Yes You Can Develop An iPhone App

Apple's free development tools allow anyone from developers, to designers, to business owners, to develop and sell an iPhone app. If you have a Mac computer and an idea for an app, follow this simple process to develop your app and start selling it on iTunes.

Do Your Homework

Research your idea and size up the competition. There are thousands of iPhone apps already available on iTunes, so it's important to make your app stand out from the crowd. Find a unique angle which you can use to promote your app. You should also research current app prices, to decide what you should charge for your app.

Become familiar with the iPhone interface. If you don't have an iPhone, buy one, or borrow one, and try out various apps to get a feel for the iPhone experience, so you can design and program your app to be appealing to iPhone users.

Register As An Apple Developer

You must register as an Apple developer to download Apple's development tools. You can do this for free at Apple's web site, using your iTunes username and password. Simply enter you information and agree to their terms, and you can start downloading development tools right away.

Download Apple Development Tools

To develop an iPhone app, you will need to download the iPhone Software Development Kit (SDK), which includes multiple tools to help you develop your app, like design templates and sample code. You will also need to download XCode, Apple's programming interface for iPhone apps. This is the tool that works behind the scenes to build the programming code for your app.

Design Your App

You can start designing your iPhone app with the most low-tech of tools: an old fashioned pencil and notebook. Sketch out your design on paper, then you can recreate it digitally. The best way to do this is with an Adobe Photoshop template. There are many templates available on the web which you can download and use to create your design. You can also use the templates provided by the SDK.

If you know nothing about Photoshop, or design in general, the easiest thing to do is hire a designer. There are many experienced iPhone app designers, and graphic designers, available to help you for the right price.

Program Your App

Programming is the most complicated part of the development process. To program your app in XCode, you will need at least a basic understanding of Objective-C for Cocoa. This is the programming language used to develop iPhone apps. There are books and tutorials available on the web to help you become familiar with the language and program the app yourself, but if you have no programming experience, the best thing to do is hire a programmer to develop the app for you. If you're already hiring a designer, you may be able to find one person who can do both the designing and the programming.

Test Your App

Once you have designed and programmed your app, you can easily test it using the SDK's iPhone Simulator. This creates an on-screen iPhone you can use to run your app, and work out any bugs.

Enroll In The Apple iPhone Developer Program

In order to load your app into iTunes, you will need to enroll in the Apple iPhone Developer Program. This will cost you an annual fee of $99, and give you access to tools and information in the Apple Developer Center, which will help you load and test your app.

Once you purchase your membership, you will receive an e-mail from Apple within 24 hours to activate your account. After activating your account, you can access the Developer Center and submit your app to iTunes Connect, Apple's tool

for selling apps on iTunes. iTunes Connect allows you to track sales, financial reports, contracts, and more, for each app that you submit.

Consult The App Community
The Apple iPhone app community consists of fellow developers who are happy to test your app and provide feedback. Their advice can help you work out any remaining kinks in your app, and put on the finishing touches. Add test users through iTunes Connect to allow others to test your app before you begin selling it to the public.

Submit Your App For Approval
Once your app has been finalized, you can submit it to iTunes for approval. Your app must be approved before you can start marketing it to iPhone users. Read over Apple's App Store Review Guidelines and Developer Program License Agreements to ensure that your app meets all of the necessary requirements.

Apple will review your app for reliability, performance, and explicit material. The review process may take some time, and if your app is not approved, you have the option to appeal to the App Review Board. Once it is determined that your app performs as it should and follows Apple's guidelines, you will receive approval to begin selling it through iTunes.

Promote Your App
One of the best ways to promote your new app is through social networking sites like facebook or twitter. Set up a fan page for your app, so that users can "like" it and share it with their friends. Incorporate an option in your app for users to easily post to their social networking profiles, and invite others to try it.

Before launching your app, advertise by posting to popular technology blogs, forums, and other web sites. Create a press release describing the new app, and distribute it to news web sites. You may even want to consult the designer you hired to help you build a web site for your app, which you can submit to search engines.

Social networking sites and search engines also allow you to create ads for your app, either for a regular fee, or pay-per-click. Purchasing these ads will help bring your app to the attention of iPhone users through their facebook or twitter home pages, and search results.

After launching your app, plan for future releases. Periodically add new features to your app and promote each new version. You can send updates to users of your app through your facebook or twitter page, blog, or web site. Promoting new versions will keep current users interested, and regularly attract new users.

Congratulations, You're An iPhone App Developer!
Whether you want to create an app to promote your business, or share a great idea, you can develop it yourself using Apple's free tools. So boot up your Mac, pull out your notebook, and start building your app today, so you can start earning profits tomorrow.