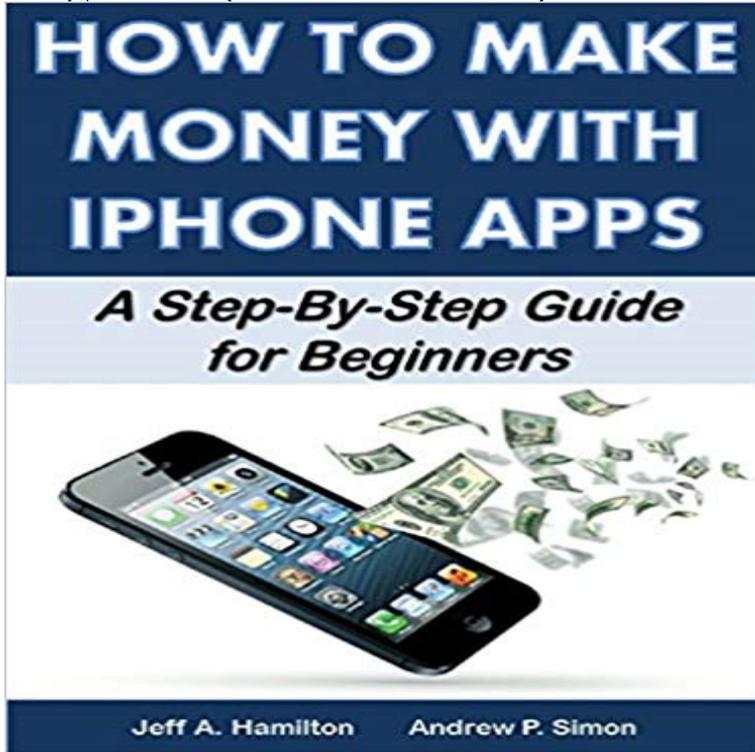


How to Make Money with iPhone Apps: A Step-By-Step Guide for Beginners (Mobile Matters)



Applications, or apps, are one of the hottest mobile phone device accessories around today. Ever since a launch of the iPhone 2007, apps have added a whole new level of user experience to Smartphones, making them the equivalent of a small computer that users can take anywhere and perform multiple functions with. Some apps are incredibly handy, such as calculators, calorie counters, and foreign exchange conversion calculators. Others are just plain fun. There are game and utility apps in many categories, and more apps are being invented all the time. With the increasing popularity of the iPad, which also uses apps, the market is ripe for apps for both devices that will meet the needs of a wide variety of users, particular those who are interested in special niches like business, health, cooking and more. If you have been looking for a way to tap into the growing, lucrative app market, now is the time to start thinking about designing an app of your own. It can help build your brand, raise your profile as an expert, and bring in a whole new stream of revenue for your business. An app can add to your existing products and services, and give you an edge over your competition. What could be better than to stay in the minds of your customers then a handy little app that they use on their iPhone every day? Top technologists Jeff Hamilton and Andrew Simon show you how to brainstorm, create and market your iPhone app so you can take advantage of the opportunities presented by this multibillion dollar industry. With over 6.8 billion mobile phones currently in use, a growing of number of them Smartphones, the demand for apps has never been greater. Even if you have never owned your own business, becoming an app developer can be one of the best ways to start bringing in a continuous stream of income automatically for partnering with top stores like the Apple iStore and Amazon to sell your

product and start building a name for your business or yourself as an expert, branding you as someone worth paying attention to in your niche or industry. With the newest iPads on the market, and the eagerly anticipated iPhone soon to be released, now is the time to start positioning yourself to take advantage of the mobile revolution and booming market to the mobile apps with the help of this step-by-step guide. Download this guide today, and the free worksheets and checklists that go with it, and discover how to create great free and paid apps to help you achieve your business and marketing goals. ++ Word count=11,050 === TABLE OF CONTENTS INTRODUCTION CHAPTER 1: CREATING YOUR APP CHAPTER 2: THE SECRET FORMULA TO APP SUCCESS CHAPTER 3: HOW TO MAKE MONEY WITH YOUR IPHONE APP CONCLUSION ACTION STEP 1: YOUR APP PLANNING WORKSHEET ACTION STEP 2: APP CREATION CHECKLIST ACTION STEP 3: MY BUSINESS AND MARKETING GOALS IN RELATION TO MY APP WORKSHEET ACTION STEP 4: LAUNCHING MY APP CHECKLIST FURTHER READING FREE NEWSLETTER OFFER ===== ABOUT THE AUTHORS Jeff A. Hamilton and Andrew P.Simon are the authors of over twenty popular non-fiction titles on finance, technology, online marketing and the mobile revolution.

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