



The App Blueprint

Introduction

Crazy Frog makes £40 million... That was the headline that first got me really interested in 'mobile', and it comes from a Times article in December 2005.

I am sure many of you remember it, that amazingly annoying ring ding ding, no? I have added a link to a clip below for your auditory delight.

[Crazy Frog Audio](#)

Everyone I knew at the time was trying to make money with ring tones but Jamster the company who bought the rights to the Crazy Frog sound were creaming it and I just loved how they leveraged that frog.

In Internet Marketing land everybody I knew were sending traffic to ring tone sites and making a bucket load of cash and I joined in for a while, eventually selling my sites to another company, but that headline really grabbed me because it got me thinking about the future of mobile and more importantly, 'how people were willing to spend money to enhance their mobile devices'.

Previous to all of this I had had my hand in app development with the Tungsten range of palm devices and the good old IPAQ range. (you should look these up in WikiPedia if you have never seen these).

I never made a great deal of cash out of these business ventures, but the thought of developing applications for mobile devices really grabbed me, although I have to say, at the time I never remotely grasped just how different the world would be a mere ten years later.

So here we are in 2011, the iPhone revolution has hit, the march of the Android is storming ahead, and Kindle books are outselling physical books, the time of the portable device is now, and the next six months are going to see some massive opportunities, and in this series of blueprints I want to give you the heads up, and the practical how-to to get you making money in this space.

What I Am Going To Cover In This Blueprint?

First of all I want to say that this blueprint is not going to make you millions over night. If you get lucky with your first project then all the better but after spending months analyzing the market, testing apps, speaking to developers, and a lot of graft I can tell you that the odds of you hitting pay dirt on your first go are slim to none.

Secondly, this blueprint is not about churning out thousands of junk applications to generate advertising revenue. Yes, that is a strategy that is being taught by certain marketers at the moment and I will be telling you about it, if you choose to go down that route then fine, I have nothing personally against you doing it but I suspect that Apple will be getting a lot stricter (than they already are) over the coming months and as a long term business I don't think it flies.

Thirdly this blueprint is built up of several smaller blueprints. We will be covering a variety of different business models and there will be something in here for everybody so if you don't want to outsource, learn code, or own a mac then you will still be able to have a go at creating apps (amongst other things).

Last and finally before I get on with what we are covering I want to say that the 'App Business' is for everyone. Yes we are already a couple of years down the line now and there are over one million combined IOS and Android apps out there but there is still plenty of room for you and your app, remember, it's all about the marketing.

So with that being said, let's move on to some detail...

Like I said above, the App Blueprint is not one single blueprint, it is a mix of smaller, quicker to consume projects that you can implement. Some will only be a couple of lessons long, others will amount to dozens but we wanted to structure this course in a way that you can just pick up something that you want to do and start implementing right away.

There will be some generic lessons throughout this course such as marketing apps, services you can use, advertising solutions, the market place etc. and these will be delivered as stand alone articles and will either be stand alone or they can be applied to any part of the blueprint.

Anyhoo, here are a few of the topics the App Blueprint will cover.

How To Build A News Stand Magazine

Without a doubt, the News Stand is one of the hottest places to be on IOS at the moment, in this blueprint I am going to be showing you two methods to build an interactive magazine and get it placed in the Apple News Stand.

App Development Without Coding

This blueprint will show you everything you need to create an app in less than 24 hours and get it in the Apple, Android, and the Windows app stores. This is a simple ZERO coding solution and is a great way of enhancing your existing business.

The ePublishing Guide

Up until now I have just been talking about apps, but there is also a huge opportunity for publishing digital products to the iBookstore, Kindle, and Nook platforms. This blueprint will be a step-by-step guide to preparing your product for all three and I will be covering a service that will get you straight into all three stores without the pain.

I will be looking at what kind of content to publish and how to market your book to get the best results.

Creating Digital Products

This blueprint will show you how to turn your existing product into an interactive digital product for IOS and Android. This method can also work extremely well for licensed PLR content enabling you to build a product without having to create a massive amount of content.

Game Development

Let's face it, most of want to be want to be game developers and I am sure every single one of you have bought Angry Birds and has had some kind of aspiration to develop a game. The trouble is, even though games are also the number one way to make money on the App Store(s) they are also the most difficult to develop and be successful at.

Now unless you are a coder then you are going to need to outsource this kind of project but I am going to show you a really cool way you can make a prototype of your game (actually working) for free which requires ZERO coding.

You can actually release this prototype as a real game (and there have been a bunch of successes with this), or you can pass the prototype onto a developer and get him to code up a complete game.

So these are some of the core topics we will be covering throughout the blueprint, there are a few additional projects we are just scoping out at the moment and I will post as soon as I have more details.