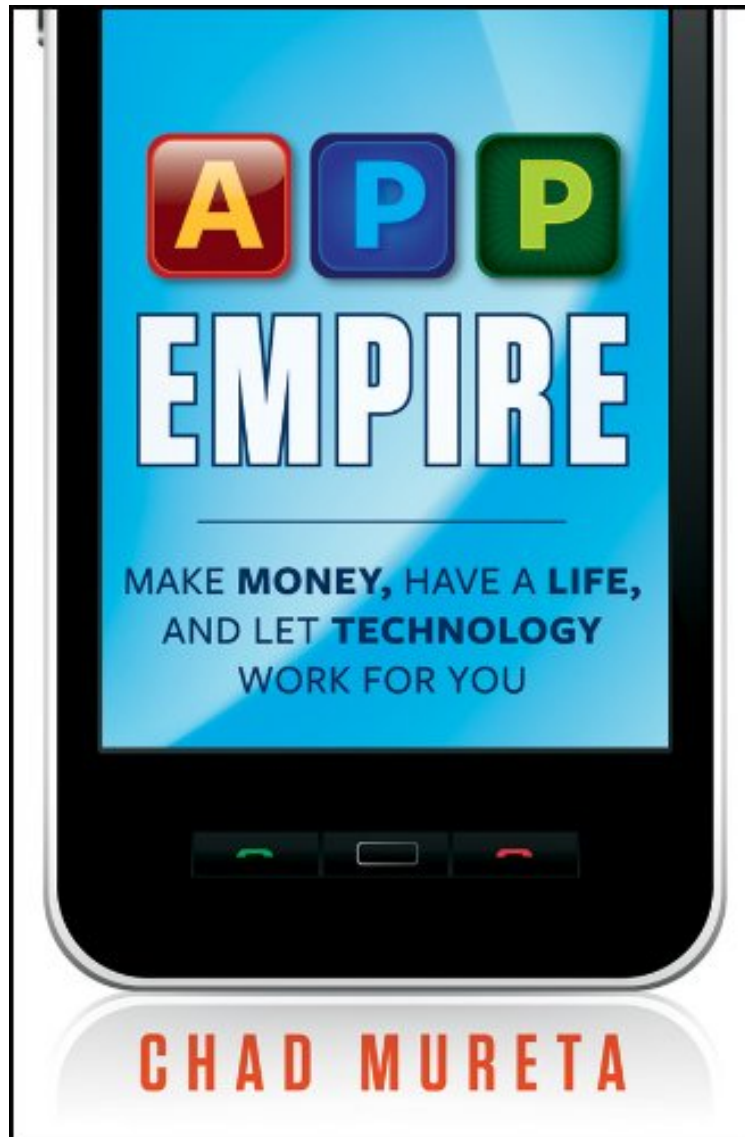


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App Empire: Make Money, Have a Life, and Let Technology Work for You

Chad Mureta

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market and make money in consulting, advising, writing book like this³.but the book is still great if you have sth great inside your heart and want to give it to the world, do market research as Chad said, add your heart song to the app.⁴smart and easy money goes away because big budget companies come to play.³ of 3 people found the following review helpful. This book helps change your mindset about apps, they are not just created by nerds any moreBy J. NewbeginI really enjoyed this book, it was nice to think about the APP Empire lifestyle, I can see where some hard work for a few months or a year could really turn into long term profit and a sustainable source of income. With proper motivation and use of resources anyone could take the ideas in this book and really change their life.¹ of 1 people found the following review helpful. If you want to create great apps and generate income, buy this book!By CMEnterprisesThis book was amazing, start to finish! Chad Mureta starts with the story of how he found apps in the hospital bed and the next thing I knew I had an entire plan of how I could create an APP EMPIRE! I loved his writing style and sense of humor. He really had my attention the whole time. Even though the book was over 300 pages I believe, I finished the book in two days. I will keep the book as a reference point while I'm creating my empire. If you want to create great apps and generate income, please buy this book!!!Thanks Chad!

A guide to building wealth by designing, creating, and marketing a successful app across any platform Chad Mureta has made millions starting and running his own successful app business, and now he explains how you can do it, too, in this non-technical, easy-to-follow guide. App Empire provides the confidence and the tools necessary for taking the next step towards financial success and freedom. The book caters to many platforms including iPhone, iPad, Android, and BlackBerry. This book includes real-world examples to inspire those who are looking to cash in on the App gold rush. Learn how to set up your business so that it works while you don't, and turn a simple idea into a passive revenue stream. Discover marketing strategies that few developers know and/or use Learn the success formula for getting thousands of downloads a day for one App Learn the secret to why some Apps get visibility while others don't Get insights to help you understand the App store market App Empire delivers advice on the most essential things you must do in order to achieve success with an app. Turn your simple app idea into cash flow today!

.com Finding and Selecting Programmers: A Checklist from Chad Mureta, Author of App Empire How do you look for, and hire, programmers to build your app? You'll have to use various sources (Google, oDesk, Freelancer, app conferences, word of mouth, etc.) and assess multiple candidates until you find several you are comfortable with. Here is my questions checklist for the job interview: How long have you been developing apps? How many apps have you worked on? Can I see the apps that you've worked on? What is your website? Can you share references from past app projects? How soon can you start? How long will it take to get a quote? Is it a flat-fee quote? What time do you usually work? What are your hours? (factor in any time difference) What's frustrating for you when working with clients? Are you working with a team? What are their skills? Can you create graphics, or do you have somebody who can? Can I see examples of the graphic work? What's your payment schedule? Can you create milestones tied to payments? During the conversation, pay attention to how well they were able to explain themselves. Were they articulate? Did they use too much techo babble? Did they seem confident with their answers? If you have any issues or worries, you may want to move on to someone else. If you feel comfortable with them, you'll want to move to the next step. Thank them for their time and mention you'll be following up with an NDA agreement if you decide to move forward. You must protect your ideas, source code, and any other intellectual property.