



## Cut Your Losses

Like most businesses, the app business is a numbers game. Some apps are going to work, and some aren't. Sometimes apps don't perform as expected even if you have an awesome icon, exciting screenshots, an appealing name, and a well-designed app. This is why I don't spend a lot of money to begin with until I see a demand in the market for the app.

After you've tried to improve your app and its marketing elements for three to four months, it's time to move on and focus your energy on a different app. Cutting losses is difficult, but it's vital for you and your business in the long run.