



I made an app...now what!?

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You are halfway done.

Belaboring a point

- * You aren't Rovio (Angry Birds).
- * Even Rovio isn't Rovio.
- * If nobody knows about it, they can't buy it.
- * SUPAR SEEKRIT BONUS POINT!!!!

BE SPECIFIC!

GOOD

Clear app description, price, review request.

BAD

Vague wording, no action wanted.

BE CORRECT!

GOOD

Customized email, addressed to someone,
proofread and research

BAD

Form letter using wrong site/writer,
spelling/grammar errors

KNOW THE CROWD!

GOOD

Contact industry sites, not just tech
Is there a writer on your “beat”?

BAD

Contact EVERYBODY
Attach giant Word docs

FOLLOW THROUGH!

GOOD

Respond to replies promptly, say thanks

BAD

Unresponsive, inconsistent answers to writers

REMEMBER!

- * I want to like you
- * I will tell EVERYBODY about you...either way
- * Wheaton's Law*