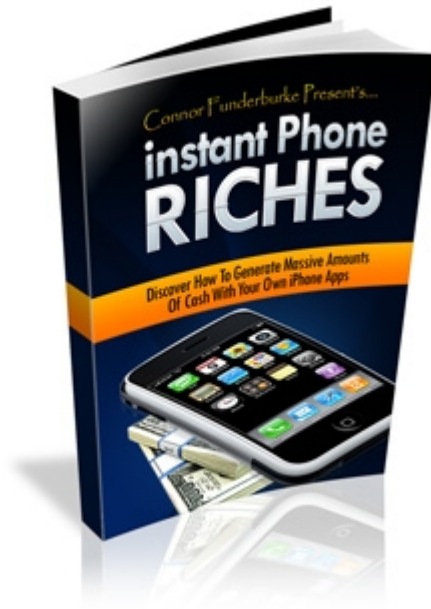


Instant Phone Riches

The fool proof guide to phone wealth by creating and marketing your own iPhone Apps



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Table of Contents

Chapter 1 - Introduction	pg 04
Chapter 2 - Potential Opportunities for Earning	pg 06
Chapter 3 - Brainstorming your App Ideas	pg 08
Chapter 4 - Developing your App	pg 13
Chapter 5 - Marketing your App	pg 21
Chapter 6 - Leveraging the App Market	pg 26
Chapter 7 - Other Ways to Generate Income with Apps	pg 31
Chapter 8 - Conclusion	pg 36
Chapter 9 - Resources	pg 37

Chapter 1 - Introduction

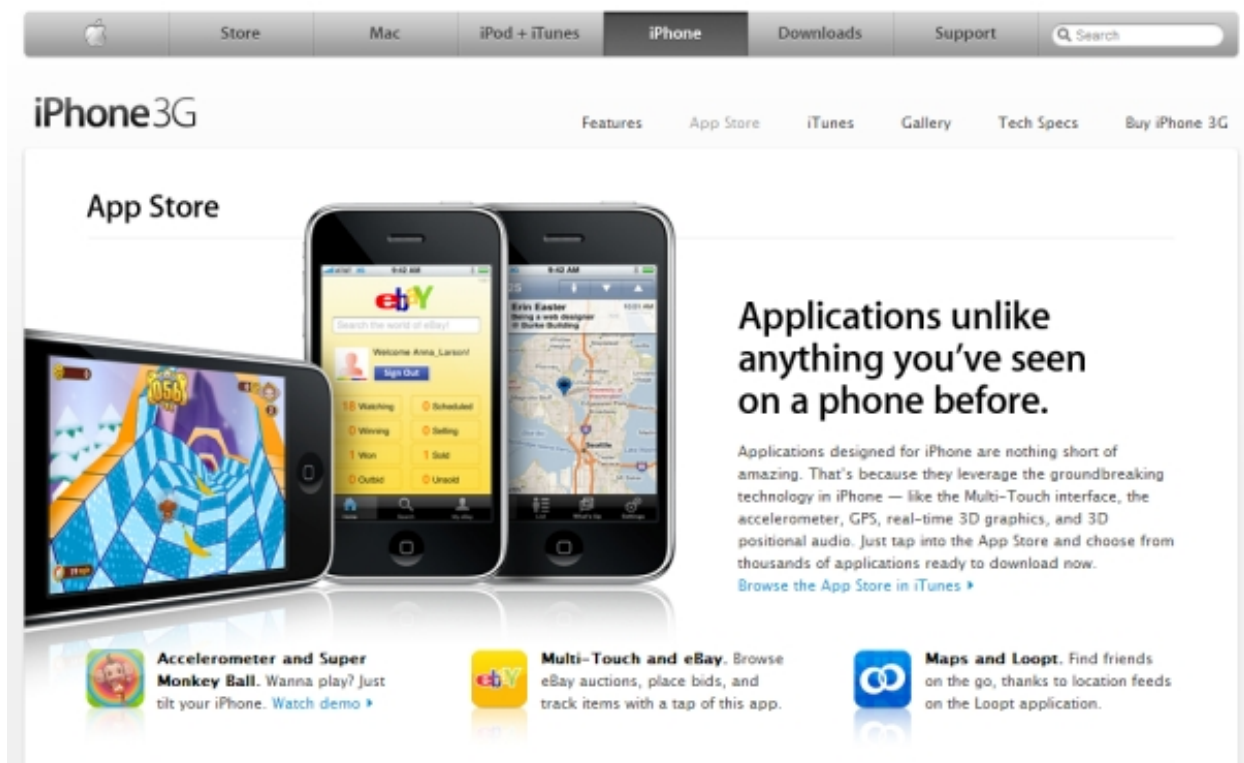
You now find yourself standing at the threshold of what is essentially a huge gold rush at the moment, and if you act now, you will be at a real position to earn some great wealth.

The iPhone App Store was opened by Apple in July of 2008. People who have certain iPods and iPhones can visit this store to download apps or applications to use with their devices. So what is the best part about this unique application store?

Apple allows third party developers to create and publish their own applications. Within no time at all, people just like you were online making a fortune simply by selling their own iPhone applications online through the Apple app store. The numbers at this point are staggering!

There are more than 15,000 different apps that are listed within the Apple App Store, and there are more than 100 million members using iTunes. Because the app store is part of iTunes, what that means is that your apps will be exposed to 100 million iTunes members. In the July of 2009, the app store had already surpassed 500 million app downloads. Half a billion people are downloading thousands of apps, including games, software and all kinds of other unique applications.

Now is absolutely the perfect time for you to start uploading your own app ideas, turning your ideas into million-dollar apps!



This is exactly where this book comes in.

Over the next few dozen pages, we are going to help you discover absolutely everything that you need to know in order for you to start making money in this revolution surrounding the development of mobile phone apps. Inside the pages of this eBook you will find each and every step that you will need in order to make your fortune developing iPhone apps, including:

1 - We will show you how to create your own awesome app ideas. You will discover what it takes to brainstorm and develop app ideas that nobody has fully tapped into yet.

2 - We will show you how to research the idea that you come up with to make sure that your niche is hungry and looking for the products that you are keen on creating. Unfortunately, too many people skip this part of the process, but we will show you why not to.

3 - We will show you how to develop your new app. You can do it yourself or you can find someone to help you, but either way, we will show you the best way to get the job done right.

4 - We will show you how to get your app online and how to market it the right way. Learn how to submit your app to the App Store, and then learn how to get potentially millions of people to download it. This is how you will begin to generate your fortune!

Plus, we will show you how you can make money in this market without ever developing your own mobile app!

That's enough talk, though. Let's get started!

To your luck and wealth!

Chapter 2 - Potential Opportunities for Earning

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Are you seriously interested in the possibility of creating a range of unique iPhone applications? The entire process is both easy and quick once you are familiar with what needs to be done, and how you need to achieve it. First and foremost, you should be acquainting yourself with the software that is available for developing, uploading, downloading and accessing iPhone apps. The more you know about every facet of the process, the more capable you will be when it comes to creating your own iPhone apps and earning income through other means related to iPhone apps and other mobile apps.

There are a number of different potential opportunities for earning when it comes to creating iPhone apps and selling them online. If you already visit the App store on a regular basis, then you are probably already pretty well versed in what types of applications can be found and downloaded. If you are not already familiar with the site, it is recommended that you browse at length before you move on to do anything else.

Browse and buy at the App Store.

Downloading applications to iPhone is easy. Just tap the App Store icon, browse whatever categories you're interested in, then download your purchases wirelessly — and in some cases, free. Once you own an application, the App Store automatically notifies you when there's an update. You can even shop for applications on iTunes, then sync them to your iPhone. [Browse the App Store in iTunes](#) ▶



The categories listed in the App Store for you to choose from include:

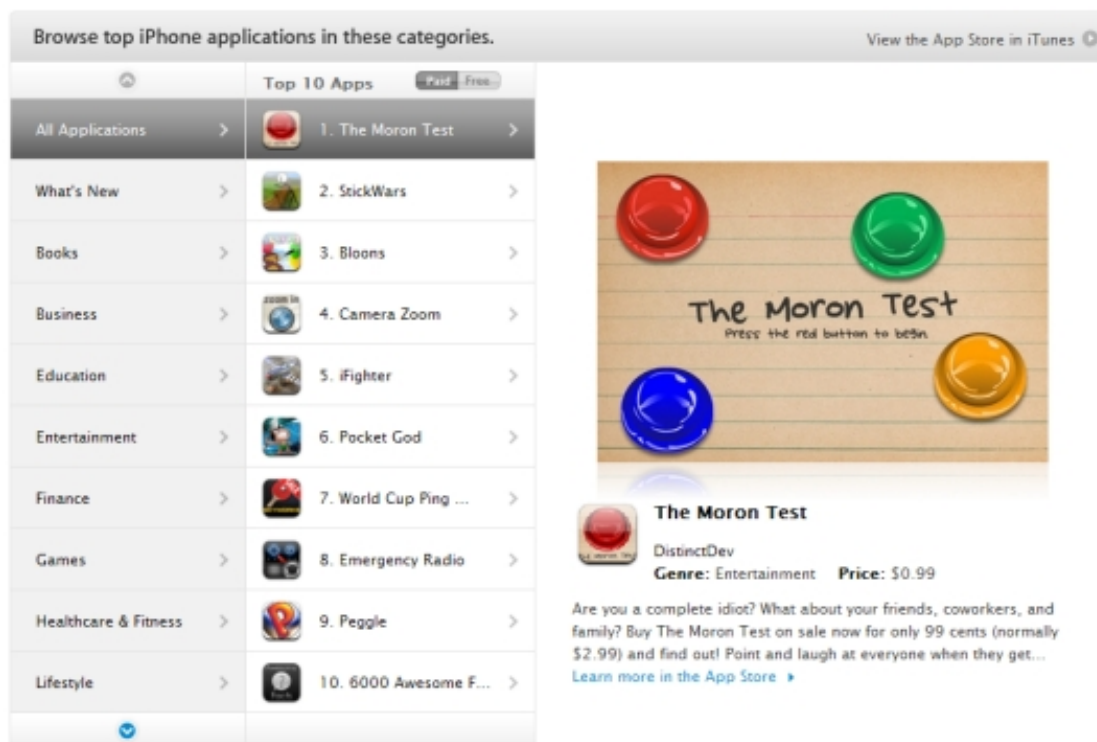
- | | | |
|----------------------|------------------|-----------------------|
| - * Books | - * Lifestyle | - * Reference |
| - * Business | - * Medical | - * Social Networking |
| - * Education | - * Music | - * Sports |
| - * Entertainment | - * Navigation | - * Travel |
| - * Finance | - * News | - * Utilities |
| - * Games | - * Photography | - * Weather |
| - * Health & Fitness | - * Productivity | |

There are a number of different subjects that you can choose from when shopping through the iPhone App Store. No matter what it is that you are looking for, you should have absolutely no trouble finding it.

There is literally something that caters to absolutely everyone at the Apple iPhone App Store. What this means is that no matter what your own App ends up being, if you have done your research then someone will definitely find a use for it and buy it.

Choose a category that appeals to you, and browse through it. There are a myriad of different apps that all fall into a single category. These apps have a great variation in price, as some are offered for \$0.99 and some are offered for a few dollars more. If you browse some of the apps in your chosen category, you will be able to read reviews and see what purchasing users thought about each app. This may help you generate some ideas for your own iPhone apps. Either way, browsing the App Store will give you a solid foundation for starting this business venture for yourself by giving you a solid feel for what is already out there and how much money people are making by offering these iPhone apps.

It would be wise to keep track of what is going on in the App Store every day as you follow this path yourself. Knowing what is currently hot, popular or trendy within the App Store on any given day or over a period of time will help you determine whether or not your App is going to be successful when you release it to the App Store.



In the next chapter we are going to focus on how you can brainstorm app ideas for the iPhone. Choosing a category is going to be the first step in the process for most people, but if you do not already have a category in mind, don't worry! There is plenty of time to research app ideas and come up with a category and an app concept. Brainstorming and researching your app idea are some of the most important steps to the process, because if you do not put enough thought into your idea beforehand, it may be a flop by the time it hits the App Store.

Chapter 3 - Brainstorming your App Ideas

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The first step that you need to take on the path to becoming wealthy as an app developer is going to involve brainstorming ideas for apps that you can create and then researching them in order to make sure that they will be lucrative for you. In other words, this step is all about research and brainstorming, and the next step in the process will be all about development. Many potential app sellers get stuck in the brainstorming and research arena. Either they cannot arrive at a creative idea, or they do not put enough thought into making sure that their ideas are profitable before they begin the development phase. If you have a solid system for brainstorming, researching and then developing your apps, however, everything will become infinitely simpler and most straight forward.

The first step is to come up with an idea, and then the second step is to research your market so that you can uncover even more excellent app ideas.

There are a wide variety of unique ways to generate ideas for your apps. But the first thing that you need to consider when coming up with ideas for apps is simple and absolutely vital:

**** Your app idea needs to meet a need, address a problem or provide a solution. ****

Everyone who has an iPhone or iPod has some need that they want met. Are they looking for a "status" app that they can show off to their friends? Are they looking for ways to increase their productivity? Are they looking for ways to pass the time?

The first step in the brainstorming process is simply to get your ideas down on paper. Begin with a clean sheet of paper or with a word processing document on your computer, and come up with as many different ideas as you can. Do not edit anything. Do not censor anything. Just keep writing down different ideas that you come up with, sparking the flow of ideas for a set period of time.

Once finished, you should have a pretty decent foundation for creating app ideas. The next step will allow you to take this list of possible apps even further.

The next step in the process is to jump on your favorite search engine, such as Google for example, and start plugging in keywords for some basic research. People are online talking about what kinds of iPhone apps they are looking for, and you can tap into this information to learn more about what people are talking about. Start typing in search phrases that you might use to look for iPhone apps, such as "iPhone app ideas" and "iPhone apps I want", and so on.

Run all kinds of related searches and you should uncover hundreds of different conversations where people are specifically talking about the types of iPhone apps. This is an excellent way for you to figure out what people are looking for so that you can meet a need or provide a solution, tapping into a previously untapped market. A lot of what you need to know about developing an iPhone app can be learned simply by allowing the market to tell you what they are looking for.

You may also consider using paid resources if you want to get more opinions about a particular market. One such example is Ask500People, from <http://www.ask500people.com>.



The Business section of this website allows you to ask targeted questions and get the feedback that you have been looking for.

The third step in the process is to see what is already being offered out there, and find some way to improve upon it. This is a popular tactic for many people who sell products online as they find a product that is already popular and selling well, and they find some way to improve upon it in order to better meet the needs of the market. If you see a product out there and believe that you can make it better, faster, more effective or more popular in some way, then it would be wise for you to consider this as a possibility for the first app that you develop, or even subsequent maps.

Keep in mind that you should not just be cloning other apps, but should be improving upon them and making them unique in order for them to sell.

If you run out of other brainstorming ideas, consider visiting iPhone forums and other niche forums and simply asking your market exactly what it is that they are looking for.

There are plenty of ways that you can reach your market - And the more that you employ; the more successful you will be when you develop apps for these markets. The markets that stand the greatest chance of rising above all other are multi-channel markets.

Now that you have brainstormed and searched for ideas, you should have at least a dozen different application ideas. Now it is time for you to sift through all of your ideas in order to determine which ones are going to be the most promising for you to develop and market.

You do not need to be reinventing the wheel in order to make a killing in the mobile apps market. You simply need to sell what it is that people are interested in buying.

Here are the two keys to creating an app that will sell:

1 - You need to make an app that is IMPROVED and BETTER than the original, giving your customers new benefits and more features. Most apps can be easily improved upon, so if you have an idea, bring it to fruition and see what happens. You can find a lot information on the internet by reading reviews and other websites in order to see where apps are lacking so that you may come up with suitable improvements.

2 - POSITION your app in the mobile apps market rather than simply marketing it the same way as other similar apps are being advertised and marketed online. You may even want to try targeting a different market segment or niche whenever it is applicable.

You can learn a lot from app popularity lists, but popularity lists change fast. The top ten apps for this week are completely unique to those listed for last week, last month, last year. If you are going to use these popularity lists, make sure to keep track of them from day to day for a period of time in order to see how they change with time so that you can draw the right conclusions. Here are some of the conclusions that you may arrive at:

- * Popularity lists change quickly.
- * Most of the top apps that cost money fall into entertainment, games and similar categories.
- * Most of the top free apps, on the other hand, are spread out across a number of different categories and no single category stands out beyond the others. There are top social networking apps, top travel apps, top utilities apps, top entertainment apps and so on and so forth.
- * The placement category is more important for paid apps than for free apps.

Now that you know what types of apps and their categories are popular, you can move on to researching the specific market that you are appealing to. The app business is one that is relatively virgin territory if you think about it. That means there are tons of ideas that have not yet been represented in the App Store, and some of them may be in your list of ideas.

You may have your million dollar app idea already figured out, but you cannot know whether or not there is going to be a market for your app until you conduct the right research. What this means is you need to find out if there is or is not a group of people out there that is willing, able and eager to purchase the app that you are hoping to develop and market.

When you first put your list of ideas together, some of the research you did will continue to help you figure out whether or not there is a market for your app. For example, visiting forums, blogs and other information sites online would have given you a strong idea of what kind of market is out there. Beyond this, you will need to study the market that you find in order to see what your market is buying.

Let us say for example that you are creating an app that relates to pets in some way. If this is the case, then you need to study markets relating to pets to see what pet lovers are buying. Are they interested in mobile apps? Here are some tips for determining whether or not your market exists and how to tap into it if it does:

- * You should search websites like Amazon and eBay and numerous other marketplaces in search of keywords that relate to your niche. This will allow you to see what kinds of books, games, software and other products that people are actually buying. The reviews you will find on these websites are also excellent for giving you a good idea of what people are currently interested in.



- * Search the top search engines like Google for your niche keywords, making sure to pay attention not only to regular results but also paid results. Study the most popular sites in order to see what they are selling.



- * Eavesdrop on blogs, social media websites and forums to see what is being talked about. What are people looking for? What problems do people have? What solutions are people looking for? What products are they shopping for? What are they saying about the products that they do buy?

Even if the broad market exists, you still have to determine whether or not it is a mobile apps type of market in order to best benefit from your iPhone app idea.

This is something else that you are going to have to be willing to ask your market. If you cannot find them, you will not be able to market to them - So find them first, survey them, and then market to them accordingly.

Chapter 4 - Developing your App

Let us turn your winning idea into a working app once and for all. There are two different choices that are available to you when it comes to developing your own iPhone app, doing it yourself or outsourcing the programming phase to a competent freelancer.

Doing it Yourself - If you already have programming experience, or if you are serious about learning a programming language, then this may be a good option for you.

Outsourcing - Even if you are a programmer, you may still choose to outsource the programming to someone else while you handle the generation of ideas and the marketing of your applications. This is definitely the right option for you if you have no interest in programming.

Developing your own iPhone App

If you do intend to create your own app, then you are going to need to register on the Apple website so that you can work using all of the unique developer tools and resources that Apple offers. Visit <http://developer.apple.com/iphone/> or visit the resources section for more information.

Apple Developer Connection Dev Centers ADC on iTunes Support Search ADC

iPhone Dev Center

Hi, Guest Register Log In

Log in to get the most out of the iPhone Dev Center. Log in

The iPhone Dev Center provides access to technical resources and information to assist you in developing with the latest technologies in iPhone OS. Log in with your Registered iPhone Developer Apple ID and password, or sign-up as a free Registered iPhone Developer today.

Developing for iPhone OS 2.2.1

Search iPhone Reference Library

Technical Documentation

- Getting Started Documents**
Developers new to iPhone OS can read about the tools, frameworks, development best-practices, and design methods for creating innovative world-class iPhone applications.
- iPhone Reference Library**
Explore a collection of in-depth technical documentation, sample code, guides, and articles for iPhone development categorized by topic and frameworks.

Featured Content

- iPhone Application Programming Guide
- iPhone Development Guide
- iPhone Human Interface Guidelines
- Your First iPhone Application

iPhone Developer Program

The iPhone Developer Program offers a complete process for developing and distributing iPhone or iPod touch applications.

When you join the iPhone Developer Program, you also receive access to iPhone SDK 3.0 and iPhone OS 3.0 beta.

Learn More

Standard Program \$99
Enterprise Program \$299

SDK

To access iPhone SDK for iPhone OS 2.2.1 and additional technical resources and information, [log in](#) with your Registered iPhone Developer Apple ID and password, or [sign up](#) as a free Registered iPhone Developer today.

Here is what you need to do in order to get started:

- * Download the Software Development Kit for the iPhone. You will need a Mac environment in order to run this kit, and this kit is going to be what helps you write the code for your app. This developer kit simulates an iPhone so that you can test your code as well, and will also help you tweak and debug your app for the best results.
- * You are going to need to have a basic understanding of some specific programming languages, including Objective-C and Cocoa Touch for example. You will also need to learn how to use specific tools such as Xcode and interface builder. If you do not already know these things, then you are going to need to be willing to make friends with the instruction manuals for a good long while when you first get started.
- * You are also going to need to have a background in software development or the willingness to learn as you go.

Are you ready to begin? The first step is to visit the development center for the iPhone:



At the iPhone Dev Center, which can be found at <http://developer.apple.com/iphone/>, you will be able to watch videos, read manuals and actually practice writing code. You will also be able to develop your app and then test it out.

Note: If you have content that you are simply looking to have syndicated, putting your blog content on the iPhones of your readers, there is an easier way to do it: Simply visit <http://www.NewsGatorWidgets.com> or <http://www.plusmo.com> and you can discover exactly what it takes to make an app like this the easy way!

As you go along in the development process, you are going to want to make sure that your app is conforming to the suggested design guidelines set by Apple. You can find these guidelines in the documentation for the Development Center, such as in the manual that is titled "iPhone Human Interface Guidelines". In order to access documents like these you are going to need to be willing to register for an account on the site.

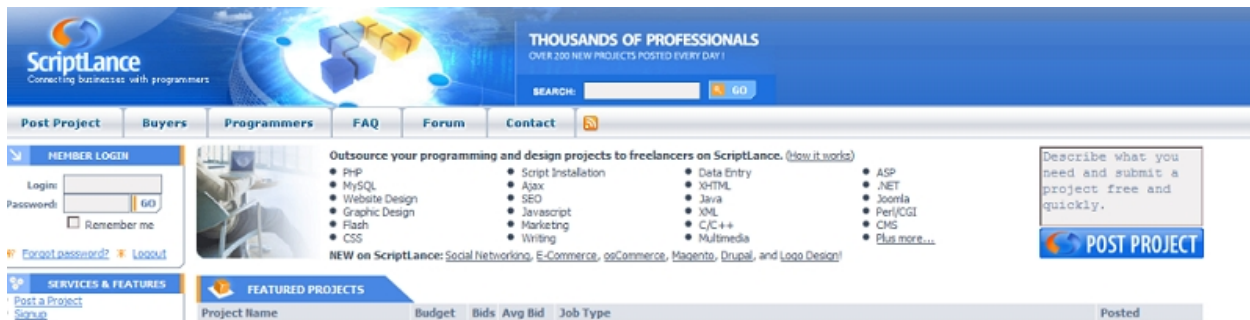
There you will be able to learn some important things, including:

- * You will learn how you can create an app that is logical and simple as well as easy for your users to get the most out of. Your app should be able to express information in a succinct manner, should limit input of text and should provide a target area if there are touch-friendly elements in play, just to name a few examples.
- * You will learn how to create an app that is appropriate for the iPhone or iPod touch screen size. In other words, if you make software that suits a regular computer just fine, it may not work near as well on an iPod.
- * You will learn what it takes to create an app that is aesthetically pleasing.
- * You will learn how you can make your program load quickly and easily by keeping it small in size and simple in nature.

If you are outsourcing the development of your iPhone app on the other hand, then you are going to need to make sure that the freelancer that you hire is familiar with these guidelines and that they adhere to them as well.

Outsourcing iPhone App Development -

If you would rather leave the programming to someone else, then this part of the chapter is the part for you.



Here you are going to learn a couple of integral things:

- >> You will learn what qualifications are necessary for your freelancer to get the job done.
- >> You will learn where you can go to find a good freelancer as well as how you can ensure that your hired freelancer is reliable as well as competent.
- >> You will learn how you can get started with such a person and your brand new app.

1 - What Your Programmer Needs to Know

Your prospective programmer is going to need to know everything mentioned in the previous section. However, your programmer should not just have a bare minimum knowledge about programming in Objective-C, Xcode, the Apple Software Developer Kit, Cocoa Touch and so on. You want your programmer to be completely proficient with those tools, and they should already have a significant amount of experience developing iPhone apps.

You should specifically seek out developers that specialize in the design and development of iPhone apps.

This is because iPhone apps are completely unique in comparison to web apps and other types of software.

The first step is to figure out where you can find these developers. There are a number of different places both online and offline where you can find developers. Here are some hints:

- * Check outsourcing and freelancing websites, because many of these websites offer feedback listings and you can see what kind of reputation and feedback they have before you decide whether or not to hire them. Another benefit that is associated with sites like these is that many have built in escrow services meaning that your money will be safe until the project has been completed to your satisfaction.
- * Search on forums dedicated to iPhones for proficient developers. You probably already know where some of these forums are, seeing as you used them in your market research earlier in the process. They also happen to be outstanding places for you to find developers. Most developers will advertise themselves in the signature files when they post, which is a great way to find out what types of developers are out there perusing the forums.
- * Search on search-engines such as Google. You will find hundreds of different iPhone application developers, especially if you look at the sponsored listings as well as the organic search engine listings. Search for terms such as "iPhone app programmers" and you should hit a goldmine.
- * You can post advertisements on websites such as Craigslist, which is viewable at <http://www.craigslist.org>. There are craigslist sites for many large cities. Try your local city, as well as large scale cities where there are bound to be a number of interested programmers.

Follow a couple of these steps and you are going to be able to create a truly promising list of programmers and developers for iPhone and iPod apps. Before you hand the keys to this new person, you need to consider a few things:

- * You absolutely **must** do your due diligence, which means that you need to be willing to research each and every one of the potential developers that you are considering, checking to make sure that they are experienced, professional and reputable as well.

Here is how you can exercise your due diligence:

>> Check the feedback for the freelancer. If you are using a freelance website such as ELance then you can check his or her feedback rating directly through the website. Even if you do not end up hiring a particular freelancer from one of these sites, it is still a good idea to see if they are a member of these websites and whether or not they have established a solid reputation.

>> Google them. Run a Google search for the name of the person, their website, their e-mail address and other handles or nicknames that they may be using. You want to make sure that they are using professionalism, being respectful and being honest in order for you to hire them.

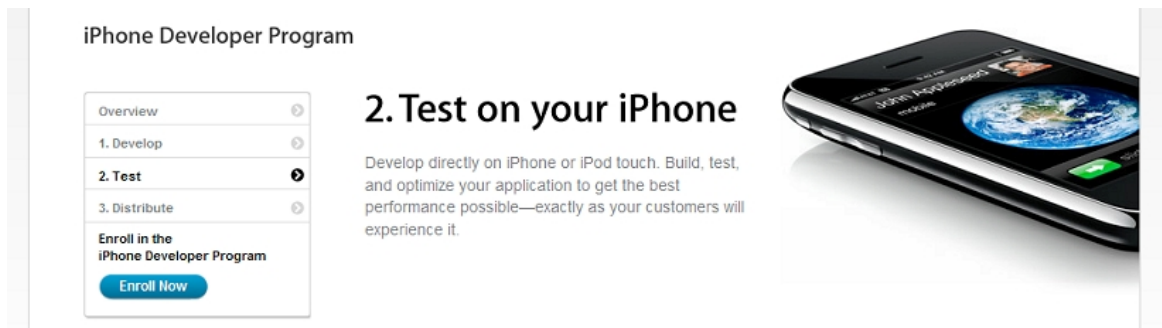
>> Check popular forums, especially places like Digital point and Site point. You also want to check out every iPhone app forum you have been to in the past to see what their history is like.

>> When in doubt, request references. Ask for testimonials and references from any prospective freelancer, and don't stop there. Actually check the references out for some peace of mind.

>> Make sure that the freelancer has experience with similar projects. Ask to see a portfolio. Ask for proof of apps that they have developed in the past.

>> Above all else, make sure that you sign and agreement so that there are no uncertainties regarding the provisions of the project or the desired end result. Your agreement need not be long or convoluted in any way, but it does need to lay out all of the necessary terms and expectations regarding the finished project, the time table for completion, payment information and so on.

Once your application has been completed, you will need to test it and then to debut it. Ideally, what this means is that you should get a few different iPhone users to test it out and give you some much needed feedback.



In order to bring your app to the iPhone, you need to sign up for the developer's program, which requires a one time charge of \$99. You can find out more information about applying for this program by visiting <http://developer.apple.com/iphone/program/apply.html>. Make sure to read all of the instructions and legal terms before applying and paying your fee.

iPhone Developer Program

Overview	⌕
1. Develop	⌕
2. Test	⌕
3. Distribute	⌕



Choose Your Program

The iPhone Developer Program offers a complete and integrated process for developing, debugging, and distributing iPhone or iPod touch applications. Select the iPhone Developer Program that best fits your type of development and preferred method of distribution.

Standard Program \$99

For developers who are creating free and commercial applications for iPhone and iPod touch and want to distribute applications on the App Store.

Enterprise Program \$299

For companies with 500 or more employees who are creating proprietary in-house applications for iPhone and iPod touch.

[Enroll Now](#)



It takes some time for your application to be approved, but once it has been approved, you will be able to load your app right on your phone in order to test and debug it for real. You will need to follow the provided documentation that will show you how to have your app signed and certified for use with your phone. Only signed/certified apps are going to be capable of working on your phone unless you have for some reason hacked your phone.

Free or Paid Apps? -

Before you go so far as to submit your newly created app to the app store, you are going to want to decide if you will be offering it as a free app or as a fee app. The benefit associated with creating a paid app is definitely obvious. Namely, you are going to make money every single time that someone buys an app from you. Currently the cut that Apple is taking from retail prices is 30%, meaning that you earn 70% of whatever price you ask for your app.

If you are selling your newly developed app at \$.99, it may not sound like much to earn 70%, but if you sell 500,000 copies of your iPhone app all over the globe, this can truly add up and become profitable for you.

As you have discovered throughout your research, iPhone app users are willing to pay a relatively small fee for entertainment purposes, typically between \$1 and \$2. Because the \$.99 price is such a no-brainer price, you will probably generate more sales than if you were to price your app higher than this.

If you offer the app for free, then one of the greatest benefits is that you will have many more downloads, which opens up new opportunities to you, including:

>> You can build awareness for your brand. If your app should happen to go viral, then you will become more recognizable in the process.

>> You can create a lighter version of a paid app, offering it for free. This will allow you to get user feedback, gauging demand for your paid version in the process.

>> You can launch free apps as part of an advertising platform for paid apps.

>> You can build up a following for better sales when you do launch paid apps.

Once your app is really, truly ready to go, then it is time to submit it to the Apple App Store!

iPhone Developer Program

Overview

1. Develop

2. Test


3. Distribute

Enroll in the iPhone Developer Program

Enroll Now

3. Distribute your application

The iPhone Developer Standard Program provides you access to the App Store where you can distribute your free or commercial application to millions of iPhone and iPod touch customers. The iPhone Developer Enterprise Program is for companies that are looking to deploy their proprietary in-house applications using their Intranet.



You are now going to need to sign up for iTunes Connect, making sure to agree to their TOS before you continue. Then you are going to need to upload screenshot images of the app that you developed, upload the cover art, write a solid description for the app and then suggest whatever category you feel that it best fits under.

If you did not previously sign a contract regarding the payment of commissions by Apple for your apps, then you will need to make sure that this is done now. You will also be specifically asked what date the app is going to be available. Some developers suggest the idea of dating it a few weeks ahead in the future so that it does not get buried in the new release section as soon as it is approved.

Most developers report that the wait time for approval is approximately two weeks, although this is subject to change.

Fortunately, if your app should happen to be rejected, the reviewer who makes the decision will typically tell you why. Resubmitting the app after rejection is typically a streamlined process that does not take much out of you. Just keep in mind that you will have to wait another couple of weeks in order to be reviewed again.

Now things should be getting exciting, because you have a ready-to-go app and you have it listed in the Apple App Store!



The App Store is not responsible for doing any marketing or advertising for you, however, other than what little exposure you will get when you appear in the New Releases section of the App Store. This means you are going to have to be the one that puts your app out there, putting it into the hands of your target audience. In the next section we are going to go into depth on how you can get the download numbers that you are dreaming of, and in a short period of time too!

Chapter 5 - Marketing your App

There is one primary focus above all else at this point, which is to tell your target audience about your app!

The Apple iPod App Store is not the only place where you can gain exposure for your brand new app. You are probably extremely excited about your creation, whether you developed it yourself or came up with the idea and worked with someone else to develop it - And this means only one thing: It is time to show off your baby!

First and foremost, if you have a website, a blog, a Twitter account or something else that belongs to you, use these media outlets to get the word out about your creation. Mention your app in your e-mail signature, in forum signatures, as your FaceBook status, and anything else that you can think of to start creating links to your app in the App Store. This is the first and one of the easiest steps, because it involves a lot of sharing with friends, family and colleagues, but not as much marketing as you are going to need to delve into.

If you mention your app around the internet a bit the day it hits the app store, and then never mention it again, you're not going to go anywhere any time soon. Instead, you need to draw out your advertising campaign. You are going to want to tell people about all of the benefits of your app, and all of its features. Arouse curiosity, get people asking questions and wanting to know more. By the time your app hits the new releases category on the App Store website, you will already have some eager buyers ready to check out what you have to sell.

Give Away a Lite Version of your App

If you want to try a non-traditional method of advertisement for your iPhone app, something that you may consider is creating a lite version of your app and offering it for free. People love downloading free apps, so this will build you a significant amount of exposure for your paid app. Once people get hooked on the lite version and find out that you have another version, they will usually be much more likely to pay for the better version of the app, which means that you will experience an increase in downloads and a boost in your income accordingly.

Put Your App in Front of the Right People

Influential advocates are known as sneezers, the first people who get their hands on the coolest things, including the coolest electronics, the coolest gadgets and the coolest apps. You want to put your app in front of these people if you want your app to go far. Sneezers tend to be quite influential when it comes to niche marketing, and when they talk, people tend to listen, because sneezers have typically built up a strong reputation within online communities.

* These influential advocates may even be willing to beta test your iPhone app for you before it officially launches. This will make them feel special, and they should be more than willing to help you out.

Employ Social Media Marketing Techniques

One of the best ways for you to spread the word about your app is to work with influential advocates, persuading them to talk about your app in blogs, forums and on social media websites. However, you cannot simply start posting advertisements about your app on these sites, you have to begin another way: By building up your own influence and authority in these communities so that when you speak, people will listen.

You need to be able to create your own level of influence, and there are three really awesome ways for you to do this.

1 - Social networking websites. On these websites you can post all kinds of different content, connecting with other people. Some of the most popular social networking websites are Twitter, MySpace and Facebook, though there are hundreds of other sites, including many that cater to a specific niche.

2 - Social bookmarking websites. On websites like these you can share your favorite websites with other members of the community. Members are able to rate each other's content, leaving comments and posting links of their own. The most popular websites for social bookmarking are Reddit, Digg and Del.icio.us.

3 - Social media content websites. These are websites that focus on sharing content, developing friends and building contact lists. They also allow you to rate content that you come across. Some examples of social media content sites include Yahoo! Answers, YouTube, Squidoo and HubPages.

Now you need to get seriously busy with raising awareness about whatever app you are offering by:

>> Becoming a respected member within the community by posting good content, and giving more than what you are taking. Find out how respected members went about earning that respect, and follow their lead.

>> Post content of the highest possible quality. Each forum that you become a part of is going to have its own rules that will ensure that you become a respected user if you follow them correctly. There is a common thread associated with all of these websites, which is that you need to be willing to share good content with all of the members in order to be considered respected. The more you participate, the better the results will be.

>> Build your own network or circle of influence as you work on giving to the community. Take advantage of all of the networking advantages that are associated with these types of websites by building lists of followers, friends and contacts.

>> Promote your app, but do so carefully. For example, include a link to your app in your forum signature. Post information about your app, but do so carefully so that other members of the community do not perceive your presence to be threatening in any way.

The above plan is a truly powerful one. It will help you build up your reputation in a positive way. The sooner you begin building your reputation as well as your contact list, the better the results will be. What this means is that you should begin today, and not stop building up your reputation until you are getting the sales numbers that you desire.

Here are some other ideas for ways that you can market your app online:

>> Distribute content all over the web. Article marketing does not get people much press offline, but online, one of the greatest ways to get the word out about a product like an iPhone app is through article marketing. As a bonus, you will get plenty of traffic from people who found your article in the article directory that never would have found you via a search engine. Creating how to and other informative articles is a great way to build authority online, and you can put links to your app in the iPhone apps store in the resources section at the end of your article in order to make sure that people follow the link back and take a look at your app.

>> Employ Joint Venture Partners in order to improve your online visibility. You should already know that networking with your most influential customers is important. You should also be attempting to network with other marketers that operate within your niche, including other people selling apps and other people catering to your same target market. Once you find these people, it is absolutely vital that you develop a relationship with them so that you and your partners can work together for the purpose of mutually benefiting. For example, here are some of the things that you can do in order to benefit one another in a joint venture:

- () You can endorse one another's apps in your blogs or website content,
- () You can both swap content such as links and articles on one another's websites and blogs,
- () You can endorse flyers in one another's packages if you both do postal mailings,
- () You can create and distribute joint venture viral content including eBooks, reports, videos and even tele-seminars.

>> **Scoop traffic from search engines.** In order to achieve this, you need to be able to create content that surrounds your most important niche keywords. For example, you may decide to use the free keyword tool that Google offers in order to see what types of keywords and key phrases relate to your app and do not have too much competition going on for them in the search engine. Some of the best keywords are longer keyword phrases that are not getting the highest numbers of searches but that still generate enough traffic to benefit you. Create content that surrounds these keywords, using them in logical ways rather than keyword-stuffing your articles. The search engines will eat up your content and you will be able to drive more relevant traffic to your website as a result.

>> List your app on other websites. Why stick only to the Apple apps store when you can get your app listed in other directories, on other review sites and in blogs all over the internet? Anyone can submit their app to a directory of apps, but getting your app listed on a review site means giving the reviewer access to your app during the pre-launch phase because then these reviewers will be able to help you build up the buzz for your app pre-launch. Here are some of the review websites and other websites that you should be listing your app on in order to get the highest possible level of exposure.

- () <http://www.appcraver.com>
- () <http://www.macworld.com>
- () <http://www.appvee.com>
- () <http://www.plusmo.com>
- () <http://www.appsafari.com>
- () <http://www.iphoneappreviews.net>
- () <http://www.nativeiphoneapps.com>
- () <http://www.appshopper.com>
- () <http://www.techcrunch.com>
- () <http://www.arstechnica.com>
- () <http://www.fingergaming.com>
- () <http://www.toucharcade.com>
- () Mac Rumors iPhone Blog
- () Cnet's iPhone App Review
- () <http://www.tiltgamer.com>
- () Ars Technica Review Site

If you follow the steps that have been laid out for you, then you already have an app developed, and you have it listed in the store, and you are ready to bring tons of traffic in. You are doing great, keep going!

Chapter 6 - Leveraging the App Market

You have already seen how easily you can get a piece of the mobile phone apps market, especially if you have the capabilities to develop iPhone app. Here is some more good news for you: You can also get in on this lucrative market without ever actually developing an app! If you are already developing apps, then you will be able to get an even larger market share by leveraging your time, your traffic, your skills and your money.

The following section of this eBook is designed to show you what it takes to make money in this market while serving both end users and apps developers as well.

Blogging -

There are two different markets that you can choose to address with your blog, and these are end users and app developers. Regardless of which market you decide to choose, you are going to need to set up a blog of your very own. One of the best ways to learn about blogging is to check out the website "Bare Knuckle Blogging", which can be found at <http://www.bareknuckleblogging.com>.

If you have developed a blog for the end users, then you should publish articles and blog entries on topics such as app reviews, app lists, app news, app resources and so on and so forth.

If you have created a blog designed to suit developers of apps, then you will want to create articles and blog entries on topics that interest developers, such as development and design guidelines, the use of development tools, troubleshooting problems that developers run into, tips and tricks for developers and so on and so forth.

You do not have to limit yourself to articles, either - You can post video blogs full of informative content if you do not always want to post text entries!

Monetize your Blog -

Here are some of the ways that you can monetize your blog:

>> Build an e-mail list. Entice every visitor to your website to join your newsletter, and you will be able to motivate them to return to your website again and again by keeping them apprised of the changes and updates to your website and special offers that you have, etc.

>> Post affiliate links to your website and earn commissions on every paid referral that you contribute to. If you have a review blog or a news blog, join the affiliate program that Apple offers through iTunes. You will also want to consider becoming an affiliate for the actual iPhone itself, as well as for eBooks and books that are interesting to your readers and other iPhone related accessories

>> Display ads. Google AdSense is not the best way to monetize your blog, because affiliate marketing is significantly more lucrative, but AdSense can still help you build wealth through your blog.

>> Promote your own products. One choice here is to sell information products to end users, and the other option is to sell similar products but to developers instead. You are likely going to have better luck when it comes to selling to developers because most end users already have the information that they need at their fingertips. If they want to learn how they can use their phone, they will simply read the manual. You may be able to sell information to end users because it is not an impossible task, it is simply significantly easier to sell tools and information to iPhone app developers.

Developers are hungry for new information, and they need to get their hands on as much information as they can relating to creating apps, developing apps, programming and also marketing apps. They are rarely going to be able to find all of the information that they need in a single place, but they will gladly pay a handsome sum to have everything they need at their fingertips and this is where you come in. Once you have begun to develop your own apps, you will also discover systems that greatly simplify the research and development phases, and learning how to market your mobile phone apps in an efficient and effective manner. You can share these systems that you develop through various means including eBooks, workshops, tele-seminars, videos, newsletters and memberships.

This platform allows you to target a wide variety of sub niches as you see fit. For example, if you are a programmer by nature, then it would benefit you to teach other people the ropes when it comes to designing, testing, debugging and programming their own iPhone and Google Android apps. You could create a product that appeals to people looking for good design tips and increasing usability. You could even consider focusing on creating manuals and videos that teach the programming languages themselves, since knowing programming languages like Cocoa Touch and Objective C are necessary for good iPhone app development.

If you are more of a marketer on the other hand, then it would be more beneficial for you to teach developers how they can submit and market the apps that they design and develop. You may even consider combining services with your products.

Collecting money and delivering content is really simple. If you are simply marketing the product yourself then you can use PayPal to collect your money, or you can use affiliates to market your products for you using a website like ClickBank (<http://www.clickbank.com>).

App Development Service Creation

What likely attracted you to this eBook was your interest in creating, marketing and developing your own apps for the iPhone and Android Phone. I bet that you are going to get started right away as soon as you have finished reading. But some people lose their excitement when they are faced with the daunting tasks involved in the development and marketing of an app. Perhaps their lack of programming knowledge makes them feel like this entire endeavor is not worthwhile. Perhaps they are worried about the prospect of hiring an app developer.

This is something that YOU can bank on.

Once you have created and marketed a few of your own apps, you can leverage all of your experience in order to create even more cash. Offer a service for app development and marketing to these interested parties that want to participate but are prevented from getting the most out of the booming iPhone apps market for one reason or another.

If you are a programmer by trade, then you can start up a truly lucrative business simply by offering your services for app development to other people. The app business is a market that is booming, and as a result, good programmers are in constant demand. The very best developers in the market can easily command high prices per hour, and they can take on a waiting list of projects that will keep them busy for months and months, and what this means is that business will roll in consistently and constantly. If you do not have the development skills yourself, though, that isn't a problem because there are still plenty of places for you to make money online. You might consider pulling a team together of freelancers that can help you get your business off the ground.

The services that you can offer for this purpose may include:

- * Researching app ideas for your customers and giving your opinion on whether or not they are profitable,
- * Coding and programming services where the application is actually programmed, tested and debugged for the customer,
- * Submission services where you help customers sign their apps and publish them in the Apple apps store,
- * Marketing services where you help your customers launch their apps and then market and advertise them,

Other Profit Streams to Tap Into -

You should not limit yourself to the ideas I have presented above when it comes to making money online. Instead, you should be willing to look to your own skills and assets to see if there is a market for what you have to offer. Here are a couple of profitable ideas that you may be able to employ, tweaking them to be compatible with your own business model until you are satisfied with the results:

>> Create a membership site dedicated to beta testing.

>> Create a download site dedicated to apps developed for Google Android.

>> Support other marketers who have app websites and app blogs.

>> Write source code for developer use.

>> Find unique ways to market and sell your assets, using what you have learned in this book to profit.

You just discovered that there are plenty of ways for you to make a killing in the mobile apps industry, even if you never develop your own iPod or Google Android app. You can do this in a number of ways that involve leveraging your experience and skills to make money.

>> You can create and monetize a blog for developers or end users,

>> You can create and sell information products like eBooks and memberships,

>> You can create a monthly membership site to suit end users or developers,

>> You can offer marketing and development services for people who have ideas for apps but do not know what they can do with their ideas.

Chapter 7 - Other Ways to Generate Income with Apps

So far we have spent a significant amount of time talking about how you can create profitable apps for the iPhone, mainly because there are so many people out there who are getting rich selling apps. But the iPhone is not the only popular mobile phone, nor is it the only phone capable of supporting apps. There are also apps download stores for Blackberry, Nokia, Windows Mobile and the Google Android phone as well. The app store that is giving Apple a real run for their money is the Google Android phone app store.

It is important for you to keep your eye on these various markets, because if you see a change in the market it is going to be imperative that you tap into them before everyone else does.

Two of the most lucrative markets that you can cash in on right now in order to generate a sizable profit are:

- >> Developing web-based applications capable of interacting with the iPhone.

- >> Developing apps that utilize the Google Android cell phone platform.

Let us look at each of these two options separately:

**** Developing Apps for Google Android ****

While the iPhone and the App Store for Apple are both extremely popular, one of the main down sides for most developers is that playing in this arena means playing by Apple's rules and guidelines. Some developers have had their apps rejected during the approval phase simply because the apps compete against the best interest of the Apple Company. The Android Market, on the other hand, is a download center that allows anyone to develop and publish an app within the marketplace, regardless of so-called competition.

The Android Market can be found at <http://code.google.com/android/>

Just like the Apps Store for Apple, the Google Android Market for apps is still largely in its infancy, but the blogosphere and the rest of the internet is still abuzz about Android, and many Android users believe that Google's Android is going to be a serious competitor that will send Apple and the iPhone running scared. Others, however, believe that the chaotic "anyone can participate" approach to app development will allow the Android Market to become somewhat inferior in nature, since poorly developed apps will make it into the marketplace just as easily as well developed apps.

Any way that you look at it, there is a tremendous amount of opportunity in this market for you. Most of the big name cell phone manufacturers are currently developing mobile phones capable of accommodating Android apps, meaning that breaking into the market now will be extremely beneficial to you, before the market becomes saturated with other people looking to make a killing in the mobile apps market.

Just like when we were talking about iPhone app development, the best way to benefit from the growing Android market in order to make a killing in the mobile apps industry, you need to be able to find a demand and then supply the solution. The same formula for brainstorming apps should be used here as what you used when coming up with ideas for Apple iPhone apps, because many of the same ideas are going to apply to the Google Android platform just as easily as they applied to the iPhone market, as long as your target market is using mobile phones that are compatible with the Android platform.

Developing your App -

When you are ready to develop one of your Android app ideas, there are once again two choices for you to consider: You can develop the app yourself or you can hire a proficient freelance developer in order to do the programming work for you. If you are in any way interested in the DIY approach, then you should have some experience in software development, especially background in the Java programming language.

If you feel comfortable getting the ball rolling on your own, get started at <http://code.google.com/android>.

Here you are going to find all of the documentation that you will need to begin programming your Android apps, and you will also be able to download the Software Developer Kit or SDK for Android as well. The SDK contains absolutely everything that you are going to need in order to get the ball rolling including tools for development, tools for testing and tools for debugging as well.

If you decide to hire a developer to handle the programming aspect of your Android app instead, then you should be following the same steps to find a reliable developer as you would have when programming an iPhone app. Exercising due diligence by getting to know your programmer's background before you hire them is vitally important if you do not want to be let down by the results of your business agreement.

Once your app has been completed, tested and debugged, the next logical step is to publish it to the Android Market Store.

Because the Google Android Marketplace is still in its infancy, developers are asked to pay a nominal \$25 fee in order to gain access to the marketplace. Once you have paid your fee, and once you are accepted into the Android developer program, you can submit pretty much any apps that you like without any really tight regulations or restrictions. You will still need to digitally sign each one of your apps in order for them to be publishable.

You have the power to self sign your applications because a certificate authority is not required. You may be able to use a tool like Jarsigner or Keytool in order to complete this particular task. More information can be found by visiting <http://code.google.com/android/dlevel/sign-publish.html> if you need any help.

There is one other way that you can really cash in on the so called mobile phone revolution, which is to create web apps!

**** Developing Apps for the Web ****

As you should have discovered at this point, there are numerous other ways to cash in on the mobile phone app revolution without necessarily developing apps for the iPhone. Another way to cash in on this unique craze is to develop and subsequently publish web-based and computer based apps that interact in some way with the iPhone. Once again, your primary focus here should be to find a demand and then provide a solution in order to fill it.

- * What are people already buying?
- * What apps are already out there?
- * Can you improve upon a current best-selling app to meet another need of your target audience?

If you can find a way to improve upon an existing web app that is already popular, then this will help you position yourself in the market, so publish it and start making money.

- * You can determine what the most popular apps are right now by checking out the apps library at <http://www.apple.com/webapps/>

The big difference here is going to lay in the actual app programming process. Developing apps that are web-based in nature means developing apps that are compatible with the iPhone's browser, which is a Safari browser. Safari makes use of an open-source web browser engine that is known as Webkit, and you can learn more information about what Webkit is all about by visiting <http://www.webkit.org>.

If you are interested in developing these apps for yourself, then you should join the development center, which can be done by logging in here:
<http://developer.apple.com/webapps>.

If you decide to outsource the work, then you should follow the instructions that are listed in previous chapters of this book for when it comes to locating, researching and appraising software developers.

The second option to consider is to develop software designed for Windows that is capable of interacting with the Apple iPhone. For example, there is already software out there that is designed to allow users to transfer videos, songs and other types of media between the iPhone and a Windows-based PC.

The brainstorming and researching process will be exactly the same here, with the only actual difference being the programming itself since you are dealing with a different platform here than when you are developing iPhone apps or Google Android apps for example. You are going to want to make sure to work with a developer that is specifically familiar with the development of Windows software as well as iPhone app development.

Once you have started developing apps for the iPhone, jumping to the development of other similar apps is easy. And since these are all new and relatively untapped markets, some of them are going to explode very big in the upcoming months. This is good news because it means you will be well positioned for cashing in on your app development.

Chapter 8 - Conclusion

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Congratulations! You are now the master of creating mobile phone apps and marketing them to the masses!

Just look at everything that you have learned throughout the pages of this eBook:

- * You have learned how to brainstorm the ideas for awesome iPhone apps!
- * You have learned how to fine tune your ideas through market research, ensuring that your market is hungry!
- * You have learned how to develop your app and submit it to the iPhone app store for approval!
- * You have learned how to market your app through a wide variety of different channels for the greatest possible results!
- * You have learned how to make money through other app development channels, including developing web based and Google android apps!
- * You also learned how to leverage all of your existing knowledge, skills and assets to generate even more wealth in this lucrative mobile phone apps market!

Now there is only one thing left for you to do, just one thing standing between you and the fortune that you can earn through the development of iPhone apps: You need to take action.

You've just taken in a lot of really exciting information, and now it is officially time for you to take all of this information and formulate a plan of action so that you can start benefiting from everything that you have learned. The key is for you to get up and take action once and for all - Because the faster you act, the sooner you will see results!

To your continued luck,

Connor Funderburke

www.InstantPhoneRiches.com

www.MasterResellRights.com

Chapter 9 - Resources

When it comes to creating, developing and marketing iPhone applications, having the right resources in your arsenal can really make a difference. Here is a selection of resources that will benefit you when it comes to creating your own iPhone app or mobile phone app and marketing it in the iPhone App Store through iTunes.

Apple iPhone App Store -

- * <http://www.apple.com/ipodtouch/appstore>

This is the Apple iPod App Store, where you can see what apps are already being sold or given away for free online.

- * <http://www.apple.com/webapps>

This is the Apple Web Apps directory. Here you will find a variety of web apps and information on how you can develop your own web apps as well.

Developing Tools -

- * <http://developer.apple.com/iphone/sdk1/>

Before you can create an app you are going to need to have the Apple SDK, the Software Development Kit. The SDK is completely free and its download can be initiated through the link above.

- * <http://developer.apple.com/iphone/program/download.html>

Here you will find more details about the Software Developer Kit and additional useful reference tools that will come in handy when developing your mobile apps.

- * <http://developer.apple.com/iphone/program>

This is another program that will prove to be essential in helping you create iPhone apps. The iPhone Developer Program allows users to fully test their applications before submitting them to the iPhone app store.

- * <http://developer.apple.com/iPhone/program/develop.html>

Here you will find more information on the development element of your iPhone program.

- * <http://developer.apple.com/iPhone/program/test.html>

Here you can perform over-the-air testing over a wireless connection with an iPhone and an iPod touch. This will allow you to see how your app is going to appear to users who download and install it on their mobile phones.

Research Tools -

- * <http://www.instantphoneriches.com/course>

The most comprehensive course for anyone interested in developing iPhone apps for fun and (most importantly) profit!

- * <http://www.appshopper.com/bestsellers/paid>

Here you will be able to view the rankings for both new and paid applications. Under both of these categories you will be able to view the top 100 apps, and will be able to see how the popularity of a particular app has changed over time. At current, there are more than 44,000 apps listed on the appshopper.com website.

- * <http://www.appshopper.com/bestsellers/free>

Here you will be able to view the rankings for both new and free applications. Under both of these two categories you will be able to view the top 100, and can see how their popularity has changed over time. At current, there are more than 44,000 apps listed on the appshopper.com website.

- * <http://www.appshopper.com/updates>

This particular part of the Appshopper.com website will allow you to check out what applications are available that have had recent updates.

- * <http://www.appshopper.com/prices>

This particular part of the Appshopper.com website will allow you to check out what applications are available that have had recent price changes.

- * <http://www.ask500people.com/signup>

This is a really neat website that will allow you to conduct market research by asking questions and receiving 500 unique votes on the solution. If you have an idea for an app, try asking a question relating to it to see what the results will be.

- * <http://www.apprater.com>

This is an equally effective website that will allow you to view lists of the highest rating applications as well as details about unique visitors and how many people clicked through on the app in a given day, week or month.

- * <http://www.ask500people.com/>

With this application list for the iPhone you will be able to search for all of the most popular applications based on new additions, reviews, and the best of the bunch.

- * <http://www.iphoneapplicationlist.com/submit-it-widget/>

This website is designed to work for web based apps, so if you are looking to submit web based apps you can do so here.

More App Sites -

- * <http://www.macworld.com/apps/index.html>
- * <http://www.apptism.com>
- * <http://www.appvee.com>
- * <http://www.freshapps.com>
- * <http://www.148apps.com>
- * <http://www.appcraver.com>
- * <http://www.appsafari.com>
- * <http://www.nativephoneapps.com>

Submitting your App - When you are getting ready to start submitting your apps, you should consider some of these resources. You are not only allowed to submit to Apple, but can submit elsewhere as well. The more coverage you can get, the better. Here are some of the websites where you can submit or advertise your application.

- * <http://www.youtube.com>
- * <http://www.friendfeed.com/rooms/makeuseofroom>
- * <http://www.directorymaximizer.com>
- * <http://www.makeuseof.com>
- * <http://www.apprater.com>
- * <http://www.iphoneapplicationlist.com/submitit-widget>
- * <http://www.nativephoneapps.com>

Hiring Help - Here you will be able to find hired help to get your app off the ground. If you have a great idea but need help seeing it to fruition, it would be wise to check out the following resources for freelance coders and designers.

- * <http://www.getacoder.com>
- * <http://www.getafreelancer.com>
- * <http://www.elance.com>
- * <http://www.rentacoder.com>
- * <http://www.scriptlance.com>
- * <http://www.indianic.com/iphone-programmers.html>
- * <http://www.programmingpeopleinc.com/iphone-developers.html>
- * <http://www.perceptionssystem.com>
- * <http://www.raycomm.co.uk>