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The Appreneur Playbook: Game-Changing Mobile App Marketing Advice From The Pros

The **APPRENEUR** Playbook

Game-Changing
Mobile App Marketing
Advice from the Pros

...150+ tips!



Charlyn Keating



Synopsis

Wish you could focus on making a great app or game, release it on the app store, and watch the praise, downloads, and cash roll in? You've likely already discovered that it just doesn't work that way. But you hate the word "marketing." Even if you did have the time and money to do it, where would you start? Here's the good news: simply learning a handful of tricks will set you ahead of 90% of the other app developers who are struggling out there. You'll be able to do more than just release a successful app--you'll have the tools to create a sustainable business. Within these pages is actionable, specific advice from the experts: successful app developers and entrepreneurs, mobile analysts, and mobile PR & marketing specialists. You'll gain insights that will empower you to see what's holding you back from real success, and plot a better course for your future. The book is based on 40+ hours of expert interviews in The Appreneur Summit. You can watch four of the most popular videos, free, at <http://appreneursummit.com>.

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Customer Reviews

I suggest when Charlyn ends the free promotion period she seriously re-thinks the \$2.99 price on this book. It deserves more respect than that. I was impressed by the cleverness of her Appreneur Summit and watched quite a few of the videos when it was being held. My background includes decades of software development, including shipping products used by tens of thousands of users. I've also spent a couple of years of studying the startup scene, working on my own startup and going through the Founder Institute in 2014. I still picked up some valuable points from the summit videos and I'm really happy to see those videos summarised in book form because it's a lot more usable and better written than my own notes. Even better, treat the book as a guide to the videos so you can optimise your viewing time - go buy them after you read the book!

I'm working on my first Android app. I've been programming for over 20 years and marketing my programs for over 10 years, but mobile apps is a different world. I'm only halfway through with this book and I'm already very impressed with all the great ideas that I would not have thought of on my own. I'd strongly recommend this book to anyone getting started with mobile apps. I'd also recommend it to anyone who has already released mobile apps but is disappointed with their sales.

This book is a treasure trove of information for those interested in app development. The author interviews the top appreneurs and pulls all of their advice into easily digestible content that educates you on all of the ins and outs of mobile app development and marketing. Highly recommended reading if you are interested in app development.

This is a "must have" book for new developers entering the mobile apps industry. It is packed with up to date expert advice on how to go from an app idea to development, marketing, and get noticed in today's saturated App Stores. Read this book before you design your first screen or write any code, and it will save you months of frustration. Charlyn is a talented writer, and this book has been a pleasure to read!

Read the book cover to cover and discovered a ton of great information. If you're interested in making apps or want to get insight this short Appreneur Playbook is the place to start. It's a super quick read and it'll make you start thinking about all the different aspects that go into app beyond the code. Disclaimer - I was interviewed for the book based on my experiences teaching and making iPhone apps.

A very rich compilation of various appreneurs's experiences, smart suggestions and pitfall warnings. The book is not just about developing an app, author takes you along the complete cycle, from coming up with an idea, to developing an app, taking it to the market, monetizing it and making sure that your app stays popular and desirable in the long run. Worth your time. Also a quick read.

Thank Charlyn Keating, It's appreciated. I missed some content from your The Appreneur Summit videos so this book is very good for understanding fully. Keep on running!

I decided to have a look at the mobile app business from absolute 0 knowledge and without an iPhone either. I used many of the ideas and guidelines from Charlyn Keating's ebooks and what a blessed, thank you so much for all your hard work for the app community, God Bless you!

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