

5. **Business App:** Business apps are developed as a supplement to what a company does. Your money and time is spent marketing and creating new ways for people to find you, engage with your brand, and use your app. You offer something to your customers—there's got to be a value for using the app. Customer loyalty drives your profits.

2) CHOOSING THE RIGHT BUSINESS PLAN AND MODEL

1. **You vs. Opportunity.** Think of yourself first and the opportunity second, because who you are as a person trumps opportunity every time. If the opportunity is out of sync with the real you, it's a ticking stress bomb.

2. **Experience.** Lead with the experience and assets that you already have, then build on them. Focus more on what you are good at, rather than what you're passionate about.

3. **Advantage.** What can you do that most people cannot, right now? Brainstorm what you can do better than others in your various circles.

4. **Excitement.** It's fourth for a reason. Excitement will get you up in the morning, but it's better enjoyed as the result of choosing the right plan rather than an indicator of which one to choose.

3) WHAT YOU NEED TO GET STARTED

1. **Hardware:** With a PC, you can create only Android applications. With a Mac, you can create both Android and Apple apps. Apple makes app creation much easier, so it is the recommended system for entrepreneurs in the app industry.

   For a Mac, you'll want an OS X, 10+, Intel based, with at least 2 megs of RAM and 10 gigabytes free.

   To run Android hardware, you'll need 2 gigs of RAM and 10 gigs of hard drive.

2. **Software:** Xcode is Apple's application building software. You will need Xcode to upload codes to the App Store.

   For Android, Eclipse and Android Studio are the two building softwares used.

3. **Devices:**
   You'll need a device you can test on. If you already have one, just use that.

   Apple devices include iPhone, iPad, iPod, iWatch, Apple TV and whatever else is coming out. For Android, choose what most people are going to have— usually Samsung or Nexus.

   You don't need to own every single device available on the market, but you need a device that can run the latest OS because that's what your app will be reviewed with.

4. **Budget:** In terms of budget, numbers are a moving target. The bare bones on the Mac side is to buy a MacBook Air or Mini and a cheap monitor, download Xcode (free), then buy a used iPhone from Glide.com, eBay, or Craigslist. Similarly on the PC side, buy a Dell computer and a cheap monitor, download Android Studio or Eclipse from Google's website, then buy a used Android device.

4) MANAGEMENT TOOLS

Management is the fun part of the app business! Make sure to obtain these tools to help you manage your business successfully.

1. **Repository:** Your repository is where you store everything. Everyone who has lost their hard drive knows to store as much as possible in the cloud. Dropbox, and Github are great options.

2. **Communication:** Skype is a necessary evil for team coordination. Slack has eliminated internal email by creating team channels; it's a game changer. Join.me is a great medium for screen sharing .

3. **Documentation:** There are two reasons for documentation: *Standard Operating Procedures* and organizing your business. Jing is great for capturing and storing screenshots and video walkthroughs. Google Drive is similar to Dropbox and excellent for word processing, spreadsheets, and surveys. Evernote is another powerful tool that allows you to create and store notes on the fly.

4. **Design:** Photoshop and Illustrator are expensive, but helpful. You can use stock services like Shutterstock to purchase licenses of design materials instead of having to create from scratch. For editing audio or mixing tracks, try Garageband, and Audacity. iMovie and Final Cut are great video editors.

5) CREATING APPS FROM SCRATCH

You wake up one day with a great app idea, and you decide to create if from scratch so it is unique and has the exact look and feel you're looking for.

The more complex the app is - the more expensive it will be to make. Imagine creating a simple calculator app...this will probably cost you around $500.

If you want to kick it up a notch and create a fun arcade game like a 2048 with solid physics and graphics, expect to pay $2,000 to $3,000. That would include your development, and potentially most graphics, icons, and screenshots.

Once you get into bigger apps like dating apps, or you want to build an Uber, or a Clash Of Clans, you're looking at anywhere from $20,000 up to millions.

Often the best strategy is to go in the App Store and find three or four apps that are similar to what you want to build. Present those to your developer, get four or five different developers to give you a ballpark cost, and say *"Are the graphics included? Is the icon included? Are the screenshots included?"* You'll be able to get a good sense of what your costs will be.
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6) CREATING APPS FROM TEMPLATES

App templates are source codes that have already been developed and are available for purchase. Buying an app template is just like buying a website theme or Starbucks chain.

Templates can range from $20-$20,000. **They come with helpful resources,** such as a tech guide, asset sheet, Ad Network Library (Adlib), screenshots, video walkthroughs, and more. Templates are also more affordable and faster than building an app from scratch. **You can find templates at sites like:**
   • Code Canyon
   • Chupamobile
   • SellMyApp
   • Flippa

This is a great strategy for getting started with apps, but **eventually you will need to build your own apps to reach big success.**

7) SIGN UP AS A DEVELOPER

You need a developer account in order to publish apps to the app store.

The account facilitates payment, taxes, user roles, provisioning profiles, certificates, etc.

Costs vary between platforms. There are many other platforms, and prices do change over time, so do your homework. Apple is $99 a year, Google Play is a one-time $25 and Amazon is free.

You can identify your setup in 2 ways:

1. Individual Setup—as a sole proprietor, you are a small business owner represented by name in the app store and social security number in the financial background. You receive full access, revenue is taxed under your personal tax return.

2. Company Setup—although company setup is complicated and may take from 2 days to 2 weeks to verify your D-U-N-S number, it offers greater legal protection and a more advantageous tax structure.

If and when you transition from sole proprietor to company, ask your CPA or attorney whether an LLC, S-Corporation, or C-Corp is best for what you're doing. Get their advice before making a decision.

You cannot have multiple developer accounts under the same individual or organization name. But you can have the same name and bank account across multiple platforms/stores.

Furthermore, if you can get by with few bank accounts, do so.

Watch the video below for step-by-step instructions of setting up an Apple and Google Play developer account.


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ACTION ITEMS

1. Create a 12-month timeline with milestones, goals, kill dates, and preestablished measurements of success and failure. It's important to think about this up front for long-term vision. Otherwise, you remain in perpetual reactionary mode, putting out fires rather than maintaining your pace for the long game.

2. Create a checks & balances financial system for your company with the App Comparison Chart to make sure you aren't spending all your profits.

3. Research app templates, and browse code banks to see if there is a template already available you can use for your project.

4. Create a developer account.

5. Ask 3 friends or family members to review your plan and sell them on it.

6. Check your gut. Take a deep breath, and consider whether this feels right.

DAY 6:
GET QUOTES
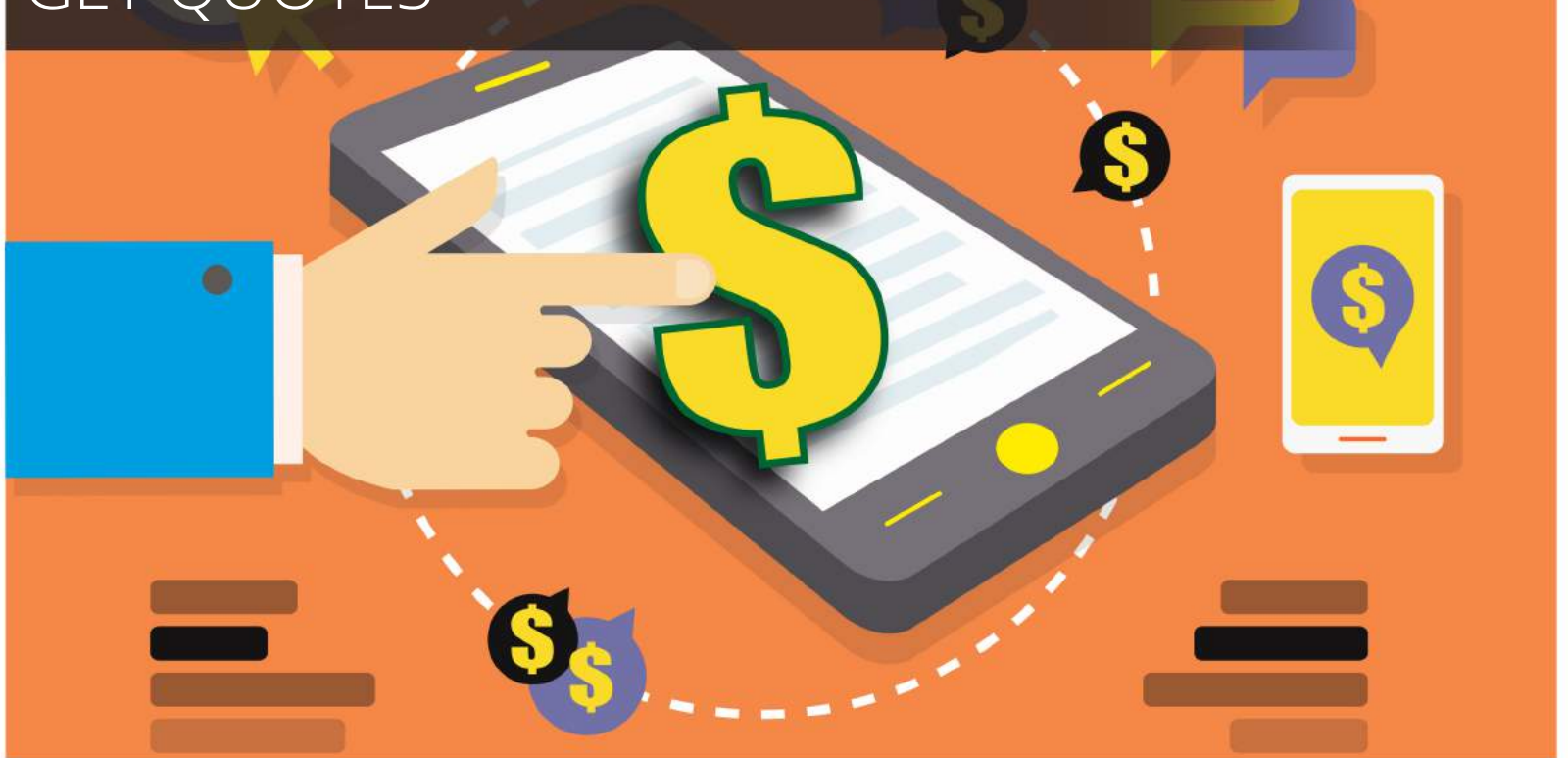
Day 6 is all about taking action and getting validation that your app idea is completely fleshed out and within your budget.

Now that you have your app idea and budget ready, it's time to find out how much it's going to cost! You can expect a wide range of prices and services since many companies and independent developers compete for your business. **Projects can be billed at a fixed cost or hourly rate.**

Hiring your first programmer can be a lengthy process as if you're not feeling comfortable with your options, you shouldn't just choose whoever. This will be your right-hand man and the one who makes it all come to life.

If you haven't downloaded and read the 10 Steps to Hiring an All-Star Developer PDF, do so now.

WHAT IS AN APP QUOTE?
An app quote is an estimated price for a job or service.

WHY ARE QUOTES IMPORTANT?
It's important to know how much a project is going to cost before jumping into it. You don't want to bite off more than you can chew.

WHAT CAN YOU EXPECT FROM BECOMING A MASTER AT QUOTES?

Once you've mastered getting quotes for your projects, you will immediately know if a project is within your budget or not. You will also see which development parts of the app are the most costly, and clearly define the project's scope from the start.

1) THE HIRING PROCESS

Here's what needs to happen before fully committing to your hire:

1) Post the job
2) Filter applicants
3) Interview qualified candidates (on Skype video or audio call, no exceptions!)
4) Have them sign your NDA, explain your idea give them a micro-test

If this process takes more time than expected, it is time well spent. However, don't give yourself excuses. Make sure if you are taking more time, that you're using it wisely and not procrastinating out of fear or uncertainty of success.

Some people find this step intimidating, but it's an extremely valuable learning experience. **Getting quotes and making great hires will help you avoid unnecessary delays, costs, and frustration in the future.** You'll always be looking to add new talent to your team, so learning how to quickly and effectively assess programmers is an important skill to develop.

2) FIXED RATE PROJECTS

Start with contractors who offer a flat fee, with a certain number of free refinements (called iterations). I rarely develop apps on an hourly rate because I feel programmers don't have an incentive to finish fast.

I want them to feel the same sense of urgency that I do when it comes to developing apps. An hourly rate has the opposite effect. This is not true for all developers, but this strategy has served me well and has become my preference based on my experiences. If people have done some quality work for you in the past, and they prefer hourly rates, that might be the way to go for you.

Another advantage of fixed-rate projects is that it'll be much easier to stay within your budget if you know how much the work will cost. You want to get as many apps to the market as possible with your initial budget. Going for fixed-rate projects might mean the difference between creating two apps versus one.

Watch the video below on hiring a developer for a fixed rate project:

ACTION ITEMS

1. Download and read the 10 Steps to Hiring an All-Star Developer PDF

2. Create an account on Upwork.com (it's free)

3. Use our Job Post Template to get a quote from at least 4 developers

4. Download our NDA Template and have developers sign and return it before getting into specific details

DAY 7:

SKYPE INTERVIEWS

On Day 7, you're going to meet and qualify job applicants. Don't be nervous or unenthusiastic, this is exciting! This is YOUR future team!

Most programmers and designers are overseas, which can present issues with communication and time zone differences. Therefore, a Skype interview is an absolute must before you can continue. Disqualify anyone who is not willing to jump on a Skype call.

WHAT IS A SKYPE INTERVIEW?

Skype connects people through video and audio calls, chat messages, and much more using Skype's software on your computer or mobile devices. It's a better way to have an interview with someone that you can't actually meet in person.

WHY ARE SKYPE INTERVIEWS IMPORTANT?

Skype interviews are important during the hiring process to:

- Establish communication
- Validate the contractor's skills,
- Build the relationship and be a team player, and
- Have you gut tell you if this is going to be a match or not.

Here are the questions you should ask each applicant before committing to anything:

1. How long have you been developing apps?
2. How many apps have you worked on? Can I see them?
3. Do you have a website? What is it?
4. Do you have references I can talk to? THIS IS IMPORTANT. Many developers will list apps they've worked on...but actually haven't. You have to follow up with who they say they've worked for in order to ENSURE they've actually developed these apps.
5. What's your schedule like? How soon can you start?
6. What time zone do you work in? What are your hours? What's frustrating for you when working with clients?
7. Are you working with a team? What are their skills?
8. Can you create graphics, or do you have somebody who can?
9. Can I see examples of the graphics work?
10. What happens if you become sick during a project?
11. What if you hit a technical hurdle during the project? Do you have other team members or a network of programmers who can help you?
12. How do you ensure that you don't compete with your clients?
13. Can you provide flat-fee quotes?
14. What's your payment schedule? How do you prefer payment?
15. Can you create milestones tied to payments?
16. Do you publish your own apps on the App Store?
17. How do you submit an app to the App Store? (Can they verbally walk you through the process, or do they make you feel brain challenged?)

WHAT CAN YOU EXPECT FROM BECOMING A SKYPE MASTER?

After you've mastered Skype interviews, you can expect to hire the best freelancers, get the most value out of your jobs, and build powerful relationships.

1) THE INTERVIEW: ESSENTIAL QUESTIONS TO ASK PROGRAMMERS

Don't give away any of your specific ideas during this initial conversation. Just talk about general genres, like "a camera app," or "messaging app," etc. Whenever the topic comes up, say you'll be more than happy to discuss everything after they sign the NDA (like we discussed in Day 6).

The questions listed on the left will change based on whom you're talking to. They are important and shouldn't make the person you're talking to defensive if you ask them in a friendly tone.

I always have this question list in front of me during an interview and take notes as I get the responses. I've found that, in business conversations, it's good to throw some personality in there and have a little fun. Keep this in mind when you're asking your questions.

During the interview, pay attention to how well they are able to explain themselves. Are they articulate? Do they use too much techno babble? Do they speak your native language fluently? Do they seem confident with their answers? How is their tone and demeanor?

If you have any issues or worries, you may want to move on to somebody else. But if you can communicate with them easily and your gut is telling you "Yes," you'll want to proceed to the next step.

Finally, mention that you'd like to start things off with a few simple tests (integrating an ad SDK or sending a test build) before coding begins. You need to tell them this up front so they aren't surprised after they have provided their quote. Most programmers are happy to get these tests done without a charge, but some will want a small fee.

In either case, thank them for their time and mention that you will follow up with an NDA agreement if you decide to move forward.

ACTION ITEMS

1. Download Skype (free) and create an account.

2. Add at least 3 interview questions to the list on the previous page that are specific to your project.

3. Hold Skype interviews with the top 3 developers from your Upwork job posting.

4. While you're interviewing people, start thinking about what else you can outsource. Review my Tips For Outsourcing Work PDF and get ready to make your life even easier so you can focus on the most important parts of your business.
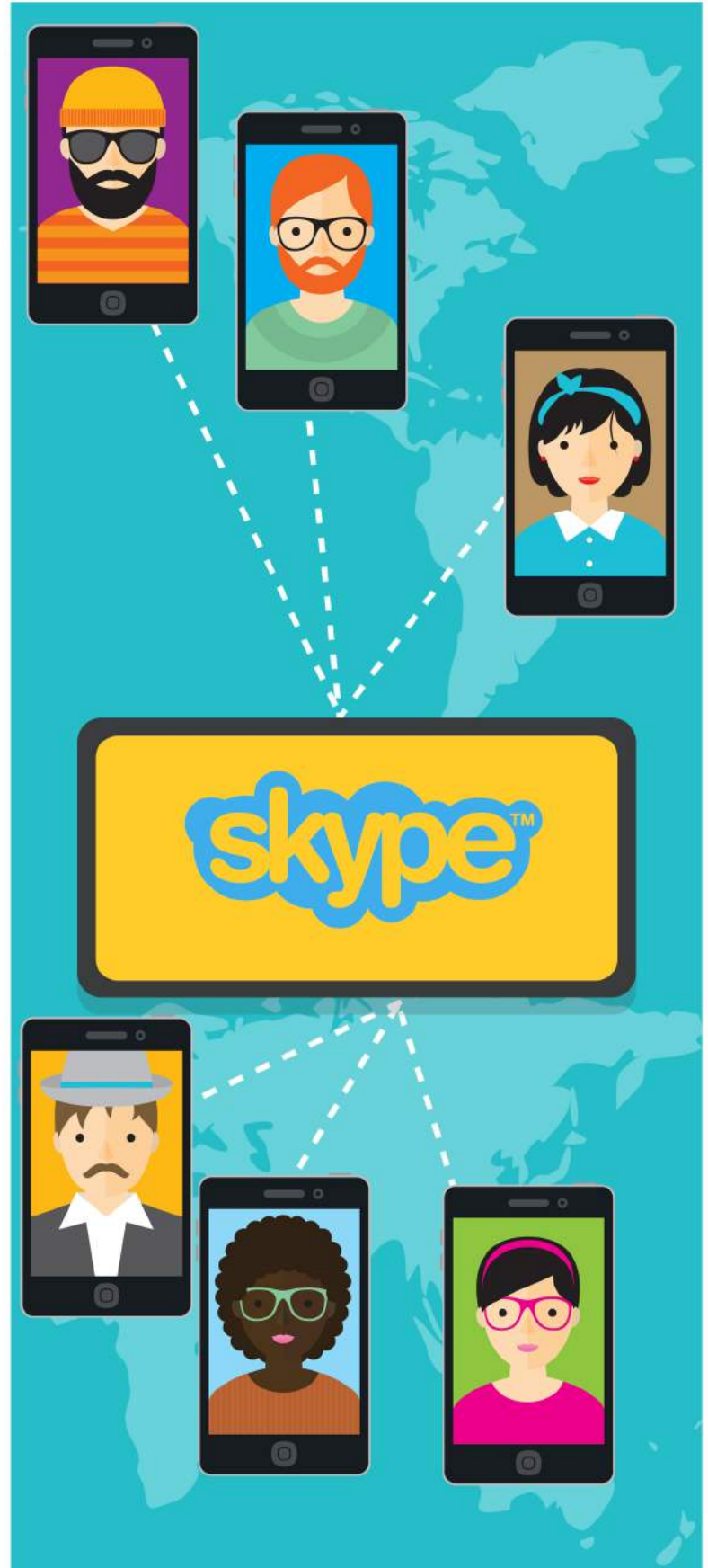
DAY 8:

SIGN NDA & ESTABLISH MILESTONES

Day 8 is all about protecting yourself, and setting up the operations on how your project will run.

You must protect your ideas, source code, and any other intellectual property.

WHAT IS AN NDA?

An NDA (Non Disclosure Agreement) is a legal contract between two or more parties that signifies a confidential relationship exists between the parties involved.

WHY IS HAVING AN NDA IMPORTANT?

The goal of an NDA is to protect your idea, project, and resources so someone can't steal or copy it. It's important to safeguard your work from a legal standpoint.

Yes, it's rare to have an idea stolen, but it does happen.

WHY IS HAVING AN NDA IMPORTANT?

You can expect to have your work protected and for everyone you work with to know you protect yourself, your work, and uphold the highest degree of professionalism.
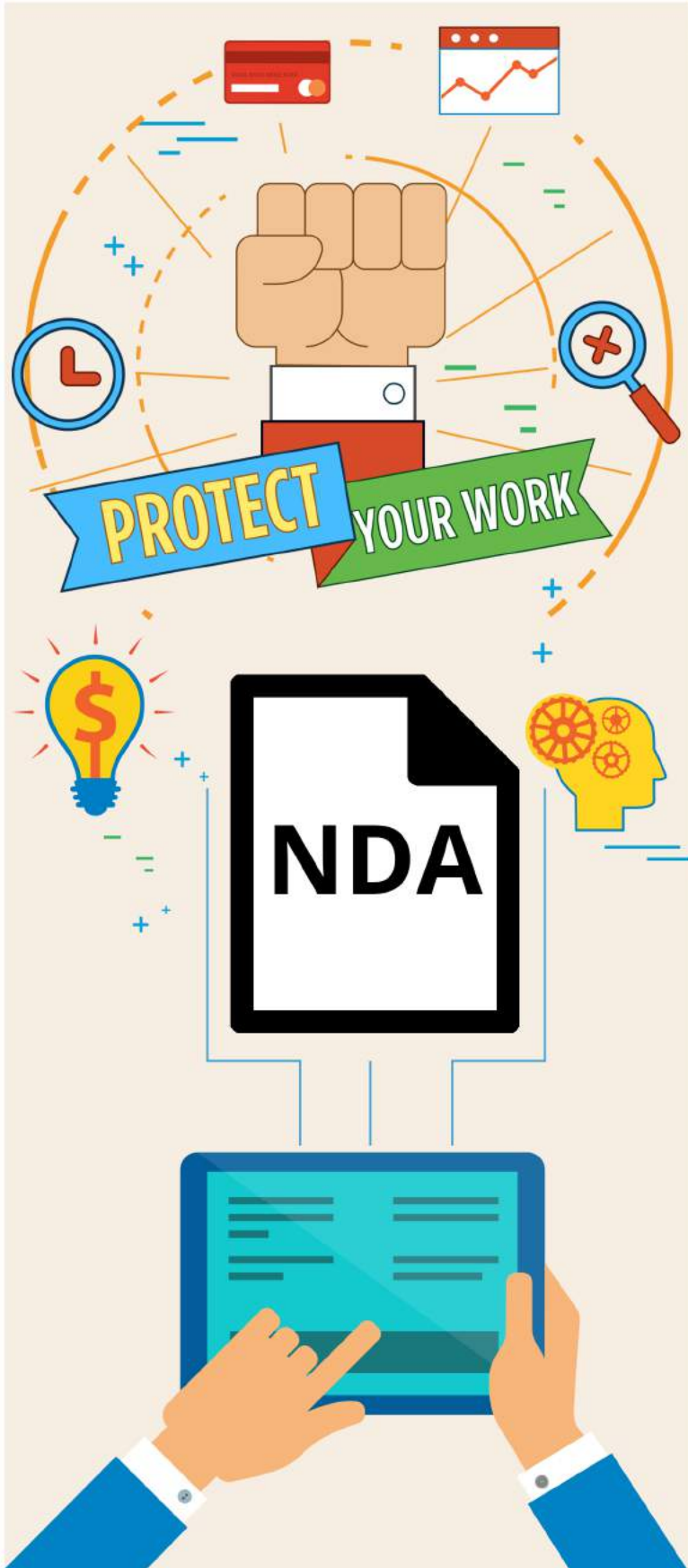
1) PROTECTING YOUR WORK

Be careful with the people who handle your code as well. As your business grows, you will not only be creating new apps but also maintaining existing ones.

This means you'll have to give your code to whoever has to make changes to it. Only do this after you have established a certain level of trust. This is especially true with your popular apps.

2) ONCE AN NDA HAS BEEN SIGNED...

Once the NDA has been signed by both parties, you can share your idea and designs with your programmer.

At this stage, it's critical to ensure they have the skills to complete your app. You do not have any wiggle room here, especially on your first app. Either they know how to make it or they don't.

You want to hear things like, *"I know exactly how to do that"* or *"I've done similar apps, so it will not be a problem."*

You don't want to hear things like, *"I should be able to do that, but I have to research a few things"* or *"I'm not sure but I can probably figure it out."* If you hear those words, switch to an app idea they are confident about or run for the hills.

3) ESTABLISHING MILESTONES & DEADLINES

Set deadlines, break up the project into several parts, and decide on a schedule and processes for check-ins that you're both comfortable with (ask them directly how they like to be managed).

Example milestones:

Part One:
- Test - icon and or ad network integration
- Basically, you want to measure their capabilities in some way. This can be anything from developing a basic icon, sending a test build, or integrating an ad network SDK.
- 0-25% paid upfront

Part Two:
- 25-50% this is paid once 1/2 of the app is completed and approved by you

Part Three:
- 50-75% this is paid once 3/4 of the app is completed and approved by you.

Part Four:
- 75-100% this is paid once the app is completed, approved and the final build and deliverables have been received.

4) PRO TIPS FOR SETTING MILESTONES

Tip 1: Have a certain number of iterations (i.e. changes after project is over) approved upfront- IE: It could be 3-5 changes, icon changes, etc. Be clear with these to prevent confusion down the road.

Tip 2: Do flat fees as much as possible. This way, if the developing team (or developers) does not bid the project properly you won't get hurt.

Tip 3: After each milestone your developer must send you the code so you have your work and are constantly updated or so your work is safe. If they will not provide you with this, do NOT make that milestone payment.

5) PAYMENT

As for payment, you should never pay up front in full. Avoid a down payment if you can, but if you can't, ask the programmer to provide clear milestones and prices for each of them. Don't release a payment until you're confident the requirements of the milestone have been met.

The nice thing about sites like Upwork is that they mitigate the payment process by acting as an escrow service and providing a payment system that correlates with the milestones.

6) ACTION ITEMS

1. Before continuing, make sure you have received the signed copy of the NDA, and store it where you won't lose it. I have a whole section on my Dropbox account dedicated to NDAs.

2. Using Upwork's management system, create at least 4 milestones with deadlines for your project.

3. Review the milestones and deadlines with the developer and have him/her approve. Don't forget to agree on 1-4 small iterations too.

4. Read the Tips To Avoid Poor Team Management PDF

DAY 9:

BEGIN PROJECT!!
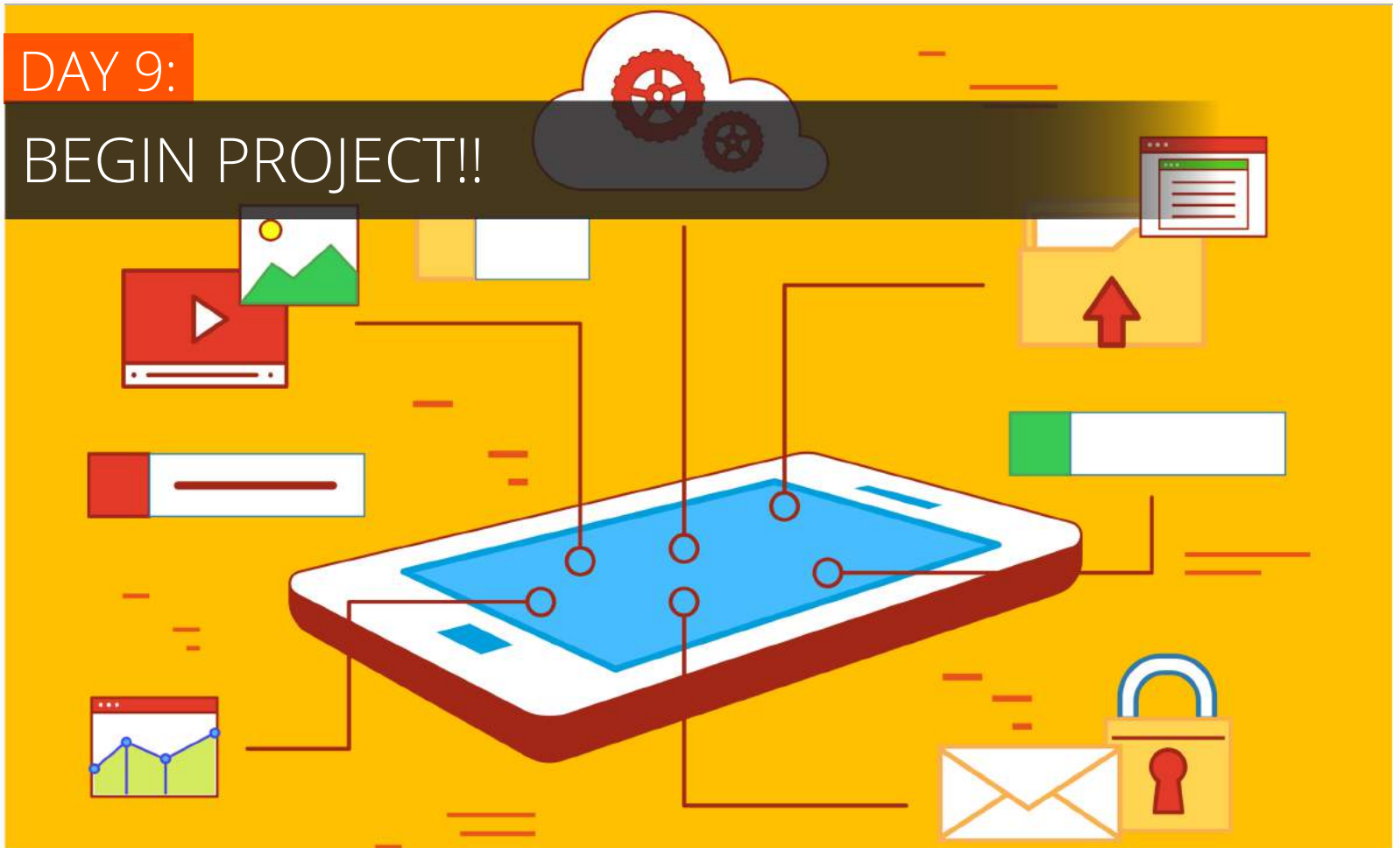
It's Day 9, time to get to work!

Rather than jumping haphazardly into a full-fledged project, I prefer to gradually ramp up my programmer's workload by starting with a couple of smaller tasks. You need to assess their graphics capabilities, implementation speed, and overall work dynamic (e.g. communication, time zone, etc.).

If you're underwhelmed with their skills early on, you need to get out quickly.

Hire slow, fire fast. It will pay off over the long run.

1) THE 3-STEP CODING PROCESS

Here's my three-step process during the coding phase:

1. Icon & screenshots — Ask the programmer or designer to create and deliver the icon and screenshots for your app.

   Once you've decided on icons and screenshots, you must make sure all sizes are delivered around Apple's guidelines for each product. Icon and screenshot sizes can be found here.

Watch the video below to learn what makes a great icon and screenshot:
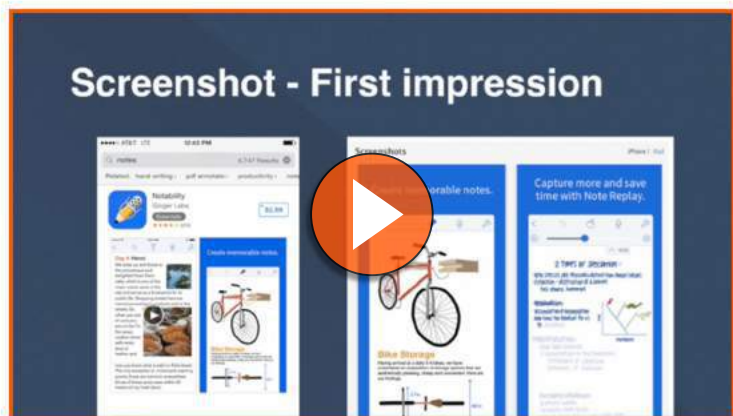
2. AD Integration — Ask the programmer to integrate an ad network like Chartboost, AdMob, or Applovin into your app. It's a simple task that should be done in 15-60 minutes. If you're not planning on serving ads in your app, you can replace this step with an API integration of Facebook, Instagram, or Twitter.

The idea here is not to not JUST test their programming skills, but to determine how they will **deliver apps to you for testing.** This app should include the icon they created, so you can see how it will look on your phone.

3. App Delivery — When the programmers are ready to show you a test version of your app, they have to create something called an "ad hoc" (a version of your app that can be delivered to and run on your iPhone, without the use of the App Store). This ad hoc version of your app needs to be installed on your phone before you can test it. The initial installation was a bit cumbersome in the past, but there's a service called TestFlight which has simplified the process. I ask all programmers to use this service even if they have not used it before. They will be able to figure it out, and you'll be able to **install your test apps with a few touches on your phone.**

2) STAY ON TOP OF YOUR PROJECT

At some point, you might decide to hire programmers for full-time work. Until then, you will be working with companies and independent programmers who will have multiple projects running at the same time. This can lead to less than an optimal flow of information between you and programmers. They may not be as focused as they need to be with keeping you appraised of their progress. If left unchecked, this can lead to projects taking longer than they should and to a final product different from what you had in mind.

You're the project manager and business owner, and it's your task to keep things on track rather than expecting the programmer to do this for you.

3) TESTING YOUR APP

Before you pass out the champagne glasses, you need to do a few critical things.

To start, the app must perform as expected. Pull out your initial design document and go through every feature. Never assume that something works because it worked last time you tested the app. Test each feature every time, especially before the final release. Don't stop here because, as the creator of your own app, you know how everything should work. It makes sense to you, but it might not to others.

Test your app on multiple devices and the most recent operating system. App reviewers are going to use the latest devices and most recent OS to test your app, so be prepared.

As a solo, bootstrap appreneur, your job is to get everyone you know, from your 75-year-old grandmother to your 12-year-old nephew to test your app. All buttons, in-app purchases, navigational items...EVERYTHING!

Testing and debugging will take several iterations, like the design and development stages. This is all part of the process.

As we discussed earlier, Apple offers a service called Test Flight to save lots of time with the mechanics of installing test versions of your app on your device.

At some point, you'll be wrapping up changes and sending the app off to the iTunes store for distribution.

ACTIONS TO TAKE

1. Go over The Icon & Screenshot Cheat Sheet

2. Get the icon and screenshots delivered and sized accordingly for all upload requirements

3. Upload your icon, screenshots, title, keywords, app description, app category, and any other relevant information to the developer portal area

4. Test your app thoroughly on multiple devices using TestFlight or other app simulators
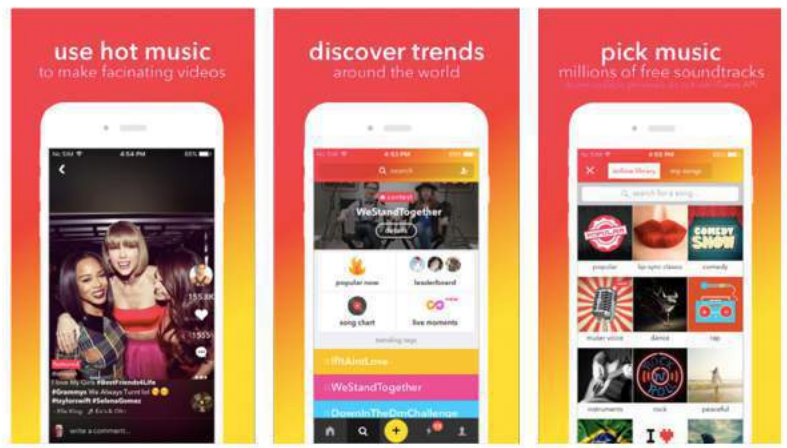
DAY 10:
PUBLISHING YOUR APP
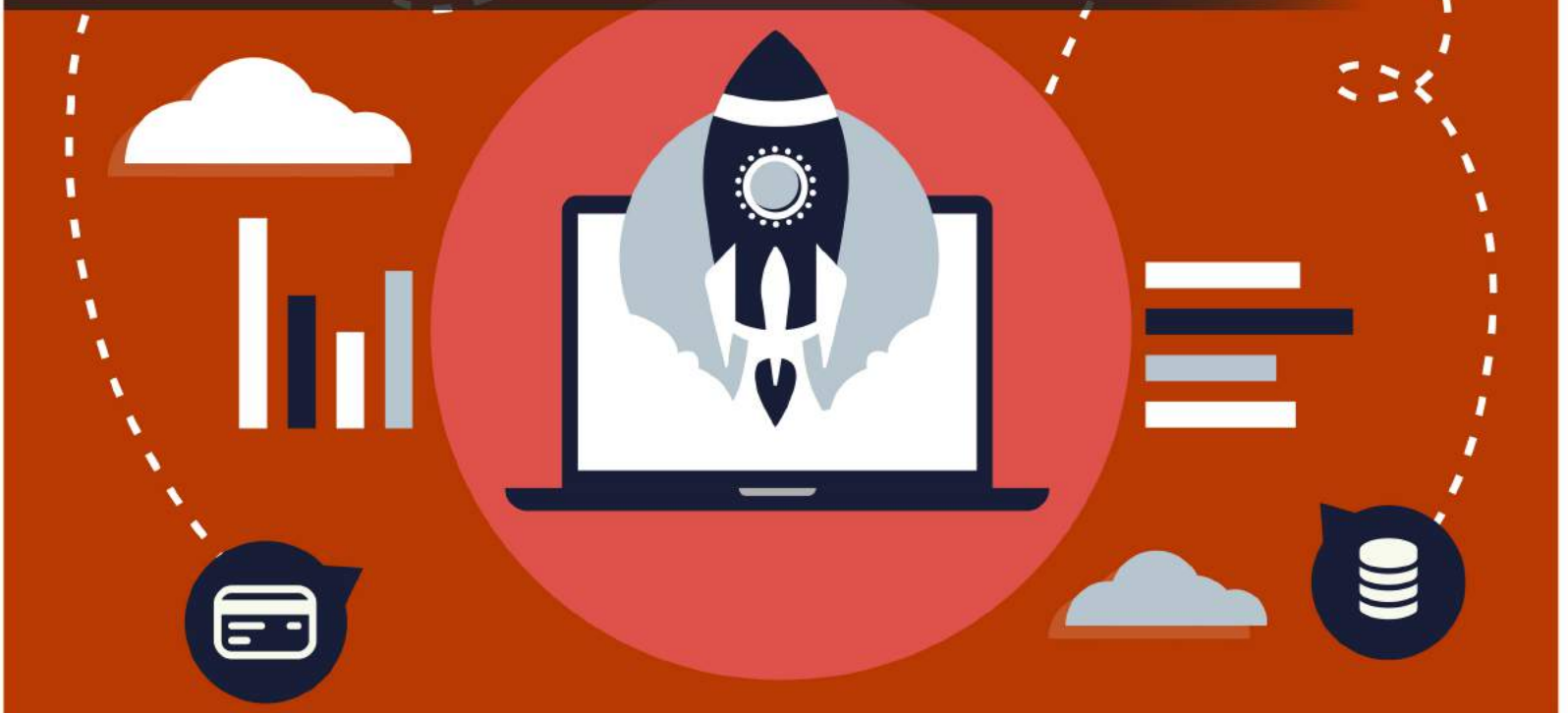
It's Day 10 and time for the final phase - publishing your app to go live on the App Store! In all reality, chances are your app didn't start the development stage on Day 9 and is ready for publication on Day 10. It can take weeks and even months (for bigger projects) for an app to be developed.

But for the purposes of this eBook, this section will be devoted to having an app that has been tested and is ready to be launched in the App Store.

Give yourself a pat on the back — you've made serious progress! But don't get too caught up with yourself, because a big mistake many appreneurs make is publishing their app to the store and thinking they're done.

Think about the following before, during, and after your app goes live.

1) PAID TRAFFIC

One publishing strategy you can use is to pay for traffic to grow your app network quickly. There are lots of companies specialized in getting massive amounts of traffic for your apps, but the best and most reliable is Facebook ads. I've used Facebook ads to help me to grow my app network and increase my overall income.

Only use this strategy if it makes economic sense, but exhaust all of the free tactics first.

2) THE 3 MONETIZATION MODELS

Free Model:

When the App Store opened, most of the available apps were paid, so when I jumped in, I thought it would be crazy to give apps away for free. Now, developers have to provide free apps to keep up with the competition.

Free apps can be fully functional, but they often are lite versions of their full-featured counterparts. The *"try it before you buy it"* strategy is an old business concept, and most developers offer free versions of their apps that have fewer features to upsell to their pro versions.

Free apps serve many purposes. They are the main source of traffic for your app network, (using nag screens and promo pages), and they can be easily and lucratively monetized using ads, affiliate marketing, and translations.

Premium Model:

The premium model includes all paid apps on the App Store and you make money when a user purchases your app.

In contrast to free apps, consumers must buy before they try. This can be a deterrent, which is why it is a good idea to simultaneously offer ad-supported lite versions of your paid app.

The initial sale is not the only way to monetize premium apps. You can monetize them more with affiliate marketing, in-app purchases, and translations. You're going to want to direct a lot of your app network traffic toward paid apps.

Freemium Model:

The freemium model is a hybrid of the free and premium model.

These free apps have optional paid content (in-app purchases). The idea is, like with free apps, the users can try before they buy. But unlike free apps, instead of sending the user back to the app store to review and buy a paid app, freemium apps have the premium content included in the app, which can be unlocked and used with an in-app purchase.

This is powerful because a freemium app provides the traffic - generation power of free apps with the sales benefit of premium apps. Essentially, they allow you to have your cake and eat it, too.

4. PUBLISHING YOUR APP GLOBALLY

One of the best ways to monetize your apps more is to increase their visibility and publish globally. This requires translating your marketing components (title, description, keywords, screenshots) into different languages, which is also called localization. This allows people in other countries to find your apps using their language. This also allows them to understand all of your marketing components, which increases your international traffic and revenue.

5. PUBLISHING UPDATES

Guess what. There is no such thing as a finished app. You'll be fixing bugs, adding new features, or responding to competition on a consistent basis. To get the newest version of your app to your users, all you have to do is upload it to Apple for review, much like the first time you publish your app. After Apple's approval, all users who have your app installed on their device will see that an update is available. This seems simple and obvious but updates are a huge marketing opportunity.

When you push out an update, a portion of your users will download this new version of your app. Based on your user base, the number of people downloading your update could surpass your regular daily traffic. I've seen many updates that increased my daily traffic by 5 to 10 times.

Update frequently for any reason you can think of. Don't wait for your programmer to add 10 features to submit and update. It's better to submit 10 updates, one for each feature as you build them out. Your users won't mind and will get the impression you are constantly improving your app. I consider updates free advertising because you capture a percentage of the users who download the update to see what features have been added.

So, keep in mind: Updates = Dollars.

6. GATHERING DATA AFTER YOUR APP IS PUBLISHED

It's not only about how good your apps are. It's about how good you are at quickly and appropriately adjusting to market changes.

Tracking your app stats gives you more clarity and control over your business. Without solid data, all you have are limited perceptions about what is going on. You must scrutinize the metrics of each app you create and understand what you can do to maximize visibility, downloads, and user activity. When you understand these trends, you can dissect the info and start diagnosing and testing ways to improve your overall revenue.

You have various ways to monitor your app metrics. One option is Apple's Developer Portal. Apple shows you the number of app store views, downloads, your revenue, retention, and when you will be paid.

Monitoring your analytics will allow you to make informed decisions about your business's direction. Analytics give critical feedback about the performance of your apps and your app network. Keeping track of this information and responding to it is vital to your success.

Questions to ask yourself:
- What numbers should I be tracking?
- How are my apps doing, and what can I tweak to increase sales?
- What are the results of my previous tweaks?
- Are my app rankings going up or down? Why?
- Are my downloads going up or down? Why?
- Are my sales going up or down? Why?
- Can I use the feedback in my reviews to improve my apps?
- How can I improve my apps to appeal to more users?

8) CUTTING YOUR LOSES

Sometimes apps don't perform as expected even if you have an awesome icon, exciting screenshots, an appealing name, and a well-designed app. This is why I don't spend a lot of money to begin with until I see a demand in the market for the app.

If you haven't seen any improvements after 3-4 updates, you should consider cutting your losses from the project.

Once your app is on the store, now it's GO TIME. This is when you'll use ninja marketing and monetization strategies to generate revenue and bring in customers from all over the world.

ACTION ITEMS

1. Make sure your developer has submitted your app to the developer portal.

2. Make sure everything is ready to go in the developer portal (icon, screenshots, app description, categories, app rating, in-app purchases are submitted, release territories selected, app price...).

3. Explore paid traffic solutions like Facebook Ads. These services do take some getting used to, but anyone can learn to use them and a relatively cheap campaign can teach you a lot about your app and your audience.

4. Decide which publishing model and price you're going to launch with.

5. Think about 2-7 other territories to localize your marketing materials (icon, screenshots, title, keywords, app description) in to increase your app's global reach.

6. Create an update calendar (unless there's a major bug, should be at least 2 weeks apart from previous release). Use the Track Changes worksheet to track your app updates.

7. Read Analytics Critical To Your Business PDF. Define some KPIs (Key Performance Indicators) to record and create a system for tracking your app's data regularly.

8. Publish your app to the App Store

9. Celebrate!
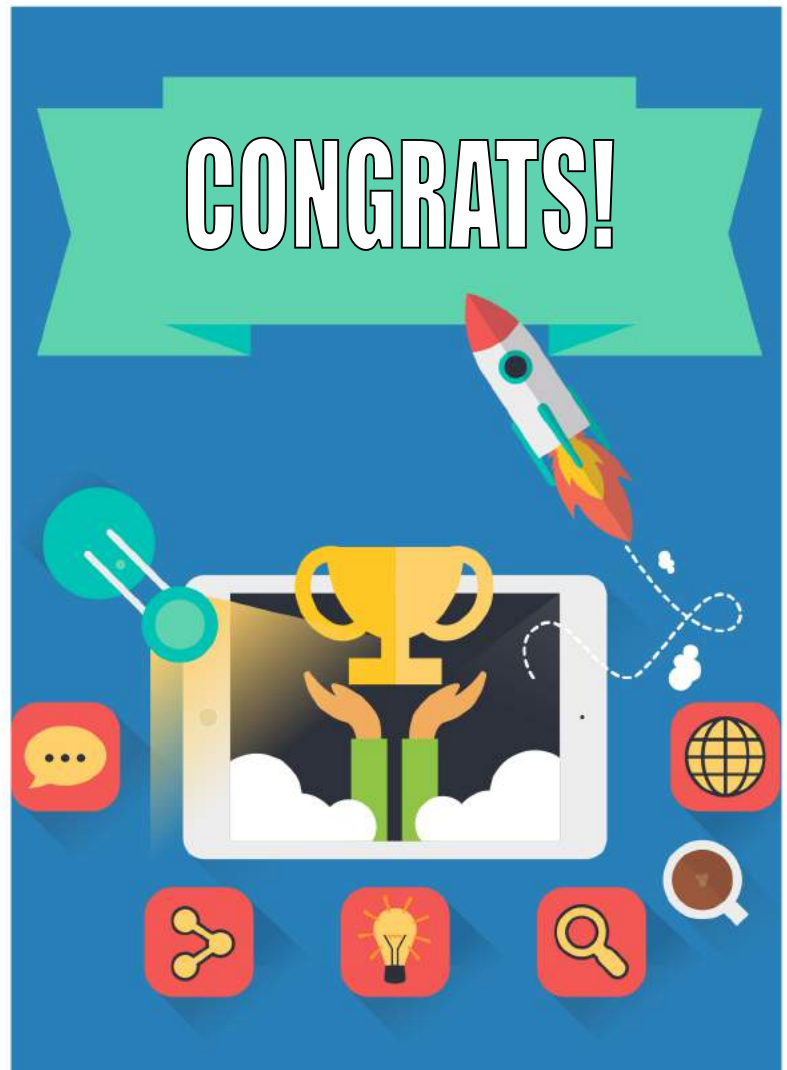
BONUS

PLACES TO GET HELP
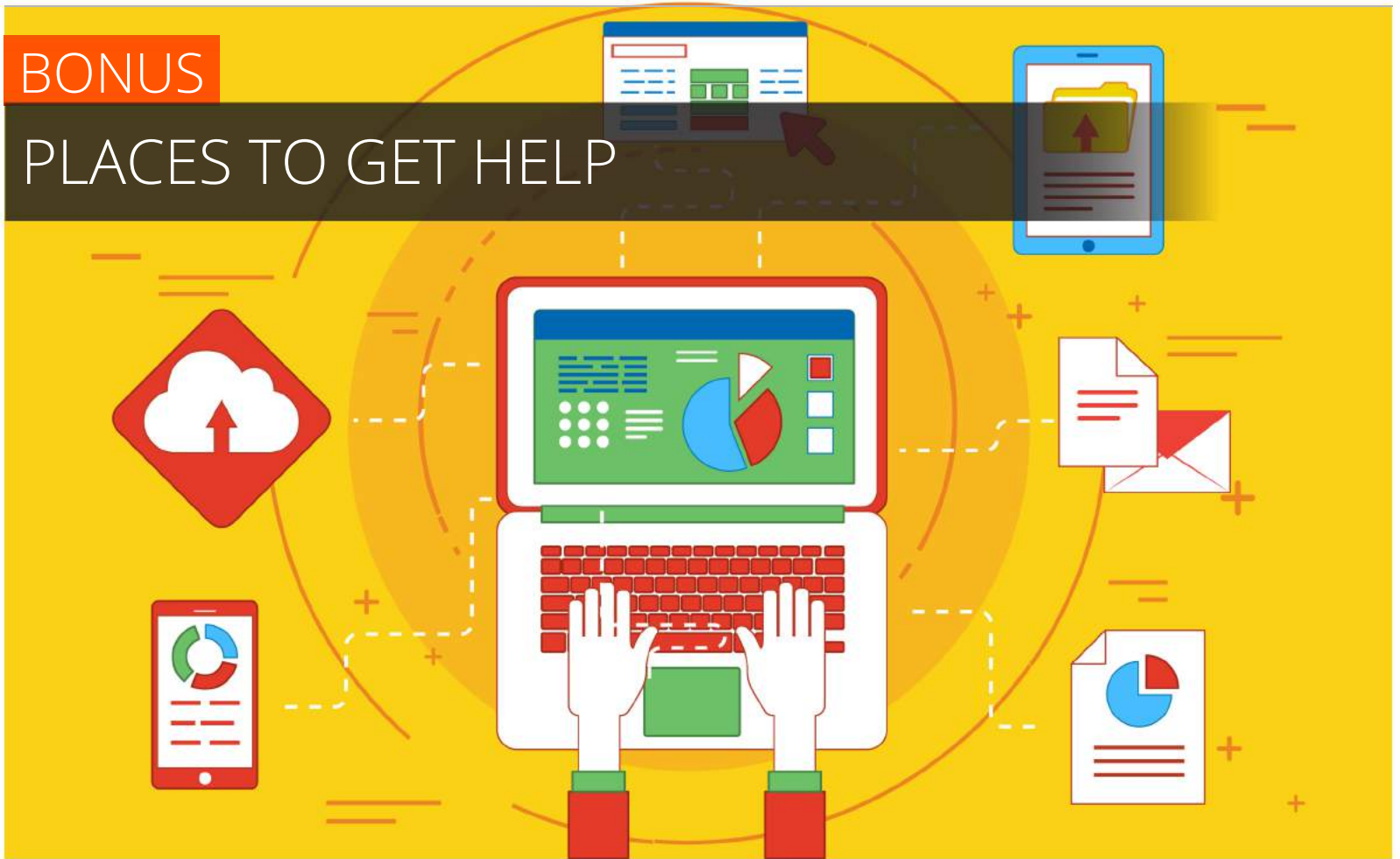
Building a mobile app is a process. It isn't something that you can just snap your fingers and get done.

Knowing where and how to get help during this process can be absolutely vital to being successful. There are a few key places we have found to be really helpful; however, don't limit yourself to just resources in this article.

DEVELOPMENT HELP
 • Stack Overflow
 • iPhoneDevSDK
 • GitHub.com

MARKETING & NETWORKING
Go through Facebook and search for entrepreneur groups and app entrepreneur groups. You'll be surprised by how many come up! These groups are great connections for not only questions, but potential business collaboration, networking events, and many other avenues to help your business.

AD NETWORKS
The best blogs to follow for ad network news and info are:
 • Chartboost
 • AppLovin
 • AdMob

FORUMS

A few great forums include:

- Gamedev.net
- Forum.XDA-Developers.com
- MakingMoneyWithAndroid.com
- Clarity.fm

LOCAL MEETUPS

People forget to do local meetups. They tend to be isolated and stay in their own worlds, but within fifty miles of you there's probably a bunch of people that are interested in the same things. Going on Craigslist or Meetup.com, and trying to get a group of ten people to go meet at a location is a game changer. You can join groups this way, or create a group that will fit your needs or questions if you can't find a group already out there.

DON'T HESITATE

Apps are a vehicle to freedom, but there are countless other opportunities. If apps are not for you, find something that is. Pick something and take action. The life you are meant to live is closer than you think. Don't hesitate.

At some point in life, you have to make a jump.

Let this eBook serve as your parachute as you embark on your journey to fulfill your dreams and enjoy the lifestyle you've always wanted. Yes, things will be scary when you jump. They always are. You will be challenged, and it might feel as if you are free-falling for a little while. But when everything comes together and your chute opens, your life will be different forever.

Apps were my vehicle to freedom, but there are countless other opportunities. If apps are not for you, find something that is. Don't settle for what is going on with your life, if it's not what you want it to be. Pick something else, and take action. The life you are meant to live is closer than you think. Don't hesitate. It's time.

It's time to jump.