



# I made an app...now what!?

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**@verso**

**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\*