



- Prepare five screen shots of your app that will be displayed on the App Store.

SUBMITTING YOUR APP

- Complete the setup details for your app on iTunes Connect.
- Create and install your distribution certificate, App ID, and distribution profile.
- Create a distribution build of your app using Xcode and submit it to Apple.

WHILE YOU'RE WAITING FOR APPROVAL

- Prepare personal emails for each of your selected bloggers and journalists. Send them along with a promo code as soon as your app is approved.
- Draft your launch day marketing messages to share on social media sites.
- Announce your launch date on social media sites, your blog, and in any correspondences.
- Draft a blog post to be published on launch day.
- Close shop and invite fans and bloggers to a short preview webinar.
- Plan ways to engage your fans and customers on launch day, such as competition or sharing content they create with your app.

LAUNCH DAY

- Double check your app on iTunes to make sure everything is perfect and you can download the app. Make any required changes right away.
- Roll out your new website.

