App or Business

Which are you building?

@joeworkman

“Pure iOS indies are fairly rare… It *seems* like the iOS market is so huge that it should be able to support lots of iOS-only indies.”

Brent Simmons, Inessential

“It seems that more and more people I know are moving away from the indie life.”

Luc Vandal, Screens

Find your Market

“The right sized niche for an independent app is one that’s small enough not to be interesting to much bigger competitors but big enough to earn a living.”

DeveloperEconomics.com

Who wants
my app?
Only $4.99
$0.99

“The amount of effort you put into an app has very little to do with how much of the market will buy it.”

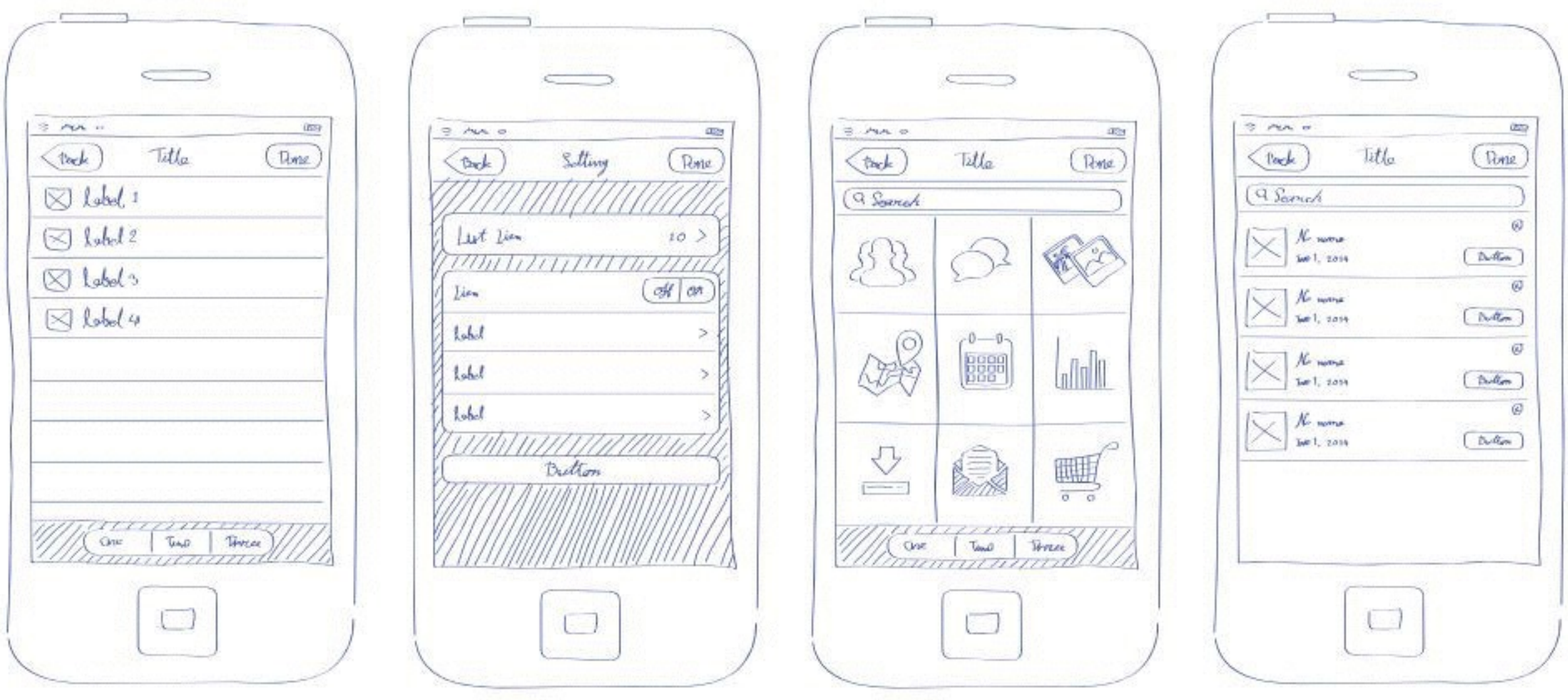
Benjamin Mayo, 9to5Mac

Find customers first…

Ask them what ***they*** want

Your vision of the perfect app

Start Simple



Minimum Viable Product

Increment based on Customer Feedback

Better product then envisioned

“Sales didn’t appear overnight. It took five years for me to gain semi-stable financial independence.”

Tyler Hall, VirtualHostX

Selling your App

Customers will pay for apps…

they need

price

To MAS

or

not to MAS

Build. Ship. Repeat.

Tell the World

Build a Community

Get Personal

Video makes you real

Email is Key

Love the press

They're just people too…

#kellypic

Better use of time

Implement Systems

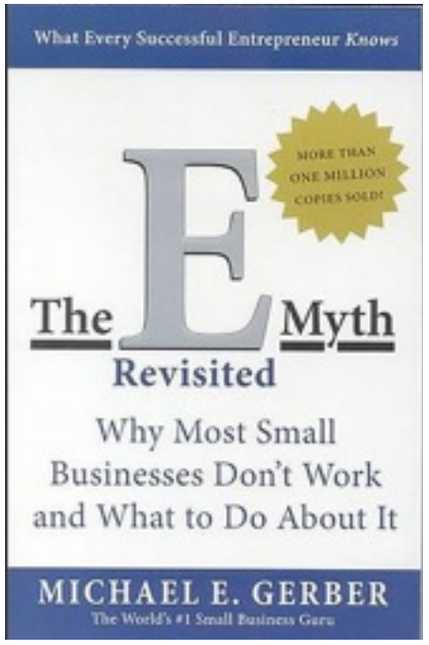
Automation

OUTSOURCING

Automate Yourself Out of a Job

Education
Never Stops

Reading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The E Myth
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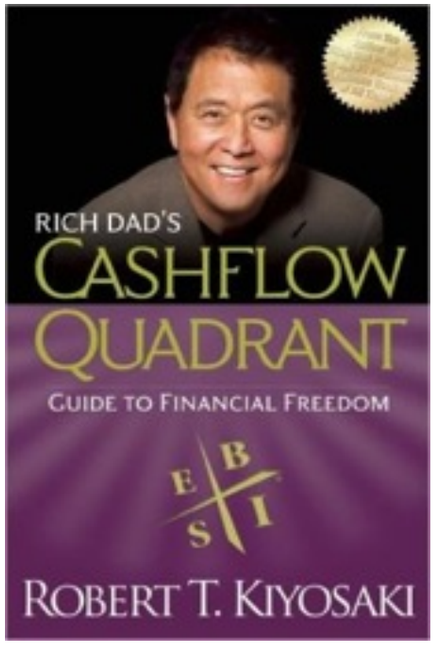
Why Most Small Businesses Don't Work and What to Do About It
MICHAEL E. GERBER
The World's #1 Small Business Guru


RICH DAD'S
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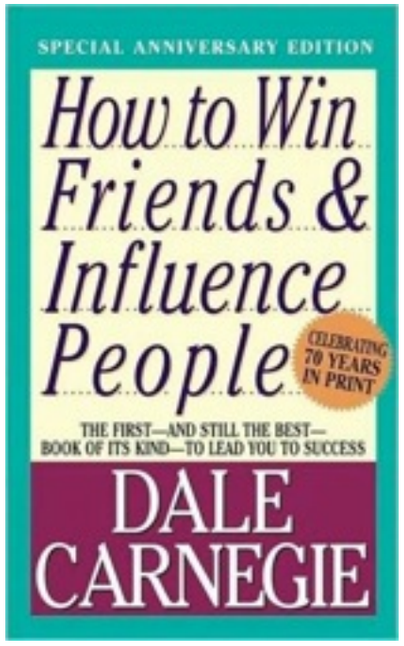
QUADRANT
GUIDE TO FINANCIAL FREEDOM
ROBERT T. KIYOSAKI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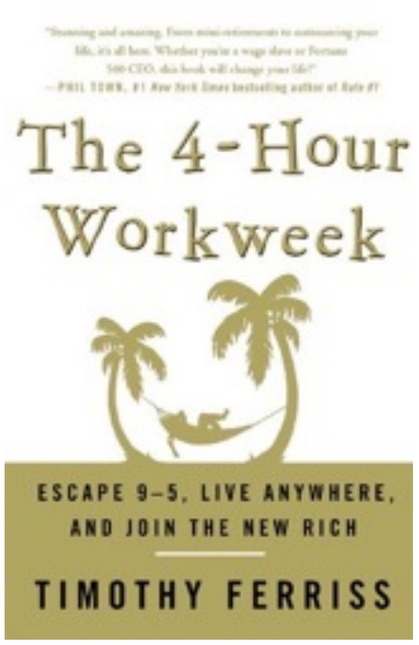
DALE CARNEGIE


The 4-Hour Workweek
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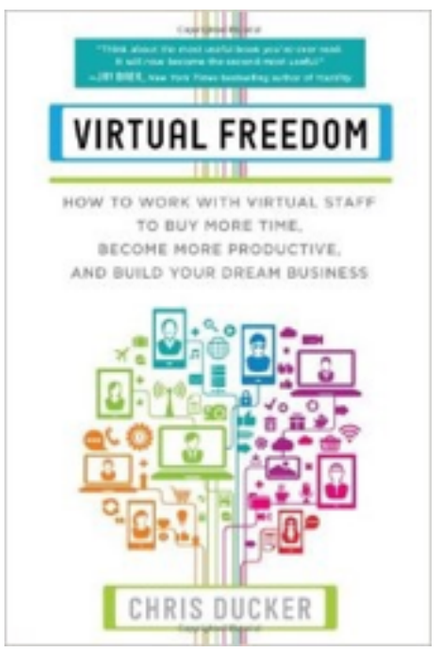
TIMOTHY FERRISS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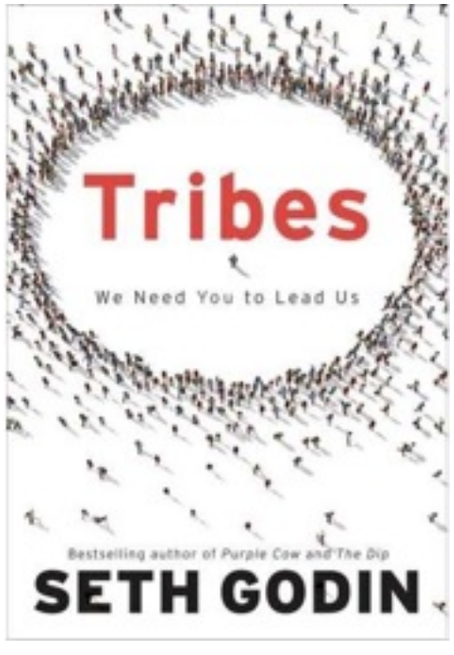
HOW TO WORK WITH VIRTUAL STAFF TO BUY MORE TIME, BECOME MORE PRODUCTIVE, AND BUILD YOUR DREAM BUSINESS
CHRIS DUCKER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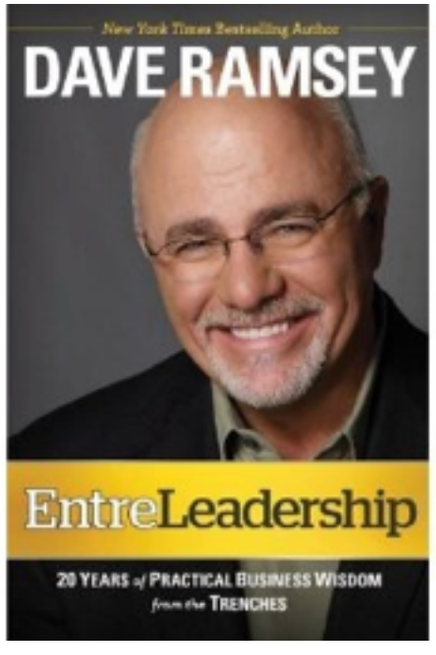
We Need You to Lead Us
Bestselling author of Purple Cow and The Dip
SETH GODIN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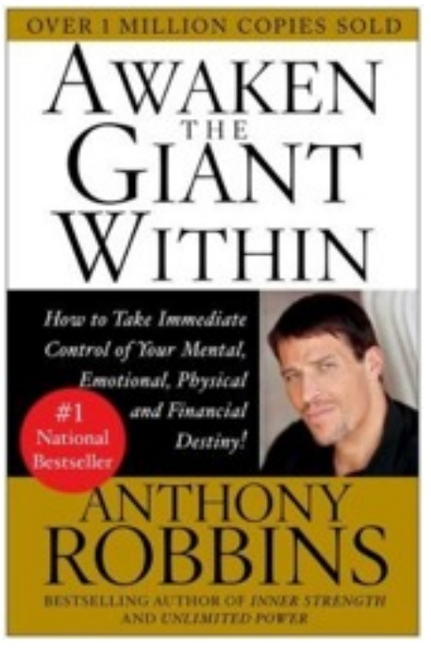
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THE HARDWORK STARTS HERE!

Thank you

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