

A four-day crash course on  
how to make your own app  
and market your product



In this guide, you will learn:

- How you can make money out of mobile apps
- How to create your very own mobile app, and
- How to market, sell and present your product



**AppMakrSchools Educational Series**

proudly presents

# Mobile App Creation & Marketing



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## INTRODUCTION

### **Welcome to the wonderful world of apps!**

Which kid today wouldn't know what an app is? There's virtually an app for anything and everything that you need. Who isn't familiar with Instagram, Messenger, Fruit Ninja and Temple Run? People spend time and lots of money downloading and installing apps like these. Sounds like good business, right? What if you can create your own mobile application? What if you can sell this product and become a worldwide sensation?

Mobile applications, or mobile apps, have been dominating the international market recently. But don't mistake these apps as just for entertainment. Some of them are associated with social media and communications. Others are for finding places, creating documents and presentations, editing pictures, and even checking and comparing prices of groceries. With this wide-ranged market, more and more companies are spending a lot on creating apps for all ages. They see this trend as something that won't go away for the next few years.

As an individual, you can actually join in the fun and jump on the bandwagon of mobile app creation. In this 4-day course, you'll learn about how these mobile apps work, how to create a functional app, and how to market your very own product. It turns out you don't need to be a born computer genius to create your own app and earn money from it.

This guide is divided into four lessons, one lesson for each day. A teacher's guide is also included in each lesson. These lessons are based on the ebook "**The Monkey's Guide to Mobile Apps**". This guide works best with the ebook, so make sure you have it. Lastly, this guide is complete with homework sheets, exercise sheets and other materials that the teacher and student needs to complete the course. **Creating and marketing mobile apps is a great investment of your time and effort. All it takes is a little software manipulation and your very own creativity. Who knows? You might be the next person to create a game that's more famous than Instagram.**

## EDUCATOR'S MATERIAL

*Hello! Welcome to the wonderful world of apps! As a teacher, it's your duty to facilitate the learning of the kids placed in your care. This guide is actually for a non-traditional classroom, as it is more of a workshop than an actual lesson. It's therefore expected that there will be a lot of student-to-student interactions, and less of you talking. Well, maybe expect on the first day. In any case, if you're not familiar with the application, try to use it before you teach. Try it out on your own, and try to anticipate the students' possible questions or problems. After all, the teacher needs to be a few steps ahead, right?*

### Course Objectives:

The course objectives are simple and straight to the point. At the end of the four-day course, the students must be able to:

- Create their own mobile application
- Explain how they created this application and what its purpose is
- Present this app in front of their peers; and
- Create and act upon a good marketing plan for their product.



#### **Define That Term**

*This logo is the DTT part (Define That Term). Many terms that will be encountered in this guide are technical and have reference to computer software programming. Make sure your students are well-guided with these words, if they are not familiar with them. Whenever you encounter a word or phrase that's set to bold, italics and underline, ask the students if any of them is familiar with the term or phrase. Always use peer teaching. Don't just spoon-feed information to these kids, however tempting it may be.*



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### **Course Outline:**

This short course is divided into four 60-minute sessions designed to be taught one session in a day. The four days would take on four different lessons:

#### ***DAY ONE: Introduction to Apps and their Impact on People***

This day is solely on how you can understand better and appreciate these mobile apps. It will also revolve on how they have created a revolution in terms of mobile use. This will take on the first three chapters of the book (What is App Economy, What's the Purpose of your Mobile App, and Who Can Mobile Apps Help Out).

#### ***DAY TWO: Basics of App Creation***

This day will be a workshop-type of lesson, starting with how you can create your app. You'll then learn how to create your very own mobile application using AppMakr's "The Machine".

#### ***DAY THREE: Marketing Your App***

As the title suggests, this day will just focus primarily on creating a marketing plan for your application, creating a great product presentation, and taking steps on how to effectively market your product.

#### ***DAY FOUR: Wrapping Up, Presentation and Evaluation***

This last day is for the product and marketing plan presentation (selected students), and the presentation on creating marketing strategies. The students will also be asked to evaluate the teacher and the course at the end of the session.

## STUDENT'S MATERIAL

### Your Objectives

By the end of four days, you should be able to do the following on your own.

- Create a mobile application using the The Machine;
- Explain how you created this application and what its purpose is;
- Write a good marketing plan for your product; and
- Present your product in class.

### What you'll use

To create the mobile apps, we will be using AppMakr's free app builder. "The Machine" is a free software that creates **cross-platform** apps.



*Cross-platform apps are applications that work in all mobile platforms. Think of it as your mobile phone's OS (Operating System). There are many mobile platforms in the market these days, the most common are iOS, Windows, Android and Symbian*



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## EDUCATOR'S MATERIAL

*You can separate the students into groups, or you can have an individual quiz for this. It's actually more fun if it's a group activity. You can get the logos and brands on the internet. It will take only a few minutes to create a small presentation.*

### ***Kick-Off Activity***

**Name that Logo:** *Show a group of logos of applications to the students and let them guess what these applications are. The teacher can show parts of the logo or brand. The student or team that guesses the most logos win.*

### **Schedule:**

*Kick Off—5 minutes*

*Discussion—10 minutes*

*Lecture/Quick Notes—40 minutes*

*Reminders/Last minute thoughts—5 minutes*



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**DAY 1**

## **DAY ONE: Introduction to Mobile Apps**

### **Today's Objective:**

At the end of the day, you must have a clear vision of what mobile apps are and what their potentials are in business. You also must already have a clear vision of what kind of application you would create.

### **Huddle Time**

Form pairs or groups of three (depending on how many you are in a class).

Take turns in answering the following questions:

- How often do you use phone apps?
- Pick three of your favorite apps. Are these apps useful to you? Why or why not? Why do you like them?
- If you were to improve an app, which app would you change, what would you do and why?

Do this for about 5-8 minutes, then have someone relay the information to the entire class.

### **Lecture Mode: App Economy**

The App Economy is a \$20 billion developing industry that's making millionaires out of stay-at-home developers and bringing global opportunities right to the doorstep of local businesses. It's also one of the easiest ways to earn money these days, given the vast amount of audience that uses apps. Need proof? Here are some recent statistics:

- There are about 400 million smart phone users, and their numbers are rising fast.
- 67% of the time spent by a person using the internet is used on apps on their smart phones, as opposed to internet usage using laptops or desktop computers.
- 94 minutes is the average time spent by a person playing or using their apps in one day.



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**DAY 1**

Based on these numbers alone, who wouldn't want to jump into bandwagon right? If you had a market as large as the world population, you're bound to find a few hundred thousand that will like your app and what it has to offer. Taking this into consideration, now seems like the best time to invest your time and effort into the app biz.

Most of you must be thinking: but I don't know anything about computer programming. A lot of people don't, either. In fact, some of the creators of those apps you're using don't know an inch about Java or CSS or HTML.



The truth is, ***you don't even need programming knowledge to create your own app.***

There is much software available in the market that will help you create your own app fuzz-free. Of course, there are some that require expert levels in computer



programming. But those are for the computer whiz kids. Lucky for those who have the computer knowledge of a worm, there are computer software that can help you create your own apps and customize them to your heart's content. But we'll get to that later.

For now, let's look at the purpose of the mobile application.

### **Purpose of Apps**

Mobile applications, first and foremost, have a purpose. They aren't there simply for entertainment. Well, at least, except the games. You were asked a while ago what your favorite apps were. They might be all games, but not all apps are just for fun. You have weather apps, social media apps, photo booth apps, and so on. Each app has a purpose whether it's to take a "vintage" looking photo, or to give you the latest traffic update, or to notify you whenever someone likes your profile picture

### **App as a Startup**

Mobile applications are perfect for a **startup**. If you're going to build an entire company out of your app, you'll need to make sure that you're solving a real customer need. Or, your app must be able to do something better than another app: your competition.



*Startup companies are groups of people set up to test business models developed around new ideas. Your app can be the perfect startup of your business because it's new and innovative.*

### **App as a Media Channel**

If you need quick information, you don't rush to the library anymore like Hermione. You take out your phone and Google it. The fastest way to get information these days is through mobile internet. This is why a lot of big-time multimedia companies are investing on mobile app versions of their websites or channels to reach people better.

### **App as a Promotional Tool**

The best way to learn about a new activity is to experience it first-hand. You don't get to learn how to ride a bicycle by reading a manual; you have to get on that bike and try it out yourself. The same principle applies to applications, media channels and software. If you want to introduce something new to the public, create a mobile application so they can try it out.



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**DAY 1**

Another thing: you don't need to sell anything to promote your product. Take Kraft's iFood Assistant. It doesn't sell Kraft products; it offers recipes and cooking videos for quick and easy dinner preparations for the busy mom. Of course, they mention their products every now and then. So when Mom goes out to buy groceries, guess what cheese she's going to buy?



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### **App as a Community Builder**

Applications have brought fans closer to their idols, and vice versa. It became a way for artists to update their fans about their whereabouts and their activities real-time. It was also the easiest way to track (or stalk) your favorite artists. Mobile applications created a solid community. It gave us a more personal feel when interacting using our mobile phones. Even though you're not in that particular Paramore concert, because you're updated you get that "like-you-were-there" feeling.



### **QUICK NOTES**

Now that you know the different purposes of apps, what will your app's purpose be? Imagine three apps, just from the top of your head. Three applications you would create. What kind of apps would they be? What are they for?

- 1.
- 2.
- 3.



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**DAY 1**

## WHAT'S YOUR TARGET MARKET?

Next, while you have these apps in mind, think about your target market. Is this app for kids? For moms? For dads? Always remember that you need to target a specific group of people, whether it's an age group, or a group of specific gender or ethnicity. It all boils down to your PURPOSE. Still thinking about those apps? Write down your target market for them. It can be any group of people.

1.

2.

3.

## REMEMBER:

Whatever it is that your app's purpose may be, ***it needs to be needed***. As long as it's needed, then you're sure you'll get profit. If your app is pretty useless, even for gaming, then don't expect it to sell. There are some general purposes an app could cater:

- Gives alerts or notifications
- Gives directions, or a number of how-to's
- Creates a directory
- Shares posts, pictures, and information
- Connects a community



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**DAY 1**

## **SOMETHING TO THINK ABOUT AT HOME:**

Pick among the three applications you thought of a while ago. Fill in the ***My Mobile App: First Draft*** form. Accomplish two copies of the form: One is for you, and the other is for your teacher. At the end of the course, you'll look back at this first draft and see if anything changed with your initial output and your final output. The next session will be devoted to building that application you thought of, so you better think it through.





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**DAY 1**

## My Mobile App: First Draft

My Mobile Application is called

(Name of your app)

It's a

(Write a short description of your app)

I developed this app because

(Write your app's purpose)

This app is for

(Your app's target audience)

App Creator:

(Your name)

## GUIDE QUESTIONS FOR DAY ONE:

What makes your app stand out?

*(What makes it different from other apps out in the market?)*

Do you know what tags are?

*(Where do you usually see them? Why are they important?)*

Do you think your target market will buy your application?

*(What can you do to convince them?)*

**\*\*Make sure you answer these questions at home.**  
They will be used in the next few sessions.



## DAY TWO: Basics of App Creation

### EDUCATOR'S MATERIAL

*Make sure they pass the My Mobile App: First Draft form. Check if they placed the answers all on the right places. Make sure they also gave answers to the guide questions.*

*Today's lesson would be a hands-on activity. Let them read the ways on how to create an app first. You can give them 10-15 minutes reading the selection. Most of the time today should be devoted to the hands-on activity of creating the application. As they are doing so, guide them carefully. Roam around the class and correct gently. Give suggestions, but don't dictate. Let the students' imagination rule them.*

*The students don't need to finish their apps today. They can continue to modify and change their app at home. The important part is that at the end of the four days, the app's URL will be submitted to the teacher, along with the marketing plan.*

*Tell them it's okay to ask questions about their app and the functions of the add-ons. Let them interact with one another, but remind them to keep the noise down. Remind them that even if they help each other out, the original creator will only be the one credited to his/her app.*

#### **Schedule:**

*Discussion—10 minutes*

*Lecture/Quick Notes—10*

*minutes Workshop—40 minutes*

#### **Accessing the system:**

Today, your students will use the AppMakr to start creating their first app. We have made the system completely free to all students for use within the classroom. No credit card is necessary to sign up, however they will need the below coupon code at checkout:

- 1) **Start here** → [www.AppMakr4Schools.com](http://www.AppMakr4Schools.com)
- 2) **Click: "Get Started" to enter The Machine.**
- 3) Each student will need to login with some social network credentials. We do not collect / store these, and will never share / post anything to or about these accounts.
- 4) After going through the day's exercise and building their app, the students should check-out with the **FREE** plan.  
*They will require the following code to unlock it: **ClassRoomApp2015***

## **DAY TWO: Basics of App Creation**

### **Today's Objective:**

At the end of the day, you must be able to name the different ways of creating a mobile application. You will also be creating your app today, so your output for today is the first draft of your mobile application.

### **Huddle Time**

Pair up and talk about the lesson last session. You'll be given 5 minutes to discuss. Throw these questions at each other:

- What did you remember most about last session's lesson?
- Why does the application need to have a purpose?
- What are you expecting in today's lesson?



### **Lecture Mode: Software that creates mobile apps**

As mentioned in the last session, you don't need a programming background to create your own application. Though, it will greatly help you if you do know a thing or two about HTML and CSS. Here, you'll learn there are four programs that you can download and use to create your mobile application. Each will be discussed briefly and given some pros and cons while using them.

### ***MIT App Inventor***

Yes, you read that right. MIT, as in THE MIT. But, hold your horses: just because this app is developed by MIT doesn't mean it would take a genius to run it. It's actually a pretty straightforward app. It also has its own step-by-step tutorials, so it's quite easy to use. It's free to download and use. You only need a Google account to access and download this program.

**PRO:** has a drag-and-drop interface, simple, connects to phone for real time testing

**CON:** has a learning curve (means you have to study the program carefully so you can modify how the app behaves), limited to Android

### ***Appcelerator Titanium (2.0)***

Titanium can develop apps for different platforms, which is great. It does, however, require a little bit of Java knowledge. Definitely not for the noob. This is free to download and use, but for the advanced features (integrated security, cloud services and analytics), you'll have to pay around \$200 a month.

*PRO:* *Cross-platform because it's Java-based, considerably faster than coding from scratch, has cloud services*

*CON:* *No debugging on device, requires Java background*



*Debugging is essential in applications and some soft- wares because this enables them to be used in different types of OS or mobile OS. If a mobile application is not debugged, the app must have the exact matched configuration with the particular phone you'll use it*

### ***AppMakr ( what you'll use)***

Fondly called "The Machine", the interface is so simple, that it can be used by monkeys. You don't need to be a computer genius to create your very own application using The Machine. And this is why this is the software you'll use to create your app. It's free to use and publish in their native app store.

*PRO:* *cross-platform, web-based, instant publishing in markets, has HTML 5 version*

*CON:* *The free plan only publishes to the AppMakr native app store but you can be published in other markets (eg: Google / iTunes) with a monthly subscription (\$12/month or \$108/year. For today's workshop the free plan will work just fine.*



*A web-based program runs on an internet browser. You don't need to download anything, unless the program uses a plug-in, and this plug-in needs to be installed into your browser so the program could work.*

### **PhoneGap**

Adobe Phone Gap requires knowledge of HTML, CSS and Javascript. It creates a well-developed and specific app, but isn't exactly user-friendly if you're not familiar with programming. It's also free to download and use.

**PRO:** has formats for 7 mobile platforms including iOS, Android, Windows and Symbian; can tap a mobile device's function and make it work for and with the app

**CON:** limited features because frankly, it's just making web apps look like native mobile apps (meaning, you'll need internet to make these apps work on your mobile phone)

These are the four ways on how you can make your own app. Of course, you can always go to computer schools and learn programming. But that would take you a lot of time and quite a bit effort. Although, getting a programming course would definitely make you a better app creator, because you can specifically program your app do exactly what you want it to. You can search for some classes on online schools like



Stanford iPod U and Codeschool. If you have the time, monkey and patience for it, you can also do your own research and read from the infinite sources of internet materials.

## **Hands-On Time! Guide to AppMakr's The Machine**

As mentioned above, you'll be using The Machine to create your own application. There's actually a video guide on the website, but just the same, here are some helpful guidelines in creating your mobile app using The Machine:

### **Step 1: Filling in the details**

The first step to building your app is simply filling in a few forms to tell us about your plans for your app. As you complete each form you can move on to the next step. You'll be asked to fill in your app title, and pick the kind of app you want to build.

Then in the later steps, you'll be able to change the colors for your app interface, set a background image (you can upload your own or use some preselected images), a splash-screen image, and establish your app demographics. The app demographics are there so that The Machine can better match up your app with your specific target audience.



*The splash screen is the screen that shows up while your game or app is loading. The default mode is your app or game programmer or creator. In this case, the splash-screen image is AppMakr's logo. You can choose to change this, of course, but remember to always give credit to your helpers.*



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**DAY 2**

### **Step 2: Customizing your App**

In this step, you'll discover that the app you'll be creating is a compilation of other pre-made apps. For example, you want a blogger app. You can combine different blog applications to create a sort of blog compilation that makes it easier for you to post and share. When including the different blog sites, you'll need to get the RSS feed URL (found at the address bar) and supply it on the form. You can change the specifications and information on each app, the background image, and so on.

### **Step 3: Publishing**

The last step requires you to choose an icon for your app, a detailed description, your welcome message, tags and domain for HTML 5. You'll learn more about tags and HTML 5 domains in the next lesson about marketing your product. You can then choose where to publish your site, and boom!

**You're done! You have your very own mobile application.**



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**DAY 2**

## GUIDE QUESTIONS FOR DAY TWO:

How did you find the program you used?

*(Was it easy to manage or difficult?)*

Is there any way this soft ware could be improved?

Read up on the chapter “Marketing Your App” on the ebook. Develop a marketing strategy that you can use to market or publicize your app. Use the guide on the next page.



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**DAY 2**

## **Marketing Strategy Draft**

What form of advertising do I use?

I chose this form because

I intend to use these ads in the following ways

*(describe how you will advertise)*

***\*\*Do this for as many advertising forms as you want.\*\****

## **DAY THREE: Marketing Your App**

### **EDUCATOR'S MATERIAL**

#### **Today's Objective**

At the end of the day, you must be able to understand the importance of marketing in product sales. For your output of the day, you have a solid marketing plan for your product. You must also prepare for a presentation speech for the last day of the course. By this time, your app must be polished and ready to be placed out in the market.

#### **Huddle Time**

Spend just about a couple of minutes sharing with your classmates your experience so far on using The Machine. Use the guide questions given last meeting as a guide to your conversation. As a kick-off question, ask your class-mate about what he/she thinks is the best marketing strategy for his/her product.

#### **Lecture Mode: All about Marketing**

Creating your app is not the end. Many people invest so much on creating great apps, and spend so little on marketing. Little do they know that marketing should always be a priority in business. Talk to the wealthiest businessmen out there, and they'll tell you one thing: marketing is your product's soul. Without it, your product is dead.



The great thing about marketing these days is that you don't need to be a multi-millionaire to afford great marketing. Social media has opened a lot of doors and opportunities for small-time business owners such as yourself (yes, you're already a businessman/businesswoman!) to reach out to the market and be publicized for very little costs.

So how will you market your product?

### **Use your existing social clout**

You don't need to scour to the ends of the Earth for your target audience and your market. You can use your existing social networks to advertise your product. Ask the help of your friends and family.



### **Invest in advertising**

Do what you can to advertise. Find ways. Use software and programs like Applifier and Appflood to place your app in front of the others in searches. Some of these programs are free, but even if they aren't, it's best to invest. You might lose a little cash, but think of all the profit you'll get when more people download your application.

### **Ask for reviews**

Word of mouth is still the best way to publicize your product. Ask for customer reviews. Publish them online. Go to forums and ask for insights. If the community talks about your product more, the more you get advertised for free.

### **Make an app video**

Making an app video doesn't just give that extra appeal on your product. It also increases the chance that you reach other people. Upload the video in popular sites such as YouTube and Vimeo.



### **Make it findable**

This is where the tags come in. Aside from placing your product on popular markets, you must also take advantage of tags. Tags are what most people use to search for related apps and services. By placing the correct and accurate tags on your product, you're placing yourself along with the big company apps out there. It also wouldn't hurt if you study the works of HTML5.

### **Take advantage of social media**

Facebook, Twitter and Tumblr. Almost everyone has an account on these social net- working sites. Take advantage. Post, like and share. Never underestimate the power of social media. Remember: Facebook caused the down- fall of a regime once.



### **Blog about it**

Aside from community forums, another great way to be heard of is by blogging about your product. Ask your friends to blog about your app. You can also improve your visibility by learning a thing or two about SEO (search engine optimization).

### **Always impress the USE of your app**

Last and most important of all, always stress WHY people need to buy your app. In short, advertise the use of your app. Again, a useless app is as good as dead. Without a purpose, your app is nothing.

## **Creating your Marketing Plan**

Now you're ready to create your own strategy in marketing your product. Answer the guide questions on the next page. Then, fill out the ***Final Marketing Plan*** form on the following page. This will be submitted to your teacher at the end of the course.



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**DAY 3**

## GUIDE QUESTIONS FOR DAY THREE:

**Mission Statement:** Review the purpose of your app. What is it for?

*(Be specific on what your app does)*

**Target Market:** Who will buy your app?

*(Who will definitely have use for it? Who will benefit your app)*

**Service Description:** Describe in detail the specifications and limitations of your app.



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**DAY 3**

**Specific Marketing Strategy:** What media forms and which sites will you use to promote your app?

*(List down your means and describe how you would use them)*

**Establish goals:** After marketing and advertising, how many sales are you expecting?

*(How many people are you targeting to reach? In how many sites do you want your app to be seen?)*



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**DAY 3**

# Final Marketing Plan

## APP

App Title

URL:

Created by:

*Copyright 2013*

Price:

Purpose:

Service Description:



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**DAY 3**

## Marketing Goal

Target Market:

People reached:

Sites visible at:

Quantity sold:

Profit gained:

Marketing Timeframe:



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**DAY 3**

## **Marketing Strategy: *(Fill out as many as necessary)***

### Available Market

Which site is used:

Description of use:

Cross-Promotion Services used:

### Social Media

Which site is used:

Description of use:

### Paid Advertising

Which site is used:

Description of use:



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**DAY 3**

### Forums

Which site is used:

Description of use:

### Blogs

Which site is used:

Description of use:

### Other means:

*(Please specify)*

### Some notes for the last session:

Search online for some tips on presenting your product and marketing plan. Highlight the purpose of your app, and your marketing strategy. It doesn't have to be all uptight and formal like in a real business setting. As long as you can present your output , that's okay. Prepare a 5 -minute product presentation. You can have in audio form, video, slides or live. Just make sure you give a copy to your teacher after, along with your Marketing Plan.

Not all will be asked to present on the last day. The teacher will select only a few student s to present , due to time constraint . You will be asked to evaluate the lesson/course on the last day.



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**DAY 4**

## **DAY FOUR: Product Presentation and Evaluation**

### **EDUCATOR'S MATERIAL**

*Today is your last session. Make it count by inviting a resource speaker to give a 15-20 minute talk on App Marketing. Don't forget to give praise to those who presented their products in front. Remember to collect the marketing plan and the evaluation form.*

#### **Schedule**

*Product Presentation*

*Resource Speaker*

*Evaluation of Course (refer to the evaluation form)*



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**DAY 4**

## **DAY FOUR: Product Presentation and Evaluation**

### **FINAL NOTE**

Congratulations! You've just created your own mobile app, and formulated your business marketing plan. You're on your way to becoming a successful businessman. Remember that all businesses start small. The road to success is rough, narrow and full of obstacles. But if you're patient enough, if you do your homework well, and if you strive hard to market and grab opportunities that lay before you, then you have nowhere else to go but up.

Nurture the knowledge that has been given to you. Continue your research. Find other ways to market your product. Find creative ways to improve your product. Lastly, never be afraid to take risks, as long as you know what's at stake.

Thank you for using this guide. We hope that you learned a lot in the four days that you spent on this course. We also hope that you enjoyed using AppMakr in creating your own mobile application. Don't forget to submit the evaluation form.

**Go and create more apps! Hop in the App Economy!**



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**DAY 4**

# AppMakr Evaluation Form

Gender: \_\_\_\_\_ Age: \_\_\_\_\_

Tick your rating for each aspect of the entire course:

Statements	1 (lowest)	2	3	4	5 (highest)
<b>Lesson Delivery of the Guide:</b>					
App Economy					
Purpose of Apps					
What to Use to Create Mobile Apps					
Guide to AppMakr App					
Marketing Your App					
<b>Relevance of the lessons to the</b>					
App Economy					
Purpose of Apps					
What to Use to Create Mobile Apps					
Guide to AppMakr App					
Marketing Your App					
Product Presentation					
Resource Speaker					
<b>Overall rating of the guide</b>					
How helpful was the entire guide?					
How easy was it to relate to the lessons?					

Other comments, suggestions and reactions:

**Thank You!**



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