THE SUCCESS STORIES SERIES
From Zapable HQ

Andrew Hamilton
ZAPABLE TEAM

talks to

Kerry Rucker
ZAPABLE CUSTOMER

Kerry had been working in Real Estate Finance and then marketing for the past 20 years or so. Learn how after becoming a member of Zapable, he has now started his own App Business, sold 3 Apps to date and uses his previous work experience to gain new customers.

Check it out below...

Case Study: Kerry Rucker

Name: Kerry is based in Portland, Oregon in the US

Age: 43 Years Old

Previous Work History before Zapable: Finance and Real Estate along with Marketing.

3 Apps Sold to date with lots more in the Pipeline– Kerry has sold into the Restaurant and Real Estate Niches to date.

Favourite Zapable Features:

⊞ Directory Feature

Andrew: Hello everyone, it's Andrew Hamilton here from Zapable. I've got an interview case study today with Kerry Rucker. Kerry, how are you doing? Is everything all right?

Kerry: I'm doing wonderful, thanks for asking Andrew. I'm just enjoying Zapable and looking forward to this interview.

Andrew: Excellent. Whereabouts is it that you're based Kerry?

Kerry: I'm in Portland, Oregon, in the Northwest part of the United States.

Andrew: Lovely, excellent. To get the ball rolling, could you maybe tell us a little bit about yourself and your background? We'll just get started.

Kerry: Sure, my background is in finance and real estate. I spent probably 15 years in the residential financial markets, originating loans, and kind of gravitated toward marketing back probably 5 or 6 years ago. I started purchasing a bunch of domains and squatting on them as some people do. Recently, I decided I would try to put some of them to use. That's how I came across Zapable.

Andrew: Mm-hmm (affirmative). Excellent. Good stuff. With regards to Zapable, how many apps have you created and indeed successfully sold so far?

Kerry: Currently I've created, in store, in my Zapable account I have about 6 apps going right now. I've sold 3 of them. I have a commitment for 1 other, and the other 2 are for my own personal use.

Andrew: Awesome. Excellent. Have you sold any of them so far?

Kerry: have. I've sold 3.

Andrew: 3 of them.

Kerry: I'm under development with one other, and the other 2, like I said are for my own personal use. I have another type of plan specifically for those.

Andrew: Excellent. It sounds like you've been busy. Good stuff. From the ones that you've sold, can you tell us a little bit about them, and indeed what niche it was that you chose? What niche it is?

Kerry: I do a lot of online marketing for restaurants. It was easy for me to get into that niche since I was always working with a couple of restaurants to begin with. I approached the owners and introduced the integration of mobile apps, which everybody knew about. They were able to give me the opportunity to bring the app to fruition for them, and they've been very happy with the apps so far. We just set up a base app for them, and we've been growing and adding to it as we go.

Like I said, they're in the restaurant industry, but I'm also branching out into the real estate industry which is my background, finance and real estate. I have a couple of webinars that we're lining up for those.

Andrew: Mm-hmm (affirmative). Excellent. That should be a pretty big niche I reckon. We're certainly looking at developing that properly at Zapable, definitely.

As it goes about now, do you tend to directly approach your clients, or do they come to you? How does it tend to work?

Kerry: So far I've approached only a couple of clients, but I do accept referrals, and I like to do a good job for the client, and they refer. I've had three or four referrals just recently from satisfied clients, which is kind of how I like to go about it, just put a good product in front of them and let them tell people about you. The referral process is a lot easier for me. I'm not really one that likes to sale, I just like my job and see what happens from there.

Andrew: Excellent. That's good to know. I know that there's a lot of our customers that are a little bit cagey and edgy about having to do the sales themselves, but it shows that it can be done, and if you have the product in front of you usually it can sell itself.

Kerry: That's right.

Andrew: Good stuff. Excellent. With regards to that, are there any specific marketing activities that you do? I presume that you have ... You will have a few websites I guess.

Kerry: I do. I started out with an online marketing website for offline businesses per-say, but then it went to developing a couple of niche websites for myself. I like the restaurant industry because the apps tend to fit them really well. I developed a restaurantdirectory for my area, which we've developed. Also I'm looking at a legal app, which helps individuals that are looking to get legal advice for their mortgage situations since that's kind of one of the backgrounds that I came from. It's more of a legal directory for them. That's where I've laid my hat when it comes to marketing.

Andrew: Excellent. Do you have any social media presence at this stage, or there's not really a need probably?

Kerry: It's not necessary, I've found that you have to have a huge social media presence. Even though it helps, I would be very careful when getting into spending a lot of money with Facebook and Google, but if you know how to do it, you can definitely jump in there, and you can get a lot of attention. Make sure you can convert those. If not, you're probably going to feel like you're wasting your money.

Normally I do put together a social media package for each domain or asset that I'm developing, but to be completely honest with you it's just because I know people are there, and we try to get you a ship from it and derive something from it.

Andrew: Sure. That makes sense. That's fair enough. Getting into pricing now, how would you tend to price your apps? Do you have a specific format that you use, or would you tend to tailor it depending on the customer?

"I start out with $1,000 per app."

Kerry: I did have a base that I start out with. I start out with $1,000 per app. That's $1,000 for an Android, $1,000 for Apple. Depending on the situation, I'm pretty fluid with it. If the client, I know they can't afford it or they may not be able to afford it, then I'm also flexible with putting together a payment plan of some kind if you're into that. I tend to like to stare into the $1,000, and between 750 to 1,000.
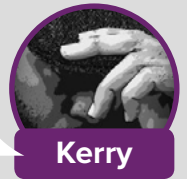
Andrew: I see. Cool. Do you tend to charge recurring costs as well? Monthly cost of them or is it just the one?

Kerry: I do. Just for the maintenance. I try and give them a good enough deal so that we can get it out of the way. I don't necessarily want to be in the collections business, but you do have to maintain the apps, and we do charge a small fee for that.
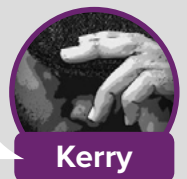
Andrew: Sure, well it makes sense. Excellent. Referring to Zapable itself, how do you find Zapable as a product? Is there anything in particular that you really like? Any features that stand out?

☰ The Zapable Directory Feature

The Directory Feature is used to list and display different categories on an app. Examples could be, a Car Dealer listing all of the current cars they have for sale. A restaurant could display different menus or as per the example shown here, you could have an app that is a general directory of different businesses in a particular area (restaurants in Rome).

This feature is one of our most popular and is used in the majority of apps. It is super easy to set up and operate and is an excellent way to categorise and showcase the different products or services that a business has to offer.
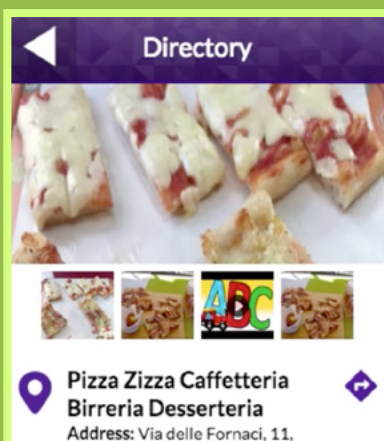
Click here to activate your special '7 Day' $1 trial of Zapable, it's time to get started.

Kerry

I've used quite a few, probably 3 or 4 different app builders over the past 3 years, and Zapable is probably the easiest to use that I've found. The ease of use is very don't let that fool you because the features within the app just because they're easy to use are very powerful. I've found that using Zapable is probably one of the best app builders that I've found out there. I've spent a few thousand dollars going through them all trying to figure out which ones are going to work the best.

Andrew

That's great to hear. Is there any particular features you find that's worked particularly well with the niches or industries that you've used?

Kerry

I do. The program that I like ... The feature that I like best about Zapable is the HTML feature and the directory feature simply because in my opinion they mesh really well together. I do a lot of graphic design, and HTML tends to work really well when you're into graphic design; as far as translating your images. I've found that those 2 work really well. With the restaurants it's kind of a different type of situation with those guys, they're going to need images as well, but also the coupon feature, I've found that they really love the loyalty and the coupon features.

Andrew

Yeah, sure. Definitely. Cool. Have you had any dealings so far with Zapable support, and how was that? Also, have you checked out our online communities yet?

Kerry

As you said, I've done a lot of checking into the support system online. I haven't really had to contact you guys directly because in the support area it's laid out very well so that when you're looking for help there are videos there to help you. It's organized in a way that you don't have to go very far. It's only a couple of clicks away in order to get the information you really need.
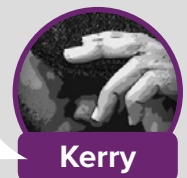
Andrew

Great, I'm pleased to hear that. I guess we've flown through this. Onto our final question, and as I like to say probably the most important one. If you could give one piece of advice to any new Zapable members, specifically who want to sell their apps what would that be?

Kerry

I would say if you are new to Zapable, and you want to sell your apps I would simply go online, search for any particular niche that you want to be in, and build 1 or 2, maybe 3 or 4 Android apps for these customers, and simply place them in the app store, go by that business and show them exactly how the app looks and what it can do for them. Then the app will pretty much sell itself. There's really nothing that we have to do. They're going to want it because you're there in front of them with their app. They're going to want to know more about it. At that point it opens up the door for you, and it makes it a lot easier just to get into the business.

> **"Simply place them in the app store, go by that business and show them exactly how the app looks and what it can do for them. Then the app will pretty much sell itself. There's really nothing that we have to do."**

Andrew: Yeah, that's fantastic advice. Indeed, it really just comes down to a lot of the customers that you go to don't really know exactly what they want until it's kind of put before them. Isn't that right?

Kerry: That's right.

Andrew: That's great advice. Excellent. That's it Kerry. It was short and sweet, but to the point and very useful. Thank you very much for your time.

Kerry: Thank you. I appreciate it. It's been nice talking to you.

With backgrounds in Real Estate, Finance and then marketing for the past 20 years and little technical or Sales experience, Kerry has used a very structured but common sense approach to his business, proving that with Zapable, there is a whole other world of possibilities open to you. 3 Big sales to date and many more in the pipeline, business is great.

Click here to activate your special '7 Day' $1 trial of Zapable, it's time to get started.