



App networks are multiple similar apps that are strategically aligned for mutual benefit. They enable pushing traffic and sourcing data between apps, which multiplies users to infuse money into your system. Understanding the importance of the app network enables an app empire.

- Use a nag screen, or pop up, to cross-promote and solicit reviews.
- Assess your competition's network setup.
- Research the analytics of apps in your network to assess the techniques of friendly competition.
- Acquire email addresses and information on general interests.
- Once the network is set up, check its status from time to time. Do a push notification to re-engage users.
- Use the network to do surveys and use that data to develop new apps.
- The best way to use your network is to inspire emotion and trust.
- Set up your network so that you understand it, can sign on, change copy or promote a new app that you are launching.
- Just as icons, descriptions, user interfaces, and functionalities must change to add value to your app, so must your networks. Observe other apps as they change models and emulate those that seem to work.
- Your app is also about connection with people who are testing and learning. Tap into those new resources. Go to conferences. Enjoy yourself!