



Product Pipeline System Module #5

How To Create An App For Apple

By



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Introduction

The stories are crazy... but true.

You know what I'm talking about – the stories of people making insane amounts of money with iPhone apps (applications) and other apps they're selling through Apple's iTunes Apps Store.

We're talking about people who got a good idea, developed an app around it, and suddenly found themselves pulling in hundreds of dollars a day – sometimes even thousands of dollars daily!

Here's a secret: None of these folks got rich because of dumb luck.

Instead, most of these apps developers followed a path that looked something like this:

- 1. They came up with a great idea for an app.** In some cases it was something totally new. In other cases, the app was better, faster, more useful or more entertaining than a similar existing app.
- 2. They found someone to create it.** Some of these creators were developers. The rest had to seek out an experienced Apple apps designer and/or developer.
- 3. They put a strong marketing plan in place.** Just loading an app into the iTunes store doesn't guarantee success. That's why most successful apps creators launch their app with a set of proven marketing strategies.
- 4. They took advantage of backend marketing opportunities.** Finally, most successful apps sellers know that the key to making even more money is to capitalize on their success by selling even more products to existing customers.

Good news – these are the EXACT steps that you're about to discover inside this report so that you can start selling your own Apple app! Let's get to it...

How to Get a Great Idea for an App

Obviously, your first step is to come up with a great idea for an application – and then you need to do a little market research to ensure that it is, indeed, a good and profitable idea.

Before we start thinking about the actual application, you need to first decide for which platform you'd like to create this app. For example, are you going to create it for an Apple computer, for the iPod Touch, for an iPad or for an iPhone?

Right now creating apps for the iPhone and/or iPad is all the rage – and it's an ever-growing market – so that's mainly what we'll focus on for the purpose of this report.

Now, a lot of marketers start thinking about iPhone games at this point. And while it's true that you certainly can create a good game app, that's not the only type of app you can create. So let me share with you now some of the most popular categories:

Game Apps

Angry Birds. Grand Theft Auto. And even old standbys like poker and other popular card games and board games. These game apps are probably the apps you hear about the most, simply because they have a mass appeal.

Entertainment Apps

These apps aren't games, but they keep people entertained nonetheless (think of the popular iFart app or any number of books, music and movies apps).

News Apps

These are apps that help people more easily gather and read the news that's important to them. This includes regular news as well as niche news. But the general "news" category includes three hugely popular sub-categories:

- **Weather apps.** These apps do things like deliver forecasts as well as storm watches and warnings.
- **Sports apps.** These apps deliver scores, highlights and even predictions. Some of them are also used for "fantasy sports" games (like fantasy football).

- **Stock apps.** These apps deliver the stock news and quotes. Some of them also help users pick stocks and track their investments.

Search Apps

These are apps that help users search Google and other sites better or otherwise more efficiently.

Social Media Apps

These apps help people connect to and use their social media accounts, especially Facebook and Twitter. These apps can do a variety of things, such as help people upload and share videos, photos and other content, use Facebook apps, search Facebook and so on.

Travel Apps

These apps can do anything from help people find a restaurant in a foreign city to help them learn the language. These apps can also provide maps and directions.

Productivity Apps

These are utility apps that help people perform a specific task faster, better or otherwise more efficiently. This includes tasks like creating to-do lists, organizing information (such as banking information) and more.

Sports and Fitness Apps

These are apps that help people lose weight, train for specific sports and generally improve their health and fitness. For example, an app might tell someone approximately how many calories they're burning per hour while performing a specific exercise or other activity.

Business Apps

These are apps for business owners and employers to help them conduct day to day business. This includes everything from spread sheets to apps which help prepare presentations to accounting and tax apps.

Education Apps

As the name suggests, these are apps that teach people about something. For example, users with an interest in science can learn about stars and constellations.

Family Apps

These are apps aimed at children and/or families, such as children's books, puzzles or games.

Other Utility Apps

This is the miscellaneous category of utility apps. For example, a person looking to buy a house might use a calculator app which tells him how much house he can afford, based on a down payment, purchase price and percentage rate.

You can see some of the other categories and subcategories of apps by visiting the iTunes apps store, which you can do here:

<http://itunes.apple.com/us/genre/ios/id36?mt=8/>.

Take a moment now and think about these categories. If you're already in a business targeting a particular niche, then ask yourself what type of app you could create to serve this target market.

Your next step is to take a look at some of the most popular apps, which you can do here: <http://www.apple.com/iphone/from-the-app-store/>. On this page you can click on various categories to learn more about the different types of apps. If you scroll down to the bottom of the page, you'll also see the top paid apps, the top free apps and the top grossing apps of all time.

If you haven't any idea yet what niche you'd like to target or what type of app you'd like to create, then viewing the top apps should give you some ideas about what kind of app you could create.

What you're looking for is a pattern – do you see a particular app that's consistently popular?

If you already have a niche, then focus on the apps in your particular category. Again, you want to pay particular attention to the top apps. You also want to see if there are a couple different apps that do almost the same thing. If so, this sort of competition is good, because it tells you that there is a big market of buyers for this particular kind of app.

In addition to researching the iTunes Apps Store, here are two other ways to get good ideas:

- **Use a keyword tool like WordTracker.com.** Keyword tools tell you what sorts of searches people are plugging into Google and other search engines every month. Enter in broad searches like "apps" and "iPhone apps," and you'll quickly get a feel for what types of apps people are currently searching for in Google.
- **Run a Google search for "apps".** This will help you uncover blogs and forums where people are talking about and even promoting various apps. If you see a lot of buzz and excitement around an app, that gives you an idea about its current popularity.

Tip: You'll want to run additional searches such as "best apps" and "iPhone apps" and "apps reviews," which will give you a better feel for what's being promoted and sold. You can also run category and niche-specific searches, such as a "productivity apps" search.

Here's the bottom line: You don't need to totally reinvent the wheel in order to make money with Apple apps. Instead, you need to figure out what people are ALREADY buying in the apps store, and then create something that's just a little bit better.

Which brings us to the next point...

Once you've completed the above research, you should have an idea of what type of app you'd like to create, plus who your direct competitors are.

I suggest that you buy, download and try these competing apps. That's because you can't really create something better if you don't have a good understanding of what makes these popular apps attractive to your audience.

Here are questions to ask yourself about the competing apps as well as the app you want to create:

- **Who is the target market?** If you can't name the target market for your own app, then you'll have a hard time marketing it. Be sure your app has a well-defined audience.
- **What problem does this app solve?** For example, a game app solves the need to be entertained. A weight-loss app makes it easy for people to count

calories (which makes it easier to lose weight). A spreadsheet app makes it easier for a business person to track data and impress the boss.

- **How can you create an app that solves this problem better, faster, easier, etc?** In other words, if there are competing apps on the market, how can you make your app even better?
- **What makes this app attractive to the target market?** In other words, what are the top two or three biggest selling points of this app? Why do people buy it, use it and love it?
- **How does the app engage the audience?** A game app is a clear example of an app that hooks the user and pulls him in. Ask yourself, how does your proposed user "hook" the user – and what will your app do that will ensure the user keeps using your app?
- **Does the app make people laugh?** Clearly this isn't a requirement, especially if you're creating utility apps and similar, but many of the most popular entertainment apps make their users laugh.
- **How do the competing apps take advantage of iPhone's unique features?** The iPhone has unique features not found on a typical Apple computer, such as the rotate feature, swipe feature and so on. Take a look at the competing apps and ask yourself how well these apps take advantage of the iPhone's full capabilities.

Quick Recap

Once you've done your market research and answered the above questions, then you're ready to start developing your app.

You'll do this by first designing your app and then hiring someone to program it. Read on...

How to Develop Your App

I'm going to assume that you're not a programmer, right? And that's ok – you don't need to be in order to get a great app to market. You just need to hire an apps developer to create your app for you.

Now, there are two steps you need to take:

1. Design your app. This is where you sit down and decide what it's going to do.
2. Find a developer who can turn your vision into reality.

Let's look at these two steps separately...

Design Your App

The first thing you need to know and remember is that your application is going to be much more complex than you think it is.

You see, a lot of people get an idea for a "simple app."

Example: Joe Blow comes up the idea to have an app that whistles and says "hey, good looking!" while flashing the same text alongside a winking graphic on the screen.

Dead simple, right? Not quite.

Consider this:

- Where will you get the whistling sound?
- Where will you get the "hey good looking" recording?
- Will you give the user the option of inputting/recording his own whistle and greeting?
- Will these sounds automatically adjust when the user manually adjusts his phone's volume?
- What happens if another sound is playing? Does it cancel the other sound out? Skip the sound? Wait until the other sound is done? Or something else?
- Where does the graphic come from?
- What font will you use for the text?
- How will the text behave? (This matters – your programmer will need to know more about how the text behaves in order to choose the right programming route.)
- Font size?
- Will the font adjust itself depending on the screen size?
- What happens when the user rotates his phone – will the text rotate with the phone?
- What background color will you use?

- Do you need to test the app? (The answer is YES – but this requires your programmer to do some additional work.)

And so on!

This list isn't even complete... and yet this long list is for a so-called simple app!

Point is, you'll need to pour over every single detail and consider every option. You need to think about two factors:

- 1. Form.** This is what your app looks like. This includes design, graphics, colors, sounds and so on.
- 2. Function.** This is how your app behaves. What does it do? And how do the user's settings affect the function of the app?

You'll want to do as much of this brainstorming work upfront. Again, look at similar apps on the market to see how they look and behave.

Take note of how users input information. See what happens when users do specific tasks. Look at how the app makes use of the iPhone's unique features and capabilities.

Now, if you've never worked with a freelance programmer/developer on this sort of project before, then I strongly urge you to hire an apps designer (sometimes called an architect) to help you design your project. And then you'll hire a programmer (developer) to do the actual coding.

Why hire two people?

Simple: Because building an app is like a building a house.

When you build a house, you first hire an architect to transfer your vision onto paper by drawing up blueprints. You then hire a builder to create the actual house based on these professional blueprints.

Same thing when developing an app.

You need to hire the designer to "sketch" your app out and create the detailed specifications that address every aspect of form and function. The programmer/developer can then take these specifications and build the actual app.

True, you might be able to find someone who's both a very good designer and a very good programmer. However, many freelancers specialize in one or the other – either designing or programming. So don't be surprised if you need to hire two people.

So how do you find a developer? That's what you'll learn about in the next step...

Tip: If you need to find a designer separately, you can use the same methods as you're about to learn – they work for finding designers, programmers or those who both design and program.

Find a Freelance Developer

Now it's time to find someone who can turn your app idea into a reality.

Here are two keys I want you to remember:

- 1. Good developers are busy.** Don't count on finding a developer today who can get started working on your app immediately. Good developers tend to have waiting lists – and good developers are worth the wait.
- 2. Good developers charge accordingly.** In other words, you're not going to get a good app created for a couple hundred dollars. Be prepared to pay for quality.

Now let's look at how to find and hire a developer...

Where to Find a Developer

There are plenty of ways to seek out developers. You'll want to utilize as many of these methods as possible in order to cast a wide net in your search for a suitable developer. I've ranked them roughly in order, starting with those methods you should focus on first...

➔ Contact Developers Directly

This is a little unconventional – but it works. Here you go into the app store, find apps you like and contact the developers directly. You should call them if possible.

However, don't waste their time or your time.

That's why you need to tell them upfront exactly what you need and exactly what your budget is. That way they can quickly make a decision about whether they're a good candidate for the job (both in terms of their skills as well as the pay you're offering).

Again, keep in mind that good developers are busy – so even if the developer is interested, he may not be able to take your project on right away.

And if the developer outright says no? That brings us to the next point...

→ **Get Recommendations**

If you contact a developer who is unwilling or unable to help you, ask this developer if he or she has any recommendations for other developers who may be able to work on your application.

A second way to get recommendations is by asking your friends, colleagues and other contacts. This includes people on your mailing list, your blog readers, your Facebook friends, your LinkedIn contacts, your colleagues on business forums and anyone else you know. It's possible they may "know someone who knows someone."

→ **Search Google**

Another way to find a developer is by searching Google. You'll want to search for a variety of search terms, including:

- Apple apps developer
- Apps developer
- Cocoa programmer
- iPhone apps developer
- Apps programmer
- iPhone apps programmer
- apps coder
- apps designer

Be sure to look both at the regular search results as well as the "sponsored" ads. These are the ads that appear at the top of your screen as well as running down the right side of your search results.

Note: Now let me stop and make a note here. The above three methods are preferable because you're seeking out a developer, rather than having a developer seek you out. As I said, good

developers are busy - the BEST ones have waiting lists and plenty of referrals, so they rarely need to seek out new projects.

Point is, once you start placing ads for developers, then you're getting into the "second tier" of developers. You may get lucky and get a really good developer - one who hasn't yet been discovered yet by those needing apps built. Just realize that it may take some time to find a suitable candidate.

Moving on...

→ Place an Advertisement on Craigslist

The advantage of browsing developers' ads or placing your own ad on Craigslist.org is that you have a chance to meet your developer face to face. Sometimes it's easier to plan an app when you can sit down together in the same room and hammer out the details.

Now, the key to placing a good advertisement is to offer as many details as possible so that you attract the most suitable candidates for the job.

Still, you don't want to reveal everything so as to create competition for yourself. So, the balance is to reveal enough to get qualified candidates to approach you.

Here's an example ad for a designer:

Wanted: Apple iPhone applications designer to help me design the form, function and specs for a utility/calculator app. Must be able to create a project brief and spec sheet for the apps programmer to follow.

Experience designing Apple apps required. The ability to also code/program the app preferred but not required. Budget is \$x,xxx to \$x,xxx for the design task. Contact me at [your contact info] for more information.

When you're ready to hire a programmer, you may want to have your designer help you create the ad so that you use the right terminology.

Here's a generic example for an app developer:

Wanted: Apple iPhone apps developer to build a utility/calculator app. Must have previous experience creating Apple apps using Cocoa/Objective C and Open GL. You must be able to show a sample of your previous apps (preferably those that are already in the apps store).

Detailed project brief and spec sheet was created by professional apps designer and is ready to go. Budget for this project is \$x,xxx to \$x,xxx. I'll need to retain your services for debugging and upgrades after the app is released.

To learn more, contact me at [your contact info]. Please provide your experiences, references and portfolio samples.

➔ Post Ads on Freelancing Sites

Finally, you can post your want ads on developer's forums and freelancing sites, including:

- www.freelancer.com
- www.odesk.com
- www.vworker.com
- www.iphonedevsdk.com/forum/iphone-sdk-development-jobs/
- <http://forums.toucharcade.com/forumdisplay.php?f=12>

Again, provide enough details so that you attract good programmers, but not so many details that you reveal your exact idea.

Example: It will be helpful if you tell your coder what sort of features you need, perhaps by pointing out existing apps with similar features. (That way your developer can offer a better estimate.)

How to Do Your Due Diligence

You can't just hire the first programmer you find. Instead, you need to do your due diligence, which is to say you should research this person thoroughly to be sure he or she is competent, reliable, professional and has plenty of experience creating Apple apps.

Your due diligence should include:

- **Asking for references.** Be sure to actually verify them. If you're looking on a freelancing site, then check out the freelancer's feedback and ratings, too.
- **Asking for samples.** Ideally, you want this person to have developed apps that are currently selling in the Apple iTunes Store. And your coder should have experience with the type of app you'd like to create.
- **Ensuring your developer has experience with the specific programming elements.** General these include Cocoa and Objective C, but ask your designer if any part of your app requires other special qualifications.
- **Running a search for your programmer's name, company name, website and email address in Google.** You're looking for any red flags, such as complaint from previous employers. Basically, you're looking for anything that suggests this developer may not be a good fit for you and your project.

Hiring a Developer

Your due diligence will help you find the best developer for your app. But before you hire this person, you need to get a few questions answered and take a few steps to protect the both of you.

Specifically, you'll need to hammer out the details of your business relationship and include them in an agreement that you both sign. These details include:

- **Payment terms.** How and when will you pay the developer?

Example: Are you offering a percentage upfront and additional payments as the developer meets milestones?

- **Will you use escrow for any of the payments?** If so, who pays the escrow fees?
- **What is the scope of the project?** That is, what exactly is the developer being paid to do? Does his job include design AND coding, for example? Will you need to schedule meetings (over Skype, in person, etc)? Will the developer help you submit the finished app to the iTunes Apps Store? Will you need to test the app?
- **How will you handle debugging and future upgrades?** You'll need to let your developer know upfront if you plan to retain his services for these tasks.
- **Will the designer talk to the developer?** If you hired a designer separately, can you retain the designer to answer the developer's questions?

Quick Recap

Just as you need to work out all the details of your app before your developer can start coding, you also need to work out the details of your business relationship. To protect yourself, be sure to consult with an attorney about what to include in your agreement.

Once you've found a developer, done your due diligence and hired him, then you'll need to start focusing on submitting and marketing your app. Read on...

How to Prepare and Submit Your App

In this section you're going to learn about some of the paperwork and decisions you need to make in advance of completing your app. You'll also learn how to submit it to the iTunes store once it is finished. Read on...

Applying for Your Apple Developer's License

Yes, I realize you're hiring a developer to create your app. And yes, it's quite possible that your developer has already completed the required paperwork and applications with Apple. But since this is YOUR app, you need to submit the required paperwork on

your own behalf. And you need to do this as soon as possible, as it can take a few weeks for Apple to review and approve your application.

Here's where to start:

<http://developer.apple.com/programs/start/standard/create.php>

1. First, Apple needs to recognize you. Do note that if you're registering as an individual, then you need to enter your full and legal name. Your full name will appear as the seller's name in the app store.

If you're registering your company as the developer, then you'll likely be asked to provide additional documentation, such as your articles of incorporation. Because of these extra steps, it can take several weeks or even months to get accepted.

2. Second, you'll be asked to accept Apple's terms and conditions before you're able to get your developer's license. Be sure to read them thoroughly before you accept them.
3. Third, you'll be asked to pay a fee of \$99 (yearly) for your developer's license. Again, this is required in order for you to complete your application. And it's required for you to release and distribute apps, so be sure to complete the entire process and pay the fee.

Tip: Apple will email you when your application is accepted. You can also log into the Developer's portal and look at the top right of your screen, which will let you know the status of your application.

Once you're accepted, then you'll have access to the tools and information you need to submit an app to the iTunes Store. You'll learn about this submission process shortly. But first, let's talk about your pricing strategy and backend strategy...

Developing Your Pricing Strategy

Take a look at the iPhone apps store, and you'll probably quickly discover that app sellers are making money based on volume, not on price. As you'll quickly note, some of the most popular apps range from free to \$1, \$2 or \$3. (Actually there is a pricing trick here and those prices are respectively \$0.99, \$1.99 and \$2.99.)

There's a reason for this. That's because iPhone users are looking for cheap entertainment. They're not looking to spend \$20 or whatever on an app that they might play around with or use just a few times. But a price that's 99 cents? That's a no brainer. How about \$1.99 for an app? That's pretty cheap. And \$2.99 for a popular app... no problem.

However, before you price your app in the 99 cents to \$2.99 range, you need to first scope out the competition. What are competing apps going for? Generally, you can start testing prices right in the same price range as your competitors' apps.

Now, here's a pricing strategy to consider: Offer two versions of your app.

The first version is the "lite" version. This is a stripped-down version with limited functionality. Or, it may be a fully functional version, but it's limited to a certain number of uses (like five uses). Either way, you can offer this version for free or at very low cost. The second version is your full version, which you offer for sale.

Tip: If you're pricing your full app at just a few dollars, then offer your light version for free. If you have a higher priced app, like a business app, then you can charge a dollar or two for your lite version.

The point of this pricing strategy is that you get people to try out your trial or lite version of the software – and they will, since it's free (or cheap). Your trial version then advertises (upsells) your full-priced version.

Creating a Backend Strategy

Before you create or launch your app, you'll want to have a backend strategy in place.

You see, some people do very well with one app – so well that they're able to quit their jobs because they're pulling in thousands of dollars every day. But even those who make a killing with one app know that it won't last forever. If nothing else, you'll hit a saturation point. And so you need to keep creating apps and/or selling additional products and services to your customers.

Tip: The frontend of your business is when you sell your app to a new customer. Your backend is when you sell additional related products and services to your existing customers.

So how do you implement a backend strategy? Here are two ideas:

1. Embed Advertising

Just a moment ago in the Pricing section we talked about offering a lite version of your app, which includes advertising to upsell the paid version of your app. That's an example of a backend strategy.

The good news is that you don't need to have a lite version of your app in order to use this strategy. In other words, you can embed advertising in ANY app, free or paid. You just need to tell your developer what you want.

Now, you may already have related products or services that you want to advertise. But what I suggest is that you send people to a newsletter subscription page. You can offer upgrade announcements and complimentary related apps or software in exchange for their email addresses.

Tip: You'll need a mailing list service like Aweber.com, iContact.com or GetResponse.com in order to build your list.

The reason for doing this is simple. If you get your customers on a mailing list, then you can follow up with them any time you want.

The key, however, is to offer products and services that are highly related to your app.

Example: Let's suppose you're selling a weight loss app, perhaps one that helps the user count the calories they're eating as well as the calories they're burning. Here are examples of items you might sell on the backend:

- Additional weight-loss related apps, such as one that tells people which dishes in a specific restaurant have the lowest calories.
- Other Apple software, such as weight loss apps for their Mac computer or iPad.

The above two ideas are the most highly related, because they're also weight loss apps. But presumably your audience is interested in other weight loss products and services, such as:

- Low-calorie cookbooks.
- Related dieting books or ebooks.
- Exercise videos.

- Exercise equipment.
- Weight loss aids, such as supplements.
- Services such as personal consultations and training.

Tip: The only way to know for sure what recommendations will be profitable is to test. Then focus on recommending those products and services that your list is most responsive to.

Please note that you can recommend your own products and services as well as affiliate offers. One good place to find a wide variety of affiliate offers is on Amazon.com. If you want to sell ebooks, go to Clickbank.com to find affiliate offers.

This strategy depends on you selling apps and then selling additional products on the backend. However, you can start selling before your app is even finished. Read on...

2. Create a Pre-Launch List

As you already know, it can take a long time to get your app to market. Your developer may not be able to start working on your app for several weeks or even several months, depending on his schedule. And depending on how complex your app is, it may take weeks or even months to develop.

Fortunately, you don't have to just sit on your hands or twiddle your thumbs at this point. Instead, you can start building a mailing list immediately, perhaps by offering a relevant freebie.

This freebie can be the entry point into your sales funnel. And you can sell your app as well as other related products and services on the backend. (Just see the previous section for examples of what to sell.)

Just as with the customer mailing list, you'll need to give your subscribers a reason to subscribe (such as a related freebie). And you'll also need to advertise your freebie and newsletter list. You can do this by:

- Writing and submitting articles to directories like EzineArticles.com, IdeaMarketers.com and GoArticles.com.
- Tell your social media contacts.
- Blog about it.
- Tell your other friends and contacts.
- Include a link to your landing page in your forum signature files.
- Use pay per click advertising on Facebook.com or Google AdWords.

- Buy ads on other sites (using a site like blogads.com, or talking directly with site owners).

The advantage of creating a mailing list before you launch is that you can make money even before you launch your app, simply by promoting related products and services. And best of all, you can build up a lot of anticipation for your upcoming app. That way, the day you launch you'll have a list of prospects already lined up and ready to buy your app!

Submitting Your App

Your app is finished. You've got your developer's license, your pricing strategy and your backend strategy in place. You should have also tested your app to make sure it's ready for release.

Next up, it's time for you to actually submit your application to the iTunes Store. Now, this isn't a quick process that takes five minutes.

Truth is, the first time you submit an app it can take an hour or two of for you to gather together the information you need to submit it. Ideally, your developer has experience submitting apps so that he or she can help you gather the necessary information and submit it.

Here's what to do...

Step 1: Gather Everything Together

Before you even think about uploading your application, you're going to need to gather some information and create a few items. Specifically:

- **Your icon.** This is the large icon that will be displayed alongside your app in the iTunes Store.
- **Your SKU.** This is a unique numeric identifier that you create, which differentiates your app from other items in the App Store.
- **Your keywords.** These are the keywords your prospects might enter into the iTunes search engine to find your app. Do your research by looking at what keywords your direct competitors are using.

- **Screenshots.** You'll need a primary screenshot of your app as well as any additional screenshots you'd like to include. (Make sure you don't display the app's price on these screenshots.)
- **App information.** This is the mini sales letter you create for your app. Here you need to tell prospects what your app does for them. Focus on the benefits. See other popular apps in your category to get ideas as to how to create a compelling advertisement/description of your app.
- **Your app (zipped binary version).** Read below...

Getting your app ready for distribution is the part that your developer may need to assist you with. That's because you need to:

- 1.1. Log into your Developer's Portal (<http://developer.apple.com>) to first create an App ID. This is a unique identifier that helps Apple differentiate your App from other apps. Just log into the portal, click on "App ID" and follow the directions for creating it. You may ask your developer for help at this stage.
- 1.2. Once you've created your App ID, then go to your Projects Page and list this identifier as the "bundle identifier."
- 1.3. Create a distribution provisioning profile for your application, which includes your distribution method (App Store), Profile Name and App ID.
- 1.4. Download your distribution provisioning file so that you can install this file in your devices manager. You do this by dragging the <Profile_Name>.mobileprovision file to the Provisioning Profiles list (which you'll find under the "Library" section of the devices manager).
- 1.5. Generate the IPA file with your distribution provisioning file data. Again, you may need your developer's help at this step in order to generate the file correctly.

Step 2: Log Into iTunes Connect to Upload Your App

Now that you've generated the correct file and created the other required information, it's time to upload and submit your app. Here's how:

- 2.1. Log into iTunes Connect. Just go to your Developer's Portal at developer.apple.com/iphone. Click on the iTunes Connect link on the right.

- 2.2. Click on "Manage Application" (on the iTunes page).
- 2.3. Click on "Add New Application."
- 2.4. Answer whether your product contains encryption (ask your developer if you're not sure).
- 2.5. Enter the application name. This is the name that prospects will see next to your icon in the Apps Store.
- 2.6. Enter the application description. This is the "mini sales page" that you created back in Step 1, where you tell prospects the benefits and highlights of your app. In other words, why should they buy it?
- 2.7. Select the device requirements. This is self-explanatory – you just need to let prospects know which devices (iPod, iPhone, iPad) your app works on.
- 2.8. Select the primary and secondary category. Again, self-explanatory. Simply choose the best-fit category as your primary category.
- 2.9. Enter your copyright information.
- 2.10. Input your version number. Typically, this is 1.0 if this is the first version of your app.
- 2.11. Enter your SKU number. This is the unique identifier you created earlier in Step 1.
- 2.12. Enter your keywords. You researched and compiled these in Step 1.
- 2.13. Enter your application URL. In other words, this is a link to your website.
- 2.14. Enter your support URL. This is a link to your Help Desk or other place where users can get support for your app.
- 2.15. Enter your support email address. Double check that you enter this correctly.
- 2.16. Leave "Demo Account" blank.
- 2.17. Assign your app's ratings. This is where you rate your app in terms of its suitability for younger audiences.

2.18. Upload your app (the binary file), screenshots and icon.

2.19. Input availability date.

2.20. Input your price.

2.21. Choose App Store Selection. This is where you'd need to input additional information if you're not offering your app worldwide.

2.22. Review all your information, validate your application and then submit it. The status should be "Waiting for Review." Now you just need to wait for an email letting you know your app has been reviewed and accepted.

Quick Recap

As you can tell, preparing your application for submission to the apps store takes some time as well as a little help from your developer. Once you submit your app, then you just need to wait for it to be approved. But once it goes live, you can start marketing it. Which brings us to our next topic...

How to Advertise Your App

You've got a great app. But even a great app doesn't magically sell itself. That's why you need to promote it in order to get it in front of as many targeted prospects as possible. You can do this in a variety of ways, including:

- Telling your contacts.
- Getting reviews from influential bloggers.
- Using social media.
- Recruiting joint venture partners.
- Submitting press releases.

Let's look at these five promotional tactics separately...

Tell Your Contacts

This promotional technique is simple: You tell everyone you know about your app. This includes, where applicable:

- **Your mailing lists.** Maybe you have an existing mailing list full of prospects or even customers for other related products and services. Or perhaps you started a prospect mailing list (as described in the "Backend Strategies" section). Either way, be sure to build anticipation as your launch date approaches, and then send out an announcement to your lists when the app goes live.
- **Your blog/website visitors.** Likewise, if you have a blog you should blog about your app, including building anticipation during the pre-launch days.

Tip: Don't yet have a blog for your website? You can quickly and easily install WordPress (it's free) by getting the files and instructions from WordPress.org.

- **Your friends and family.** Yes! You should drop a line to your friends and family to let them know about your new app. Be sure to tell them to spread the word to their friends and contacts, too.
- **Your social media contacts.** Are you on Facebook.com, Twitter.com or other social networking sites? Then be sure to post on your Wall and tweet about your app.

Let me give you an example email announcement. Let's say you have a game app (one that would appeal to those who like Angry Birds)...

Subject: What's more fun than Angry Birds?

Hi [Name],

Angry Birds is fun. It's addictive. And now there's a new game app that will drive you just as crazy and have you laughing even more.

It's called [name of App], and it's creating quite a buzz in the gaming world. That's because this app [enter short description and benefits of app].

But don't take my word for it. See what these happy gamers are saying about [name of app]:

[enter two or three strong testimonials]

You can join these happy gamers by clicking here now - enjoy!

[Your name]

P.S. Buy the app, send me your receipt and you'll get [description of cool, related bonus], absolutely free! But hurry, this free gift offer ends [expiration], so act now to avoid disappointment!

Get Your App Reviewed

Just run a search for "iPhone apps reviews" in Google, and you'll quickly discover that there are dozens upon dozens of bloggers who do apps reviews. This includes bloggers on big sites like MacWorld.com all the way to the small one-person blog sites that are just getting started.

Why so many review sites?

Simple - because reviewing apps is a big business.

Some of these reviewers make money by being affiliates for the iTunes store. Others just review apps in order to get a lot of traffic for their blogs, which they in turn monetize by selling other products, building a mailing list, selling ad space and so on.

So how do you get YOUR app reviewed by these bloggers? Read on...

Step 1: Find suitable reviewers

You can find plenty of prospective reviewers by running a few searches in Google, such as:

- iPhone apps review
- iPhone apps blog
- apps review
- apps blog reviews

However, you can get even more specific by seeking out bloggers who review your specific category of apps. For example:

- iPhone game apps review
- utility apps review blog

Indeed, the key to landing good reviews is to find the people who regularly do reviews in your niche. If you find a blog that does general iPhone apps reviews, then be sure to find and contact the specific person who does reviews for apps in your niche.

A couple additional tips:

- **Be sure to read the submission guidelines.** This will include the blogger's preferred means of contact.
- **Check if the blog has some sort of ongoing business relationship with your direct competitor(s).** It's not a problem if the blog has reviewed your competitors' apps. However, your app is unlikely to be reviewed (or reviewed favorably) if one of your competitors is closely associated with the blog.

Now, apps review blogs will get you some of your most targeted visitors. However, keep in mind that there are blogs and other sites in your niche that don't have anything to do with Apple apps – and yet these are still good sources of traffic for you.

Example: If you have a football game app, then you might try getting reviews from people with football blogs and newsletters. Or if you have a weight loss app, then you can approach people who own weight loss blogs and newsletters.

Step 2: Tell them why they should review your app

Once you find suitable bloggers, then you can email them with a request to review your app.

Remember, these bloggers may get dozens of requests each week (even hundreds if they own a popular review blog), so you need to make your request stand out. You also need to make it as easy as possible for the blogger to review your app. To that end:

- **Give the blogger a promo code and a direct link to your app.** In other words, if you have a paid app, be sure the reviewer can review it for free.

Tip: If the reviewer agrees to the review, then you can offer him additional promo codes. That way, he can have a contest and give away a few copies of your apps to his readers. Both the blogger and his readers will appreciate the offer.

- **List the name of the app.**
- **Let the reviewer know the release date of the app.**
- **Give a description of the app.** Specifically, what does the app do for users? What makes it better than the competing apps? Why should the blog's readers care about this app?
- **Offer video and screenshots of the app.** Many reviewers like to post screenshots and videos of the apps, so you'll save the reviewer time by providing these items upfront.

Tip: Offer links to these items, NOT attachments.

- **Drop the entitlement attitude.** Remember, the reviewer is doing YOU a favor if he agrees to your request. So don't expect him to review your app and if he does, don't expect it to be a 100% favorable review.

Here's an example...

Subject line: Gaming app review request

Dear [First Name],

I've just developed a [type of app] iPhone app called [name of app], and I'd like to request you to review it. Since you liked [previously reviewed app], I think you'll like this one too - and so will your readers.

Here's the app: [direct link], and here's a promo code [promo code]. You can also find screenshots and videos of the app here: [link].

What you'll discover is that [describe why this reviewer and his readers should care about your app - be sure to say how the app benefits users]. Specifically:

- Benefit 1 (ex: This app helps users quickly and easily track their daily calories.)
- Benefit 2
- Benefit 3

If you have any questions, don't hesitate to contact me at [email] or [phone number].

Thank you for your time!

[Your name]

P.S. Don't forget to use promo code [insert promo code] to download the app for free!

Tip: Whether the reviewers agree to your request or not, be sure to thank them for their time. Your goal is to develop a long-term relationship with these reviewers. That way, those who reviewed your apps in the past will review your future apps. And even those who didn't review a past app may be willing to review a future app if you're courteous and appreciative.

Step 3: Include their reviews in your advertising

When you do get favorable reviews, include snippets from these reviews as well as links to the full review in your advertising, whenever possible.

Not only does this act as a form of social proof (which helps prospective buyers make the buying decision), but it's a nice way to say "thank you" to your reviewers.

Start a Facebook Fan Page

Earlier I mentioned that you should tell your Facebook friends about your app. Now let me share another way to promote your app: Start a Facebook Fan Page around it.

If you already have a Facebook account, then all you have to do is:

1. Go here: <http://www.facebook.com/#!/pages/create.php> to create your free Page.

2. Click on "Brand or Product".
3. Click on "App". Then enter the name of your app, agree to the Facebook Page terms and click on "Get Started".

Now all you have to do is follow the onscreen prompts to create your Page. You should:

- Upload a representative photo. This might be a screenshot or your logo, whichever photo best represents your app.
- Provide a description of your app. Again, focus on the benefits and what your app does for users.
- Give a direct link to your app (either your sales page or a link to it in the iTunes Store).
- Provide screenshots and videos of your app.
- Offer testimonials from satisfied users.
- Link to favorable reviews.

Now, because Facebook is a social media site and not an advertising platform, you need to offer good content to keep your Fans engaged. Examples include:

- Running contests to win free copies of your app.
- Offering free trial or lite versions of your apps.
- Providing relevant content on your Wall.

Example: If you have a utility app that helps people with their household budgets, then you could post tips about getting out of debt, saving money and other relevant content.

Just because you build a Fan Page doesn't mean you'll have fans flocking to it. While Facebook does have a natural viral effect (especially if you run a contest), you still need to kick start this viral effect by advertising your Fan Page. You can do this in a variety of ways, including:

- Telling your Facebook friends about your Page.

- Blogging about your Fan Page.
- Emailing your newsletter subscribers about your page.
- Including a link to your Page on your other social media accounts (like Twitter) as well as niche-relevant communities (like forums).

Another way to advertise your Fan Page is to ask your joint venture partners to tell their contacts. Which brings us to the next promotional method...

Do Joint Ventures

A joint venture (JV) is when two or more marketers or business owners work together for mutual benefit. Generally, you're looking to work with others who cater to the same niche as you.

Let's say you sell an app that helps people count calories. Your potential joint venture partners may include:

- **People who sell apps to the same niche market.** For example, someone who's selling an app that tells people how many calories they burn during exercise would be a good prospective partner.
- **People who sell other weight loss products and services.** This includes those selling ebooks, books, personal training, supplements, exercise equipment and so on. Do note that you can work with both offline and online business owners.

So, how can you work with these other sellers, bloggers and business owners for mutual benefit? Here are four ways:

- **Promote each other.** You can do this in a variety of ways, from endorsing each other in your respective newsletters to trading banners on your blog to promoting each other in your YouTube.com videos. The possibilities are endless.
- **Create content together.** This is where you create free or paid content together, which you then both promote to your lists, customers and visitors.

Example: If you're working in the weight loss niche, then you and your partner can hold a free teleseminar where you discuss dieting tips. At the end of the teleseminar

you can both promote your respective products. Naturally, you'll record this phone call so that you can distribute it to your visitors, customers and subscribers.

- **Trade product reviews.** Here you can review each others' products, and then include these reviews on your respective blogs.
- **Trade content.**

Example: You can create an article for your partner's blog and he can do the same for you. You both get unique content for your respective blogs. But since you can include a link and advertisement in your article's byline, you also both get backlinks and traffic.

Finding these partners is easy. Just search Google for niche-relevant keywords.

Example: If you're in the weight loss niche and you're looking for bloggers, then search for something like "weight loss blog" (no quotes). Or if you'd like to find partners who sell ebooks in your niche, then search for relevant keywords in the Clickbank.com marketplace.

Now here's a tip: The BEST way to get people say yes to your joint venture requests is to first befriend these prospective partners. That's because people are more willing to do a favor for a friend or an acquaintance as opposed to a complete stranger. You can start developing a relationship with prospective partners by:

- Talking to them on Facebook.com.
- Discussing issues with them on niche-relevant forums.
- Commenting on their blog (with the intention of engaging them in discussion).
- Meeting them at offline events such as conferences and seminars.
- Making money for them (by being an affiliate).
- Offering your help when you see they need it (such as when they specifically ask for feedback on a project).

I understand that you may not always have time to develop a relationship before you approach a specific partner. In that case, you need to create a joint venture request which focuses on your partner and what he or she will get out of the deal.

Clearly, how you phrase this request depends on what type of joint venture you're seeking. But let me give you an example...

Subject: I'd like to interview you, [name]

Hi [First Name],

My name is [your name] and I own [link to your site]. My site caters to [description of niche], just like you do. And that's why I'd love to interview you on the topic of [topic], since you're the resident expert in the niche.

Here's what you get out of the deal:

- Backend sales, since you get the opportunity to promote [list specific product] during the call.
- Free traffic, subscribers, sales and backlinks, since your site will be mentioned in all promos advertising the interview.
- Free content - you get the rights to use and distribute the recording in any way you see fit. And that means more backend sales, for months or even years to come!
- Free backlinks on my blog at [link], which again will generate traffic, subscribers and sales for you!

And your total investment? Just 45 minutes of your time talking on the phone.

You can contact me right now at [email] or [phone number] so that we can set up a good time for the interview.

Thanks for your time!

[Name]

P.S. All you have to do is show up for the interview - I'll take care of everything else, and you'll get all the benefits described above. So hit reply right now and let's talk!

Submitting Press Releases

Another great way to promote your app is to submit press releases about it.

However, here's the key: A press release isn't an advertisement, thus you can't be overtly promotional. Instead, a press release is news – and thus it needs to be written like a news article.

The best way to understand what I mean is to read actual press releases in niche-relevant as well as local newspapers, magazines and other publications. Take note of the following:

- **The releases are newsworthy.** In other words, they're of interest to the publication's readership.
- **They're written like regular news articles.** The first paragraph gives an overview of the who, what, where, when and why. Then each subsequent paragraph offers more detail.
- **The promotion is subtle.** One way to do this is to mention your app or website in relation to a quote.

Example: "Joe Blow, who created the [name of app] iPhone app, says that [insert your useful tip or other quote]..."

Again, check for published releases for models and examples of how to do this the right way.

Tip: Not sure how to create a press release? Then get a professional to write one for you. Just post a project on elance.com requesting a professional press release.

Once you've created your release, then it's time to distribute it. Here's how:

- **Submit it to local media.** Be sure to find out the correct editor to address it to, and then use his or hers preferred method of press release submission.
- **Submit to niche-relevant blogs and other sites that post releases.** You can find these by running a search such as "iPhone apps press release."
- **Submit your press release to PRWeb.com.** This will get your release picked up by several blogs and sites that print releases, but it might also get picked up by a print media editor, too.

Quick Recap

As you just discovered, even the best app in the world won't sell itself. You need to get targeted traffic in front of it, using the five methods you just discovered. One note, however – while one or two of these methods will get the ball rolling, you really need to employ all five to start seeing significant traffic.

Now let's wrap things up...

Conclusion

Congratulations – you just learned how to create your own successful Apple app! Let's quickly recap the steps...

- ✓ **How to come up with a great idea for an app.** As you discovered, you can sell a whole lot more than just game apps. All you need to do is a bit of market research... and then come up with an app that's better than the competition!
- ✓ **How to get your app created.** Fortunately, you don't need to have a technical bone in your body in order to get your app created – you just need to know how to find a good designer and/or developer!
- ✓ **How to get your app into the iTunes Store.** Enlist the assistance of your developer and you'll have your app submitted in no time using the instructions you learned in this section!
- ✓ **How to advertise your app.** Here you learned about five ways to get your app in front of your target market. That means more sales and customers for you!

Point is, you now have a blueprint to follow to become the next successful app seller that everyone will be talking about. So your next step is simple – take action! Because the sooner you start developing your app, the sooner you'll be able to enjoy the rewards!