Short Cut App Success

How to gain success with apps in a very big hurry

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The Problem

It’s a fairly simple matter to create an app. The problem is getting downloads.

Actually, that isn’t the problem.

The problem is getting downloads *and making money*.

In fact, it isn’t terribly uncommon for someone to create an app, get a bunch of downloads … but not make any money.

This happens when someone gets an app idea, has it created before thinking through app monetization, and submits it to the app store … and then gets lucky.

For what ever the reason, often with literally zero app marketing, their app gets hordes of downloads. The lack of thought into how their app will be monetized means they continue to struggle.

What often follows then is that they try to sell the app for way more than it’s worth. When no one buys, reality sets in, and they will settle for selling the app for almost anything, literally pennies on the dollar.

If you’ve read my App Developer’s Toolbox special report, and read the posts on my blog, then you already know *far* more about app monetization than 99% of the developers out there.

Your Opportunity

By looking for apps that are for sale *in niches* (what I'm about to share with you doesn't work nearly as well with games) and simply adding in a small number of monetization features, you can make *a lot* of money in a very big hurry.

Let me give you an example. Lets say there is a volleyball scoring app with 100,000 downloads. This kind of app can be purchased for about a thousand dollars, not much more than it would cost to create the thing in the first place.

You could purchase that app (knowing that the overwhelming majority of people that buy this app are parents of volleyball players), add in a single extra function to the app that allows someone to give you their email address in exchange for a special report to improve their kids skill, and then sell a volleyball skills dvd or something and easily sell 3,000 copies (and honestly you should sell quite a bit more). Adding in that feature might take *at most* three days and getting the update pushed to the store another three days. Basically within a week after buying the app, this could be done.

Adding in the one feature to the app might cost at most one hundred bucks. Assuming that you are selling the skills dvd as an affiliate where you get 50% of the sale (which is standard) and it costs 49 bucks (again, also fairly common), you would make an easy *seventy thousand dollars* within one week of the app being transferred to you.

And that's from doing just one thing.

Imagine for a minute if you baked in *all 7 monetization features* into the app that are possible with niche apps. (I won't be covering all of the monetization that's possible in this report as I've done it multiple times in the past)

It would be a fairly simple matter to make well over two hundred thousand dollars within one month of purchasing a niche app, and in fact doing just that is quite easy.

The Other Problems

There is one problem with this as an app strategy however.

While it is true that once you've found an app, *and* once you've bought it, that you can make money with a startling amount of speed.

However, few app brokers actually understand any of this which means when you first start talking to them they will send you a ton of crap apps that you will have to wade through and that takes time. Often *a lot* of time. It can take several months from the time your app broker starts giving you apps until you find a good one.

What you are looking for

When it comes to putting this strategy into action there are a few things to look for that can help you to separate the wheat from the chaff.

First, ***no games***. Game apps (for this strategy) are completely out of the question and I don't care how many downloads they have or how much the app is selling for. App brokers will sometimes try and sell a pipe dream.

Second, you want apps in some kind of niche market. Some app brokers will call these kinds of apps "utilities".

Third, you are looking for apps where the only method of monetization is either advertising for a free app, or the app is being sold for 99 cents.

Fourth, you want an app that has good reviews. Apps with bad reviews should be avoided

Fifth, you want an app with a lot of downloads. Now understand something "a lot" is a subjective term and depends greatly on the market. In some markets "a lot" could be a couple of thousand downloads. In others "a lot" is at least a million.

Sixth, and this one can be the most challenging, you want apps where there are usage statistics. You want to ***know*** that the app is actively being used, how often it's used, and the average length of time it is used for.

Seventh, you want an app that while it has a lot of downloads, the number of downloads has trailed off. The very best apps are those that have several hundred thousand downloads but have less than 20 in the last two months.

You Can't Be Serious???

Then all too often, especially if the app has only just gone up for sale, the person selling the app has an extraordinarily inflated view of what the app is worth. They will try and sell the app for 100,000 since it has that many downloads and sold for 99 cents. Basically they will try to sell the app for what it has made and give some B.S. that "if someone were to just do some marketing the app could get millions of downloads."

It's kind of funny because I have ***never*** seen anyone back that claim with any kind of stat. They simply say that since it got 100,000 downloads with no marketing then it should get a lot more.

My response to that is that it is also entirely possible that everyone that will ever want the app already has downloaded it and that there isn't any more money that can be made.

As a general rule, someone selling an app is doing it because downloads have trailed off and become nonexistent or very low. That means the 60 cents they are getting per download after apple takes its cut is similarly next to nothing.

THAT is your negotiating point. You don't care how many total downloads an app has (talking about negotiating price here). What matters is how many the app is *getting*. Because, as I stated above, I look for apps that have almost no downloads in the last two months, I start my offer to buy the app only a little more than it costs to produce it.

I will literally tell the person, "Look, I can create this app myself and it will cost me a thousand bucks. However there is a benefit to just buying it already created so I'll give you 1,500. After all, the app isn't getting downloads anymore. Since I don't get any of the money you already made, what I'm buying is what the app is doing *right now*, now what it used to do several months ago. That doesn't do me any good."

Now let me warn you, if the app has recently gone up for sale, they'll scoff at the offer. Just end the conversation by saying, "well, the offer will stand if you can't sell it at your current inflated price."

Often a couple of months later they'll decide that making 10 bucks a month on the app stinks and they'll take your offer for 1500.

Remember, what's important to us is that the app has a lot of downloads *and it is being used by the people that downloaded it*. It is the usage that we are really buying.

Absolutely *never* say that to someone you are considering buying the app from. I'm just letting you know.

If an app is being actively used then we can make a lot of money from it.

The Bigger Problem

Besides actually finding a good app to buy (which is a huge chore and is very time consuming and a mistake here is like throwing money away) and then negotiating the best price (a process that can often take several additional months) …

The biggest problem is actually implementing the monetization into the app *properly*.

Assuming you purchased a good app, if you mess this up nothing else matters.

There are some old school "internet marketing" courses that would be enormously beneficial if you don't have any current skill/knowledge/experience in this area. Things like Frank Kern's mailing list course (which has been closed for something like two years now).

Let me at least give you some highlights to how this is done.

You start by wanting to capture a person's email address. You offer a special report in the banner area of the app that is relevant to what the app is about.

When someone gives you their email address, you deliver the report to the email they just gave you. To accomplish this I use a service like Aweber because it makes it easy.

I will often follow that up with two more special reports, delivered on the next two days. Basically, I want to deliver value to someone for giving me their email address.

On the next day, I'll sell something of ***very*** high relevance to the market. This very first thing that I sell is nearly always some kind of affiliate product. I do that so that the market proves it is worth me spending time to do more.

If that works out, I will often do other smaller things, such as expanding the app functionality but making that functionality something that has to be purchased through in-app purchasing or can be activated through "incentivized offers".

From there, I focus on delivering more content and moving people around from the app to facebook, my blog, youtube, and so on (see the Profit Model video on the blog).

Next, I will follow that up with selling a coaching program and a big ticket event (which one goes first depends on the market and what it's telling me).

This process is almost always worth anywhere from 200,000 to as much as 500,000 within a month or two.

And It's Actually Done

As many of you know, I have what is easily going to be the single most comprehensive training product for people in the app space and that's coming out in July and I want some case studies for this piece of the training.

I've identified at this point ***several hundred*** apps that I can buy for peanuts that should make six figures fairly easily.

In other words, the most time consuming pieces, finding the app and negotiating the right price has already been done.

I'm now looking for folks that are interested in what is easily the single coolest training program I've ever done. I'll give you a pick of the apps I've identified, help you to obtain it as quickly as

possible (should take less than a week), then show you exactly what to do to quickly get the app monetized and making money. (and if you don't have the funds available to buy an entire app yourself, don't sweat it … read on … I have something for you too).

Let me be clear about something. Every single one of the apps I've got identified should quite easily turn into a 200,000 to 500,000 ***per month*** business once properly monetized.

Now understand this however, to purchase an app outright will have a cost starting at 2,000. If you have that you can make a MASSIVE killing in a very big hurry. If you don't, no worries you can still participate. What I'll be doing is pooling your funds together with other people in the same boat and buying an app. You'll get a percentage of the profits made based on the percentage your funds were involved in the app purchase.

In other words, if you put in 200 on an app that costs 2000 then you get 10% of the profits. If I turn around and make 100k over the following 30 days you'd get 10k of that. In other words you would have turned a single 200 into an ***ongoing*** 5k to 10k per month.

So, you can purchase an app yourself (with my help of course, and my help on how to make a killing once you've purchased it) and make A LOT … or you can get in with other people, and still make a friggen ton for the amount you put in.

If you're interested in participating, send an email to my direct email address at mattgoffrey@gmail.com and let me know you want into this program. We will set up a time to speak by voice to make sure you understand how this is going to work over the next approximately two months.