

# A Simple Formula for Creating Apps Every Month

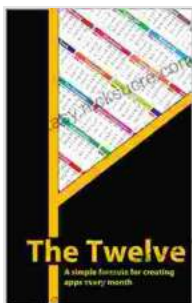
The App Creation Formula has three main steps:

1. **Ideation**
2. **Development**
3. **Marketing**

Let's take a closer look at each step.

## Step 1: Ideation

The first step is to come up with an idea for your app. This can be a challenging task, but there are a few things you can do to make it easier.



### The Twelve: A simple formula for creating apps every month by Bryan Irwin

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First, start by brainstorming a list of problems that you or your friends and family have. Once you have a list of problems, start thinking about how you can solve them with an app.

Another way to come up with app ideas is to look at the top charts in the App Store and Google Play. This will give you a good idea of what types of apps are popular and in demand.

Once you have a few app ideas, it's important to do some research to make sure that there is a market for your app. You can do this by searching for keywords related to your app in the App Store and Google Play. You can also look at the competition to see how many other apps are similar to yours.

If you do your research and find that there is a market for your app, then you can move on to the next step.

## **Step 2: Development**

The second step is to develop your app. This is the most technical part of the process, but there are a number of resources available to help you get started.

If you don't have any coding experience, you can use a no-code app builder like Appy Pie or Bubble. These platforms allow you to create apps without writing any code.

If you do have coding experience, you can use a programming language like Java or Swift to develop your app. You can also use a cross-platform

development framework like React Native or Flutter to create apps for both iOS and Android.

Once you have developed your app, you need to test it thoroughly to make sure that it works properly. You can do this by installing your app on a device and testing it yourself. You can also ask friends and family to test your app and give you feedback.

### **Step 3: Marketing**

The third and final step is to market your app. This is important because it will help you get your app in front of potential users.

There are a number of different ways to market your app, including:

- **App store optimization (ASO):** This involves optimizing your app's listing in the App Store and Google Play to make it more visible to users.
- **Social media marketing:** This involves promoting your app on social media platforms like Facebook, Twitter, and Instagram.
- **Paid advertising:** This involves running ads for your app on platforms like Google AdWords and Facebook Ads.
- **Public relations:** This involves getting your app featured in the press and other media outlets.

It's important to track the results of your marketing efforts so that you can see what's working and what's not. You can do this by using analytics tools like Google Analytics and App Annie.

Creating apps every month is a challenging but achievable goal. By following the App Creation Formula, you can increase your chances of success.

If you have a great app idea, don't wait any longer. Get started today and see what you can achieve!



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