

TURNING APPS INTO WINNING PRODUCTS

A HOW TO GUIDE

BY

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- Raised in New York and Maine, USA
- First app released October 19 ,2011
- Built and sold over 900 apps since then
- Consultant to some of the biggest apps and app companies in the world



Overview – Premium How-to Guides

Hello and thank you so much for joining! By taking action and reading this ebook you are putting yourself ahead of most people who never make a move. Yes!

This ebook was written to show you specifically how to do certain tasks relating to the early stages of making an app. It will lay out examples, instructions, and real life experiences that you can learn from. Everything will be presented in a way that is easy to understand so that you walk away from this prepared and excited for your next move!

What this book is and isn't

Before we dive in, I want to be very clear about something. This is not a *set-it-and-forget-it* guide book. Nothing in here will ever refer to the idea of *"getting rich quick"* and I will rarely talk about hacks in the app store. I will **NEVER** talk about cheating.

The reason you've decided to read this book is because you're ready to make a move. In some capacity, you're ready to move forward. Not only with apps, but in life. **THAT** is awesome.

With that attitude comes great opportunity. When you use education and tools to fuel that ambition, amazing results happen. That's what this ebook is all about.

In other words - I am here to teach you the tools to be successful, but it's still up to you.

Trust me, I want you to be successful. I know first hand what it feels like to have financial security after wanting it so badly and how it feels to sit on a beach in Thailand instead of in a board room on a Tuesday. I **WANT** you to feel that too.

But at the end of the day, it's still up to you. I promise that I will give you the best information I possibly can. The rest is up to you.

I will show you what to do and how to do it. But it's still up to you.

"What you won't find in this book"

- set-it-and-forget-it
- get rich quick
- cheating

*If you agree to these terms, then we are going to have an amazing relationship together. With your firepower and my knowledge, you will start unlocking parts of your life you never knew existed. It **CAN** happen. If you believe that, you're on your way.*

Here is my contract with you. I promise to always give you the best resources I can if you promise to follow through and to persevere. Let's do this.

Sign and date the line below. Then print it out and put it up on the wall.

YOUR SIGNATURE

MY SIGNATURE



Here's where it all starts.



**WHERE IT ALL STARTS:
THE IDEA**



Ideas

Ideas come in all forms, colors, shapes, and sizes. Some we consider to be great, others are just terrible!

But they all have the same foundation - they come from someone's mind.

In the previous ebook we talked about different types of ideas and how they manifest themselves into the app store. We talked about what to do once you get an idea and how to move forward.

In this ebook, however, we're going to talk about how to **QUALIFY** your ideas. We're also going to talk about how to program your brain to manufacture ideas that directly lead to your goals. By the time you've read this, you'll understand what I mean.

The first and most important place to start is something I don't think anyone else in the industry talks about - ideas vs business models.

Ideas vs. Business Models

Don't worry, we are definitely not going to get into anything technical, but it is important to introduce this concept early on. It's going to frame the way you think about your journey from here on out.

Let me tell you a story to introduce this concept.

The Apple Shop

MIKE'S SHOP

Mike really likes to eat apples. **HE LOVES APPLES.** In fact, Mike likes apples so much that he decided to build an apple store where he could sell many different kinds of apples to the people in the village.

He opens up this apple store and starts selling 10 different kinds of apples. His absolute favorite apple is the Granny Smith and he wants to fill his store with them! He plants tons of trees that produce Granny Smith apples. Over the course of 5 years, he watches the tree grow and is so excited about it. When the apples are ready to be picked, he harvests them and fills his apple store with them.

But no one buys them.

HOW CAN THAT BE?? He is floored. This is his absolute favorite apple. He dreamed about picking and selling these apples so that the world would enjoy them, but no one wants them.

His business slows down and he's forced to close up shop, still declaring that Granny Smith are the greatest apples in the world.



? ASK YOURSELF

...

“Why did Mike fail?”

“What could Mike have done differently?”

“Was Mike’s idea bad or the execution?”

JIM'S SHOP

Meanwhile, across town, Jim also started an apple shop. But unlike Mike, Jim doesn't really care what his favorite apples are.

Instead, he has spent the last few months watching Mike's store and noticing which apples consistently sell out. It turns out the Macintosh and Empire are selling like crazy! Mike didn't realize any of this because he was focused on his own favorite, not what the shoppers were saying.

So, Jim goes out and buys Macintosh and Empire apples at wholesale cost from a distributor. No way is he waiting 5 years! He turns around and sells out in two days, clearing a nice profit.

He repeats this until he sells his apple shop to the local grocery store.



? ASK YOURSELF

...

“What lead to Jim’s success?”

“Can you think of another business model that would be successful?”

Lesson Learned

Why did I tell you this story?

Because Mike and Jim represent two different ways of approaching the *"idea"* phase of apps. Mike was married to his idea without thinking about what would sell, Jim had little passion for any individual app and followed the money trail.

Neither is better or worse than the other. They're just different paths you can take.

The lesson to be learned with this story is this: **you have to think bigger than yourself to be successful in business.** This is true with apps and it's true with any other business. Sometimes ideas will take off on their own, but 95% of the time, they require some business sense to work.

When you're coming up with your idea, stop for a minute and ask yourself *"I know I think this is a good idea, but does the market think it's a good idea?"*

This changes everything.

When you make this switch, you're starting to stop obsessing about the idea and start seeing the **RELATIONSHIP** between your idea and your goals. That's where the magic happens.

Let's walk through some examples.

*"you have to
think bigger
than yourself to
be successful in
business."*



Examples of Ideas vs Business Models

I want to show you three different scenarios. Remember - this part of the ebook is about figuring out how to choose an idea for the app store.

APP #1 - THE IDEA GUY

"Oh, oh, oh!! I've got an awesome app idea!" We've all heard this. Someone inevitably has an app idea that they just **HAVE** to tell you about.

Often these ideas are clever. Sometimes they're not. Sometimes they're incredible.

But the conversation stops at the idea.

Once they explain what the app does, they usually say *"Wouldn't that be so cool? I can't believe no one's done that yet."*

What they don't explain is WHY no one's done that yet.

Yes, sometimes it's because no one has come up with that idea before and they're an absolute genius. But more often it's because no one would download or spend money on that app. There's just no demand.

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1

THE IDEA GUY

2

THE SMART IDEA GUY

3

THE APP BUSINESSMAN

Ideas like this are typically born from:

- **Personal experiences.** Something happens to **YOU** and suddenly you think this idea will be amazing because **YOU** would like it/use it.
- **Passions.** You love something so much and just want an app for it.
- **Creative Explosions.** You think something is just so weird and cool that the world is out of their mind for not loving it. I mean, you're the next Steve Jobs, obviously.

You can see that these have a common thread - the entire experience takes place inside your head, **NOT** in the real world.

To be honest, that can be helpful in certain parts of business. If you have a vision, it can provide you with great fuel when you have naysayers. But as I always say,

“In business, be creative in the model, not the product.”

This example illustrates that ideas on their own are very, very weak business models. If you're only goal is to make a cool app that you can use in your free time, then the idea has much more importance.

But I'm willing to bet that you want to get some downloads and make some money.

If that's the case, you need to get out of your own head.

Let's talk about another example that does this.

Q EXAMPLES

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1

THE IDEA GUY

2

THE SMART IDEA GUY

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THE APP BUSINESSMAN

APP #2 - THE SMART IDEA GUY

This describes someone who is smart enough to know that in business you need to think about a lot of important factors before a product can be successful.

Now, this is not always the case. There are plenty of people that didn't plan anything or research or anything and they made tons of money.

But that is not the norm. More importantly, it is **HARD** to replicate.

The Smart App Idea Guy has an idea similar to **App #1** but takes it a step further. He researches the market to find out who is competition is. He sees how many people rank for the keywords he wants to capitalize on. He sees how other people are monetizing apps that are like his.

The story continues. When the landscape looks good, he concludes that his idea has all the makings for a success. He pulls together his savings account and puts all his eggs in this basket. He's going for it!

This strategy is hit or miss. Here's why:

For an app to really blow up, it needs to have a huge amount of energy. With the exception of random apps that skyrocket to the top of the charts with five hours of development work, almost every app that has huge success is the byproduct of labor and love.

Apps that fall into this category are well designed and bug free. They have product managers that are obsessed with the product, developers who stay up all night to eliminate kinks in the code. It takes months and months, but they launch with a team of people pushing it up with all their might.

Q EXAMPLES

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1

THE IDEA GUY

2

THE SMART IDEA GUY

3

THE APP BUSINESSMAN

Q EXAMPLES

Unfortunately, many apps like this don't work out the way the founder imagined. Why? Because the app market is competitive and often it takes **MORE** than wild passion and hard work to excel.

At the same time, apps like this can slowly grow over time and gather users that love the app and keep spending money. It's totally possible, but still risky.

And that's the kicker with this example – risk. It's straight math – one app gives you one shot. This is the home run hitter in your baseball lineup.

In business, some people shoot for the moon. I fully support that, especially if that's why you got into this. But that is **NOT** something I will teach you. I'd rather show you how to make \$5,000/month than how to have a \$3 Billion app.

Let me remind you - I am not here to teach you how to hack the store and make one hit wonders. I'm here how you can give yourself the **BEST POSSIBLE CHANCES** of success over the long term.

If you're not into that, then this is probably going to be the last ebook you read.

If you **ARE** excited about creating sustainable, predictable, passive income, let's talk about **App #3**.

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1

THE IDEA GUY

2

THE SMART IDEA GUY

3

THE APP BUSINESSMAN

APP #3: THE APP BUSINESSMAN

I just realized that these are all “Guys” and “Men” – please realize that all these are applicable to both men and women.

Anywho, let’s talk about the app businessman.

Unlike the other two apps, this guy cares about one thing: creating a profitable business. The ideas behind the apps are secondary to things like: market demand, margins, viable products.

He looks at the app store for opportunities to capitalize on and never thinks about what he thinks is cool or interesting.

It’s the exact opposite of the idea guy.

When this guy approaches a new app project, he goes through a similar exercise of research and gauging demand, but takes it a step further. He asks *“How can I get even more proof that this will work?”*

It may come by asking people who have done it before or it may come from finding people that have published results of their own apps. He thinks about things like cost and potential upside. He thinks about scalability and replication.

In a market like the app store, where competition is rampant, the app businessman searches for opportunities and capitalizes on them as quickly as possible, then moves to the next opportunity. Music apps have huge revenue with little competition? Make 10 music apps ASAP.

You see, this guy never thinks about what he wants, he thinks about what his business wants. He has to feed it profits to it to live. A business doesn’t run on passion or excitement or hope (although sometimes I wish it did!) - it thrives on more money coming in than going out.

Q EXAMPLES

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1

THE IDEA GUY

2

THE SMART IDEA GUY

3

THE APP BUSINESSMAN

This is the guy who builds portfolios quickly, who is obsessed with process and does not care about detail. The apps he made are good, or **“good enough”** and act more as tests for the market than anything else. He'll most likely **NEVER** have a huge hit, rather a ton of small, evergreen hits.

Once this engine is built, his business produces profits by creating more assets, cutting costs, and continuing to find opportunities in the market.



By no means am I glorifying this model at all. In fact, I bet some of you are reading this and saying **“Ugh, I never want to do that!”** And that's good. You don't have to.

But it is very important to understand that this exists and that it works. Because he gives up the home runs, he's able to hit a lot of singles. Those add up.

And instead of it being a feast or famine situation, it's a slow, calculated growth model.

This way of building apps is much less about building apps and much more about building systems. **Think of it like being in the app business than owning an app.**

Q EXAMPLES

1

THE IDEA GUY

2

THE SMART IDEA GUY

3

THE APP BUSINESSMAN

And just like that - 3 examples that give you a full spectrum of the decisions you will make when you're starting off.

Different people relate to each one of these types of business decisions. They're all capable of producing profitable assets, but as we talked about, it's a matter of how much risk vs reward you are comfortable with.

WHICH ONE DO YOU LIKE?

WHY?

Everything we talked about is designed to help you make the decision of where to start. Remember - our goal is to build a BUSINESS and not just an app. That's why we're going through this. With a foundation that is grounded in these principles, your chances of success go up.



HOW TO IDENTIFY A GREAT IDEA

Good Idea Checklist

Now that you have a sense of what sort of decisions you will make **BEFORE** you move forward, it's great to run through a checklist about identifying a great idea.

Even if you decide that you want to follow the business-minded track, this is an extremely important exercise to go through. It will show you how to think about ideas as they relate to apps.

It will also help you identify good apps as you move forward in your business.

This is important!

The best place to start is to assume you have an idea. Let's say it's a workout (fitness) app - a simple timer to clock your runs and add music. Good?

Ok, great. Now beyond how you feel about this app (ugh, boring!), let's talk about the pieces that are **OBJECTIVE** and very important to long term success.

- ☐ Demand
- ☐ Cost
- ☐ Scalability
- ☐ Risk & Competition

Demand

This is probably the biggest one to look into first. Demand refers to people in the app store who are downloading apps. Will they want your app?

Failing to determine this can really hurt you later on. It's nearly impossible to create demand unless you have a huge budget or reach. If you have Justin Bieber using your app, I guess that would work.



How do you determine demand for your app? Let's talk about specific actions you can take:

- ☐ How many apps are there that do exactly what your app does? Get a ballpark number.
- ☐ When you type in the keywords that you would expect to relate to your app, how many apps show up? For ours it might be "Running Workout Timer" or something like that.
- ☐ Would you use this yourself? Be honest. Download one of your competitors and see if you use it for a week. Why or why not?
- ☐ Ask your friends & family if they would. Ask for honest advice. **DO NOT** ask if they like the idea, ask if they would use it.
- ☐ How old is your competition? If they're all from 2 years ago, you may think twice. If there are a lot from the last few months, it's clear that it's a good model.
- ☐ Do your competitors update often? Updates cost money. If they're not making money, they're not going to update.

"It's nearly impossible to create demand unless you have a huge budget or reach."

"If they're not making money, they're not going to update."



Cost

How much is this app going to cost to build? That is definitely important to keep in mind when vetting your idea.

Why? Two reasons:

1. Spending too much money on an idea is never a good way to start. You simply don't know what the result will be and you can dig yourself into a hole. You **ALWAYS** want to start as small as you can until you learn enough to move to bigger projects.
2. Let's say you have \$2,000 to spend. You can either spend it on a crappy, half baked version of a complex app that you think is great, OR you can spend it on building an absolutely awesome version of a simple idea you think is great. The second is a better move.



Scalability

This is one that a lot of people forget about. Scalability basically means how many people will be interested in this app? For fitness, a lot of people may be interested because that market is huge. Think about how many people run? On the flip side, a stock ticker app would have a much smaller audience. But a stock ticker app would have a much smaller audience.

The best way to determine scalability is doing some basic research about the category the app is in. For us, we'd want to find out how many apps are in the Health+Fitness category relative to the others.

The other side of scalability is how big can the app get. If 5 million people download it, can your app handle it? This is less of an issue because you can update the code later on, but can be important to think about early on.

You'll notice that the apps in the top charts almost always appeal to wide audiences - games, entertainment, utilities, etc.

Risk and Competition

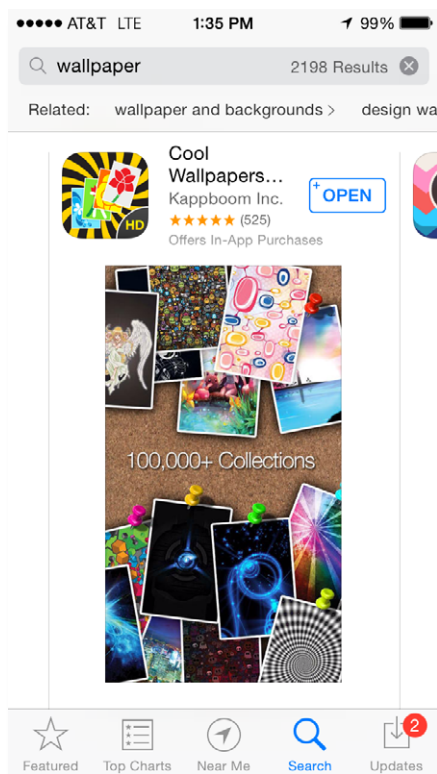
Risk and competition are important to address early on so that you know what you're getting yourself into. This is what almost every other business does before they launch - identify the people they will be competing against.

With risk, a lot of it comes down to cost. This is measured by ROI (return on Investment) and is crucial at the beginning. I mean, you need to make your money back, right? When you are starting your app journey, have an honest conversation with yourself about what sort of risk (cash) you are prepared to take.

With competition, you want to find out how **MANY** competitors you have and also what **TYPES** of competitors. Instead of looking at them and thinking *"Here's who I'm up against"* try to frame it as though it's *"Here's who I need to beat."* Ask yourself why someone would download your app and not your competitors.

Here are a few helpful research tips:

1. Type in the keyword that best describes your app on your phone. You'll see a number of results show up. If there are thousands, you have a lot of competition. If there are only 5 results, you don't.
2. Try looking at different app stores, specifically **Amazon**. Look on the left hand column. You'll see a number count of each category. You can drill down into those to see specific numbers.



☀ PRO TIP

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Always focus on building an idea that has a unique selling proposition. You can have everything the same, but if you have one clear differentiator, you can focus on that.

EXERCISE 2.1

Identify an idea you have. If you can't think of one, use one that you've heard recently.

Fill out the following SWOT Analysis chart. Strengths, Weaknesses, Opportunities, Threats. Include anything we've talked about above, as well as personal facts such as budget, responsibilities, and timeline.

	HELPFUL	HARMFUL
INTERNAL ORIGIN	STRENGTHS <hr/> <hr/> <hr/>	WEAKNESSESS <hr/> <hr/> <hr/>
EXTERNAL ORIGIN	OPPORTUNITIES <hr/> <hr/> <hr/>	THREATS <hr/> <hr/> <hr/>



THE CRYSTALIZATION OF THE ETHER

aka How to Draw



There is a very important moment in any business. It is when you must actually start to do something.

Shocking, isn't it?

One of the biggest failure points for budding entrepreneurs is knowing how to go from having an idea to making it a reality. It's a small step in the grand scheme of things, but it is paramount. It's the first moment when this journey becomes real. It's the beginning of a product.

The good news is:

1. It's easy to do
2. There is a very clear path to doing it well
3. I'm going to show you exactly how to

Sound good?

What is Wireframing?

Wireframing is the process of creating a static design of your app. It shows the basic functions and how they interact. It can be as simple as *"Press this button, show this screen"* with an arrow in between.

This process is very important to do in the beginning phases because it forces you to think through every piece of the puzzle. A few hours now can save you dozens later on (and thousands of dollars).

It also is hugely important because it forces you to take your idea (inside your head) and put it on paper (outside your head). Once it's somewhere that can be shared, you can grow it. This is really important!

So, in the app world, creating a wireframe is the same as turning your ideas into logical drawings. It can be simple, linear, mind-map-ish, doodle, computer generated, whatever!

The most important part is to follow some basic guidelines.

Let's start by comparing two styles.

Good vs Bad Wireframing

First and foremost, there is no perfect solution here. Some apps/businesses turn into billion dollar companies by starting from a napkin! Others fail after spending \$20,000 on beautiful photoshopped mockups.

What I will teach you here is the **BEST PRACTICES**. It's the fastest and easiest way to get the best product in the shortest amount of time.

PRO TIP

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"Think in terms of IF-THEN statements"

- A way to think about an action happening
- One leads to the other
- **IF** I started singing, **THEN** you'd put in ear plugs.

BAD

Let's start with the wireframe no-no's.

1. **Leaving out details.** It's very easy to just jot down the fun, big picture stuff. This is typically what you're excited about in the first place. "Yeah! So they'll open the app, throw some songs into this program and it will automatically create a playlist! Then at the end it will show you how far you ran. Awesome!" This is not going to be a very comprehensive drawing.
2. **Thinking you have everything figured out.** Trust me, developers are smart. Even more so, they have great ideas when you ask them. What **DOES NOT** work well is when you walk in with a wireframe and say *"this is exactly what I want. Everything is perfect. Build this precisely."* Often without asking the developers opinion.

Simply asking *"Hey, what are your thoughts on this?"* or *"How do you think we could make this better?"* will go a long way in making a better product and establishing a great relationship.

3. **Making things too complicated.** I call this the *"OH WHAT ABOUT XYZ?"* test. Often when you're wireframing this stuff, you'll have bursts of inspiration. You may have an idea that would be really cool, but would add to the overall scope of your wireframe/project. A lot of people will try to "bolt it on" in a way that isn't entirely logical. This will add to your costs, your headaches, and typically subtract from the core user experience.
4. **Being un-organized.** The napkin example is somewhat glorified in the tech world. So is the "original sketch" idea, where someone started with some scribbles and now they own half of Texas. I'm here to tell you that it doesn't work. Having your wireframe presented well, whether it be hand drawn or on a computer will make the process that much smoother.

Remember – this is something that's going out into the world. Someone else has to look at this, digest it, and do something with it. Think about what you would want to see – not what's easiest.

THE GOOD

The good news is there are some great things you can do to make a killer wireframe.

1. **Think like a programmer.** This is the most valuable advice I can give you with the wireframing process. It allows for a very good relationship and translation between you and them.

What does this mean? The best way to think about it is *"If -> Then"* type of statements. Example: *"If user presses this button, then they are brought to this screen"* with two screens drawn and an arrow pointing from the button to the new screen.

Everything in your wireframe should follow this style of linear thinking.

2. **Start simple, add later.** You want to start with some core concepts and get used to the process. Before you spend your weekend mapping this out soup to nuts, have a friend, family member, social media contact, neighbor, **ANYONE** take a look and give you some feedback. If a programmer is open to it, ask them too. The reason is to get a gut check on the direction you're going and course correcting if necessary.
3. **Remove unessentials.** This is the Steve Jobs style of design where you eliminate anything that isn't directly contributing to the user's core experience. Let's say you have 10 functions in the app - which can you cut?

This will help make the project smaller to start with, less cost, and still achieve the primary functions. Remember, you can always add these on an update.

4. **Create a hierarchy.** This is also called a *"user flow"* because it shows how a user would move through the app. Sometimes it's easy to make this look like a spider web, especially with complicated apps. That's awesome later on, but you want to avoid that for now.

Stick to hierarchies. User enters app, moves through certain functions, end of experience. Think of everything that way. This will help you get your app built first, at which point you can work loops and content recycling, etc.

Other than that, it just comes down to working with your developer. Remember - this is **NOT** going to be perfect off the bat (at that's OK!). But you can still put in a varsity level effort.

Ask opinions and collaborate to make the idea and wireframes stronger. It will pay huge dividends!



🚩 SPECIAL SECTION: THE PROGRAMMER MINDSET

Above I touched on this, but I think it's really important to explain more so that you guys understand exactly what I mean by this. This will help you a lot when you are going through this process with a real programmer.

Programmers typically have the following character traits:

- **Linear in thinking.** If A, then B. One thing leads to something else. This is the opposite of an idea person. If you have an idea, typically a programmer will start talking about how to reach that idea as an end goal.
- **Problem Solvers.** Programmers **LOVE** problems. They love being handed something that they can work on and find solutions to. **BUT** - this is very different than solving **YOUR** problems.

This is of utmost importance - they do not want to answer questions like *"Here's my idea, how should we make this?"* Rather, they want to answer questions like *"Here's my current game plan. How do you think we could go from Point C to Point D in the coolest, fastest way possible?"*

- **Introverted and Sensitive.** This is not a bad thing at all, but it needs to be accounted for. You can easily depth charge your relationship if you don't care about this stuff.

Emotion is a powerful force - if it's working in your favor, they'll build you a rocket ship. If they're filled with negative feelings, they'll build you a graveyard.

- **They want cheerleaders.** I cannot stress this enough - tell them that you are proud to work with them, that you appreciate everything they are doing for you. It makes a difference. If you're not pumped about their work, then you should fire them.

Programmers tend to do their own thing, in an isolated environment (or with headphones on all day) but are still human. Getting someone's positive validation is worth more than gold.

- **They want explicit instructions.** They want to know exactly what is you want so that when they deliver it they can look at a checklist and say *"you asked for this, this and this. I delivered this, this and this."*

I am a **HUGE** proponent of taking the time to think like a programmer and work at their level. I don't care how much you don't want to, how hard you think it is, how much you think they are out of their mind - you need them. In today's world, you need them more than they need you.

So take a few minutes and realize that a little empathy now could make you a whole boatload of money later on.

That seems like a good bet to make.

Ok, Carter. I wireframed this out. Now what?

Yes! Awesome.

Next you're going to get this in front of your programmer.

(If you don't have one yet, you'll want to read up on how to hire a programmer).

Either way, they're going to look at it, come back with a few questions and probably give you a price quote and timeline.

I've been given hugely different prices for similar projects simply because I spent more time on certain wireframes and less on others. So, put in a few more hours to make it great and you'll be glad you did.

Once they do that, you can negotiate the price and you will make a decision on moving forward.

Yahoo!! You're on your way.

Before you run away, let's do a few quick exercises to get you thinking like a programmer. This will help you conceptualize your next wireframe project.

RESOURCES

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“Ready to hire a developer?”

- Learn what the process looks like
- Get tips and tricks for finding the best developer
- Find out where exactly you should start

EXERCISE 2.2

Look at the graphic below (home screen for a game). There are some buttons on that screen.

- No Ads
- Restore Purchases
- Music
- Sound Effects
- Play
- High Score
- More Games

In the space next to this screen, draw an arrow from any three of those buttons to a box that you draw. In each box, write what the next place that the user would go is.

For example: if you choose the Play button, draw an arrow from the Play button over to a box that says “Tutorial screen 1” or maybe “Start game screen”





NDA_s & INTELLECTUAL PROPERTY CONCERNS

This always comes up on my blog or in phone calls when people drop a line. They're concerned about the implications of people stealing their idea or ripping them off.

In the free ebook you read before, we gave a definition of **NDA**, but I will add it again:

A legal contract between two or more parties that signifies a confidential relationship exists between the parties involved. The confidential relationship often will refer to information that is to be shared between the parties but should not be made available to the general public.

What I want to do is present three pieces of the puzzle for you to think about before you spend any more brain power on this topic.

Then I will show you how you can do some of the basic preventative measures if you would like to.



“What is an NDA?”

- Non-Disclosure Agreement
- Keeps information confidential
- Between two parties

Three things to think about before whipping out an NDA for your app idea/project:

1. Enforcement

When it comes right down to it, an NDA really doesn't mean anything if you can't enforce it. In other words, if someone did steal your idea, but you can't find them, what good is an NDA?

A lot of people don't think about this. The NDA is only as good as your ability to do something about it. When you're going to the lengths of having everyone sign it, you really need to think about what you would do if push came to shove.

Would you fly to India?

To China?

To NYC?

Hire a high priced lawyer and pay thousands of dollars?

Maybe. If you are hiring a credible and established USA firm (assuming you're in the USA), then it may be worth it because you can actually do something about it.



“NDA is only as valuable as your capability to enforce it.”

2. **International Considerations**

Similar to the point above about enforcement, we live in a global economy. If you can build an entire app company with people exclusively in your own country, that's awesome.

But most of us can't.

I sure couldn't.

Why does this matter?

Because laws in different countries are different. An NDA in the USA may be valid...but it won't hold up in Japan.

The legal systems are also different, which goes back to the enforcement. On top of that, you usually have to hire different lawyers to take care of this kind of stuff.

Don't believe me?

Ask your lawyer how well they'd be able to enforce an NDA with a Pakistani development firm if you needed to.



3. Relationships

This is perhaps the most important consideration with NDAs in the app world - how it impacts the relationship you have with your developers.

YOU see this as a way to protect yourself.

THEY see this as *"this person does not trust me."*

Sometimes with higher level firms they'll take the NDA in stride and not really care about it, but sometimes with smaller shops or individuals it can add a certain flair of distrust off the bat.

Not always, but it can happen.





You might be thinking that I am totally anti-NDA and that I'm going to tell you to never use one. Not at all. For a lot of my business deals I use an NDA, especially with professionals who are going to see certain parts of the business that **ARE** valuable.

- My point is that you're usually working with:
- An idea that you have no idea will work, no matter how awesome you think it is
- A new company that doesn't even care about the idea, they just want to build it
- People 9,000 miles away who are hard enough to Skype with, let alone sue :)

In my experience, trust is your best NDA. Instead of looking for them to show you why you should trust them, assume that you **CAN** trust them. That's why I'm all about doing small projects up front, then slowly ramping up.

Trust is much less expensive and much more powerful in this type of project.

Getting Your Hands On An NDA

At the same time, I fully understand that there are times when you **DO** want an NDA to pull out and execute.

I could give you a bunch of homework and tell you where to go, but instead I'm going to give you a free NDA you can use.

Download Free NDA

All you have to do is change the text and information for your own company and add the information for the programmer.

You can easily update this and send it to the other party for a signature and you're good to go!

Before you go, I want you to do something with me just to make sure you've got this on your computer and can update it.

1. **Click this link** and download the doc file to your computer
2. Open up the doc on your computer
3. Find text that says Party A and Party B and replace with yourself (or company) with the people you are signing the NDA with.
4. Update your address and any other relevant information.
5. Save

That's it! You've got your own NDA you can use now.

*“... find people
that you trust
working with.”*



You're On Your Way! Yes!

What's amazing is that you're already well ahead of most people I know who want to get started with apps. I'm not kidding - I get **SO** many people who talk about doing something in the app business, but when I ask them to read through an ebook or do some learning, they magically disappear.

By reading through this ebook and completing all the actions, you have the knowledge to:

- Choose an awesome idea that will move you toward your goals
- Determine if you're a better fit for building apps or for building app businesses
- Know how to identify obstacles **NOW** so that you can tackle them easily
- Turn your idea into a reality effectively
- Bridge the gap between programmers so that what you create it a home run
- Protect yourself in the right situation
- Approach the idea of intellectual property with an informed and smart decision

THANKS



I started my own journey a few years back and went through this process myself. It is one of the greatest learning experiences I've ever had and I am very grateful that I can pass on this knowledge to you.

Please stay in touch and always feel free to send me feedback. Trust me, I read everything and always want to hear from you.

As they say, the journey of 1,000 miles begins with a single step. Consider this your first. If you want to keep the momentum going, the next ebook in the series will walk you through the process of hiring a developer. Keep rocking,