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AppSource: Discover How 10 Successful iPhone App Entrepreneurs Hit It Big Outsourcing The Development Of Their Apps

Shane Lee

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****Insights from iPhone App Entrepreneurs who Hit it Big on the App Store without Knowing how to Code****

Do you have an idea for a hit iPhone app but can't program a line of code to save your life?

Are you an iOS developer who's getting increasingly frustrated with handling every single aspect of app development himself?

Are you an indie with a small app portfolio looking for the fastest way to scale up your app business?

If you're in any of these situations, you're in good company. Many of the App Entrepreneurs in this book were in the exact same position, and they all managed to outsource most, if not all, of their app development to great success.

It's a good idea not to be naive here though. Outsourcing isn't easy and diving in headfirst without a plan could end up costing you an arm and a leg. We've all heard the horror stories about the contractors from hell. Nevertheless, in today's App Store, outsourcing certain functions of your App could be the best, if not the only, way to deliver a successful app in the extreme pressures of today's market.

Learn Tips and Tricks from Best Selling iPhone Game Developers

Shane Lee curated a selection of the world's most successful non-technical app developers to find out how they made it in the ultra-competitive world of app publishing. These are the developers behind the hit iOS apps, Bike Doctor, Fingerprint Security Pro, Speech with Milo and many more. While this book focuses on hiring out the development of iOS apps, the strategies here are applicable to outsourcing in general. It doesn't matter whether you're an experienced app developer or if you think Xcode is the upcoming sequel to X-men: First Class - this book will have something for you.

You'll learn:

- How Bike Doctor creator Andreas Kambanis solves communication problems with outsourced help
- Why Chad Mureta, the author of App Empire, believes in hiring a project manager once your app business begins to grow
- Why game developer Jon Stinson thinks games are the most profitable category on the App Store
- How to properly incentivize contractors and freelancers from Power of Logic's Petr Fodor
- How iCooking creator Isabelle Thomas Duston organizes a simple process flow for app development

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