THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew Hamilton
ZAPABLE TEAM

talks to

Eric Dougan
ZAPABLE CUSTOMER

Meet Eric – Eric was a retired 68 year old tech newbie who needed additional retirement income after his real estate investments were turned upside down. He has sold over $7000 of Apps in the Restaurant, Automotive, Chiropractor & Network marketing arena and generate's $100's of monthly income on autopilot.

Here is Eric's Story...

Case Study: Eric Dougan

Name: Eric Dougan from the United States

Age: 68 Year's Old

Previous Work History before Zapable: Owned Manufacturing Business. Retired at 62 with Real Estate which went "upside down" and needed a retirement income source. Total Tech newbie.
Spent $6000 in 3 year online. Didn't make a dime until Zapable.

$7000 of Apps Sold In Multiple Industries– 7 Apps Sold. First App in Restaurant Business for $1500 + $45/month Retainer. Sold 3 Apps to Network Marketers. Sold in Automotive.

Favourite Zapable Features:

Directory   Video Gallery   Push Notifications

Andrew: Hello everyone, it's Andrew Hamilton here from Zapable. I'm joined today by Eric Dougan, how you doing Eric?

Eric: I'm doing great, doing great.

Andrew: Great, that's good to hear. As you know this is another one of our customer case studies. What we'll do is we'll just start off with the same sort of range of question. Eric if you could just begin maybe by telling us a little bit about yourself?

Eric: Well I'm from the United States, 68 years old, like everybody else kind of bounced around from the job market to job market. [inaudible 00:00:33] get married in Pennsylvania and my wife and I started a manufacturing company and we ran it for 25 years. We sold it and I retired at 62. We kind of knocked around the world for a couple of years and did what most people do, after a while you get to the point that you can only travel so much and see so much, it's time to come home and figure out what it is you're going to do. At the same time that markets dropped, and we were in real estate, and the real estate market went upside down. Our retirement was not looking like we thought it was going to be. We're like most people that's retired, we're looking and hoping that the money doesn't run out before our life does. We decided I should do something, and it was me. It was her that said that we should figure out that you should do something.

Andrew: Awesome, there we go. Great. On the Zapable [inaudible 00:01:43] I suppose, how long have you been with Zapable, have you been with us for quite a while?

Eric: I've been with you since the beginning, [inaudible 00:01:51]

Andrew: Brilliant, lovely to hear. Within that time how many apps have you created and successfully sold so far?

Eric

Actually it was 7, I created a couple of others but they were demos, and I did create one that was free. My first one, after looking at the training videos over, and over, and over, because technology wise I'm not the greatest in the world. When I ran my business my technology was a typewriter. Then later on we had a couple of PCs that the girls used for accounting and all that stuff. I could just barely turn them on and try to figure out what was going on, and just kind of walked away from it. I did what I did, they did what they did. Whenever we got to the point that I needed to figure out some more income, I had talked to a lot of people and I had seen on the internet that a lot of them were making money. I set out, started buying lots of programs like everybody else. Some of them I understood, some of them I didn't understand. All in all I spent about $6000 in 3 years and didn't make a dime, and was pretty discouraged. Along comes Zapa.

The first webinar that I looked at, I looked at and I said, "Well that looks pretty easy." Like everything else I said to myself, "Can I really do that?" I start doing some research and it took me a day or so to do some research. What I discovered was that people are going to need apps. Businesses 10 years ago, they needed a website, today they need an app. Because 72% of the information is not on a cellphone. That, to me, jumbled a little something in me, in my head, and I said, "You know, there's something to do this."

I went out, I found my first customer who ran a restaurant that we go to all the time, and I figured if I screwed it up she wouldn't beat me up too bad. I went in, I charged her $1500, and of course the $45 a month fee for each month. I set it up. Took me a little while to build the app, and I went back and forth for a couple of times with it. I finally got something that she really liked and I was off and running. I'd made first $1500, in 3 years that was the first time I'd made any money, I was so excited.

Andrew

That's really lovely to hear, that really is, that's excellent. That was one of your apps then, was restaurant. Have you tended to stay to the restaurant niche, or have you moved to different ones?

Eric

No, actually I was telling a couple of friends that I was building these apps for demos and stuff, and I have quite a few people in network marketing, different network marketing companies that I have been associated with through the years. One of them come to me and said, "Can you build me an app?" I said, "Sure." Because they were a friend I charged them $1000 and of course the monthly fee. Then I ended up building 3 altogether for 3 different network marketing companies, and charged them all 1000, and they're all on the $45 deal. My next app was a car dealer that I happened to know, and he had the same thing, he'd heard through somebody that I was building apps, and called me and said, "Can you build something for me?" I did. He was very pleased. Same thing, I charged him 1000, and $45.

Eric

Then through the restaurant a patron come in and had said. "I like your app can you tell me where you got it made?" She happened to be a chiropractor. I'm currently building that app for her now, I got half upfront, I charged him 1000, I got half upfront, so I'm working on that one. Then I've got another friend that came to me that heard I was doing some stuff, and he has a stop smoking clinic in Saint Louis, Missouri and he asked me if I would build him something. I said yes. He's a friend, he can't really afford all this other stuff, new business, so with him I bartered a little bit, did a couple of things, and then I charged him $100 a month for 10 months.

No real niche that I'm going in so far. Although I took a newspaper ad here in my hometown, and I looked at a bunch of car dealerships, and I thought well I'll only do one app in one particular town so I don't offend anybody. I made a couple of apps for those, and I'm getting ready to demo those. We'll see where that goes.

Andrew

That's brilliant, that's really good. I love the way you haven't just stuck to one niche at all, you've kind of done quite a few for different, that's brilliant. You kind of answered little bits in the last question Eric, but looking, do you directly tend to approach your clients then? I know there was a bit of word of mouth went on there where a client approached you, but how do you generally tend to do it?

Eric

First thing when somebody asks me about it, I want to know that they have a website. If they have a website I go and look at the website and see if it's up to date and what they're going to do. Most of the time I sit down and say this is what I can do, what I will do is I will build a little demo and because they have the website I'm able to do the great things and all the features that Zapa has, and I put together a little demo and then I put it on my Android telephone. I either send them the link to it, or if I'm close by I will go show it to them and demo it themselves. Then we tweak it, we figure out what they like, what they don't like, and we just kind of build it. We can do that because Zapa's got so many features that it just makes it so easy to work with this. I'm really excited about Zapa and its future.

Andrew

That's great, great to hear. Have you looked into doing any particular marketing activities to get customers or whatever?

Eric

I know that I'm going to have to, I have a scraping program that goes out and looks at the websites, that kind of stuff, and I will eventually, probably in the next month or so, start doing that and start sending out emails and that kind of thing. Although, to me, I like cold calling, so it's easy for me to walk into a business and say, "Hi, I'm so and so, I can do this, and this, and this." If I'm going to go, let's say, to another restaurant, I'm going to take the app that I've already got, kind of adapt it over, and I'm going to make a demo for them mainly before I go in so I got something to show and tell when I get there.

Andrew: Credit to you that you've already sold so many, and you haven't really necessarily been needing to use marketing as such.

Eric: Not at this point, no.

Andrew: That's great, that's really good. I think the complexities of the marketing aspect and stuff can sometimes scare some people off, so it's great to hear that from you. With regards to pricing, again, I think you've already touched on this, but how do you tend to price your apps? Do you have a set price in particular, or do you negotiate with your clients?

Eric: I negotiate and I look at what I think the client can pay, and of course whether they're a friend, you know how it is with friends, you always be a little easier. My very first app, I figured out what the price of Zapa was going to be and I figured out what my time I thought was going to be. Then I actually tripled that price and then that's what I went in with. Then by selling the first app that covered my first year of Zapa, and all what I thought was going to be my expenses, which it did, it covered all of that. My very first app I was in the good. I also figured that if i built 7, or 8, or 9 apps, that's going to get me a little portfolio. That's going to get me some things that I need to go out and have some credibility with people.

At that point I'm going to start raising my price. I have a website, on the website I have a $999 one, I have a $1900 one, and then I have a $3000 app that has all the bells and whistles, and all that stuff. Depending on the customer I'll put that out to them as that's what it is, then I can negotiate down with them, or negotiate up, whichever I have to do.

Andrew: That's great, excellent. With regards to Zapable as a product then, is there anything in particular about Zapable that you really like, or do you have a favorite feature or 2?

Eric: I do, I can build pretty much the whole app, in my opinion, with either a video gallery, or the directory. I build a lot of apps with the directory, start out with it, and then I'll break them down as the individual if I have to, but I like the directory. I think you can build a lot of things and do a lot of things with that. My favorite of all these, which makes, to me, the easiest to sell, is push notification. Been around a lot of sales, around people selling stuff and all that, not necessarily myself, but people coming in trying to sell me stuff and all that.

To me, the push notification that a customer can take either a discount or a car dealer may have maybe a special on brakes this week, or maybe he's got a special car or something, and he can type through push notification, and send it out to both the Android and the Apple, and send that out, and then boom, it's instantly on somebody's telephone and they read, and it makes all the difference in the world. I like emailing, I like everything else, but to me, that is the most selling point, it's the best tool that Zapa's got in the toolbox. It's a great feature.
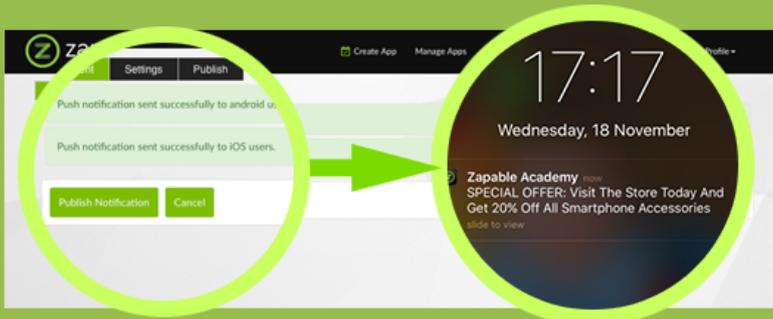
Eric

✨ Quick Feature Demo
How to Send a Push Notification With Geo Targeting

STEP 1:
Enter your message here and select the URL
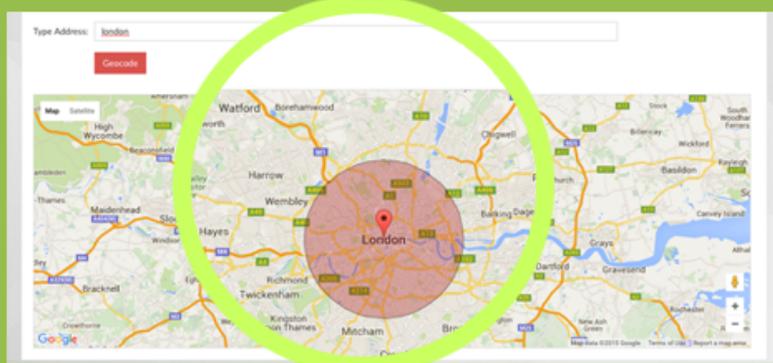
STEP 2:
Select your area and radius

STEP 3:
Hit Send and your message is immediately sent to everyone who has downloaded the app

Ready to start building apps with Zapable and sending Push Notifications?

Click here to activate your special $1 trial.

Andrew

Plenty of people agree with you, it's definitely one of our favorites as well. Have you had the opportunity to use support yet, and how did you find that with Zapable? Also, the online community, are you a part of that? Do you tend to utilize that a lot?

Eric

Yes, especially in the very beginning I did an awful lot of back and forth with support, because the technology things a lot of the times you guys used when I was listening to the webinars and stuff, you guys would use terms that I just didn't know what they were. I would text support, and they would get back to me. Because you guys were on the other side of the pond, I put up with the 24, 72 hours, and because I was anxious to get the answers and figure out what was going on. You guys have always been really great, and to me, that makes or breaks the company. Of all the other things that I have looked at, played with, [inaudible 00:13:46], their support, when it come to that, was either pretty good or it was non existent. You guys have been really, really great with all that.

The forum would get me a short answer. I love the forum because you can go in, and if I got a problem I know somebody else has had that problem, or somebody's had something close to it, and they're really great, it's a great community. They're able to give back some pretty quick information. Sometimes stuff that I would not even think would be the answer, it comes back, and I work with it. It's great, I love it.

"The support was always excellent with Zapable which makes me feel very confident."

Andrew

Excellent, that's really music to our ears, that's excellent. Eric, to finish, final question, and it's my favorite, if you could give one piece of advice to new Zapable members who want to sell their own apps, what would it be?

Eric

I think that the technology that you guys got is already there. I call it a business in the box. Not too much concern with that. I think you need to, if you're interested in making money, which I would think that's what you're doing, is to go look at the video, buy the program, go and look at the videos, play around with it, find somebody that you either know who runs some kind of business, and experiment with that person, with the app. Get something underneath your belt and then take that passion and go out and run with it. I figure that, from what I said earlier, that people with webs, 10 years ago needed webs.

I look at the apps and I figure you're going to have between a 5 year and 10 year window that you're going to be able to make a lot of money, you can make a lot of people happy. In my case, at 68, I figure I can go to 78, and that's going to supplement my income for a long time. Because I do it part time, let's stay on tune with what I'm doing, let's say I do 12 apps a year, that's $12,000. That's going to supplement my income big time. Don't let it sit on your desk, get out there and do something.

Andrew: Brilliant, so big advice is take action, get out, do it.

Eric: Take action, yeah.

Andrew: Brilliant. Well that's fantastic Eric. I'm out of questions but I could talk to you all day. It's been a real pleasure, it really has, it's been lovely to hear some of your advice throughout that.

Eric: Thank you Andrew, I appreciate you, and appreciate your company, and I'm glad to do the call.

Andrew: Thank you very much indeed. Cheers Eric.

zapable EVOLUTION

Eric was a **68** year old tech newbie who has now sold over **$7000's** of apps and is now making **$100's** a month automatically. He spotted an opportunity and is capitialising it. Are you going to follow his lead?

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