

iPad App Marketing

Secrets To Creating Million Dollar
iPad Apps That Sell Like Hotcakes!



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CHAPTER 1 – A TIME OF GREAT OPPORTUNITY

Earlier this year, Apple unveiled a new product that took the web by storm.

As most of you already know, that product was the iPad, a specialized mobile computing device built around the same successful “App Store” that drives the iPhone and iPod Touch. Users of the iPad use built-in “apps” (short for application) to perform tasks such as browsing the Internet, composing documents, sending and receiving email, and so on.



The real draw for most users, however, is the availability of hundreds of thousands of specialized applications that can be acquired for free or purchased from Apple’s online “App Store”. These apps are the core of the iPhone and iPad user experience, and are as diverse as the end users they’re designed to appeal to.

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Some apps help users manage their social contacts, look up restaurant reviews, or learn more about the world around them. Others are designed simply to make the iPad emit a farting noise, or create the effect of a glass of beer being chugged. They all have one key element in common, however:

They all represent a highly lucrative opportunity for the enterprising developer.

A PRE-ESTABLISHED CUSTOMER BASE

Apple's App Store on the iPhone has proven to be an unqualified success.

Since the store's inception, the concept of the "app" has grown to overtake mobile computing, inspiring the creation of several competing devices and platforms built on the same technology.

Despite that, Apple and their devices such as the iPhone and iPad still account for the majority of smartphone and mobile computing devices sold in world. The numbers of apps available in the store has grown from just a few hundred in the beginning, to more than a quarter million unique apps that have generated over 5 billion downloads worldwide.

What's interesting about the iPad, however, is that it seamlessly runs all old iPhone apps. That means that it's built to easily integrate with the pre-existing App Store that has already proven to be such a

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success and that attracts such a huge amount of user traffic every day.

Users who are coming to the iPad are often already familiarized with the iPhone and the App Store, which means they're already familiar with, and excited about, the world of apps. In other words, the customer base for selling iPad apps is already in place, even though the device has only been available for a few short months.



Whereas those who developed apps early on for the iPhone had to struggle to get the content and distribution method recognized, those who are looking now to develop early content for the iPad will be able to enjoy a wide audience with a built in distribution method that just so happens to be one of the most popular online marketplaces in decades.

THE IMPORTANCE OF STRIKING EARLY

Striking early, however, is critically important for those who hope to profit by developing applications for the iPad. To understand why, let's take a look back at the evolution of the iPhone.

In the beginning, the App Store took some time to gain traction. Once it did, however, there was something of a "gold rush" to develop lucrative apps for the system. Game developers in particular were excited about the opportunity to develop games on the cheap and then sell them for 10 to 20 dollars apiece.

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Over time, however, these high prices could not sustain themselves, and users saw the overall price of apps getting lower and lower, to the point where the average price for an app is now about 99 cents.

So, what does this mean to the developer? Obviously, while people still make tons of money developing various applications for the iPhone, the most profitable time to be a developer was in the early stages of the product, before the marketplace was saturated with thousands of competing apps.

Consider it this way - The people who are buying iPads are for the most part already familiar with the App store, along with how it works. Apps are the very reason they're buying an iPad in the first place.

Consequently, they will be excitedly looking to download and buy new apps as soon as they acquire their new toys. People will, for a period of time, actively **want** to be sold apps. During this time, one can strike and make a name for oneself as a developer of quality apps. Moreover, with more chance of being seen early on, any submission of apps to the App Store stands a greater chance of becoming a hit.

Therefore, the iPad developer who wants to profit from this business had better get started right away!

Fortunately, that's exactly what this guide was created to do – help you get started, and succeed, at creating and selling iPad apps. This guide is divided into several sections.

First, we'll take a look at the iPad itself from a hardware and software perspective. Once you know how the iPad works and what its

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limitations are, you'll be able to brainstorm new ideas for apps that take advantage of those specifications in a unique and entertaining way.

Next, we'll look at Apple's review process and learn how to assemble a team, design and blueprint a project, and then carry that project through to completion with this review process in mind. With this method, you can more easily assure that Apple will approve your newly created app for inclusion in their marketplace.

After that, we'll cover some more abstract topics such as how to market your app, different ways to generate income from your apps, and in general how to get the most out of this opportunity.

So, sit back, relax, and open your mind up to a world of exciting opportunity: the world of creating and developing apps for the Apple iPad!