

Full Court Press: *Getting the Press to Write About your App!*

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A13DC
APP DEVELOPERS
CONFERENCE

NOVEMBER 5-7, 2013
EXPO DATES: NOV 5-6
LOS ANGELES, CA

ADConf.com



Unique Perspective

- Independent app developer
- Writer, iPhone Life Magazine



NO TIE



iPhoneLife
+iPad & iPod touch
www.iPhoneLife.com

Full Court Press (as in my Inbox)

From	Subject	Date
Kinetik	Kinetik is Now Available in the App Store for Free	8:50 AM
Michael Meyers	PlayStation News:SNK PLAYMORE USA releases 3 more vintage pre-NEOGEO era /	7:43 AM
Michael Meyers	PlayStation News:SNK PLAYMORE USA releases 3 more vintage pre-NEOGEO era /	7:43 AM
Adam Sideserf	First Virtual Reality Golf App	7:39 AM
Andre Balandin	iphone app review request: Mechanical Clock 3D for iPhone and iPad	7:34 AM
Apple's Forgotten Founder Pens Autobiography		7:30 AM
prMac Mailer	LSDashboard for iOS - LinkShare Reporting on the go	7:30 AM
prMac Mailer	2011 Jud Little Production Sale's iPhone App is Released	7:00 AM
prMac Mailer	Dive into the Pre-Launch site of Divemaster - Upcoming game for the iPad	6:30 AM
prMac Mailer	TOONDRA for iOS/Android - Free, Tri-Lingual Comic Book Reader and Store	6:00 AM
adnX.com	Introducing Twin 1.5 for Mac	5:27 AM
prMac Mailer	Explore Croatia and win iPhone 5	5:15 AM
prMac Mailer	Alphabuild - A New Way to Play with the Alphabet	4:30 AM
prMac Mailer	Photo Annotate for iPhone - New App, Annotate Images Fast and Easy	4:00 AM

Full *Court* Press (as in Courtship)



Full Court *Press* (as in Pressing Matters)



Mistake #1: "TO" everyone!

📧 FaceConnect- Video Chat Application - Review Please :)

From: " [REDACTED] " 📎

To: [REDACTED]

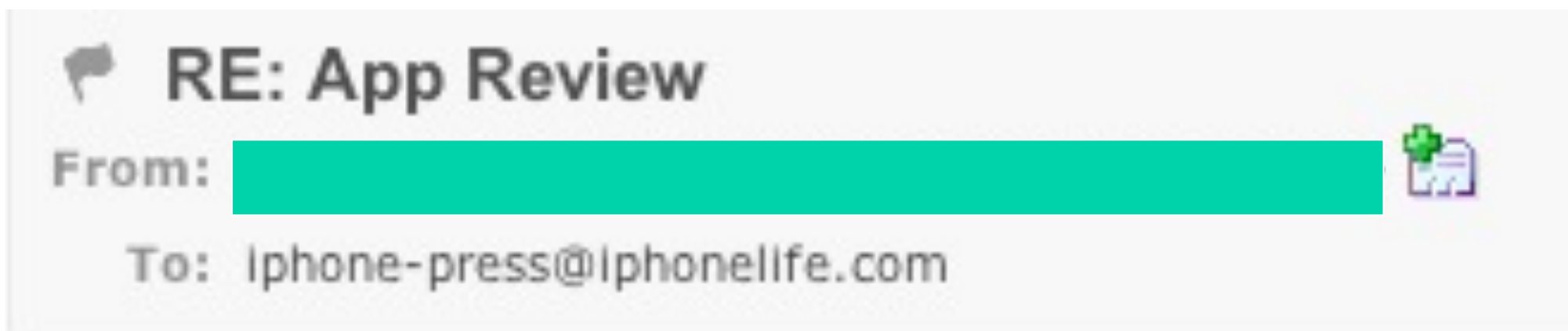
📧 Free Demo : Mysteries of Notre Dame de Paris

From: [REDACTED] 📎

To: [REDACTED]

Cc: [REDACTED]

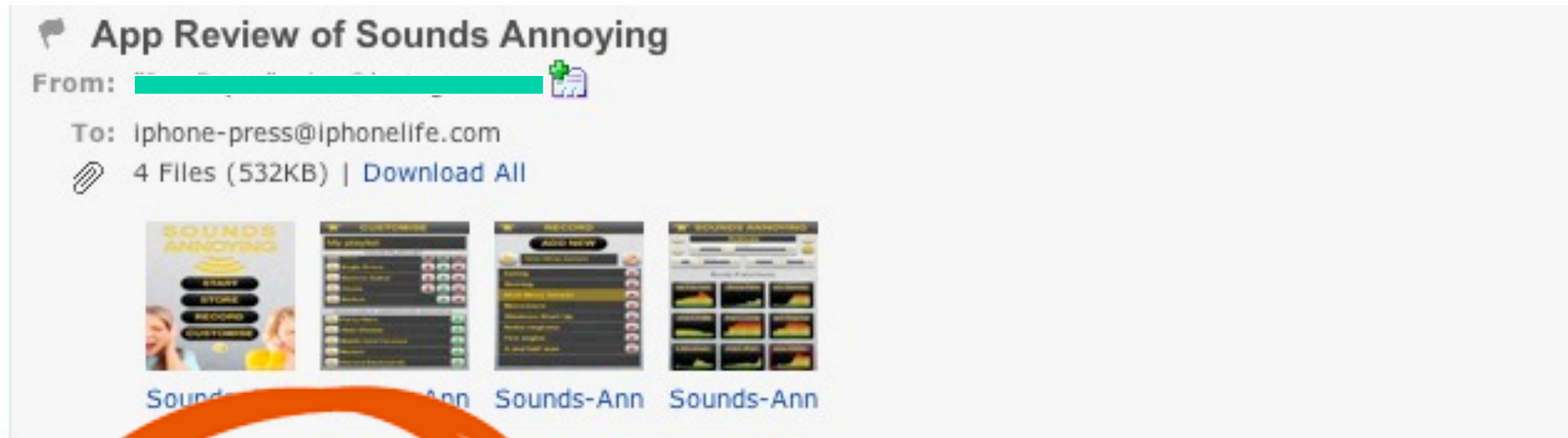
Mistake #2: “To whom it may concern”



To whom it may concern:

I am interested in getting my apps reviewed

Mistake #3: Sloppy Seconds



----- Forwarded message -----
From: [redacted]
Date: 3 September 2011 22:47
Subject: App Review of Sounds Annoying
From: review.monkey@148apps.com

Hiya Team,

My name is Ian and I'm getting in touch with you regarding your iPhone App review site 148 Apps.

The secret of success is sincerity.
Fake that and you've got it made.



Impersonal Personalization

Subject: PR: **{NAME}**, now run Ringtones Uncensored everywhere! iOS, Android, ...

Greetings **{NAME}** ... Finally, the bestselling (and frankly, the most fun) ringtone creation app, Ringtones Uncensored is now available on all leading platforms, specifically iOS, Android, Mac, Windows Phone and Samsung Bada!

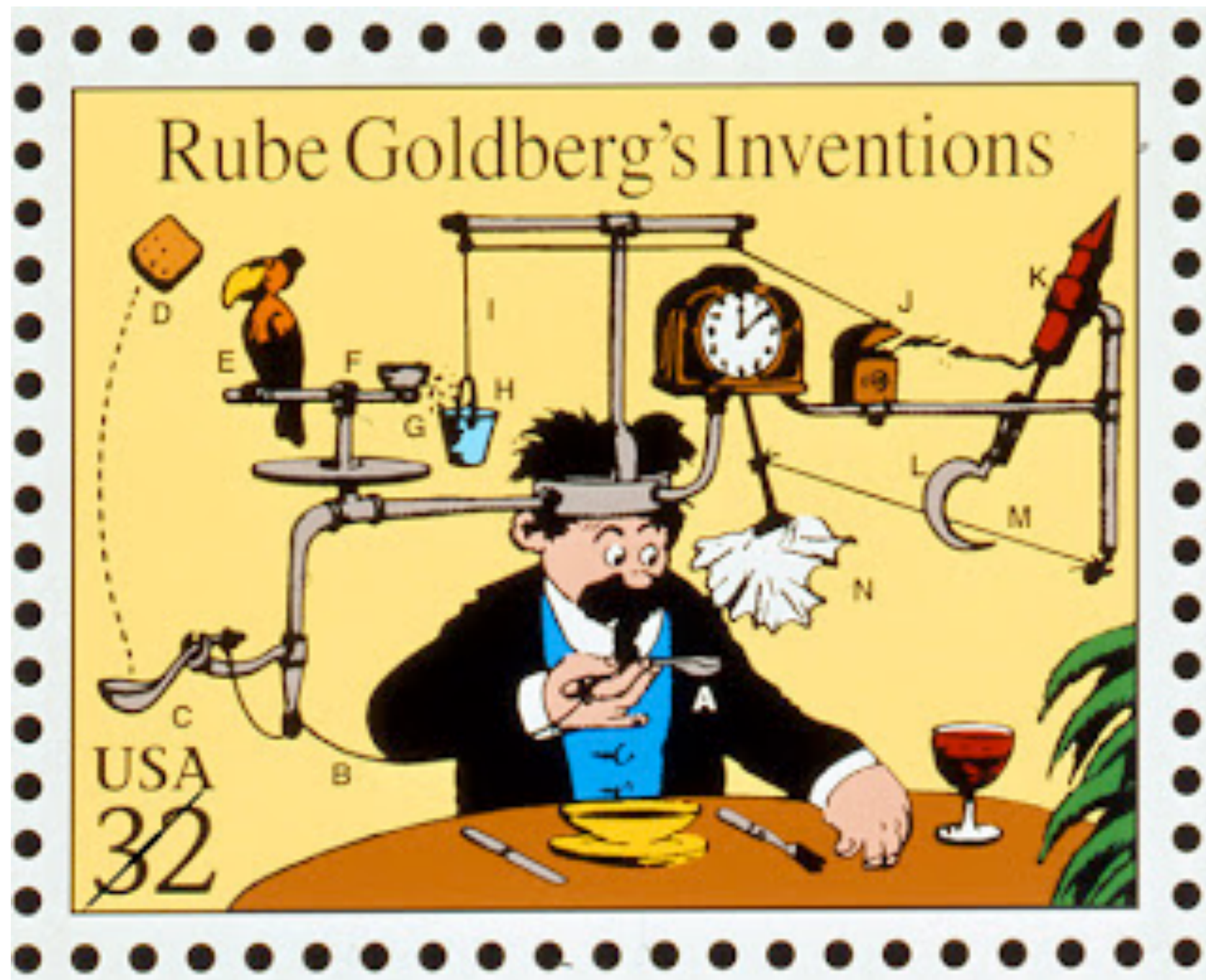


Subject: PR: **Kevin**, now run Ringtones Uncensored everywhere! iOS, Android, ...

Greetings **Kevin** ... Finally, the bestselling (and frankly, the most fun) ringtone creation app, Ringtones Uncensored is now available on all leading platforms, specifically iOS, Android, Mac, Windows Phone and Samsung Bada!



... But does it work?



This Guy Gets It!

Hi Todd! I found you through iPhone Life.

I'm Brad, one of the developers behind the iPhone app, Proposition.

Instead of trying to wow and amaze you with some sort of witty, jargon filled intro to this email, I'll instead save you time and just ask that you please watch our short 2 minute video (below). It explains the uniqueness of our app.

We'd love to have you consider writing a review on it.

The Personal Touch: Before, During...

David, Thank you so much for spending time with me today. I think AutoVerbal is an elegant solution that might help avoid some of the stigma of a medical/industrial solution.

Hi Todd, I was able to install it with no problem. I think it would be best if I waited for the update since it addresses a few fairly serious flaws I found in the app. Most importantly is the button size since I felt they were too small for a good deal of your audience. I'll start working on it right after I get the update.

Thanks, David

Hi David, Just checking in to make sure you were able to install AutoVerbal and see if you had any questions. Also, we've had some great feedback and already created a free update that allows users to double the size of the buttons, which will help those with visibility and fine motor skills issues.



...and After

“What it does, it does very well and I'm sure it will be a valuable asset to the majority of speech-impaired users bringing basic communication to those that never had it before. In a number of weeks the price will rise to \$30, still a far cry from the \$189 charged for the fully featured Proloquo2Go. So if you have any interest in, or need for AAC capabilities, I suggest that you buy it at a dollar right now. The introductory price is ridiculously cheap and it may give you just the capabilities you need. If you find yourself needing more, only then should you explore the more expensive and expansive options.”

David, I just wanted to thank you again for your time and review! AutoVerbal has shot up to the #2 iPhone Medical app and #1 iPad Medical app in the 24 hours since your review went live! We've received a lot of great feedback, primarily asking for a female voice, and that's what I've been working on most of the day. I hope to submit that version to Apple on Monday! Thanks again and if there's anything I can do for you, let me know. Take care.

#Winning Formula or One Hit Wonder?

Hi Mel, I've enjoyed reading your articles on TUAW and based on some of them, I thought you might be interested in one of my apps, namely AutoRingtone.


Like you, I'm a lifelong Mac guy, since the original in 1984, and Apple II before that. But before Apple had a phone to sell, I used a Nokia e62. It had something I took for granted, text-to-speech Caller ID. It would announce the phone number or name of the caller. I was surprised that the iPhone didn't have it, so I created an app for that! No need to guess who is calling based on a song...

Hi Todd

I'll be glad to take a look. Can't guarantee a review, but it sounds cool.

Mel

Lightning Strikes Twice



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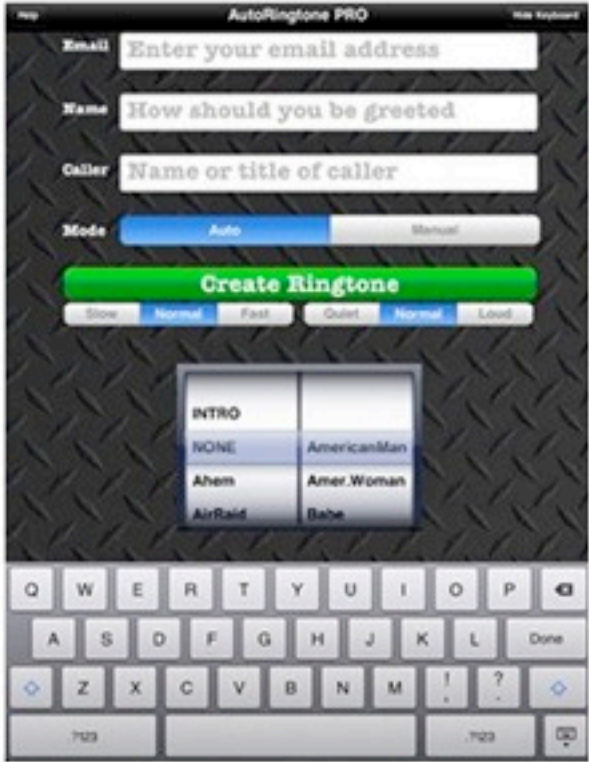
"It's not hard getting ringtones on your iPhone. You certainly don't have to buy them. If, however, you'd like something a bit more..."

Ringtones and a twist with AutoRingtone Pro Uncensored

by [Mel Martin](#) Jun 23rd 2010 at 8:00PM

It's not hard getting [ringtones](#) on your iPhone. You certainly don't have to [buy](#) them. If, however, you'd like something a bit more customized, there is a nice app called [AutoRingtone Pro Uncensored](#).

In a nutshell, it lets you pick out what the ringtone should say. It can be just an announcement about who is calling, like "Your friend Bob is calling from Las Vegas" or it could be a bit more insulting like "Your dumb buddy John from Indianapolis is on the phone". Basically, it takes what you've written and converts your text to speech in a voice you have selected



...and...

Hi Todd,

Sorry for the bit of a delay. I had to get the app reviewed and on a schedule alongside all the other projects that come in at Appcraver. You should see it on the homepage real soon

On Wed, Jul 25, 2012 at 8:32 AM, Todd Bernhard <toddbernhard@yahoo.com> wrote:

Hi Josh,

Please forgive the interruption. I am a regular reader of AppCraver (RSS feed is on my home page!) and I saw your review of Ringonium. I downloaded it and it does a nice job. It's got a beautiful interface and most importantly, it does the job. As an iPad owner, I'd like it to be Universal but that's okay.

Usually, I want my phone to tell me who is calling or texting, rather than remember what song is for which contact. When I switched to the iPhone from my Nokia, I was surprised that it didn't have Talking Caller ID. So I created an app for that!

I'd love to have you try it and give me feedback.

The app is called Ringtone Director Pro. I just added the voice of Siri, in addition to 50+ text-to-speech voices you can use to say anything you type! There's an informative, funny video here

<http://bit.ly/RingtoneDirectorVideo>

...and the app is here:

<http://bit.ly/RingtoneDirector>

Here's a free promo code for the app. Thanks!

...Again



...and...

A *different* ringtone app

from Todd Bernhard to 1 recipient

Sep 22, 2010 ● ★

Hi Jennifer,

I saw your review of Ringtone Maker, and such apps definitely have their place, as Apple charges a lot simply to make ringtones of music you already own.

But we've gone a different way. When I switched to the iPhone, from my Nokia 3 years ago, I was surprised that the iPhone didn't do 'text-to-speech' Caller ID out of the box.

So, I made an app for that! Here's a promo code for AutoRingtone PRO. You can combine ~200 sound effects plus dozens of voices, professional and funny, to create 100% unique talking caller ID ringtones that say whatever you want.

JYMTREAP4XF4

Enjoy! Say Hi to Jeff for me (I've advertised on 148apps in the past, and always see Jeff at various events (MacWorld BestAppsEver, CES, etc.)

— 115 1 1 1 105 115 1 1

...Again



The screenshot shows the 148Apps website interface. At the top is a navigation bar with links: Reviews, Blog, New Apps, Price Drops, Top 148, Our Favorites, Howto, and Feeds. Below this is a secondary navigation bar with links: All Reviews, All iPhone Reviews, iPhone Games, All iPad Reviews, iPad Games, and Hardware. The main content area features a review for the 'AutoRingTone Pro' app. The app's name is displayed in a large, stylized font, with 'CALLER ID' and 'PRO' in red boxes. The review is by Jennifer Allen, dated September 29th, 2010, with a rating of 4.5 stars and the word 'CONVENIENT'. There are social media share buttons for Twitter (15 tweets) and Facebook (3 likes). A red box highlights the price of \$4.99 with a 'Buy Now' button. At the bottom, a box contains developer information: No Ties Software, Price: \$0.99, Version Reviewed: 6.1, and Device Reviewed On: iPhone 4.

148Apps

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CALLER ID

AUTO RINGTONE

PRO

iPhone App

\$4.99

[Buy Now](#)

AutoRingTone Pro Review

Our Review By **Jennifer Allen** on September 29th, 2010

Rating: ★★★★★ :: CONVENIENT

Share This: [Tweet](#) 15 [Like](#) 3

AutoRingTone Pro is a useful tool if you want personalised ringtones

Developer: **No Ties Software**

Price: \$0.99

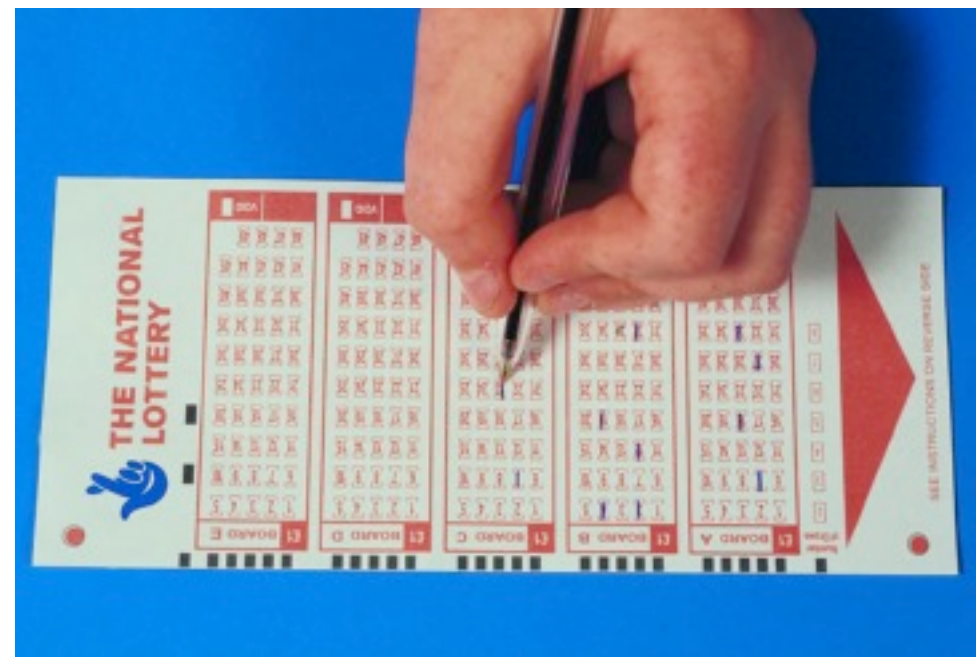
Version Reviewed: 6.1

Device Reviewed On: iPhone 4

Lather. Rinse. Repeat.



Get in the Game!



Full Court Press: Steps For Success

1. Start with a good app. Promoting a lousy app helps nobody.
2. Research specific writers/blogs related to your app
3. Track down email addresses
4. Compose a unique email for each, with specific references to past articles, history, background, etc.
5. Do NOT ask for a review. Make it about them.
6. Send emails one-at-a-time, with a custom subject, using the To: and Bcc: fields appropriately

Now...

Ask the App Reviewer!

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