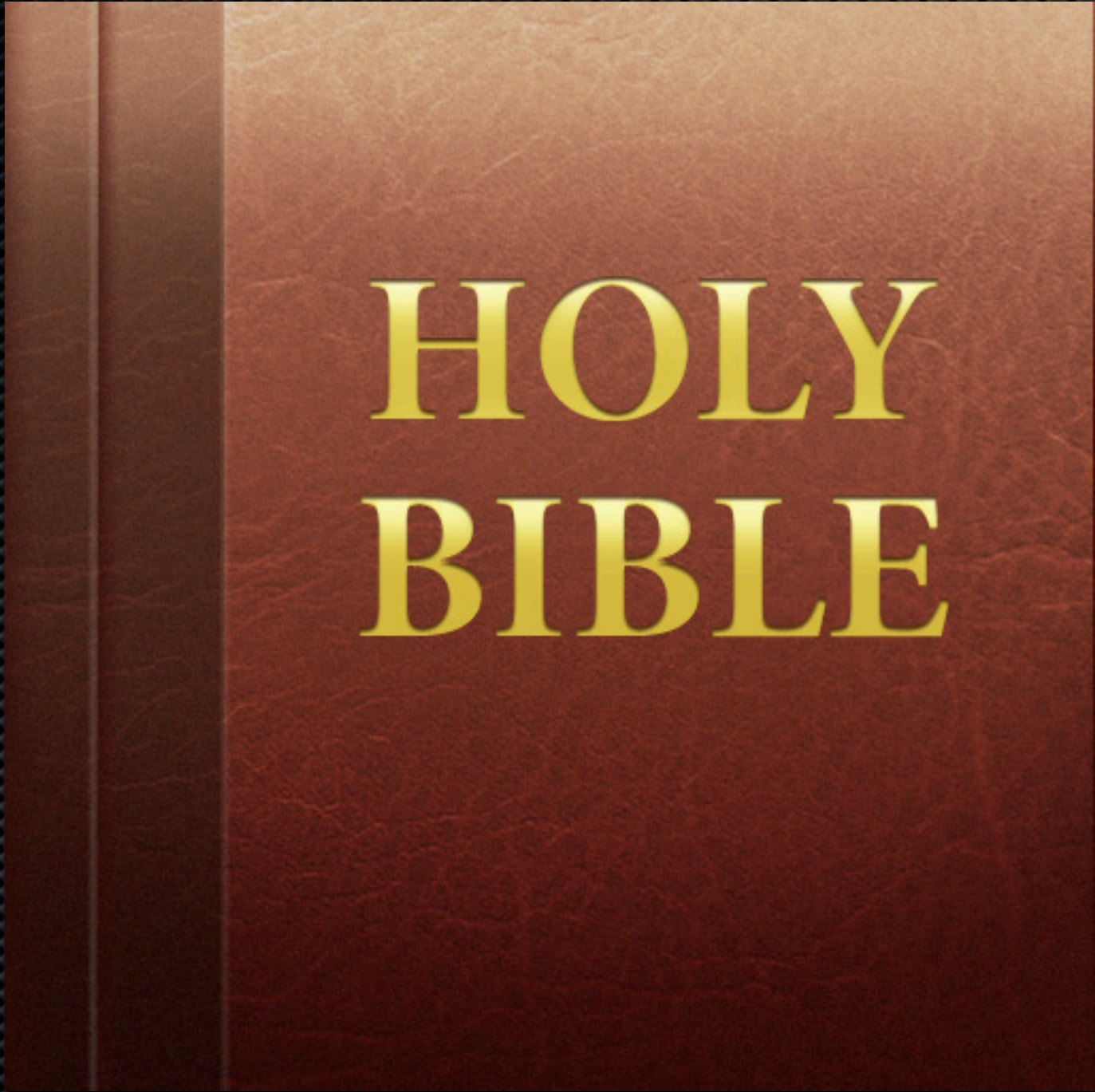


How I made an iPhone App that Has Over a Million Users

Sam Soffes

What I made

Bible



**HOLY
BIBLE**

1.5 MM Users

1,036 years

79 days

9 hours

58 minutes

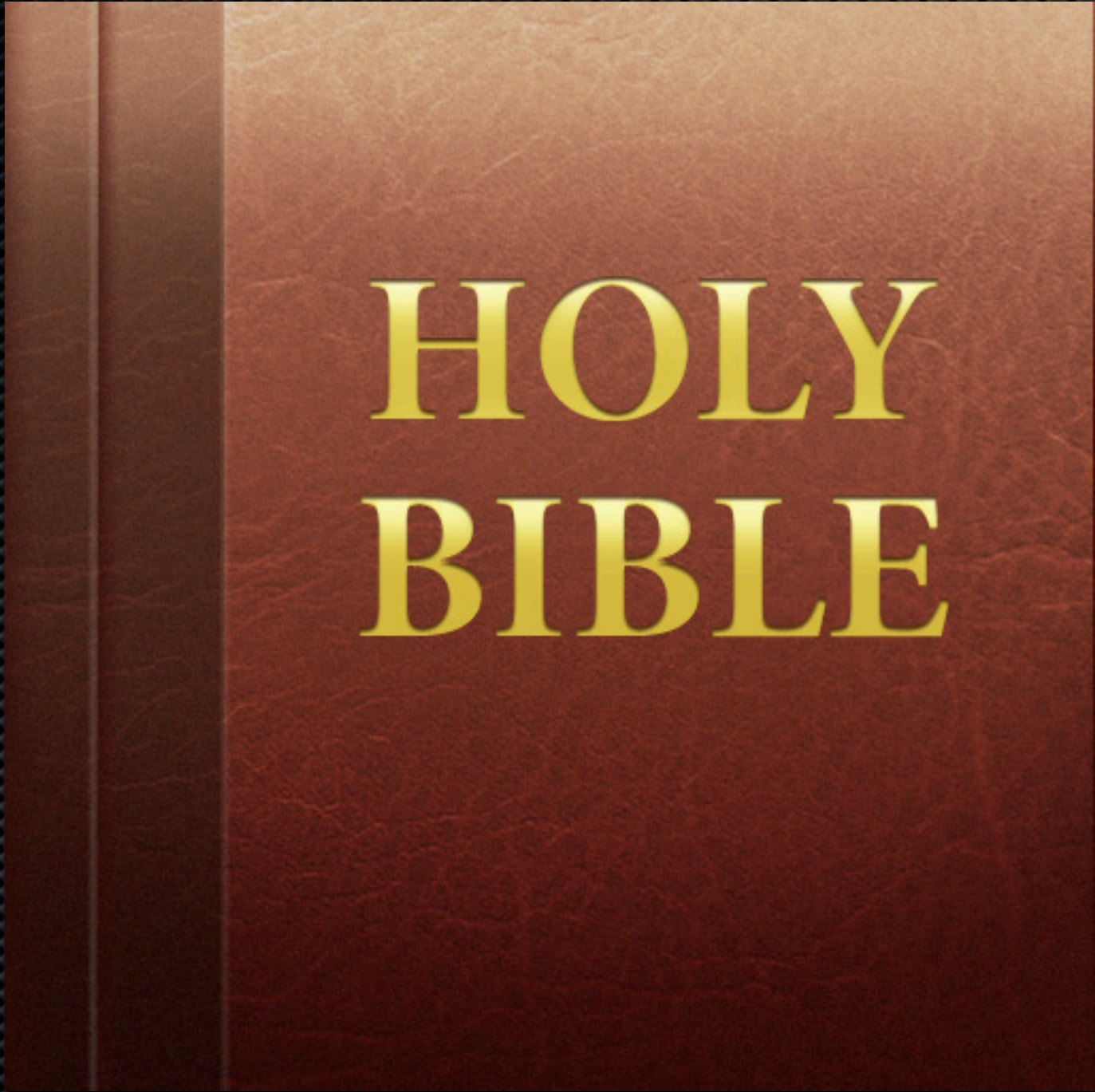
8 seconds

Make it awesome

That's easy right?

People have to want it

All your apps are belong to us



**HOLY
BIBLE**

So what do I charge?

Nothing. If you can.

How bout free with ads?

Heck no.

Break even

\$0.70 per 80 session

$\$8.75 \text{ CPM} > \$0.50 - \$2.00$

You have to bombard your users to make money

You should charge \$0.99

Be first

Or second or third



Make is useable

This will make it awesome

iPhone Human Interface Guidelines

User Experience



2009-06-04

Genesis 1

[Next](#)

American Standard Version



1 In the beginning God created the heavens and the earth. **2** And the earth was waste and void; and darkness was upon the face of the deep: and the Spirit of God moved upon the face of the waters. **3** And God said, Let there be light: and there was light. **4** And God saw the light, that it was good: and God divided the light from the darkness. **5** And God called the light Day, and the darkness he



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Translations

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CS - český		AR
CSBKR	Czech Bible Kralicka...	BG
DE - Deutsch		CS
		DE
ELB	Elberfelder Bibel	EN
		ES
DELUT	Luther Bible 1545	FI
		FR
EN - English		HU
		ID
ASV	American Standard...	IT
		JA
AMP	Amplified Bible	KO
		NL
CEV	Contemporary Englis...	NO
		PT
		RO
ESV	English Standard Ver...	RU
		SV
GWT	GOD'S WORD Transl...	VI
		ZH

Translations

Done

RO - Română	AR
RMNN Romanian Cornilescu...	BG
	CS
RU - Русский	DE
RURSV Синодальный перев...	EN
	ES
SV - Svenska	FI
	FR
SVEN Svenska 1917	HU
	ID
VI - Tiếng Việt	IT
VI1934 1934 Vietnamese Bible	JA
	KO
ZH - 中文	NL
	NO
CUVS 简体和合本	PT
	RO
CUV 和合本	RU
	SV
	VI
40 Translations in 21 Languages	ZH

創世記 1

Next

简体和合本



1 起初， 神创造天地。
2 地是空虚混沌， 渊面黑暗； 神的灵运行在水面上。
3 神说：要有光， 就有了光。 4 神看光是好的， 就把光暗分开了。 5 神称光为昼， 称暗为夜。 有晚上， 有早晨， 这是头一日。 6 神说：诸水之间要有空气， 将水分为上下。 7 神就造出空气， 将空气以下的水、 空气以上的水分开了。 事就



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Cattle

American Standard Version

Genesis 13:7
And there was a strife between the herdsmen
of Abram's cattle and the herdsmen of Lot's...

Genesis 31:18
and he carried away all his cattle, and all his
substance which he had gathered, the cattl...

Genesis 47:16
And Joseph said, Give your cattle; and I will
give you for your cattle, if money fail.

Genesis 47:17
And they brought their cattle unto Joseph; and
Joseph gave them bread in exchange for th...

Exodus 9:4
And Jehovah shall make a distinction

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◀ Yesterday

Tomorrow ▶

Today

2 Samuel 2 >

Jeremiah 8 >

Matthew 19 >

Daily reading plan was developed over
100 years ago by Robert Roberts



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AT&T

8:53 AM



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Smith & Van Dyke

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DELUT **Luther Bible 1545** >

ASV **American Standard...** >

GWT **GOD'S WORD Transl...** >

التكوين 1

Next

Smith & Van Dyke



1 في البدء خلق الله السموات والارض.
2 وكانت الارض خربة وخالية وعلى وجه الغمر
ظلمة وروح الله يرف على وجه المياه

3 وقال الله ليكن نور فكان نور. 4 وراى الله
النور انه حسن. وفصل الله بين النور والظلمة.
5 ودعا الله النور نهارا والظلمة دعاها ليلا.
وكان مساء وكان صباح يوما واحدا

6 وقال الله ليكن جلد في وسط المياه. وليكن
فاصلا بين مياه ومياه. 7 فعمل الله الجلد
وفصل بين المياه التي تحت الجلد والمياه التي



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Genesis 1

Next

American Standard Version

1 In the beginning God created the heavens and the earth. 2 And the earth was waste and void, and darkness was upon the face of the deep, and the Spirit of God moved upon the face of the waters. 3 And God said, Let there be light: and there was light. 4 And God saw that the light, that it was good: and God divided the light from the darkness. 5 And God called the light Day, and the darkness he

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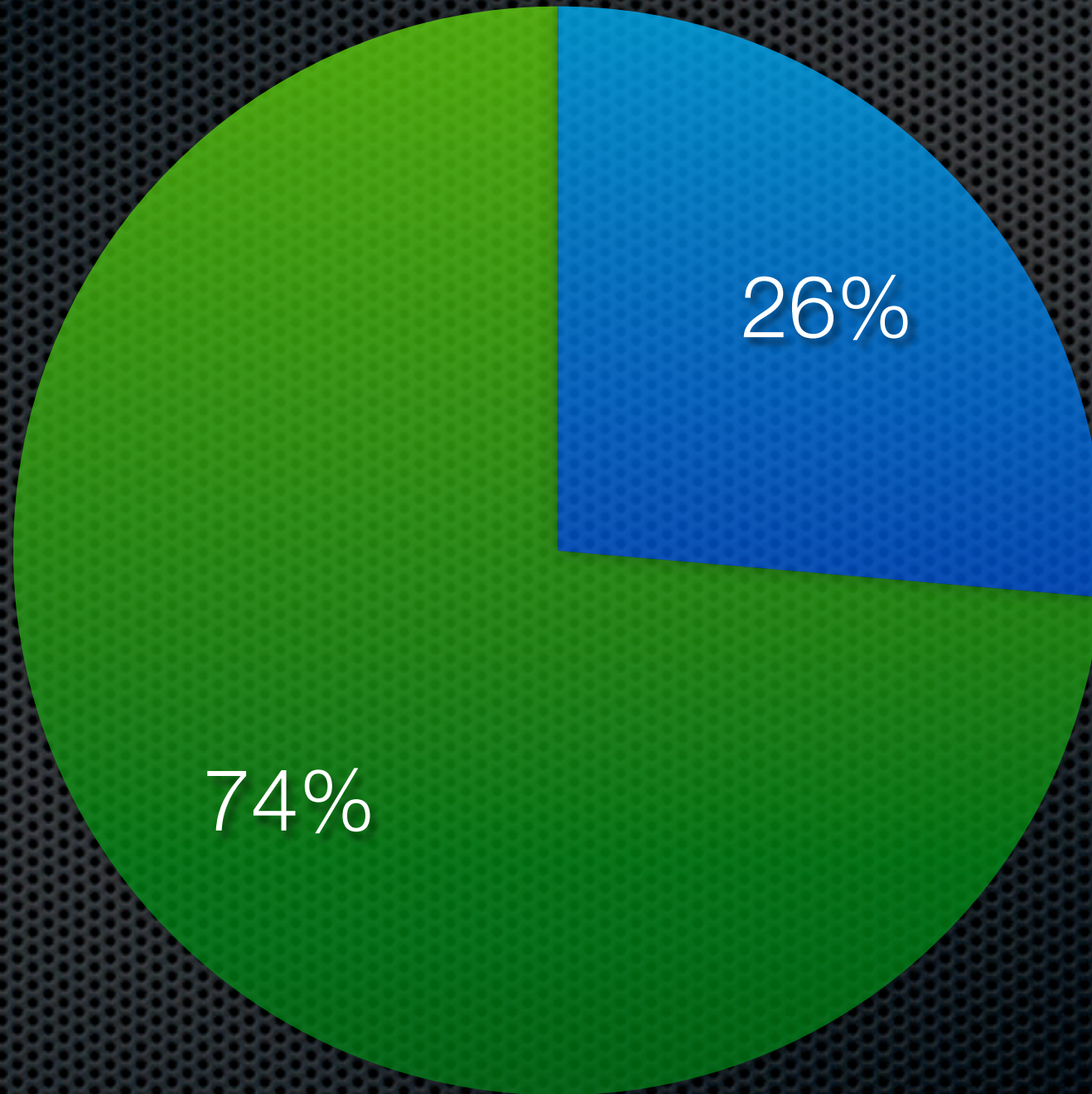
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Localize your app

Not everyone is American. Shocking, I know.

● United States

● Everyone Else



React to your users

They are not as dumb as you think

<http://zendesk.com>

Track your users

Not in that stalkerish way

<http://pinchmedia.com>

Submitting to Apple

Jake Behrens 4:00 - 4:30

Stuff to Check Out

My blog: <http://samsoff.es>

My Twitter: <http://twitter.com/samsoffes>

My GitHub: <http://github.com/samsoffes>