Mobile Millonaire

Official eBook

Thank you for purchasing Mobile Millionaire, the secret to making money developing mobile applications.

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Need Support?

This Ebook includes free Skype Support for any section. Skype me at @iPwnza for support. Include this ebook's name in your message.

I will not help you with:

- App Ideas

- Programming help (You can hire me as a developer)

- Blackhat or phishing apps, malware, adware, etc

- App development topics that are not covered in this eBook (Exeptions can be made)

Chapter One: Introduction

Welcome to Mobile Millionaire. This ebook will cover most topics related to monitizing mobile development, targeting platforms, marketing, and more. You will learn the secrets that will generate earnings, create new customers, and keep existing ones using your app (This is useful if you have a free ad-supported app).

To begin, we will awnser some common questions that new developers need to know:

What platform do I target?

Windows Phone *is* the future - not only is it unsaturated, but the users are coming to it faster then the developers are. This is the *perfect* formula for generating money. You will read more about this in chapter two and three.

What language should I learn to develop a successful app?

To be successful in this field, you must know a programming language. The best language for you to learn as a Windows Phone developer would be C#. Visual Basic is also reccomended.

How do I market my app?

Chapter four is dedicated to marketing - for free! Once you market your

app using my method, most likely someone will notice you and write an article on another site - creating a "Chain reaction" effect. In the best case, you will be featured on the Windows store itself.

Chapter Two: Why not to develop on iOS and Android

Most people would look at their options when choosing a platform and choose the obvious option - iOS and Android. People develop for these platforms because they are popular. *Usually*, The more users on a platform, the more money is generated. This is not the case. Why?

First, we will cover Android.

Android is the world's most popular open source platform. Period. However, with popularity comes developers - developers *you* will be competing with. These developers aren't working on their idea after work or school, they are monopolies that will <u>crush</u> you. This isn't the only problem with Android. Android is full of piracy, hacking, security holes, and other things that will eat away at your profits.

Now, we will cover iOS.

iOS has little to no security holes or piracy. It is one and the same with Windows Phone (Covered in the next chapter) for security. However, iOS has even more of these monopolies covered in the Android section. Most apps are simply taken out of the competition due to larger apps having huge marketing budgets. Unless you have a great idea, do not develop for iOS.

So if iOS and Android both have these major problems, what should I

develop for? Linux?

The awnser is in the next chapter.

Chapter Three: Get in on the next big thing before everyone else - Develop for Windows Phone!

Windows Phone, while it may seem to be the underdog, is growing at lighting speed. Users are coming to the platform - something that will continue to be the case with Windows Phone 8.1's release. What makes Windows Phone an income machine, however, is the fact that users are coming to the platform faster then developers, creating more demand then supply. <u>This is the perfect formula for making money.</u>

Now you may be wondering "If this oppertunity is here, how do I exploit it and turn this oppertunity into cash"? That begins with marketing, something you will learn about in Chapter four.

Before we continue, here are some resources for developing Windows Phone apps:

www.dev.windowsphone.com - General development site

www.msdn.com - Code and API documentation

www.dev.windowsphone.com/en-us/downloadsdk - SDK + Tools

The SDK Requires Windows 8. To learn how to install the SDK on Windows 7, skip to Chapter 7.

Programming Resources:

I will be launching my own programming eBook soon. Until it launches,

here are some programming guides:

Great C# Tutorial:

http://www.hackforums.net/showthread.php?tid=2962380

Basic VB Tutorial:

http://www.hackforums.net/showthread.php?tid=2480984

As I stated previously, I personally prefer C# to VB.net.

Chapter Four: Marketing for FREE

When you publish an app, you will usually be excited that your work is now going to begin generating money. But what happens when it *doesn't*? You need to market.

Windows Phone provides two marketing oppertunities given to new app developers (This isn't the method):

- "New releases" section - shows all new apps published to store.

- Featuring - Apps can be placed on the frontpage of the store.

Being on the new releases section alone will get you 60-70 paid downloads per day. If you have a good app, you will get featured and get up to 5000 (For a full frontpage feature) paid downloads in a single day of being featured. More average results of being featured in a specific store section would be around 1000 downloads that day.

But, that is just the beginning. We will now cover *my method* to

marketing.

While getting featured on the store could take *years* of app releases, petitions to microsoft, etc, my method - using a Windows Phone news site that allows users to post articles - will get you *thousands* of downloads, and all you have to do is write an article! The best thing is - you can <u>write as many of these as you want</u> - just update your app first and wait a few weeks so it does not appear that you are abusing it.

Here's my results using my personal marketing method:
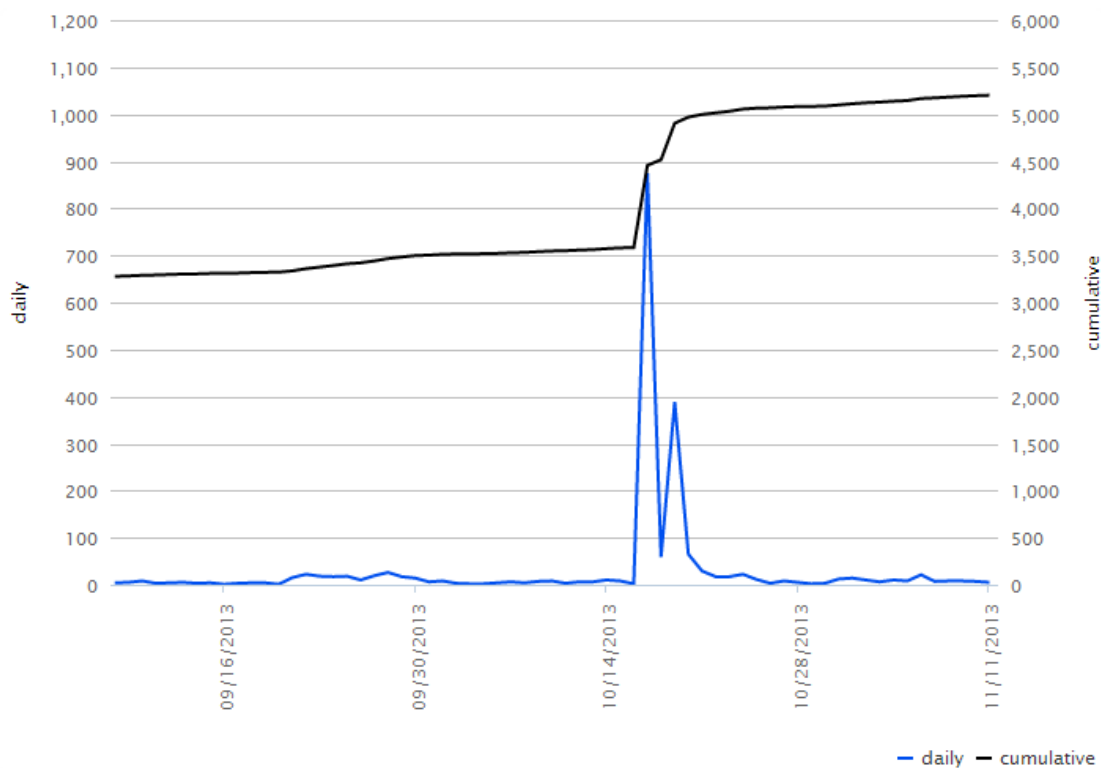
Notice my app was averaging around 10 downloads per day before I found this method. Once I posted the article - this is just the *first* one - <u>I got 1,000 downloads over about 10 days.</u>

Now, multiply that <u>minimum </u>number for an article that had no special

text effects, no real sales pitch - generally a poorly written article - by 10. For an hour of your time writing these articles, you could have just made 5-10 THOUSAND dollars (Variable depending on how many people actually buy your app) - but that kind of money is only possible if you use my second method in this eBook - my personal method to optimize your app to make money - keep reading for that method.

Now you may be wondering what this "secret" site is that will give you a huge boost in your downloads: That site is WMpoweruser.com.

Chapter Five: Trials on Windows Phone - How to optimize your app to make money

Windows Phone is different then most operating systems in that you can use trials to show a "preview" of your app to potential buyers before they buy it. And best of all is how they can be used - you can lock off parts of your app as a "buyers only" section - Make messages show up when the app is opened to buy it (Or even on the user's homescreen, if you're more agressive). This creates a constant reminder to buy the application.

But how far do I go to get the highest percentage of downloads to purchases?

You should lock down your most "killer" feature to get people to buy it. Suck them in with one feature - ex, on a speech recognition app, the ability to send emails with your voice, and then add another feature to this ficticious speech recognition app - the ability to send texts while driving. Lock this feature down. Now, people will get sucked into this app using the voice email feature, but want to be able to also send texts in the

car. If you create a messagebox that shows up every time the email is sent saying how you could also be sending texts in a similar manner, you *will* get purchases - using this type of marketing tactic, you will get purchases at a nearly 50% purchase to trial ratio - take a look at my statistics.

<u>*Money made in one month + 9 days:*</u>

Financial summary

They say money makes the world go around, and here's where you can find out how much you've made from all your apps and in-app products. Use the Export feature to get more detailed information. The Proceeds since last payment shows the amount of money you've made since your last payment. Note that this value drops when we attempt to make a payment to your account.

Questions? Learn more about reports.

Total paid to date
1,759.81 USD

Proceeds since last payment
356.29 USD

<u>*Downloads in one month using my marketing tactic:*</u>

Total app downloads for the selected criteria: 5,819

App	Total downloads
SpeechApp	2,653
Speech	2,468
Alarms+	293

Two versions of my "Speech" app were launced a one month range, they are the same app.

<u>*Chapter Six: What kinds of apps succeed on Windows Phone?*</u>

Windows Phone is a different market - it's not iOS, where some stupid addictive app gets #1 on top downloads, or android, where the

"r00tYourPhonefr33" app gets #1 - Windows Phone users want the medium. Windows Phone users, for the most part, don't care about rooting their phone, but they want to customize it. From statistics, games also sell well. Social networking apps also come out as great sellers.

"Instant hit" apps:

- Any kind of start screen customization app

- Any game that is decent, you shoud also clone a popular iOS app.

- Social networking apps

- Windows Phone news apps

- Next update rumor apps (Wait until after 8.1 launches)

- Weather apps (To my suprise, there are no good minimal weather apps for Windows Phone)

Chapter Seven: Help with common problems

Q: Why can't I use the Windows Phone SDK on Windows 7?

You may already be trying my method and realizing "I'm on Windows 7! How do I use this method? The SDK only installs on Windows 8/8.1!" The awnser is here.

First, download VMWare player (VM Software) for free from thepiratebay.se. It's a 72 MB clean download.

www.thepiratebay.se/torrent/7566842

This is freeware. It is not warez/pirated software. Do not report this.

After you download and install this software, download a Windows 8.1 ISO image. This is a 3.5 GB file. You can find these on the internet.

Finally, open VMWare Player and create a new virtual machine (Player > File > New Virtual Machine). Now, select the second option and open the ISO file you downloaded. Select the appropriate operating system version in the next dialog (Windows 8). Name your VM and click next. Set the max disk size to 25 GB (Or more if you have HDD space) and click next again. Just click finish now unless you want to customize your RAM allocation or something of that nature. Boot into Win8 and install the SDK.

More Q and A will be added in Update 2.