



THE SUCCESS STORIES SERIES

From Zapable HQ

Andrew Hamilton

ZAPABLE TEAM



talks to



Linda Karlsson

ZAPABLE CUSTOMER

Linda Karlsson was a full time mother in her mid Thirties from Sweden. After becoming a member of Zapable, she has started up her own Apps Business, found a business partner and has sold 14 Apps in her first month of business.

Linda isn't hanging around and she shares some massive advice for starting your own business below. Check it out...

Case Study: Linda Karlsson

Name: Linda Karlsson from Sweden

Age: 34 Years Old

Previous Work History before Zapable: Marketing and the Full time Mother

14 Apps Sold to date (in 4 months) – In various niches including: Hair dressers, Spas amongst others.



Favourite Zapable Features:

Push Notifications

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Andrew

Hello everyone, it's Andrew Hamilton from Zapable HQ here. I hope everyone's good. We're just going to put in over a few interviews over the next number of days together for this case study. It'll be interviews with Zapable customers who've been building and selling their own apps and doing quite well at it. It's really a case for you guys to be able to pick up some tips and tricks and whatever else and just see how our customers are going about doing this. I'm really pleased tonight to welcome Linda Carlton from Sweden who is a customer and has been a customer from the start since we launched. Hopefully we'll be able to learn some things from Linda. Welcome Linda. It's good to hear from you.

Thank you. Happy to be here.



Linda



Andrew

I'm glad to hear it. I guess we'll just start straight in. I'll ask you a little bit about yourself if you don't mind. Give us maybe two minutes just letting us know the person behind the name. That would be really useful.

I'm glad to hear it. I guess we'll just start straight in. I'll ask you a little bit about yourself if you don't mind. Give us maybe two minutes just letting us know the person behind the name. That would be really useful.



Linda



Andrew

That's fantastic. Excellent. Well don't, you. That's a big step for somebody to leave, to do that. Well done.

It's the best choice I've ever made I think.



Linda



Andrew

It makes me happy to hear that. Brilliant. Moving on then, I just wanted to ask you a few questions. To start with, it'll be 6, 7 months now that you've been with Zapable. Do you know off hand how many apps you've created or more importantly, how many you've sold on so far?



Linda

I started off doing what most people do I think, creating niche apps, like recipes and stuff and putting them on Google, but I didn't get any really great. I got downloads, but it wasn't that great. I couldn't bring food to the table. I started to getting out of my comfort zone and starting to talk to people. I joined a female network with ... I'm not sure how many. They have like 25,000 followers. I went on a trip to Croatia. That was the first thing I did. They are all business owners. On this trip, I just talked about what I do. Everyone was very interesting. They haven't heard about business apps. I started talking about that. I didn't have to sell because they were like, "I need to have that."

That's where I started and that's when I found my way of using Zapable. My way was not to put 100 apps on Google. That was about every niche in the world. That was not my thing. I wanted to have customers that I customized apps for. That's when it started. That was like 3 or 4 months ago. I went to Croatia. That's when everything happened. After that, I partnered up with ... I don't really like to sell. I like to sit here behind a computer in my room. That's very nice for me. I don't like to sell. I've partnered off with a guy who loves to sell who loves to go out and see customers, talk to them, show them what we offer. That's how we are selling.

Right now i'm actually talking to a Swedish guy who lives in England. He loves to sell. I'm taking my business over to England too, doing my thing there. It's getting bigger. It's really great. I've sold ... I just counted before we connected here ... 14 apps on the last 4 months. I'm know sure. Are we going to speak ... Should I say how I sell it? The money and stuff like that? It's really interesting.

“It's getting bigger. It's really great. I've sold ...14 apps on the last 4 months.”



Andrew

Definitely. We'll get on to that. I've got a few questions where we'll definitely look into pricing and that sort of thing. 14 sales in 4 months is-

14 apps.



Linda



Andrew

That's pretty good.



Linda

That's for customers who really want the apps. I make the sale, or my guy makes the sale and I do the app and we deliver and we get paid.



Andrew

You've got a good partnership there, that's brilliant.

Yeah, and I'm looking for more. It's really good.



Linda



Andrew

That's the way to do it. You mentioned earlier that there are a lot of people just like to do the design part of it. I would probably say 80% of the people listening to this now would prefer to do that than the sales bit. It sounds like you've got a real good set up there. That's brilliant.

Yeah. It took ... No, it didn't take time really. If I started 6 months ago and 4 less months, it only took 2 months to find my way. It doesn't just come to you. You have to work to get it. There are many ways to use Zapable. The way I want to use it works for me. For someone else it doesn't. There is not only one way. There are a lot of ways. This is my way. It's really, really working. It's just the beginning.



Linda



Andrew

That's great to hear. Excellent. We talked about niches in particular. What sort of niches are you actually working with then? Is it all just entrepreneurial type business owners who just want an app for their business? What specific niches have you actually built apps for?

Hair dressers. I don't know what's the english word. Saloon?



Linda



Andrew

Salon.

For hair dressers. Saloon is the cowboy stuff.



Linda



Andrew

Yeah, Saloon is cowboys.

Masseuse. All those people who have customers who are coming back, not just one time customers. They have customers who are coming back. That's where I'm not selling an app. I'm selling the possibility of push notifications. When we ask the customer if they would like to have a tool that will help them fill out an empty chair in a hair dresser. If they get a ... What's that's called if they call and say "Oh, I can't make it." Then they have an empty chair and they lose a few bucks for that. If they had a chance to fill out their chair would you want it? Yeah of course they want it. I haven't even said app. That's the easy niche to sell to, the hair dressers. They can really use it. That's like 90% of the sales have gone to them.



Linda

Then I have some hotel for cats. They have one just to be able to be seen on the mobile market. I have some other stuff like that. Absolutely mostly hair dressers.



Andrew

Brilliant. That's really good. It can be a real status for a business just to even say that they've got their own app. It's a good selling point I guess. You touched on the push notifications. That's obviously a great feature certainly in that market. One that we find is very effective. Just sort of interest. Your customers, do they tend to come to you? In other words, would you tend to have a website or something or do marketing to attract them to you? Or do you tend to go directly to them yourself? Would you go out and look for the business? How does it tend to work?

I have a website just because I should. I think I've got two inquiries from the emails from the contact corner. Everyone else is from people who I have met through the network. Networking for me is a really great way of making business. Everyone knows, I have my sister here. Macbeth. In Swedish, App Linda.



Linda



Andrew

That's excellent. I love it.

App Linda in this network with all these women who have their own business. If anyone says, "Oh I should have an app." "Oh, I know one. App Linda."



Linda



Andrew

Perfect.

I've made a name for this. They in Croatia. They gave me the name App Linda. Oh you're App Linda. If they say it well yes, I guess I am. That's helped me a lot.



Linda



Andrew

Definitely. You're like the go to person, especially at those sort of conferences and stuff. I'm writing saying that you're doing that tomorrow aren't you? Isn't that what you're at for the moment?

Yeah. For three days. Right now I've been traveling for 8 hours in a car to Stockholm a city in Sweden. For three days I've going to be on an event with 100 gathered companies and about 8,000 customers who are business owners, who want to start off a business. I'm going to be there right in the middle selling out. Hopefully.



Linda



Andrew

Good for you. That's brilliant.

I'm thinking that I will. I hope so.



Linda



Andrew

Definitely.

“It's very important to be seen to be out there and just take a step out of your comfort zone. I was at home all the time and didn't get out and talk with people. As soon as I did, something happened.”

That's really good. It's very important to be seen to be out there and just take a step out of your comfort zone. I was at home all the time and didn't get out and talk with people. As soon as I did, something happened. That's a really big tip.



Linda



Andrew

That's a golden nugget that one. Anyone listening, that's exactly how to do it. It's always about taking action. Well done Linda. That's brilliant it really is. Okay. We'll get on to probably one of the more popular questions. We touched on it earlier there. Let's talk about price. I know that a lot of our customers, this is the different part for them. It's trying to justify what price do we ask for these apps that we've built? What's an appropriate price? What's too high? What's too low? What's your take on it then, Linda? Have you got a set sort of pricing list? Would you tend to negotiate each of your prices for apps with the customers directly? How do you work it?

I have thought a lot about this. I have one price. If I get a customer that want to make, "Oh I have this great app idea." Okay I will give you a number to a guy who does those apps. that's not what I do. I don't code the apps. I don't want to do that. That'll take like 6 months to do an app. The cost of those apps are humongous. They're very big. Here in Sweden, I'm not sure what it is in dollars. Let me do a quick count here. 11, 000 dollars at least here in Sweden to have it coded for them. That's part of the business. It's the business owners that afford to buy those, that is my mark. I just focus on the small business owners that count every penny every month. They don't have an app because it's too expensive. They're always say, "Oh I have a lot of people who call me and sell apps. It's too expensive." My pricing is just below \$2,000.



Linda

I can't put it lower because i spend time doing it. Your time is more valuable than the products that you buy to make your products. My time is valuable and it's on the limit too low. I think I'm going to try to push it up a bit. Right now, it's right on the \$2,000. I have a plan with a finance confidence. My customers can do a... What's that called? as they call they pay as small-



Andrew

Installments?

Yeah, yeah, from 12 months up to 60 months. Everyone. It's like having a mobile phone. Everyone can have an app.



Linda



Andrew

That's really good. Is it just the one fee? I presume that they pay you monthly as well for upkeep? How does it work?

I do have that. When I tell them my price, they often say that, "Oh that's not that cheap, that's a lot of money." But it's a lot cheaper than they're used to hearing. I don't want to sell apps all my life. I want to be able to take a vacation for one month knowing that I'm going to get the month income. I'm thinking about taking \$45 a month for support. That's cheap if you compare other companies who have support, but still it's a small business owners that really count every dollar. Zapable Casestudy - Linda Karlsson Page 6 of 8 Some customers will need a lot of help. We'll call three times a week.



Linda

Some customers will not call you one time in a whole year. I think it evens out in the end. I think \$45 is okay for me.



Andrew

That's cool if that works. Have you had difficulty whenever you go to them with prices, do they tend to be happy enough with them? Do you find yourself having to negotiate? Do you have to drop prices? What's your view?

If I have to drop prices, then I don't do the deal. It's so cheap. When they try to bring the price down, it's just because they think they can, not because they need it. We were visiting the busiest Salon in Sweden. We know they have money because they have no problem in buying an app for \$2,000 and they wanted to cut it in half. I was like, "No. We won't sell to you, it's okay. Bye." You just go around the corner and there's another customer. If you take the hair dressers, they're like 50 in every town here in Sweden. In the States, even more, or in England. There's always another customer. Don't sell out. You have to spend all the hours even if they pay half price. It's still the same amount of work.



Linda



Andrew

That's really valuable input definitely. Great. That covers price. Moving on, Zapable as a platform, as I say, I think you've been in it from the very start. How do you find it as a platform and just as a customer? Does it work well for you? Are you pleased with it over all? What's your sort of views?

I'm pleased. I'd like to thank your system is always ... what's the hills? Overcome in the small problems that come up now and then. They always disappear. When I see that there is ... What's that called? A hiccup or something in the system, I know that it'll be taken care of. It always is. Now with the new launch, with the new Zapable, it's like, it's great. The design is awesome. It's like Zapable on steroids. Really great. I like it a lot.



Linda



Andrew

That's really pleasing to hear. I know that Chris has been working really hard. Chris Fox and that. It's gong to be great. We're really excited about the new launch. It'll be the start of December for listeners out there and Zapable customers. That's really good to hear that Linda. It's really pleasing to hear that. You mentioned there about support and stuff. You're involved in the community too, the Zapable community. Have you been to the forums and that stuff? How do you find all that?

I think that it would be great if more people would be more active because we can really help each other. I have some Swedish people I talk to when I'm running into problems. I run into the same problems as every business in the industry. It doesn't matter what the product is. It would be nice to talk to someone who has the same problem as I do. I think that the people who are active respond really fast and are great, but it would be nice if more would be there. Support is always good. I've been less in the forums and more into what's his name? Craig? Not Craig, Chris?



Linda



Andrew

Craig, yes. He's one of our guys.

“The support is awesome. You always get response really fast and always good response.”

I have come like the 3 emails a week. The support is awesome. You always get response really fast and always good response. Not just like, "Oh yeah, we'll take a look." They do go up and let me know when it's done. I feel safe there. I like the support.



Linda



Andrew

That's excellent. I'll pass regards on to Craig as well for you. He'll be pleased to hear that. That's really good. Excellent. Okay Linda, I guess we'll finish with one more question. We'll try to keep this down the time. We'll finish with this last one. It's probably my favorite question because I think it's filled with value. You've already dropped a real value bomb earlier, but if you could now picture yourself 6 months ago, when you were starting out, if you could give one piece of advice to a new customer, maybe to Zapable who wants to build their own apps, wants to sell into business, what would your advice be? What would you say to them?

Sit down, go through all the training, when you're down, do it once again. Just do some what's that ... Demo?



Linda



Andrew

Demo?

Demo apps, one for fitness, one for hair dressers, one for restaurants or personal coaches, just keep doing them, the demo apps. When you've done that and you know how to do everything and when you're swell on that, you'll have it down. You won't clone it and change the content and then you'll have your app. That's just the stuff. But do get out of your comfort zone. I never thought that I would do talking to people about themselves. I can sell everyone else's products, but I have never been able to sell my own. Now I know that I have a great product and everyone needs. They can get it because it's so good. Why shouldn't I? It would be ... What's that called? It's the language thing. Remember I am a Swede.



Linda



Andrew

Don't worry about it.

I think helping someone, like the hairdresser I talked about earlier. I'm helping them to get a new customer for the one that didn't come in. That's selling them an app and helping them and taking away a problem. If you just have the right mind set and not go out to sell, "Hey, look at this app here. Take a picture." It doesn't work like that. I've done that all forever. You have to do something different. Get out of your comfort zone. Learn how to do it and then do the apps, learn them, really see that the system is easy, everything is good. The Training is paid for. Just go out and sell. If you don't like to sell, do it like I do. Partner up with someone. Give them some money for every sold app. Then it's a done deal. Saves time and you don't have to do something you don't like to do.



Linda



Andrew

That's excellent. It makes it good sense to go through the training that's provided anyway, go through that a few times. Get your apps built. Get how to know how to build them well. Then from there just take action really. Get out of your comfort zone, get on and start selling them. That's really good. Really good Linda. It's great to see someone who really is taking action and obviously doing very well out of it. It's been a pleasure to chat to you.

Thank you. Same to you.



Linda



Andrew

I'll stop this recording now. Thanks so much Linda. It's really good.



A full time mother from Sweden sets up her own app business using Zapable and has already sold into double figures after the first few months of trading.

Any Zapable member can be successful, Linda took action and now 'You can Too'!

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