

# HOW TO LAUNCH YOUR iPhone APP FOR \$5K OR LESS

A guide to minimizing risk  
and maximizing profit by



Blitz Apps

# BLITZ CYCLE



The **Blitz Cycle** is the key to launching a successful app:

**BUILD, MEASURE, and LEARN.**

(Always be **MARKETING!**)

# INTRODUCTION

**SUCCESSFUL APPS** are laser-focused on solving a real problem for their users, and solving it well.

**UNSUCCESSFUL APPS** make guesses and assumptions about what they think their users want.

The quickest route to building a successful app is finding a problem and testing your solution to that problem as quickly as possible.

**Build** your product, **measure** your customer's reactions, and **learn** what to do next based on that data.

The faster you can repeat this cycle, the faster your app will succeed.

# FIRST VERSION

The **First Version** of your app should be the leanest possible conception of your app.

Whittle away everything but the most important features and build this version of your app ASAP.

Once people start using your app, you'll see what features they use, don't use, and commonly request.

Then you can make educated decisions on how to continue growing and improving your app.

# BUILD



The first step of each Blitz Cycle is to build your product to test a solution as quickly as possible.

Initially, this will be the **First Version** of your app - your app in its simplest form.

In subsequent cycles, you will build features to test new or updated solutions based on user data.

The key to every build sprint is keep it short and focused, so you can most accurately measure customer reactions related directly to your test solutions from this cycle.

# MEASURE



Before starting each cycle, you need to define what success looks like for that cycle.

What are the key metrics you will measure?

Signups? Retention rates?

Purchases? Daily active users?

In each cycle, you're testing new features to determine if they make your app more or less successful.

# LEARN



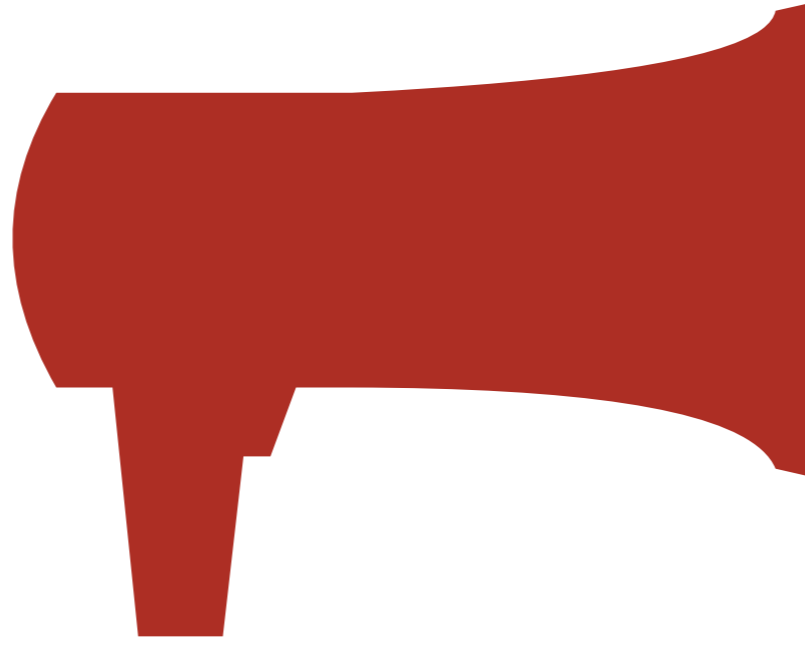
How are people responding to this version, compared to the last?

Is it meeting your key performance indicators (KPIs), the key metrics you defined at the beginning of the cycle?

If **YES**, continue refining your product by experimenting with new features in subsequent Blitz Cycles.

If **NO**, you may have to change your idea or focus on a different target market.

# MARKET



It is **absolutely imperative** that you market your app. People will not find your app unless you market it.

And without a sufficient user base, you won't be able to accurately test your solutions.

In the beginning, you'll need to manually acquire users by frequenting the meetups, forums, and other gathering places of your target market (online and offline).

A large percentage of downloads will come directly through an App Store search, so it is critical to optimize your App Store listing (ASO).

Use targeted ads on Facebook, Google, and other social platforms to reach your target customers.

Think of creative ways you can reach your target market!



# CONCLUSION

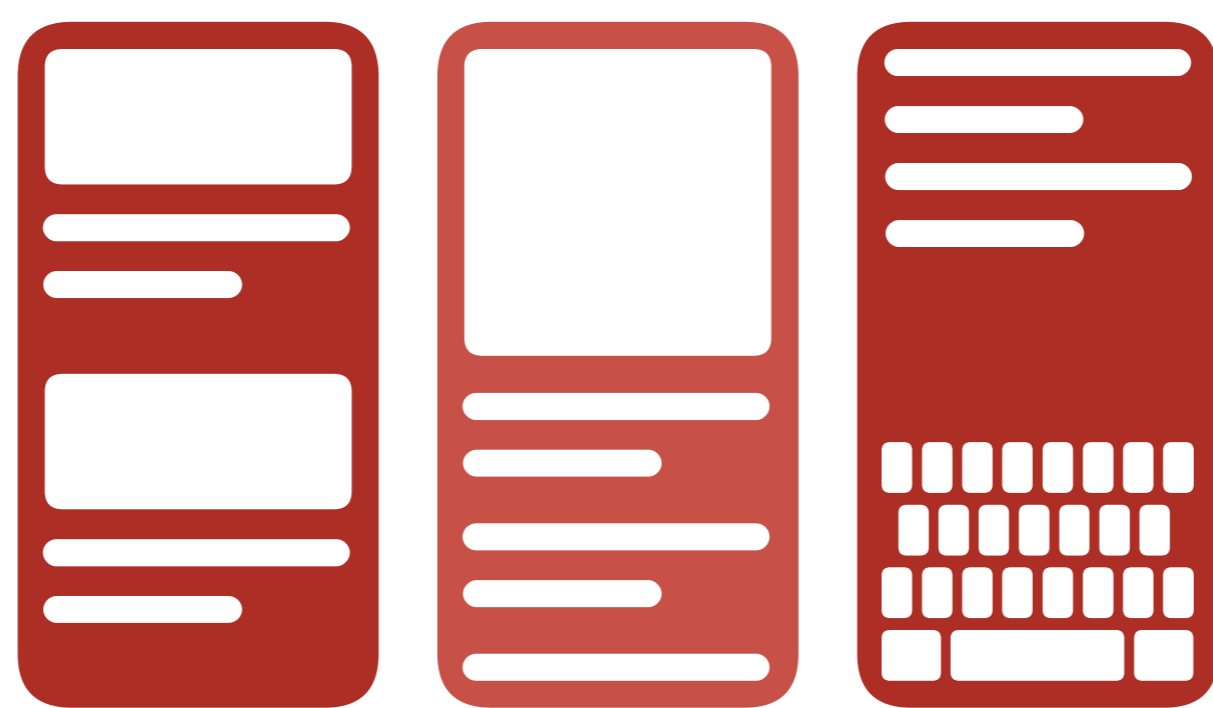
The key to launching a successful app is to **start small**, then **scale** through rapid, focused **Blitz Cycles**.

**Minimize risk and maximize profit** by validating your concept before investing tens of thousands of dollars and years of life in your app.

I can help you launch the fully-polished first version of your app in the App Store for **\$5,000 or less**.

From there, I'll help you monitor your key metrics, gather feedback, and continue adding new features to your app as you gain traction and grow your user base.

# FREE BLITZ DEMO



Take the first step towards bringing your app to life with a completely free, no-obligation Blitz Demo.

A **Blitz Demo** is a custom mockup of your app idea as an installable app on your iPhone, complete with your app name and icon.

It will show the working navigation system (based on your app type) and placeholder content applicable to your project, such as menus, feeds, inboxes, etc.

This provides a tangible app to play with as you start to explore the possibilities of your concept.

Show family friends, and others to start getting immediate feedback and continue polishing your app!

Click below to request your free Blitz Demo or learn more.

[REQUEST BLITZ DEMO](#)