

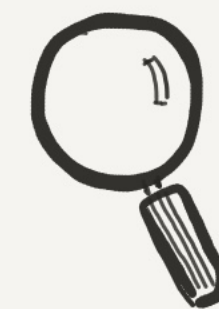


# Release Notes

September 27-29, 2016

CRISTINA WARREN

IT WILL BE FINE...  
PROBABLY

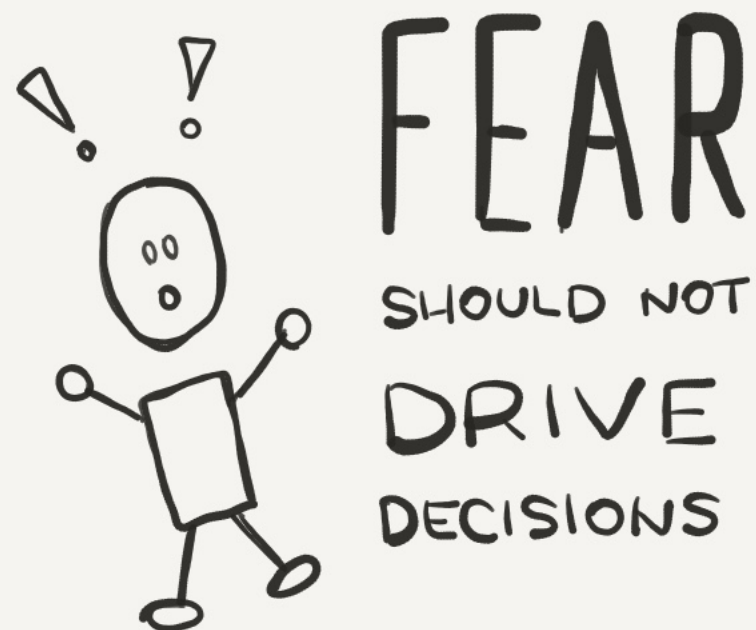
 **DISCOVERY**  
IS AWFUL

Mashable



PAID APPS  
ARE ON  
LIFE SUPPORT

BLOGS  $\neq$  SALES



**MATURE**  
ECOSYSTEM



**RISKS**

— are —  
NECESSARY

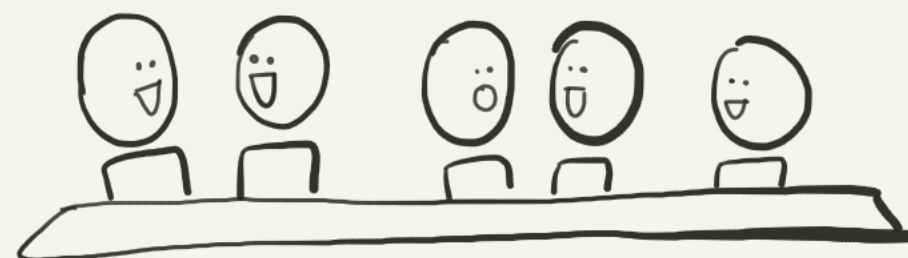


PRICING IS  
UNCERTAIN



THE  
**Best** APP  
DOESN'T ALWAYS  
WIN

**GIZMODO**



THEY ARE PAYING ATTENTION

**GIMMICKS**  
AREN'T SUSTAINABLE BUT DON'T  
DISCOUNT THEM



CRISTINA WARREN

IT WILL BE FINE...  
PROBABLY

# SUBSCRIPTIONS

ARE PROBABLY THE FUTURE



PRICING  
SUBSCRIPTIONS



FAD

BUT TAKE  
ADVANTAGE  
NOW!



HEALTH  
&  
FITNESS

THIS IS HOW  
APPS WILL  
BE FOUND

Social  
Media

GREG PIERCE

@agiletortoise

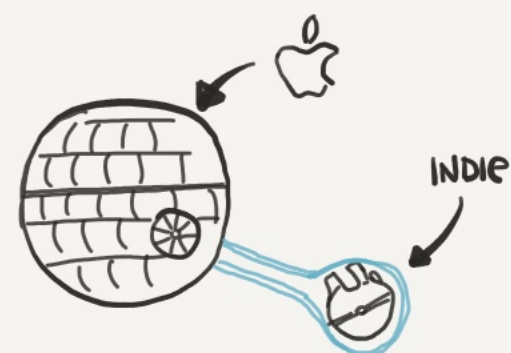
NAVIGATING INDIE LIFE

DISCIPLINE vs. FLEXIBILITY  
SCHEDULE

RANNING

in·de·pen·dent  
adjective

outside of external constraints,  
free from control



MULTIPLE  
INCOME STREAMS

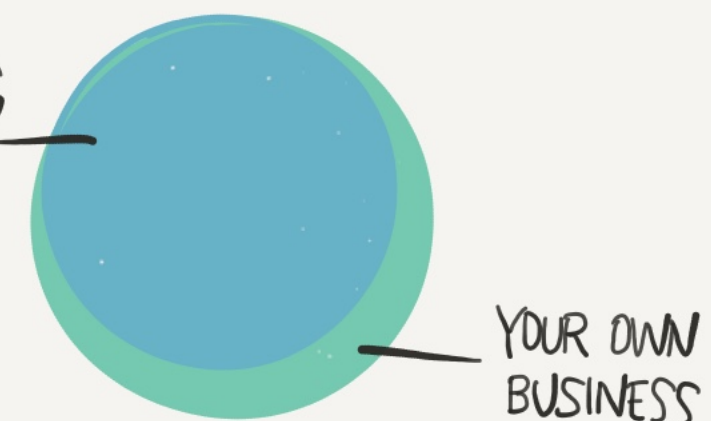
ExTeRNaL  
FACTORS

LOCATION Have a  
PLACE  
TO WORK

ACCOUNTABILITY  
|  
Deadline Tease  
PRODUCT

SPECIAL IZATION  
GENERAL

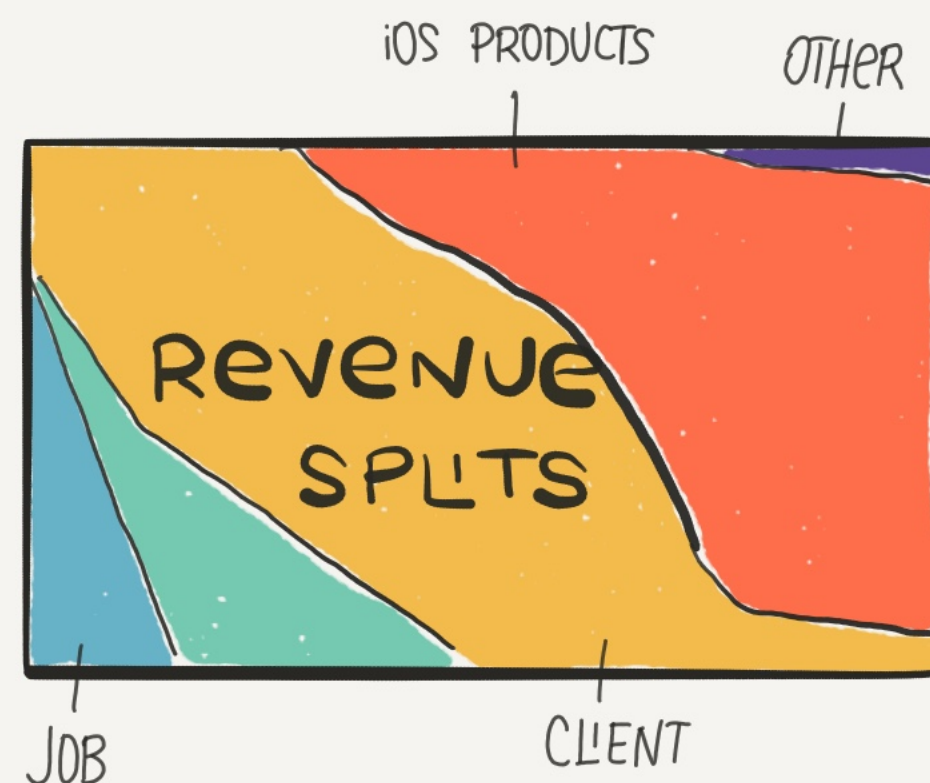
RUNNING  
A  
BUSINESS



BALANCE

RISK

BREAK IT DOWN IN PIECES



DELEGATION CONTROL  
[ UNQUALIFIED  
UNPREPARED  
DISINTERESTED  
NOT GOING TO HAPPEN ]

MODESTY vs. vanity

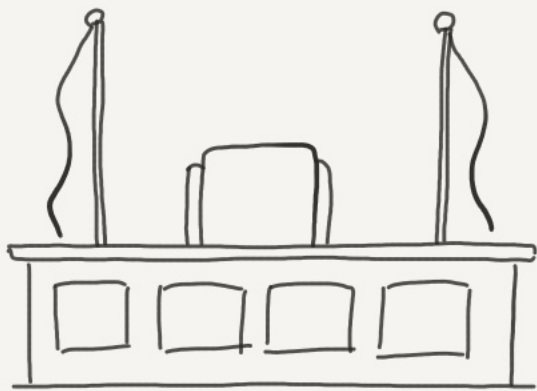
DATA

COMBATS



DAVID SPARKS

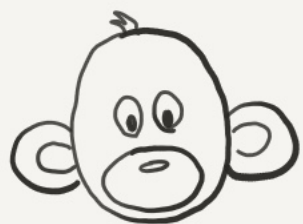
@MacSparky



STARTED AS A TRIAL LAWYER



WHAT IS YOUR  
DREAM JOB?



CLIENTS

+



YOU

=



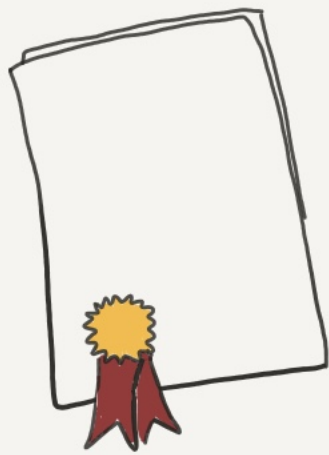
TROUBLE



LAW SUIT



Release Notes



WRITTEN  
CONTRACT

- 1 DESCRIPTION OF WORK  
DETAILS
- 2 GET PAID  
WHAT | WHEN | HOW
- 3 AVOID LIABILITY  
DO WE NEED THAT?



INTEREST  
VENUE  
ATTORNEY FEE

BUSINESS  
ENTITY



KEEP THE  
MONEY  
SEPERATE

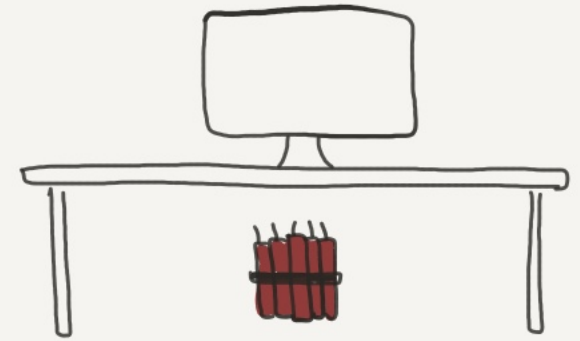


DANGER

PATENTS

INCLUDE INDEMNIFICATION IN CONTRACT

CONSUMER  
DATA



EXTRA WORK  
GET IT IN WRITING

Fairness

3 FRIENDS  
EVERY DEVELOPER NEEDS



ATTORNEY



ACCOUNTANT



INSURANCE

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DONATIONS  
NEEDED

🔗 [releasenotes.tv/appcamp4girls](https://releasenotes.tv/appcamp4girls)



MATTHEW BISCHOFF

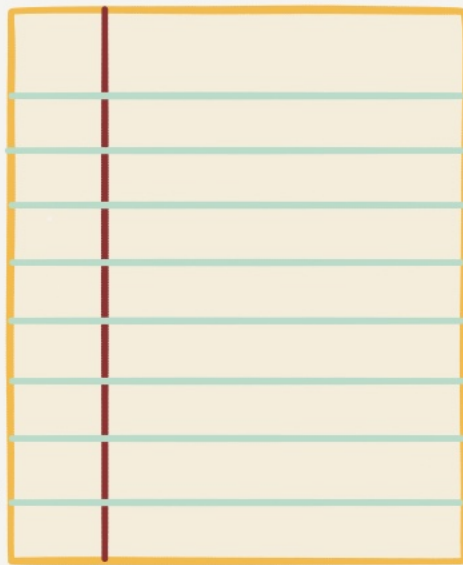
WRITE YOUR WAY OUT

@mb

The **subject** **verbs** the **object**  
**subject.verb(object)**  
STYLE MATTERS



WRITE IT  
ALL  
DOWN

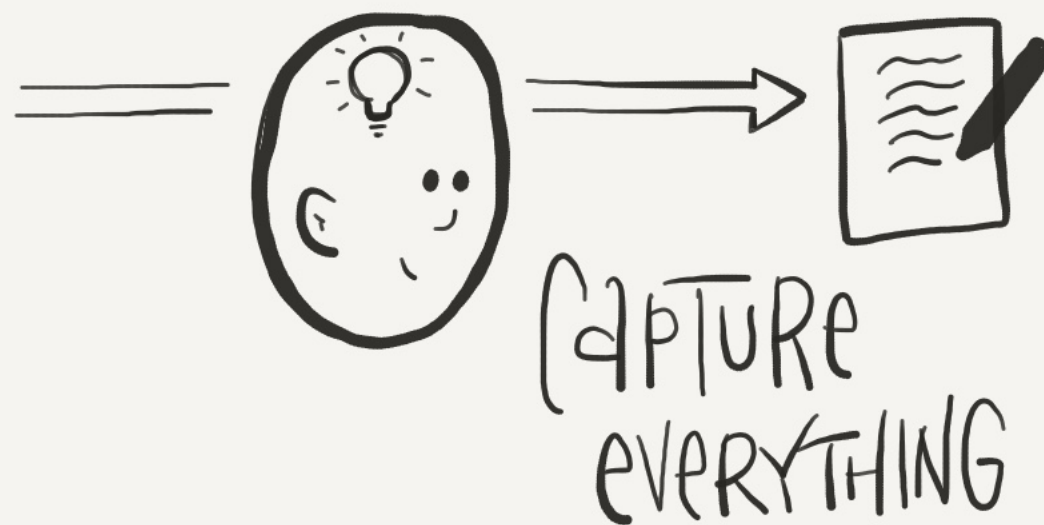


# audience

MATTERS

If you can't describe it in words, you can't describe it in code.

say <sup>WHAT YOU</sup> MEAN



① Write

② Edit

③ Repeat



DAY ONE

~~MEETINGS~~

DON'T SOLVE PROBLEMS

WRITING

SOLVES PROBLEMS



Stephen King



William Zinsser



Anne Lamott

DOCUMENTATION



ARIEL MICHAELI

@arielmichaeli

IS YOUR APP READY TO  
MAKE MONEY?

🕒 2.3  $\frac{\text{APPS}}{\text{MIN}}$

>2M APPS

appfigures

APP → [BUSINESS]



! PLAN  
**MONETIZATION**  
BEFORE BUILDING



FREE + IN-APP  
PURCHASES  
ATTRACTIVE BUT COMPLEX

FREE + ADS  
PREDICTABLE REVENUE

PAID  
SIMPLE - HARD

① IDENTIFY  
USERS

② UNDERSTAND  
YOUR OWN ECONOMICS

③ CHOOSE  
MONETIZATION MODEL

④ EXPERIMENT  
- AND -  
ITERATE



LEGAL  
ACCOUNTING  
SUPPORT  
INSURANCE

SUBSCRIPTIONS

BEST FOR BUSINESS, BUT  
HARD FOR CUSTOMERS

🧱 Mix & Match



experiment  
WITH PRICING

📖 Release Notes

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SARAH HATTER

@sh

Extrovert

vs

INTROVERT

YOU MAY NOT BE  
**GOOD**  
AT SUPPORT...  
AND THAT'S **OK**

**EMPATHY**

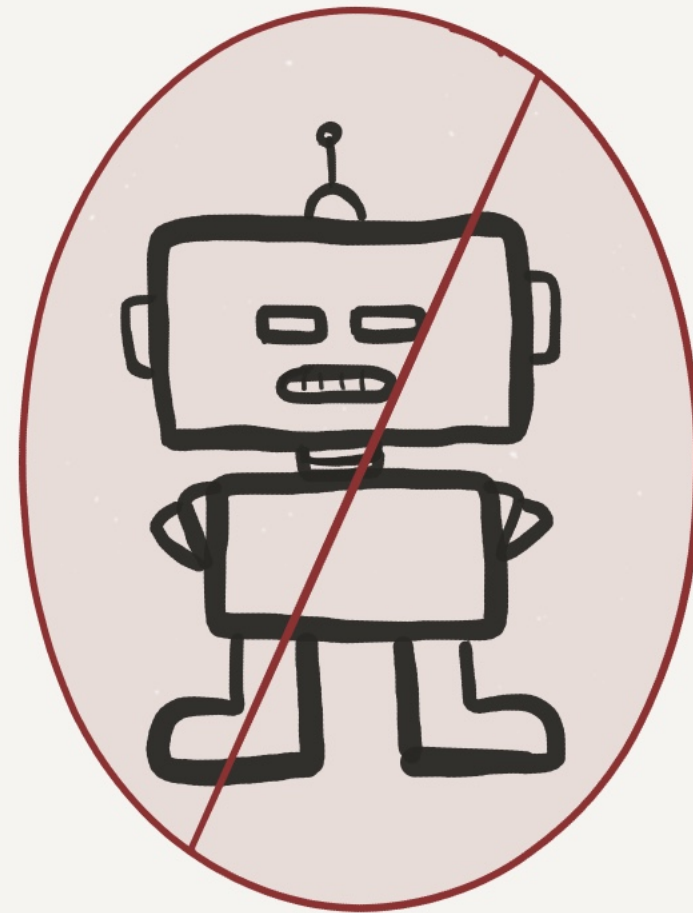
TRY TO  
THINK HOW  
OTHER PEOPLE  
THINK - DIFFERENT

CUSTOMER  
SERVICE vs **SUPPORT**

**LANGUAGE**  
CHANGE THE WORDS YOU ARE

*Pay Attention*

**FAKE**  
IT TILL YOU  
**MAKE IT**



The human  
spirit must  
prevail over  
technology.

-- Albert Einstein





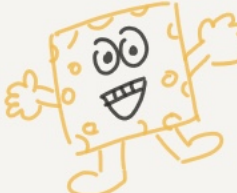
CHECK YOURSELF

1 COMMUNICATION DESIGN

2 Be SPECIFIC IMMEDIATELY

3 WORD CHOICES

4 SPEAK WITH CONFIDENCE

5 DON'T BE a JERK 

6 DON'T BE "JUDGEY" 

7 ACCEPT RESPONSIBILITY

8 SILENCE CAN HURT

"YOU WILL HEAR FROM ME ON..."

9 FOLLOW UP

10 Meet THEM WHERE THEY ARE AT

11 Love WHAT YOU DO

IF YOU'RE GOING TO Ooze, MAKE IT GOOD Ooze.

12 Be YOU

[ IF YOU DON'T KNOW, FIND IT  
IF YOU DO, ROCK IT! ]

1 KILL YOUR DARLINGS

2 SELL THE BETTER YOU GET, THE LESS YOU HAVE TO USE RULE #1

COMMUNICATION

Trust



## ALIVE WITH POSSIBILITY

- 1 PRACTICAL LEARNER
- 2 TALK TO STRANGERS
- 3 WHAT I LEARNED

2



COLD EMAILS LED TO  
MEANINGFUL RELATIONSHIPS

3

## BUILDING GAU RIDER

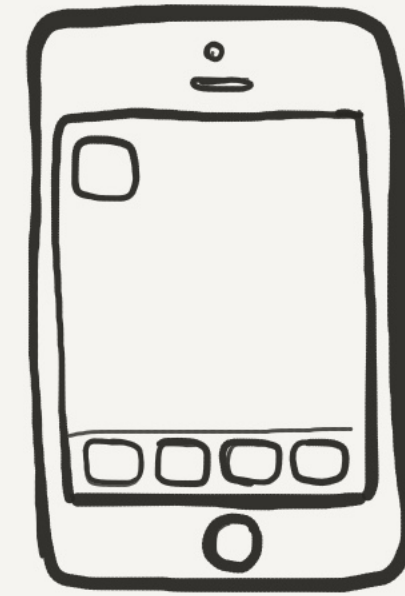
HOW WILL I BE DIFFERENT?



HOW WILL I MARKET?



HOW WILL I SUCCEED?

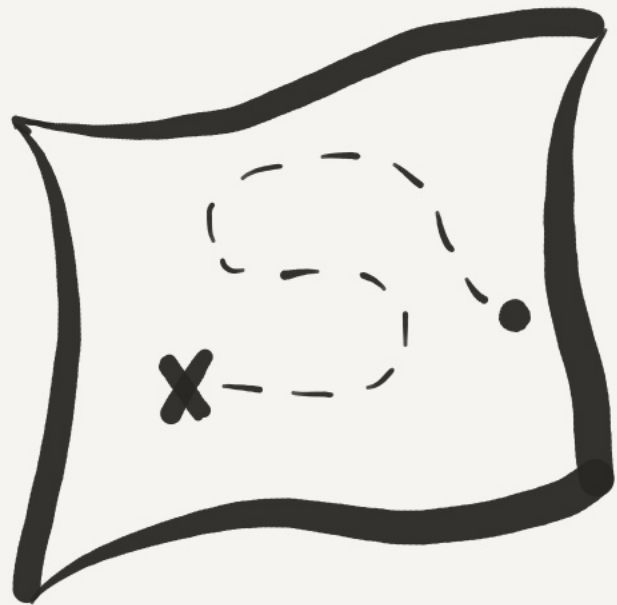


PERFECT  
THE  
ART  
OF THE  
DEMO

Community

ALL THINGS ARE  
ONE

1  READ!



MAPS UNLOCK  
POSSIBILITIES

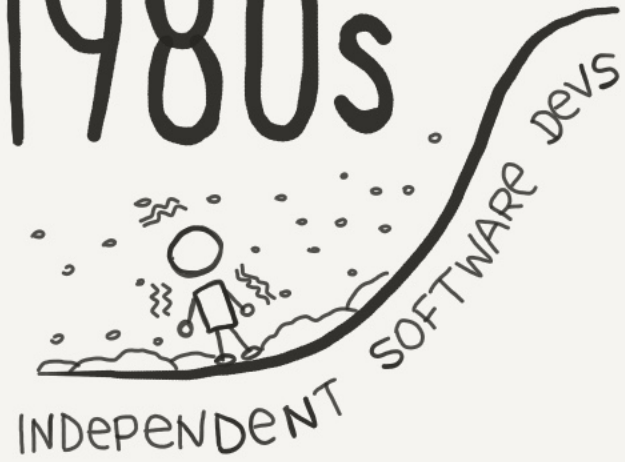


**RICH SIEGEL**

@ siegel

# BETTER MARKETING THROUGH CUPAKES

1980s



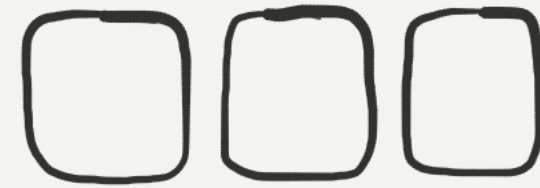
- PRINT DESIGN
- DISTRIBUTION
- PACKAGING
- WAREHOUSING

1990s

INDIE EXPLOSION



EVERY INTERACTION IS A  
MARKETING OPPORTUNITY



EVERY PRODUCT COSTS

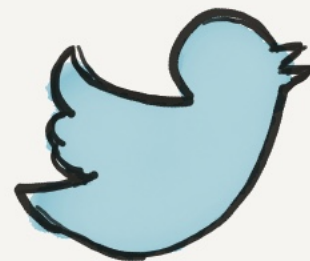
~~Luck~~

APPLE APP  
STORE  
A NEUTRAL PARTY  
APPLE IS NO LONGER



YES  
**NO**  
YES

Be Human



engage

DON'T FIRE HOSE



Move To email  
When Needed



FEATURE  
REQUEST

- ALREADY IN  
GENTLY EXPLAIN
- WILL COME  
OFFER BETA
- NOT COMING  
YES SANDWICH

TEXT WRANGLER



BBEdit

 Release Notes

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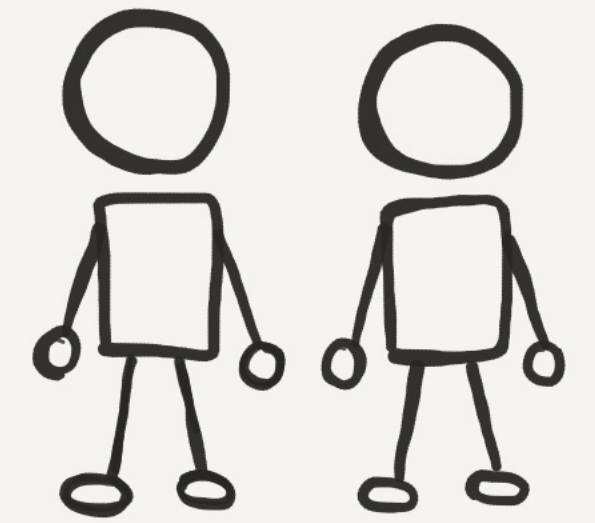
STEPHEN HACKETT

@ismh

COVERING APPLE SINCE 2008

# Relay FM

OBSESSIVELY COVER  
EVERYTHING NERDY



LIFE IS BETTER  
— WITH A —  
CO-FOUNDER



3 You'll Be LESS STRESSED

4 You'll Have more FREEDOM

5 You'll Be Happier  
WHEN YOU NEED HELP, **GET IT!**

1 You'll See Your FAMILY MORE  


2 You'll Work LESS

Adjust  
GET HELP

QUARTERLY  
GOALS

PERSONAL  
BOARD OF  
DIRECTORS



WORK  
IN A  
SEPERATE  
SPACE

No

Be GRATEFUL

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