APP EMPIRE
MAKE MONEY, HAVE A LIFE, AND LET TECHNOLOGY WORK FOR YOU

CHAD MURETA
Praise for *App Empire*

“Five months ago, I started making iPhone apps and was generating about $25 per day. Then I met Chad. Chad taught me that marketing in the app store differs from every other medium in the world. It’s absolutely nothing like advertising in newspapers, radio, or online. Using the techniques Chad told me in just one meeting put me in the top 20 of the app store multiple times. I often have days where I break $2,000 profit and more. This is a book you don’t want to put on the shelf. Read this from beginning to end as it has simple secrets that are making people millions.”

—Trey Smith, Underground Marketer and iPhone Game Developer

“Chad has radically changed the game again. He is insightful but challenges the status quo in the mobile app space. His proven system breaks down the daunting tasks of researching and creating apps all the way through to marketing and monetization. *App Empire* is a must-read for anyone in the app game or anyone who wants to quit his or her nine-to-five for a long-term sustainable business. And not just any business. A business where you have the flexibility to work from anywhere, pick your own hours, and have higher margins than almost any other business.”

—Amish Shah, World Renowned Marketing Expert, Co-founder of Digispace, an *Inc.* 500 company of 2010

“Chad is a total gangster when it comes to iPhone apps. The money he has made in such a short time is astonishing.”

—Frank Kern, Highest-Paid Internet Marketing Consultant in the World

“Make millions with apps while traveling all over the world? Well, there is a book for that, and you’re holding it in your hands. I’ve seen first hand the amazing results Chad’s strategies can produce in the App Store. Seize this opportunity to become a top appreneur and join the growing ranks of the new rich.”

—Tayfun Karadeniz, Leading iPhone App Monetization Gangster
“The strategies for making money with apps detailed in this book are proven, effective, and simple. There are very few people in the app space equipped to author this book, and Chad is one of them based on his repeated success from the beginning. The market for apps is still in its infancy so my best advice is to read the book and execute. Chad has made it easy for you.”

—Alan Johanson, App Publisher, 18m App Downloads, 11 Apps in Top Overall

“It’s not just about having an idea. It’s about executing it. As the app market grows, it’s getting harder to gain visibility, and visibility is the key to success. This book breaks down the process into understandable concepts. It guides you step by step in executing the most efficient way to gain that visibility you need. Chad has it down to a science.”

—Michael Moon from Free the Apps! Top App Company and App Millionaire

“If you are getting started in appreneurship, Chad Mureta is your perfect personal trainer. This is a book that teaches you how to make millions of dollars in apps. Chad shares his mistakes and successes on these highly guarded secrets. He guides you to focus on the things that make millions of dollars rather than leaving it to luck. Often, developers like myself forget the reasons and bury our heads in app building. Chad’s methodology will lead you to the lifestyle you dream about.”

—Bess Ho, Mobile Architect at Archimedes Ventures, Book Author, and iOS Instructor at Udemy

“Chad is the classic example of the American Dream. I’m fortunate to know Chad from the start of his wild app success. A regular guy with an exceptional plan. His formula for app success is scientific and repeatable by anyone. His down-to-earth style and earnest love of helping others makes for an understandable method that produces results fast. I’ve created my wealth and success through years of overworking and stress. Please save yourself the time, the energy, and the stress and follow Chad’s simple app plan today.”

—Joe Barresi, Entrepreneur, Owner of Several Manufacturing Companies and Recently Added App Business
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CHAD MURETA

John Wiley & Sons, Inc.
I dedicate this book to every student of life who consistently dances in the face of fear, who pushes through obstacles with unyielding certainty, who has unrealistic dreams and pursues them against all odds, and, as President Theodore Roosevelt once put it, “Whose place shall never be with those timid souls who know neither victory nor defeat.”

I am humbled by the opportunity to inspire you in your own journey to connect the dots.
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Introduction
How I Accidentally Became an App Millionaire

THE HAPPIEST PEOPLE ON EARTH

I spent some of the happiest days of my life sleeping on dirt and foraging for food. I hiked through rainforests and saw hidden waterfalls. I hunted wild boar alongside the villagers, and I toasted the tribe’s 97-year-old chief with a bitter tonic called kava kava, which we drank from coconut shells.

I was on the island of Savusavu, one of the remotest of 336 islands along Fiji’s archipelago. The people there laughed easily, ate simply, and lived off the earth. The island was made up of vibrant green mountains that shot up out of the pristine turquoise waters of the South Pacific.

I chose to spend a week living amongst the villagers there because they are considered to be some of the happiest people on earth. The people of the