



## How To Hire Programmers

Outsourcing websites are great tools for finding skilled, low-cost programmers. These websites allow programmers to bid on jobs that you post. As you can imagine, the competition creates a bidding frenzy that gives you a good chance of getting quality work at a low price. Here are some of our favorite outsourcing sites:

- Upwork ([www.upwork.com](http://www.upwork.com)) - Our favorite service! Its work diary feature tracks the hours your programmer is working for you and takes screenshots of the programmer's desktop at certain time intervals.
- Freelancer ([www.freelancer.com](http://www.freelancer.com)) - Use their Desktop App to track progress, monitor hours, communicate and share, and much more.
- Guru ([www.guru.com](http://www.guru.com)) - Over 1.5 million gurus available for hire.
- Fiverr ([www.fiverr.com](http://www.fiverr.com)) - Perfect for smaller jobs. We use fiverr to test new programmers and potentially work with them long term. Their user interface makes it incredibly easy to search and hire with ease.

Here are five pointers for posting a job on an outsourcing site. Your ad should cast a wide net to attract as many applicants as possible. You can filter later.

1. **Enter the skill requirements** - What programming languages do they know? The main 2 are Objective-C (for iOS), and Java (for Android).
2. **Give a basic description of your project** - Keep it simple and skill-specific. Tell the applicants that you will discuss details during the selection process.
3. **Post your ad only for a few days** - This way, programmers have a sense of urgency to quickly bid on your job.
4. **Filter applicants** - I always filter applicants using the following criteria:
  - a. They have a rating of four or five stars.
  - b. They have at least 100 hours of work logged.
  - c. Their English is excellent.
5. **Compose a message to all suitable applicants** - This message invites the applicants to a Skype call for further screening. Disqualify anyone who is not willing to jump on a Skype call.



## Questions For Interviewing Programmers

- How long have you been developing apps?
- How many apps have you worked on?
- Can I see a portfolio of apps you have worked on?
- Do you have a website? What is it?
- Do you have references I can talk to?
- What's your schedule like? How soon can you start?
- How long will it take to get a quote?
- What's our time difference?
- What time do you usually work? What are your hours?
- What's frustrating for you when working with clients?
- Are you working with a team? What are their skills?
- What programming languages do you work with?
- Can you develop cross-platform apps for iOS and Android?
- Can you create graphics, or do you have somebody who can?
- Can I see examples of the graphic work?
- What happens if you become sick during a project?
- 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?
- Can you provide flat-fee quotes?
- What's your payment schedule?
- Can you create milestones tied to payment?
- What happens if you do not complete a milestone or miss a deadline?
- Do you publish your own apps on the App Store?
- How do you ensure that you don't compete with your clients?
- How do you submit an app to the App Store?
- Can you screencast the submission process for me so I can learn and do updates myself in the future?
- Do you provide basic tech guides that spec the code and list locations of information like ad networks, in-app purchases, etc?



## Setting Up Your App Empire Team

At some point, when your income and workload increase, you will want to scale your business. Saying when that will be is difficult, but I've found that many people wait for too long. They think they should add team members when they have made a lot of money or are making a specific amount of money per month.

I recommend you scale as soon as you can even if this takes away from your bottom line because you can use the additional free time you'll get to double or triple your business income.

The ultimate goal is to hire qualified people you can trust.

I often start people off part-time. I always give them a 1-3 month test period and let them know this is what I'm doing. If I'm excited about their performance during the test period, I will make them permanent team members. If not, I let them know it is not the right fit and move on.

A fully scaled app team has eight positions (see below). As you grow, you might need several people for each position.

### **1. Programmer**

Programmers will create your apps and (initially) comprise your entire team. When it comes to programmers, have several on call so not everything comes to a halt when a programmer becomes unavailable.

### **2. Graphic Designer**

Graphic designers will create the visual components of your apps and your marketing materials. You want them to be part of your programmer's development team. They can be independent contractors but development will be much smoother if the programmer and graphic designer are both under one roof.

### **3. Project Manager**

Project manager play the most critical role on your team. They will manage everybody else and report back to you. They must be versatile and able to handle all parts of the business. They also need to understand your vision and communicate with your team members to ensure the moving pieces are heading toward your vision.

### **4. Marketing Manager**

Marketing managers should be current with all marketing tools and tactics to get your apps more downloads. These people constantly check the market, learn what strategies work, and implement them. They collaborate with data analysts to see how your app network is performing and create tweaks. These managers will write marketing copy and suggest changes that increase the app's traffic and sales conversions. This is a critical position because things are always changing, and the marketing manager has to stay current.



## **5. Data Analyst**

The data analyst's primary job is to collect and assess every piece of data your business is generating. This includes downloads, sales, user analytics, app rankings, and so on. This person constantly looks at all of your data and is responsible for helping the marketing manager determine what areas need improvement. You want someone who can look at the numbers, see the trends, and offer advice.

## **6. Technical Assistant**

A TA helps with daily technical tasks. These include submitting app updates, testing apps, and changing app names, nag screens, and promo pages. This is a vital role because the technical assistant is in the trenches. He or she ensures all the project manager's orders are executed quickly and correctly. The TA should be available at all times. This person needs to be tech savvy and meticulous. There is no room for error here, since something as simple as a mis-pointed nag screen can cost you several hundred dollars a day.

## **7. Accountant**

You must have an accountant on your team. They will pay all of your bills, taxes, offer tax advice, and monitor your accounts. You approve the payments but don't deal with paying anyone, which will free up your time to work on other things. Your accountant looks at the overall business budget and the budget for individual apps to see if expenses are where they should be.

Your accountant will be an independent contractor and will work for you on an as-needed basis. Spend some time finding the right one because the accountant is critical to your financial success.

## **8. Attorney**

You need a seasoned attorney on your team to create the nondisclosure and contractor agreements that all of your subcontractors will sign. The documents you sign with your independent contractors will protect your intellectual property. In most cases, you can use standard agreements, but you should still have your attorney examine them. Find an attorney who has expertise with technology and start-ups.



# Outsourcing Work: When Hands-Free Becomes A Handful

Get a grip on outsourcing: avoid it spiraling out-of-control and ensure it's truly doing what it should do - make your life easier and more enjoyable.

***Take care of the minutes and the hours will take care of themselves.***

**-Lord Chesterfield**

Outsourcing in our daily lives is nothing new. We tend not to realize it, but the fact is most of us outsource a heavy share of our lives every day. Things that we really *could* do, but that would seem ridiculous for most if they had to do it themselves. I'm talking about things like: trash collection, making lunch, haircuts, landscaping, car washing, *even* schooling our children can be considered a form of outsourcing.

We outsource stuff like this for various reasons, but among the most common are:

to **save time** and to **make sure it's done right**.

In business - as in life, outsourcing has always been common practice. However, in recent years, thanks to pioneers in 'lifestyle design' like Tim Ferriss, outsourcing is practically evolving into a required practice for anyone trying to be successful as an entrepreneur. And for good reason; who doesn't want to get more done and have the satisfaction of knowing something is being



accomplished while saving you **time**, **effort** and in many cases **money** in the process?

So the benefit's undeniable, *and* it's **easier than ever** to access partners.

Part of the allure of outsourcing (to many) is that it helps us be more 'hands-off' in our business *and* lives. -- It seems easy to understand: the more you can take out of hand (yours), the less *you* have to think about, and the *more* time you'll have for other things, right?

Of course!! (well, yes - but not always)

Like anything else, outsourcing can *truly* get out-of-hand if not done properly. Take for example, a few signs that you're probably too deep and need to take a few to rethink things:

- You can no longer answer fundamental questions about your business - that you *actually* care to know...
- The costs are starting to outweigh the benefits (obvious to understand, but not always to see)...
- NOBODY (*including* those assigned to the tasks) is paying attention anymore...

So, maybe you're thinking, "I don't care. I don't really *want* to think about things... I just want to know the money is in the bank, and that the ship isn't sinking."



Well if that's true, along with any of the above points, the ship probably *is* sinking and you probably *can* expect to see some negative changes on your bottom line. -- In addition, you really *haven't* figured out that being a success actually takes a certain level of hard work and preparation.

It's never a good time to panic though... This shouldn't mean a risk of losing your dream lifestyle - it simply means you just need to get your hands dirty again. Here are a few simple actions you can take to *right* the ship:

### **1. A good map will take you places**

Before you do anything else, craft a plan. Don't just randomly decide what you're going to outsource. Break down and then minimize your business' processes on paper, then figure out what you *can* and *cannot* do yourself. You'll really want to think about what you shouldn't outsource, specifically when it will affect your reputation and your customers' experience. That said, delegate as much as you want without sacrificing your customer's experience or your knowledge of whether or not the business is reaching its goals.

### **2. Don't ask the bus driver to fix your teeth**

Take time finding the right partners. Look at a variety of resources and don't settle for less than you need.

Recommendations can be great, but always give yourself options - three viable candidates is a good number. Consider cost, but prioritize quality (within reason). Sites like Upwork and Fiverr have changed the world and are outstanding, however don't overlook local resources like Craigslist, or newspaper classifieds. Above all else - establish trust and reliability from the



beginning. For top candidates, make sure you understand each other well by establishing expectations on both sides. Also, realize that this is a chance to build an enjoyable relationship, too - so don't overlook and miss out on the personal aspect.

### **3. Check yourself (and everyone else, too!)**

Have a system for accountability (that includes YOU!).

Determine the Key Performance Indicators for success (for example, *on-time salary payment* for an outsourced payroll department is a big one) and figure out a way to keep track of those things. Don't overcomplicate it - a simple spreadsheet or document on Google Docs works great and is easy to share. Perhaps most importantly, develop a system of checking and communication for these KPIs. Set reminders for yourself, or help your team do so and then have them report back to you on a certain day (preferred method). Finally, don't forget to communicate simply for the sake of communication sometimes when it comes to an outsourced human role.

**Consider these tips and start getting better control over your outsourcing, and your whole business along with it.**



## TITLE

*Looking for Rockstar Developer to Create [CATEGORY] App*

## DESCRIPTION

*Hi!*

*I am looking to build a [FILL IN SIZE] sized [FILL IN CATEGORY] app for the [FILL IN WHICH PLATFORM] app store. This app will be very similar to this app [PASTE LINK FOR APP IN STORE] with a few improvements which I will explain via private message. For your proposal, the biggest improvements will be [FILL IN IMPROVEMENT #1] and [FILL IN IMPROVEMENT #2].*

*This job will be paid as [FILL IN "HOURLY POSITION" OR "COMPLETED JOB"].*

*What I am looking for:*

- **[FILL IN "INDIVIDUAL" OR "TEAM"]**
- *Perfect English*
- *Ability to problem solve*
- *Amazing coding skills for [ADD PROGRAMMING LANGUAGE OR PLATFORM]*
- *Detail oriented*
- *Provide daily reports that are ready each morning in [FILL IN TIME ZONE]*
- *Can work quickly, but is very conscious of bugs and code errors*
- *Available to work [FILL IN NUMBER] hours a week for the next [FILL IN NUMBER] month to complete this job, but will probably turn into a much longer relationship once this project is complete.*

*Please send me a portfolio of apps you have worked on in [FILL IN CATEGORY] so that I can preview your skills. Also please be prepared to supply me with a reference so that I can ask about your work.*

*When you respond write "[FILL IN YOUR WORD]" at the top of your response so I know you read this. Also feel free to add a joke :)*

*Thanks! Happy to answer any questions you may have.*

## Non Disclosure Agreement for iPhone Application Development

This Nondisclosure Agreement (the "Agreement") is entered into by and between T3 Apps, LLC with its principal offices at 525 Buena Vista Ave W, San Francisco, CA 94117 ("Disclosing Party") and \_\_\_\_\_ located at \_\_\_\_\_ ("Receiving Party") for the purpose of preventing the unauthorized disclosure of confidential information relating to the development of an iPhone Application as defined below. The parties agree to enter into a confidential relationship with respect to the disclosure of certain proprietary and confidential information ("Confidential Information").

**1. Definition of Confidential Information.** For purposes of this Agreement, "Confidential Information" shall include all information or material that has or could have commercial value or other utility in the business in which Disclosing Party is engaged.

**2. Exclusions from Confidential Information.** Receiving Party's obligations under this Agreement do not extend to information that is: (a) publicly known at the time of disclosure or subsequently becomes publicly known through no fault of the Receiving Party; (b) discovered or created by the Receiving Party before disclosure by Disclosing Party; (c) learned by the Receiving Party through legitimate means other than from the Disclosing Party or Disclosing Party's representatives; or (d) is disclosed by Receiving Party with Disclosing Party's prior written approval

**3. Obligations of Receiving Party.** Receiving Party shall hold and maintain the Confidential Information in strictest confidence for the sole and exclusive benefit of the Disclosing Party. Receiving Party shall carefully restrict access to Confidential Information to employees, contractors and third parties as is reasonably required and shall require those persons to sign nondisclosure restrictions at least as protective as those in this Agreement. Receiving Party shall not, without prior written approval of Disclosing Party, use for Receiving Party's own benefit, publish, copy, or otherwise disclose to others, or permit the use by others for their benefit or to the detriment of Disclosing Party, any Confidential Information. Receiving Party shall return to Disclosing Party any and all records, notes, and other written, printed, or tangible materials in its possession pertaining to Confidential Information immediately if Disclosing Party requests it in writing.

4. **Time Periods.** The nondisclosure provisions of this Agreement shall survive the termination of this Agreement and Receiving Party's duty to hold Confidential Information in confidence shall remain in effect until the Confidential Information no longer qualifies as a trade secret or until Disclosing Party sends Receiving Party written notice releasing Receiving Party from this Agreement, whichever occurs first.

5. **Relationships.** Nothing contained in this Agreement shall be deemed to constitute either party a partner, joint venture or employee of the other party for any purpose.

6. **Severability.** If a court finds any provision of this Agreement invalid or unenforceable, the remainder of this Agreement shall be interpreted so as best to effect the intent of the parties.

7. **Integration.** This Agreement expresses the complete understanding of the parties with respect to the subject matter and supersedes all prior proposals, agreements, representations and understandings. This Agreement may not be amended except in a writing signed by both parties.

8. **Waiver.** The failure to exercise any right provided in this Agreement shall not be a waiver of prior or subsequent rights.

This Agreement and each party's obligations shall be binding on the representatives, assigns and successors of such party. Each party has signed this Agreement through its authorized representative.

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Typed or Printed Name)

Date: \_\_\_\_\_

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Typed or Printed Name)

Date: \_\_\_\_\_

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Typed or Printed Name)

Date: \_\_\_\_\_



In Module 1, we talked about the #1 mistake you can make during market research. Now let's discuss the BIGGEST mistake you can make during the next stage of app development.

### **Poor team management.**

A big mistake appreneurs tend to make is hiring the wrong developer. This honestly happens to both experienced and novice appreneurs, so instead of stating the obvious that you should be cautious with who you hire, we're going to delve into a problem that could cause a horrible experience even with a great developer and/or designer: **poor management and communication.**

Before you hire someone, other than taking the necessary hiring precautions detailed in the course, there's certain systems you'll need to set in place. These people are now your team, and you need to think of them as such - not just a one time gig. Finding a programmer and designer that you can continually work with will save time, effort, and headaches. However, you have to understand that you are now the team leader. You are the CEO, the founder, the Supreme Czar - whatever you want to call yourself, you must take responsibility as the head of this operation. Without you setting up clear expectations, deadlines, milestones, and responsibilities, even the best hires will cause setbacks or worse - cost you lots of money!

These are the areas you need to establish in order to properly manage your team:

#### **What is your system?**

Are you an early riser? A 2am worker? Does not checking in with your team every day eat away at your soul? Does talking every day seem like a waste of your time? Whatever is your forte, figure it out. Sit down and write out your ideal time management and communication system. Do you prefer Skype? Telephone? Daily email updates? Texts? Assess when you prefer to be working on your apps and how you like to touch base with your team.

For beginners, I strongly suggest checking in with your team daily as you learn the ropes of this business. If you are not a coder, you need ways that you can physically assess progress since seeing new code won't mean anything to you. This is why tools like TestFlight come in handy.

#### **What's their system?**



Now that you know which system you prefer, what does your team prefer? This is a two-way street and in order to create the best relationship, directly ask them what their ideal system is. Try to meet them in the middle. If they hate doing daily reports, that's something that shouldn't be compromised, it could also mean they're hiding something or not doing all the work they agreed on. But if they prefer to work the hours from 5pm - 2am, that is more easily managed. Once you both feel comfortable about your preferences, and respect each other's system, it will create a smoother, more cohesive dynamic between you and your time.

### **What are your milestones?**

Each app should have a couple milestones in place. These milestones not only act as payment markers, they're a representation of productivity and achievement. With each milestone, you should be one step closer to publishing your app to the store. If your team does not meet a milestone, do not pay them, no matter the situation. We've heard many stories of teams conning their way into the next payment with excuses, only to leave an appreneur without a finished app in the end. Granted that's an issue of character and hiring the right people to begin with, but it's also a tell-tale sign that you shouldn't be moving forward because you're not on the same page or following the agreed upon system. Milestones and deadlines should be upheld - on both ends.

With each milestone, you should also be receiving the latest binary of your app so that even if the project goes awry, you have the most recent code to hand over to a new team. Be clear from the very beginning that this is your expectation with each milestone.

### **What are your goals? What are their goals?**

What are your goals with each app? With your business? In 6 months? Share this with your team. Not only does it signify that you want them for the long-term, which many developers appreciate, it ensures your team and you are on the same page. Many developers and designers want to know that they are thought of as an asset, and not going to be left after the initial project. You must lay out your expectations from day 1. Including them in this process will build stronger relationships and provide insight into your team's own aspirations. Not to mention, teams who know they have a future with your company will often work harder to prove their worth.

If your new team doesn't seem excited about the idea of long-term relationships, you probably should look elsewhere. If you want long-term, and you're just another project under their belt, it will cause a problem down the road. However, if you too are just jumping from project to project, then you may want to hire those people. It's all about being on the same page, whatever page that may be.



### **How are you communicating?**

It's extremely important to be transparent and clear from the very beginning. Do you give clear directions? And I mean, crystal clear. This is especially important if you're working with a team where English (or whatever your native language) is not their first language. What may seem obvious to you, could be difficult to decipher for them. There's no harm in giving too much detail, so don't hold back. Cover everything in the beginning (expectations with each milestone, expected deliverables, services setup within the app like AdMob or Chartboost, final iterations.) and have it recorded or in writing so there's no "he said she said" if something wasn't delivered. And don't be afraid to ask questions. You may feel embarrassed for asking stupid questions, but the age old saying really holds true in this situation - there are no stupid questions. This is a learning process and clarifying anything and everything that you don't understand will only make you a better appreneur.

**Tip:** A ninja way to improve your communication skills is to take a communications class. You may not even realize that you're communicating poorly! Dale Carnegie is a great resource to look into.