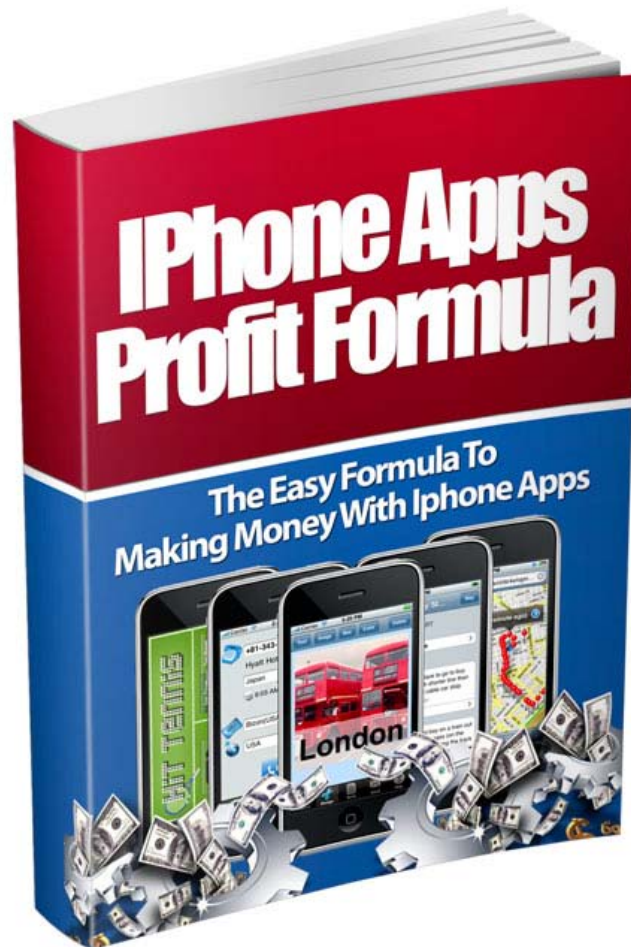


# **Iphone Apps Profit Formula**



**The Easy Formula To  
Making Money With Iphone Apps**

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## How to Make Money from iPhone Apps

The exemplary development of technology from then till now has helped everyone in all aspects of our lives. Essential factors including social, physical, mental, and the like have been touched by these mechanics making our existence so easier. Computers have continuously evolved and upgraded. Just by looking around, your home, your office or in public places, you would notice how great of a technology we have consummated.



Remember the first and ever counting tool ever invented? Right! The abacus, which are now used as displays at homes and museums! While now or the generation-X, uses hi-tech computers which are very portable that could even fit your pockets. In relation to that, iPhones made our lives much easier. Do you agree?

Thanks to the young individuals whom we could call “Einstein of our time”. They came up with the idea of inventing this little piece of gadget. What makes iPhones stand out from any other devices are the number of applications that could be downloaded as well as the knock-out designs being distributed worldwide. It could either be for show-off due to the fashionable designs or for essential purposes. Either way, this provides a lot of benefits giving more people the dream of investing in one.



These are definitely a very powerful source of income which results to enticing countless entrepreneurs. Since this great device is high in demand, it could be your destiny to be part of its marketing industry. For you to compete in this line of duty you need not be a bona fide computer geek rather, you have to create great market plans as well as excellent marketing strategies. The following are some steps you could consider to successfully profit from iPhone applications:

## Step 1 – Come Up With An Interesting Application For Approval

As mentioned, you do not have to be very knowledgeable with computers. Work your brains out. What are acknowledged as applications that could help everyone in way? Does your creation provide a particular niche? Does it bring laughter or even simple smile to people?

Could it be interactive once it is established and known? You must be very creative to meet the standards established by the Apple iTunes App Store and other application stores. Erase any factor that denotes deviant acts from your list. Applications that contain pornographic and fiery images or concepts are strictly prohibited by app stores. This must be avoided for you to be certain that your brilliant idea would be approved.



Additionally, you have to make sure that your presentation does not have similar concepts with other existing iPhone features. It must be unique. This way, it would lessen the chances of disapproval as well as putting your efforts to waste. Be reminded that you are like selling a product to your customers hence, this application must be out-of-the ordinary and contemporary to have more possibilities of approval to your invention.

What you are interested in could also help you out. Doing something you are very passionate about would absolutely result to more astounding ideas. It would not only be a personal achievement, it would be truly beneficial to everyone. It's high time to release those great ideas trapped in your head. Don't close your doors to more applications. The more inventions you come up with the better.

Now, it's time for you to submit your new iPhone application to the app stores including Apple iTunes App Store as well as AppStoreApps.com and AppSafari. This might undergo delicate reviews to see if your creation is satisfactory. It would then be included and posted in the list of applications for sale at the store's website. After which, you may now move forward to the next step.

## **Step 2 – Develop Your iPhone App**

Once you're done with the structure of your app, it's time to take action. There are two options that you could do here. It could either be an In-House or Outsource Development. What's the difference between the two? Let's have a closer look.

## In-House Development

This type of development is best for those who have a wide knowledge about programming. You may need to use an iPhone Development Kit where coding and testing of apps could be acquired. The following are the top five sites where you could develop your iPhone apps easier:

- Sweb Apps

This is an iPhone app tool you could use to create your app. You may use the company's library or you could create your own. It costs about \$50 per button where you have the option to pick either of the packages offered (four-, six-, and eight-button). Other than these, a \$25 monthly hosting fee for every application is also offered. For more details, you may refer to their official website: <http://www.swebapps.com>.



The image shows a promotional graphic for Swebapps. At the top, the word "swebapps" is written in a blue, lowercase, sans-serif font. Above the letter 'e' are three small blue stars of varying sizes. Below the logo, the text "Build your own iPhone App in minutes!" is displayed in a bold, blue, sans-serif font. Underneath this headline is a list of four features, each preceded by a blue star icon: "Updated super cool features", "Update all content in real time", "Manage multiple apps", and "Track your app usage". The background of the graphic is a light blue gradient with a subtle pattern of small white dots.



## AppIncubator

- Another iPhone app tool you could use to ensure a quality product. They claim to be “an incubator, developer, accumulator and marketers of mobile technology.” Downloading this iPhone app developer as well as using their service is for free. You are allocated about 25% of the total revenue once your app is at its marketing stage. Refer to this website for more details:  
[http://www.medlmobile.com/aps/app\\_incubator.html](http://www.medlmobile.com/aps/app_incubator.html).



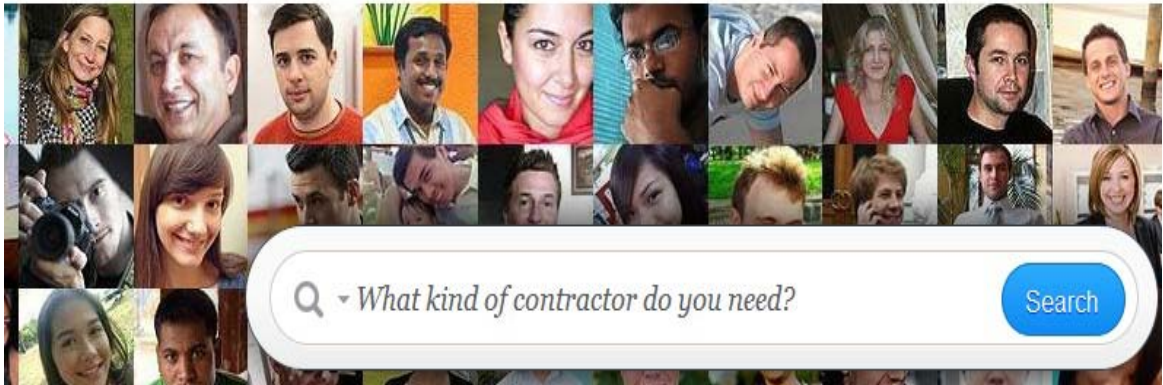
## Kanchoo

- This iPhone app tool allows you to create native iPhone apps. A tool you could use that provides easy-to-follow instructions. To use this company's services, you must provide a full description of your app, the app icon, and so forth. You would receive a basic pay of about \$88 once your creation has been distributed and additional \$28 monthly fee for hosting and bandwidth.

You can check other iPhone app developers such as AppBreeder, MyAppBuilder, BuildAnApp, and so on. These would definitely help you create a better app which would catch the interest of your future customers. Aside from the mentioned developing tools, you could also try Outsource Development.

## Outsource Development

- You may not have enough knowledge in terms of programming so this is the best option you could consider. What you need to do is submit your idea to an outsource app developer and they would be the one to get it done for you. Inexpensive freelancing sites are also available such as [Odesk](#) and [Elance](#).



### Step 3 – Flaunt Your App To Entice People

The most powerful ways to advertise your newly built iPhone app is to spread the news through the web. Though you could have the ability to do it yourself, chances are the application might look basic and lifeless. You may take the corresponding tools into consideration to make the most of out what you have brought up. This could lead you to paint a better picture of your app as well as acquire more people to take interest to your creation.

#### [AppStoreApps.com](http://AppStoreApps.com)

- The owner of this site is Doug Lynch who also conducts reviews of each app submitted. As stated, certain standards must be met to ensure satisfaction to iPhone users. Upon submission, it would require some personal information such as your e-mail address and your credit card information.

Don't be alarmed, this is a prestigious website and this information would be kept confidential. This app store also provides different packages namely Platinum Package at \$150,

Gold Package at \$75, Silver Package at \$50 and Bronze Package at \$25 all last for 30 days. You may want to check this out for any other instructions needed.



## AppCraver

- As part of the marketing industry, apps submitted here are also delicately reviewed. Tech-savvy of both iPhones and iPads have a wide array of apps to choose from. Their goal is to “promote an app, develop services, and accessories or products to showcase” your creation. You may submit and advertise your app to this site. See more details at <http://www.appcraver.com/advertise/>.

## AppSafari

- This site offers an informative submission process which you could consider advertising your product to. You may be a developer of iPod touch screen apps, Mac apps as well as web based apps apart from apps for iPhone and this is absolutely a good site where you could share your cool ideas. You may either

add a new app to this site or update your existing invention when new ideas arise. For more inquiries on the submission process and questions about this site, you may go to this link: <http://www.appsafari.com/submit/>

### Apple iPhone Apps

- Thousands of apps have now been posted on this site. This would give you the idea of what the existing iPhone apps have already been created. It would let you identify what not to create to prevent creating duplicate or similar concepts for your apps. The good news is blogs are open here as offered by other sites. You may spare some time reviewing them and could serve as pieces of advice from experienced iPhone app developers. The submission process here is quite diversified from the other sites mentioned. Apparently, submission of apps must be done personally. This is a good factor though since there would be a competition. A healthy competition which could be somewhat challenging.

### 148Apps

- This is another dedicated site that studies your app information. Again, certain payment options and submission terms are required here. You may refer to their website <http://www.148apps.com> to acquire more information.



## iPhone Application List

- This is so far one of the best sites to purchase from or sell your apps to. A gallery of eye-catching apps at their full-sized screenshots are shown. It also delivers a short background as to how each iPhone app works. Since not all sites provide this important information, this particular app store makes it apart from others. You may send a personal e-mail to submit what you have created through [contact@iphoneapplicationlist.com](mailto:contact@iphoneapplicationlist.com).

## iPhoneApps.co.uk

- News about iPhone apps are catered in this site. Unfortunately, it doesn't seem to be regularly updated. Nonetheless, link for submissions are included here. Why don't you give it a try? Who knows, this could be the site that could actually help you out in advertising your work of art.

## Apptism

- This is one of the newly established iPhone app stores which were upgraded in 2010. They also offer download and purchasing options. It appears that it would direct you to a new link which is <http://blog.ngmoco.com/> where “commitment to building innovative social entertainment for this new world” is their main goal. It is now in partnership with DeNa that originated in Japan. DeNa is one of the leading publishers of social games. For individual app developers like you, an e-mail could be sent to [gamemakers@ngmoco.com](mailto:gamemakers@ngmoco.com) for any submission or verification.

## AppShopper

- This is one of the largest iPhone app stores where it conveys detailed information on submission and reviews of your app. They claim that over 450,000 audiences have viewed their site. Grab the opportunity of acquiring potential tech-savvies. Expect that there are possibilities that you would be drowned in a pool of competition since they receive a bunch of submissions each day.

If by any chance your entry meets their standards, you would have higher probabilities of success. Inquiries and requirements such as a detailed description of your app, screenshots and demo video (optional) could be sent to [tips@appshopper.com](mailto:tips@appshopper.com). These stated instructions, additional information and support could also be viewed at <http://appshopper.com/blog/about/>.



## AppRater

- Surprisingly, there are no required payments when you give away your app. It is totally free, yes! 100% free. Your submission would be rated and reviewed by iPhone fanatics who have tried your app or other app users from their list. The processor used here is advanced php coding which allows your listings to be identified by search engines that direct a back link to your domain. As stated at this link: <http://www.iphonedevsdk.com/forum/promotion-techniques/13243-apprater-com.html>.



## **Step 4 – Expand & Consider Positive Characteristics To Gain Visible Profitability**

As soon as you have auspiciously reached step 1 and step 2, let's talk about expanding your first successful iPhone app. Expanding is one of the business strategies entrepreneurs execute which would probably result to higher income. What's next? Well, since you have already encountered going through the painstaking experimentation as well as the pain and agony of waiting for approval, you now have greater knowledge of what people would really be interested in. You readily have presumption as to where and how you could trade your next invention.

It is like a regular cycle or routine that after finishing the first step, you would advance to the next, then to the other. However, it would not work out if specific goals are not set. This factor must not be disregarded thus you must at least try to top the notch. Being in the top 100 or even reaching top 10 of a certain iPhone app store would result to a massively high cash flow.

What you need is to possess the good qualities of a lucrative entrepreneur. Being very knowledgeable in the world of business ventures is not enough. It takes dedication as well as positive-thinking to lead you to the right track. Not everyone has these qualities and it's never too late to turn the leaf over.

## **Step 5 – Dig Deep, Search For More Ways To Make This A Success**

Apart from all the mentioned scenarios when initiating your path to the iPhone app industry, you must not close any window of opportunity. Learning from a broad list of sources would also be benevolent. This discussion is merely about technology but this should not be your only reliable source. Traditional forms of media like radios, books, newspapers and so forth could also be taken into consideration.

### **Conclusion**

Conclusions, following these key points to gain from iPhone applications are not the only ones that could be brought about. Being in the industry wouldn't be a breeze without adding a touch of personality to your work as well as a cup of knowledge to every decision you make. Like what I've said, both positive and negative factors could take place. Moreover being strong in facing any possible obstacles or dilemmas would make it worthwhile, don't you think?

Your success and the money you make in this line of duty would depend on you. Every decision you make results to what you think is best. Think things through. Is it the best for everyone who is involved? If not, you may have to go back and hit the drawing board but if is, then go for it! No one's stopping you!