



Special Free Report



# Mobile Apps

Made Easy

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Quickstart Guide to Skyrocket Your Offline and  
Online Business Success with  
Mobile Apps

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## Introduction:

If you know anything about mobile devices, you've probably heard that famous phrase coined by one of the mobile device's most prolific creators proclaiming that there's an app for pretty much everything. And it's true.



But here's a question for you:

### **Is there an app for your business?**

If not, then it's time to think about creating one... or more. As consumers become more attached to their mobile devices and more demanding about what their mobile devices can provide (and provide quickly).

Having a mobile app for your business can be a great way to broaden your visibility, increase traffic, and connect with customers and clients. The mobile app is the super step beyond the responsive website.

An app is an extension of your product, and it can enhance success if created well. An app can allow you to present your product as a solution to your customers' problem. They are very effective when they leverage the effectiveness of your customers' mobile devices. In other words, the app takes advantage of the device's capabilities to show the user how your business can meet his or her needs.

To Your Success,

**Mozie**

## Chapter I: What is a Mobile App?



The phrase “mobile app” stands for mobile application. It is application software that is created to run on mobile devices, such as smartphones and tablets.

The first mobile applications were around as early as the end of the 20th century, most of them consisted of arcade games, calculators, and ring tone editors.

More sophisticated software began appearing on devices in 2008, although most of them were created for general convenience and included things like a calendar, weather information, or a contact list.

Apps are great tools because they are easy to download, often free, and they can make our lives more convenient. Free apps are often free because they sell advertising space, the basic version is offered for free, or once you download the app, you have the opportunity to buy more features.

Many businesses offer free apps to make it easier for their customers to purchase their products and services. This last type of app is where businesses can really benefit from using apps.

Just like mobile devices made the web portable, mobile apps are making many of the things we used a browser for ten years ago accessible with a touch.

## Chapter II: Why MobileApps?

In today's market, virtually everything – from purchasing to trading to payment – can be performed on mobile devices using apps. In 2014, the revenue from this outstanding technology is expected to climb to \$58 billion. That is a lot of income and profit generated using apps!

Just take a look at the following facts:

<b>80% of time on mobile phones is spent inside mobile apps.</b> <a href="#">Source</a>	
	<b>The average customer actively uses 6.5 apps throughout a 30-day period.</b> <a href="#">Source</a>
<b>The average time spent per day on apps is 94 minutes; 22 minutes less than on the web.</b> <a href="#">Source</a>	
	<b>87% of app downloaders have used deal-of-the-day websites.</b> <a href="#">Source</a>
<b>80% of consumers indicate that downloading an app meant they were receptive to receiving texts from the business.</b> <a href="#">Source</a>	
	<b>78% of smartphone users access a retail site via a mobile app.</b> <a href="#">Source</a>
<b>44% of tablet users access a retail site via a mobile app.</b> <a href="#">Source</a>	
	<b>Advertising is now the most popular revenue model for apps.</b> <a href="#">Source</a>
<b>70% of users have 10+ apps.</b> <a href="#">Source</a>	
	<b>29% of users have 30+ apps.</b> <a href="#">Source</a>

<b>60% of users download 5 new apps a month.</b> <a href="#">Source</a>	
	<b>72% of consumers have a more positive view of a company if they have a customer service app.</b> <a href="#">Source</a>
<b>Mobile commerce will reach almost 40 billion by the end of the year.</b> <a href="#">Source</a>	
	<b>If you offer store mode, customer engagement increases fivefold.</b> <a href="#">Source</a>
<b>2 out of 3 app users say they use them every day.</b> <a href="#">Source</a>	
	<b>24% of the US population uses apps regularly.</b> <a href="#">Source</a>
<b>61% of Mobile and Tablet users conduct local business searches on Apps.</b> <a href="#">Source</a>	
	<b>As of October of 2013, more than 60 billion mobile apps had been downloaded.</b> <a href="#">Source</a>

It is beneficial for any business to develop and promote an app to promote their business, generate leads, and increase traffic. This results in your business reaping some of the huge estimated revenue. And when you consider that mobile searches have grown nearly 400 percent in the last year alone, you can see the advantage your business can attain by having an app.

**[Get access to the Complete Training clicking here!](#)**

# Chapter III: How to get floods of Traffic/Targeted customers

Once you've created a great app, you want people to use it. In other words, you want that app to drive traffic and get people looking at your business. So how do you move from creating a fabulous app to using that app as a tool that will direct users to all your website has to offer? There are actually quite a few ways to do that.

## The Freemium

First, you can use the app to offer your customers something that is called a “freemium.” You can create two versions of your business’ app – a free version and an upgraded version.

## The Preview

Use a “pilot test” preview group. Your app can be its own “beta test.”

For example, if you have a decorating service, you design a simple app with some brief info, perhaps a video featuring a few tips on decorating, and the link to your site.

## The Headline

The content on your app is important, especially the link to your site.

Keep references and links to your site at the top of your app screen at all times. Or rotate “teasers” that call the user to action via “visit our website for even more ways to \_\_\_\_\_”

# Chapter IV: How to generate hundreds of new leads

One of the greatest ways to use a mobile app for your business is as a tool that generates leads. Generating a lead is the next step after driving traffic. A lead goes a step beyond just visiting; that potential customer takes an action, even if the action is as simple as giving you some useful information.

Leads result in business, so having an app that increases the number of leads will inherently also increase your business. So how can you do that?

- **Create the right forms**– A mobile screen is only a few inches wide and tall. It can be frustrating trying to fill out a form using that tiny screen if you use forms in the traditional way.
- **Optimizing Content for mobiles** – As stated above, a mobile screen is small. Make sure that your app users are not flooded with impossible to read content or content that requires endless scrolling. The content should be frontloaded for instant informative value.
- **The Right Call to Action** – A call to action may look great on a 17” monitor, but the same image or banner on a mobile screen may be overwhelming. An app will be used on a mobile device or tablet. ALWAYS keep screen size in mind.
- **Offer Something of Value** – When it comes to leads, the rate of conversion is usually proportional to the amount of information you ask them to provide. If you want more information, you need to provide more value.

[Get access to the Complete Training clicking here!](#)

# Chapter V: How to make a killing by selling Mobile Apps

You can make money doing what you have learned here for others. There are a variety of ways to make money from apps, including paid downloads, exclusive sponsors, in-app purchases, and in-app advertising. Of course, all of this hinges on an app being available. Once you learn to make a great app, you can turn around and create them for other businesses as well.

## Flip That App

One way to make money selling mobile apps is by doing something called “app flipping.” You’ve probably heard of “house-flipping;” someone buys a house, renovates and renews it, and then sells it for a profit.

## Play the Game

Another way to be more certain that you’ll make money selling apps is to focus on gaming apps. Yes, there are all sorts of apps, from calendars to email to navigation to organizers. But the number 1 type of app that is downloaded is the game app. Go where the money is.

## Niche Apping

Finding a niche can be a great way to focus you app creating. In addition, when you develop a variety of apps around a particular theme or approach, then you can sell them “in bulk” to businesses.

## Conclusion:

Mobile Apps are extremely easy to create and manage. It happens the same way as with everything else in life: things aren't that difficult. You just need to know where everything is and how you can properly use it – and there you have it. It's the same with Mobile Apps.

Thanks so much for the time you have dedicated to learning how to get the most advantage of Mobile Apps for you and your business. We invite you to get the most out of the “Mobile Apps Made Easy” complete training [clicking here](#). Mobile Apps have hit the market to stay.

A lot of money is invested in Mobile Apps, and it's all for us. Let's use it and reach our most precious business goals.

To Your Success,

**Mozie**

## Resources

### Mobile Apps Videos

- ✓ [http://www.youtube.com/watch?v=Mbh\\_2eyyIAA](http://www.youtube.com/watch?v=Mbh_2eyyIAA)
- ✓ <http://www.youtube.com/watch?v=1oiAjeBdKGk>

### Mobile AppsTools

- ✓ <http://mobiledevices.about.com/od/mobileappbasics/tp/Top-5-Tools-Multi-Platform-Mobile-App-Development.htm>
- ✓ <http://mashable.com/2013/12/03/build-mobile-apps/>

### Mobile AppsTraining

- ✓ <http://training.appcelerator.com/>
- ✓ <http://www.lynda.com/Mobile-Apps-training-tutorials/55-0.html>

### Mobile AppsBlogs

- ✓ <http://blog.flurry.com/>
- ✓ <http://blogs.cio.com/blog/martin-on-mobile-apps>

### Mobile AppsForums

- ✓ <http://www.warriorforum.com/search.php?searchid=25547087>
- ✓ <http://www.kvraudio.com/forum/viewforum.php?f=166>

### Mobile AppsInfographics

- ✓ <http://www.digitalbuzzblog.com/infographic-2013-mobile-growth-statistics/>
- ✓ <http://www.marketingtechblog.com/infographic-mobile-apps/>

### Mobile AppsAffiliate Programs

- ✓ <http://www.androidpit.com/en/android/forum/thread/439672/Become-an-AndroidPIT-Mobile-Affiliate-Affiliate-program-for-Android-Apps>
- ✓ <http://apwords.com/affiliate>

### Mobile Apps Demographics

- ✓ <http://blog.flurry.com/?Tag=Usage%20Statistics>
- ✓ <http://www.getelastic.com/android-vs-ios-demographics-and-mobile-commerce-activity/>

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