

The fastest way to reach **millions** of mobile users!

The
BOOTSTRAPPER'S GUIDE
to the **MOBILE WEB**

“An indispensable toolbox crammed with no-nonsense methods.” —*New York Journal of Books*

Written for the do-it-yourself small business owner who needs immediate results, *The Bootstrapper's Guide to the Mobile Web* is the fastest, easiest, and most effective manual for designing and implementing your Mobile Web strategy.

Quick, step-by-step instructions—with screenshots—show you how to:

- Design a Mobile Web strategy that fits your business goals.
- Build a mobile-optimized website for your business, even if you're not a Web designer.
- Create mobile apps for your business—no programming necessary.
- Promote and monetize your mobile app.
- Measure, analyze, and optimize your mobile marketing results.

You don't have to learn a programming language. You don't have to become a Web designer. With *The Bootstrapper's Guide to the Mobile Web*, you can do it yourself, do it cheaply, do it fast, and start making money for your business now.



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