



Pricing an iPhone Application For Dummies

Joel Elad, Damien Stolarz, Aaron Nicholson

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You've developed this really great iPhone app. You know users will be lining up to get their hands on it. So how much do you charge? Here's how to decide! Follow the suggestions in this book to set your price, project revenue, and market your app. Discover the best ways to make your app pay — even if you start by giving it away.

- What's it worth? — look at iPhone app revenue models and see what's involved in pricing
- When free is smart — consider a free, limited-feature version of your app to intrigue customers or upsell to other products
- Become the Apple of their eye — why it pays to be among the App Store's featured favorites
- The fine line — keep your development costs, profit margin, and buyer appeal in balance
- Take a poll — survey people in your target market and learn what they're willing to pay
- Project! — learn to create realistic revenue projections
- To market, to market — get your product reviewed, blog and tweet about it, create a demo YouTube video, and market through social networks
- Let's review — learn from the reviews your app receives and decide if you should adjust your price

Open the book and find:

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- How you can justify charging more
- Secrets to building a customer base
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