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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>.

## Book Information

File Size: 418 KB

Print Length: 149 pages

Publisher: Charlyn Keating Media LLC; 1 edition (August 17, 2015)

Publication Date: August 17, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B014361LOK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #220,605 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #1 in Kindle Store > Kindle eBooks > Engineering & Transportation > Engineering > Telecommunications > Telephone Systems #14 in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Telemarketing #28 in Books > Business & Money > Marketing & Sales > Marketing > Telemarketing

## 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!

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 â " I was interviewed for the book based on my experiences teaching and making iPhone apps.

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.

Charlyn got all the best advice from the top mobile app marketing experts and put it in an easy to digest book. This book is filled with action-packed content and I'm honored to have contribute a small piece to the book.

This book provides lots of honest, concrete, well-organized advice (including links to helpful tools) for novice and experienced appreneurs. I'm so glad I found it in the early stages of my attempts to become an apppreneur, because I hadn't considered, for example, the need to undertake certain marketing efforts (a landing page, Twitter outreach, etc.) well before the launch of my app, or how important the feedback of early adopters is, or why the first 3 days of an app launch are so critical. I highlighted so many lines that I gave up after a while. I will return to it again and again.

Charlyn has managed to achieve what I thought was impossible - to bring together a wisdom of 30+ people directly involved in the mobile app ecosystem. The book is a great text companion for the

series of videos with the Appreneur Summit guests and presenters.

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!

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.

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