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Just because you don't have technical knowledge doesn't mean you can't build a successful mobile app business. The actionable strategies and tactics outlined in this book guide you right through the stage where you have an idea until the point your app goes live in the app store and beyond.

So how do you build a successful mobile app business without writing a single line of code?

This book aims to address just that with actionable advice and information that you can learn from and execute instantly to achieve your dream of becoming an App Entrepreneur. The strategies listed in this book helped entrepreneurs launch and build apps with over 4 million downloads and get coverage across TechCrunch, Mashable, Washington Post, etc and win awards.

Here's what's in the book:

When and where to raise money for your app idea
How to validate your app idea
How to make money from your app
Steps for identifying and hiring the right outsourced developer
The right platform strategy
How to engage app users
The most effective channels for marketing your mobile app
Using App Store Optimization to get more downloads
Growth hacks for quick spurts
... and much more!

Here's what some of the readers had to say about the book:

Founder of Scannibal App, Chris Butterfield - Loved the book and as a non-technical app founder, it was a perfect fit. It helped answer questions I've been stuck on as well as introduced other questions I hadn't yet considered. I definitely gleaned some great insight on how to change or tweak things I've already done (particularly in regards to my landing page and social strategies).

Founder of SternFit App, Roy Huang - Fantastic read! Rahul, as the leading mentor of the mobile app industry, is generous enough to share his years of knowledge and experience inside this short yet packed-with-practicality book. Forget about your "Zero to One", your "Lean Startup", this book has the essence of them all!

V Metta - Very direct and practical guide. Full of valuable tips! Wish I had read it before.

- Sales Rank: #86652 in eBooks
- Published on: 2015-09-02
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This is a Great Read. I am reading it like a turtle taking copious notes. I want to make sure I follow Mr. Rahul's advice by having all of my ducks in a row before engaging in a conversation with an app developer. This book is a must read for non app persons like myself who needs the foundation to stand on when engaging in a conversation with an app developer.

I am looking forward to Rahul taking his book to the next level by creating a YouTube video sessions on each chapter with indepth examples. Overall, his book is a must buy. Rahual does a Great job in this book. I believe that his motive is not to make money only but to educate and consultant. His book is the Best inexpensive consultant you will find in the market. His knowledge and expertise is second to none. His heart is in the right place. You will sense it when you read his book. He wants to add value to you, the reader. There's a wise saying: My People Perish For Lack Of Knowledge. You don't have to perish because of lack of knowledge. Rahul does a great job by adding value to you with abundant of knowledge and wisdom he has in this field. Buy his book. (Evens P. Campbell / Dallas, Texas).

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A Great Intro into the App Business World
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Really enjoyed this book. It is a great high level primer on the entire App building and promotion process. Rahul does an excellent job of breaking down each step of the creation process into micro lessons that even the non-technical reader can understand. Most chapters had links to tools and resources that could be immediately implemented during that particular stage. Many of the chapters (Gamification, Marketing, Growth Hacking, etc...) could have entire books written on those subjects. However, Rahul curated the most applicable ideas and explained them so that they could be immediately actionable. I would highly recommend this book for those who are just starting out in the App world.

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