

How To Build Apps With Zero Coding: Module 4 Business

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Your App Business Blueprint

Congratulations! You're well on the way to building a full-blown app development business. Your progress so far has been really impressive - you've researched the market, found a great idea, mapped out exactly what's in your app, and have hired someone to build your app for you.

What could possibly be left?

While getting your app developed is more than half the battle, it's also your responsibility to make sure that you build up a long-term BUSINESS, not just throw together a few apps and hope you make money from it. It's also your responsibility to make sure that your app is earning you as much money as possible.

This module will show you exactly how to do that, from branding your business to ensuring that you earn as much as possible from selling your app, your in-app purchases, and the rest of your profit network.

Before we can talk about making the most amount of money possible from your apps, we first need to talk about properly structuring your business.

Structuring Your Business

No matter whether you choose to use a business name or your own name when developing your apps, it's important to remember that you're building a brand.

If you don't have a formal business, Apple will force you to use your own name when publishing your apps. This isn't necessarily a problem for most people, but you do lose some level of legal protection that a formal business structure provides. (Note: None of us are lawyers, and none of the content in any of the modules should be considered legal advice.)

If you end up using your own name to sell your apps, you should also keep in mind that it “locks” you in to the app business. If you want to use your own name to sell other products, books, and so on, it can be difficult to establish yourself as an expert elsewhere. Your app becomes part of your identity.

In addition, without a formal business structure, it can make it a little more difficult to sell your apps or your business down the road if you want to get a big payday.

As a result, it's generally recommended that you invest the small sum of money

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to establish a formal business name and to begin building a real brand.

To get a formal business license that allows you to use a business name, you can use a company such as LegalZoom.

For around \$200, you can file for an LLC that only has one owner (you!) on LegalZoom. When filing, LegalZoom allows you to pick several names as a “backup” in case your first choice name is unavailable. You can usually add a simple word to your LLC name to make it unique in case someone has already taken your first choice name.

You need to be a little careful about the name that you choose for your brand. You don't want to include any references to Apple, Android, iOS, or “Apps” in your company name, not only to avoid legal trouble but to ensure that your business is not strictly limited only to app development.

Once you receive your paperwork in the mail from LegalZoom, you can fax it directly to Apple and they will finalize the creation of your account.

If you've never filed for a business license before, don't be intimidated. The process is not nearly as complicated as you might expect and allows you to legally use a business name for all of your ventures, including App Publishing.

It also creates an entity that you can legally sell or transfer to others.

Building Your Brand

With your LLC paperwork finalized, it's time to begin the process of building your brand. Building your brand is mostly a choice of the type of apps that your company will focus on, and what characteristics your apps might have.

For example...

If you've done your research and found that children's apps are a huge opportunity, you might want to focus on building a company that focuses exclusively on children's learning utilities and games, or tools that parents can use to teach kids.

Or, perhaps your apps are focused on security, such as alternative ways to unlock your phone, protect browser privacy, alarms, and so on.

Of course, those are only basic examples to illustrate the point. There are a near-infinite number of ways that you can brand yourself or your company. A lot of the decisions you make about your brand should be based on the ideas you have and the potential you've seen in the iOS marketplace.

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When you “focus” your brand this way, and your brand focuses only on one specific type of app or customer, the apps you create to cater to those customers will be much stronger.

You'll be able to communicate directly with those customers who have already purchased one app from you to determine what other apps that customer would be interested in purchasing.

Cross-Selling Apps

Of course, when you focus on a single demographic of customer, it makes it much easier to sell your other apps to customers who have already purchased one from you.

You can build links to your other apps directly within each app that you sell (or give away.)

Advertising Efficiency

Equally as important, if you choose to advertise or use other methods to promote your apps, then your efforts will be focused on a single demographic.

Focusing on a single market means that your brand will make a bigger splash and impression as you release more apps, advertise more, and promote your apps across the specific websites that cater to your demographic.

With that branding in place, and your research in hand, it's time to think about what is the most important aspect of your app publishing business...

Earning App Profit

There are a lot of different ways to make a substantial amount of money from your apps. Before we talk about the various methods of profiting from your app, it's important to talk about the latest trend in the app marketplaces.

On both the iOS Marketplace and the Google Play Marketplace, there has been an ever-increasing number of apps that are 100% free to download. If possible, you may want to consider making your app free to use or play.

As a free download, it's substantially easier for your app to get the momentum necessary to move up in the top app charts. If your app is valuable to use without paying a penny, it's much more likely that people will use it and leave a review, which will help fuel more downloads.

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Once your app is downloaded, there are a wide array of methods you can use to earn a profit from your users, even if they don't spend a dime with you.

With that in mind, let's talk about the specific methods you can use to extract more profit:

App Price

The most obvious way to make money from your app is to charge users to download it. It's more common for utility apps to charge a one-time cost to download than for games, and people are more willing to pay the cost for apps that are useful to them.

There are a couple of downsides for charging to access your app, however. The first is that it is a bit more difficult to move up in the charts, as there are many iOS device users that do not have a credit card linked to their Apple accounts. They will not be able to download and use your app, which can make it a bit harder to get momentum.

The second downside is that charging for access to your app creates certain expectations - namely, that you won't be asking the user to spend any more money with you, and that there will be no ads in the app you're selling.

If it's an app that people are using frequently (especially a game!) then collecting the money upfront with a lack of ads and in-app purchases in the game could potentially reduce the amount of profit you make over time.

However, if your user happens to be offline while using your app, then you will not be able to display ads to enable in-app purchases.

With that in mind, let's talk about the other ways for you to profit from your app...

In-App Purchases

The second most popular way to earn a profit from your app is through in-app purchases, usually in conjunction with a free app download.

There are an unlimited number of different types of in-app purchases you can apply to your app, only limited to your imagination.

For utilities, the most popular in-app purchases are those that unlock additional features within the app, or those that disable ads.

For games, the most popular in-app purchases are those that are related to in-game currency and resources.

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An alternative way to make a substantial amount of money with your app is to use one of the many in-app advertising services available.

In-App Advertising

There are several very popular in-app advertisement companies that have made countless app publishers additional profit from the apps they create.

The best part about in-app advertising is the fact that users don't have to pay a penny to click the ads, but every time they do you earn a profit. This is the only way that you can extract cash from those that do not have a credit card connected to their Apple account.

The most popular, reputable and highest paying in-app advertisement companies are AdMob, Chartboost, and Apple's iAd program. Google Adwords provides a version of in-app advertising for their apps as well.

Begin with the end in mind

Your goal, of course, is to use a variety of methods to extract as much profit as possible from your app. You want your business to earn as much consistent, monthly profit as possible, not only because you obviously want to make money...

...but because the amount (and growth) of monthly income that your business earns is tied directly to the price that others are willing to pay to either invest in your business, or buy it from you outright.

Keep each part of your business as organized as possible, and track your numbers closely. Even if you don't plan on selling it, you may want to transfer it to someone else at some point (for example, your kids or family) down the road. You want to make the company as easy as possible for someone else to run, so organization is key.

In addition, proper organization of your numbers and your business information can make it much easier for you to hire others to manage and grow your business for you, just as a "real business" does.

You are the CEO of your company, and you can lay out guidelines for team members or managers to produce ideas.

It's entirely natural for you and your team members to come up with their own ideas over time, and as your company grows, you want other people to be enabled to build their own apps.

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Why not? After all, as your company and brand expand, and you create a large customer base, it becomes difficult for you NOT to earn a return on the apps that you produce - if there's a smart way for you to collect the e-mail addresses of your customers, you can simply send an e-mail and earn 1,000's of downloads without any extra effort.

Of course, this initial surge of quick sales when you release your app helps push it to the top of the charts, creating an instant snowball effect.

It's incredibly easy to get started with simple apps and build your brand. Start small and grow fast. Once you see the profit potential of just one of your own apps, it only makes sense for you develop multiple apps at once and build a loyal fan base.

There are an endless number of potential niches and ideas for you that you'll discover in the iOS and Google Play stores. However, if you're still feeling at a loss of ideas after all of your research, continue to the final module - you'll be able jump start your brain with potentially profitable markets.

Note: If you're using Universal App Maker, you'll notice that many money-making features are built-in and enabled for you to use in a matter of a couple clicks, saving you time and programmer cost. [Click here to watch the Universal App Maker demo video and see the 95% discount available only to you.](#)