

THE ripple EFFECT

**THE MONEY MAKING
APP THAT WILL BLOW
YOUR MIND!**



The Ripple Effect
Money Making Apps That Will Blow Your Mind

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Foreword

Mobile computing has allowed millions of people worldwide to do to whatever they want anywhere and anytime. Where before, one had to at least have a computer with an Internet connection to go about their business, consumers can now go to their favorite websites using smartphones or tablets that are small enough to fit in their pockets. Users also have the choice of platforms by which they could access their data. By far, the most popular are BlackBerry, Android, iOS, and Symbian.

This new trend has spawned an entire industry based around creating small yet powerful applications for mobile platforms. One of the most exciting applications around is Rippln, an advanced mobile application platform that allows ordinary people to earn revenue using mobile apps. It is possibly the first platform for mobile computing that rewards users for setting up their social networks. It has the potential to get even bigger than the likes of Twitter or Facebook.

We will find out about Rippln here.

Chapter 1

Introduction

Rippln allows for transparent, open access to social networking, and brings a whole new business model for the so-called eyeball acquisition. With Rippln, mobile users will be aware of the impact of their social networks on the larger market and to make a profit out of it.

Transparency is key here because until recently, companies and their apps have been relying on their users' social network influence by growing their companies through word of mouth, and this influence has never been disclosed to individual users. Despite the value added by users, current business models have never been included in profit equations. Rippln seeks to bridge the gap between users and profit. It is a rare opportunity to capitalize on the three major emerging Internet markets: apps, gamification, and mobile.

If you ever live near a body of water, you might be aware of the “ripple effect”. That is, the waves that are generated by a disturbance, such as a stone being thrown into water. Rippln gives you the chance to be that stone that makes the waves.

Once you're in, Rippln also gives you a chance to make money out of your ripple. This is called “monetization”. The passive income generated by app users can add up to a substantial amount, and your ripple keeps on growing every time someone uses Rippln to buy goods, such as tickets and flowers, online. This gives ordinary people

the chance to get passive income out of using and sharing a tool with their contacts.

Rippln is a mobile app available only by invitation. Once you install the app, you have the chance to invite your friends. Your ripple will be updated in real time – see your friends invite their friends, expanding your own ripple in the process. The makers of Rippln estimate that 20 million users will have installed the app within a year, and within two to two and a half years, 200 million will already be using it. This is an opportunity you simply cannot miss!

Be at the center of the ripple!

Chapter 2:

What Are The Trends With Game Apps And Mobile Marketing

While mobile computing itself is a trend that will stay, consumers are always on the lookout for the latest in terms of trends and apps. Most game apps have feature excellent graphics and simple gameplay, proof that mobile users prefer ease of use over complexity – they have gaming consoles for larger games anyway. These same app manufacturers have pioneered and improved upon the once-primitive mobile marketing platforms that have accompanied gaming for years.

Gone to the Birds

The latest installment of the highly successful Angry Birds franchise, Angry Birds Space, adds a new factor – gravity – to the equation. While it is a bit easier than the original game, Angry Birds developer Rovio makes up for it with new levels and bonus rounds. Rovio has also cashed in on the puzzle-game craze with Amazing Alex, a game inspired by Rube Goldberg physics.

Play and Connect

Games like 4 Pics 1 Word are big this year, but the trend of connecting games to social networks started with the likes of Draw

Something and Words with Friends in 2012. These games allow players to ask for help on their social networks, and have also become social networks in themselves as well. There have been reports of couples getting together because of Words with Friends, and the world is better for it.

My 8 Bits

Mobile games have featured increasingly more detailed graphics and gameplay since they were first introduced. One fun trend, however, caters to the nostalgia of people who grew up in the 1980s and 1990s, who comprise a huge chunk of smart phone users. One such trend, Gurk, features 8-bit graphics reminiscent of the first Nintendo RPGs. App developers have also introduced emulators for NES and SNES games such as Super Mario Brothers and Battle City, both of which feature simple gameplay and graphics.

Welcome Our New Android Overlords

While BlackBerry has embarked on a remarkable image transformation and Apple has introduced the new iPhone 5, the Android mobile operating system still rules the smart phone landscape. Industry observers predict that 2013 will see the one-billionth Android user. This is hardly surprising, as 1.3 million devices running on Android are purchased and activated daily.

Mobile Advertising = Mobile Sales

Industry pundits also predict that advertisers will recognize the power and potential of mobile computing, and position themselves to take advantage of the situation. Whereas before, a shopper needs to go to a physical store to make a purchase, all a buyer has to do now is to go to an online store and pay for it using his card details.

Mobile advertising seeks to bridge that gap by shifting the decision-making progress from the physical store to online ads, including apps for coupons, web banners, and ads embedded in games. Mobile video is also a trend that cannot be ignored, and needs to be leveraged as an integral part of the total advertising process. Finally, advertisers will start measuring mobile performance, with the aim of targeting ads to specific user classes.

Chapter 3:

What Are The Trends With Rippln Apps And Mobile Marketing

The Rippln app takes advantage of social media, gamification, and virality by building on their strengths, particularly when it comes to mobile computing. Mobility is Rippln's strongest suit; apps and games for smart phones are easy to download with the advent of app stores for the three major platforms.

Those who download these apps and are impressed with them spread the news by word of mouth and even ask their friends to try the apps for themselves. The aim of Rippln is to help users earn from this process, as it recognizes that the consumer base itself is the best marketing tool that app developers have. Rippln is expected to go viral largely due to this factor; it offers a new way to harness the power of social media referrals.

Rippln's platform is a tried and tested way to distribute services, content, and advertisements. It combines gamification and incentives to draw users. Gamification is already a common strategy among social networks and mobile apps – for example, games like Farmville or Angry Birds succeeded partly due to the promise of rewards for players who refer new users.

Facebook, while not offering in-game rewards, also started its growth through word of mouth; the reward it did offer its users was the

chance to establish networks and share thoughts and experiences with other people.

The gamification concept leverages the basic human urges of achievement, competition, reward, and self-expression and turns them into increased revenue, either from new members or from advertising.

One distinguishing factor about Rippln is its air of exclusivity. The app is available only through invitation. One may recall the early days of Google Mail, when one had to ask for an invitation from someone who already had a Google Mail account. This control over registration is what makes Rippln different from other apps that seek to do the same thing. It also has a monetary incentive system in place, but it is available only to those who join.

In fact, those who are aware of the system are asked to sign non-disclosure agreements. It seems like this secrecy is part and parcel of Rippln's marketing strategy, and so far, it does look like this exclusivity is paying off, as is the case with membership websites, people are willing to sign up for anything that sets them apart.

Rippln's advantage lies in the fact that it is free of charge. The concept of gamification has been proven to be lucrative in many other industries, and Rippln is not the first app to use this concept.

Rippln has poised itself to take the lead in this highly competitive industry by offering a very attractive business and compensation package.

What remains to be seen is how Rippln will differentiate itself from the many imitators that also think that the gamification and incentives business model is a good business idea. It also remains to be seen if Rippln will keep on evolving as apps and marketing strategy change over time.

Chapter 4:

Ripplin's Viral Communication App

Ripplin is a global mobile communication app that brings together the online community in the spirit of engagement, sharing, and fun. It is already viral, having been downloaded 90,000 times in the first five days after its release. Its impact is already being compared to Facebook and Twitter. The marketing for Ripplin is actually powered by its users, unlike other apps and platforms that are promoted by advertisements and endorsers.

Its creators, Russel Brunso, Dave Llinado, and Jim Bunch, all experts in Google and Microsoft technology and expert online marketers, made sure that the promotion for the new app remained viral, without the use of expensive ad space. True to its name, it has caused a big ripple, with profound results.

One outstanding strategy they applied was to provide its first few members with the opportunity to become among the pioneer “Ripple Makers”. Promoting the app and the concepts behind it lets people reap incentives and benefits. It is growing at a near-exponential rate, just like the ripples made by a stone thrown into a pond.

The Ripplin Communicator lets its users share text, videos, audio, and images, similar to communicator apps like WhatsApp, Skype, and Viber. The interface is similar to the apps listed above, with options for location indicators, loudspeaker, and notifications. It also ties in to your social networks almost seamlessly. The only catch is that

you'll have to share Rippln on your Facebook page, but it only means one thing – more referrals. And the more referrals you get, the more money you receive.

Promoting Rippln seems almost like a game. Members, or “insiders”, can keep track of the ripples they create. This ripple effect is shown on a map that displays every ripple created by each share. It is indeed a good opportunity for passive income. The secret to this is that every time Rippln is shared, value is added to it. It is a fool-proof way to earn money constantly.

Rippln has no banners, no promotions (except for a few fan-made YouTube videos), and no concerted campaign to show off its features. In fact, screen shots of this app are very rare – you have to be a member yourself to know how it looks.

Despite this guerilla marketing campaign, Rippln's membership has risen to almost 100,000 in less than a week. The sense of suspense and anticipation that Rippln brings to the game is indeed one of its strongest selling points, and people want to cash in on the craze.

There are more than 400 million smart phones worldwide, and each user is a potential Rippln member. A significant majority of new phones being sold are smart phones, and industry experts estimate smart phone users to reach one billion this year. Each new smart phone user is a potential source of income, and as the market for this app is not yet saturated, it will just keep growing until it matches – or even surpasses – the growth of the major social networking sites.

Chapter 5:

What Is Rippln “Gamification”

Rippln’s founders keep on talking about “gamification”. But what is gamification, anyway? It is the use of game mechanics and game-like thinking in contexts outside of games in order to get users engaged and to help solve problems. Gamification is commonly applied in processes to improve data quality, learning, and user engagement.

First used in 2010, the term originally referred to the usage of games’ and reward aspects in software. It then caught the eye of venture capitalists, who observed that half of the companies who were seeking funding from them incorporated some sort of game design in presentations for consumer software.

A central strategy for gamification is to give out rewards for participants, or “players”, for doing certain tasks. These rewards might include points, achievement levels or badges, progress bars, and in many cases, virtual currency that can be used in the application environment. This strategy also uses the element of competition. More often than not, players are shown the rewards given to other participants to encourage them in their tasks.

One other approach to gamification is to make players’ tasks feel just like games. Techniques applied in this approach include adding choices, escalating challenges, and narrative. There are studies showing that gamification may be used to get business intelligence, to

get people to accomplish surveys, and to help with market research about brand identity and recognition.

The gamification approach has been widely applied in marketing strategy. About 70% of Forbes' top 2000 companies are planning to use gamification or are already using it for marketing and customer loyalty purposes. For example, Starbucks gives Foursquare badges to customers who visit several locations and gave away discounts to clients who became "mayors" of certain stores.

Many message boards and forum sites give away badges to specific members who have shown both loyalty and engagement, measured by the number of posts and longevity in the site. These badges often translate into greater influence and access to restricted areas; for example, "senior member" badges often allow holders to view individual user profiles, and in some cases, the power of moderation. They are also held in high regard by other members and moderators alike.

This strategy is also common among mobile apps and games on Facebook. Games such as Farmville succeeded partly because they give away free points to players who invited their social network contacts to try the game. Sometimes, it does feel that the aim of these games are to attract as many people as possible, making the referral process a game within a game.

In the case of Rippln, the app is geared towards gamifying the social-media experience. Because Rippln's strategy is to attract users only by invitation, it offers some sort of compensation to those who refer new

members and get them to download the app. They also give incentives to those who share the site on their social networks. This sort of gamified experience is one of the factors that contribute to Rippln's rapid expansion now and in the near future.

Chapter 6:

Why Is “Gamification” So Lucrative

Gamification has been described as the next wave of marketing strategy. It is successful because it plays on the human instinct to compete and win. When used properly, it builds loyalty, increases sales, and helps companies engage with their customers.

However, gamification is not a sure-fire way to get those customers coming. The use of any business strategy must be rooted in the business’s stated objectives. Badges and rankings are useful, but they are nothing if proper planning is not done. The “game” must be something that players actually want to play. Without a good product, the game does nothing.

- Entertainment . Today’s consumers are more into interactive media such as social networks and mobile platforms. Unlike traditional media such as television and radio, new forms of media allow users to decide the outcome of a particular program or action.
- Interaction. Gamification runs mostly on social interaction. Humans are social people, and this aspect fulfills their need to associate with others. Integrating gaming concepts and sharing options will help draw new users into the game, and will give a brand the exposure it needs.

- Competition. Game players become more engaged when a certain target is set for them. They become even more competitive when they see the scores other players achieve. Real-time scores help players see where they are, and let them adjust their tactics accordingly.

When properly planned and executed, gamification is a brilliant model that benefits both the business and its customers. For instance, a manufacturer of home appliances might introduce a game that lets users design their homes using their social networks. Players are rewarded with virtual currency once they finish a task, which could be used towards discounts on purchases at a physical store. Thanks to the game, the player develops brand loyalty and enjoys lower prices on purchases.

A real-life application of gamification may be seen in the collaboration between FarmVille and the vegetable brand Green Giant. Players may purchase certain Green Giant products to receive a code, which they can then input into FarmVille to receive vouchers worth “Farm Cash” units.

Another excellent example is Nike+ Tag, which presents a perfect blend of sports and online competition. Runners who download the app can play a virtual game of “tag”, where they can tag other users and run to keep themselves from being tagged by the competition. Those who run the least, or the slowest, lose for the day. It is a game that works on two levels: the first, being the actual activity of running; the second, the virtual chasing of other players.

Gamification is a lucrative industry in itself because of the potential it holds. As more and more applications are introduced into the market every day, those who do not engage their users are most likely to fail. Nine of the top ten apps on the market today are games, implying that users are drawn to fun, competition, and the prospect of winning.

Chapter 7:

The Best Way To Get Started With Rippln

The first step to get into the Rippln network is to secure an invitation from those who are already inside. So far, six days after its launch, it has only 200,000 subscribers. A quick Google search comes up with many websites that offer Rippln invitations. Rippln may be accessed in at least 100 countries, and new members come from all corners of the world. If you are based in, say, Turkmenistan, you should still be able to join Rippln. All you need is an Internet connection, and later, a smart phone with the Rippln app installed.

Once you receive an invitation (and the code that goes with it), sign up for the Rippln Inner Circle. The code is usually good for only 24 hours, so you have to check your e-mail constantly to ensure it hasn't gotten lost. If for some reason you are not able to register, you will have to request for an invitation again. You will be required to sign a non-disclosure agreement, or NDA, before you can participate.

Once you're done with the NDA, a video explaining Rippln will be unlocked. You will then be able to give away up to five invites at a time to friends and contacts. Once you've sent out the first five invites, another video will be unlocked, along with five more invitations that can be given away.

As you go on with Rippln, you'll find that your "Ripples" will get bigger as those you've invited start their own Ripples as well. This Ripple game will continue until the official launch of the Rippln app, upon which you will be given rewards for Ripples you've established with checks issued by the company.

How to Get More Friends to Join Your Ripple

Step One: Make a list of people who you think might be influential. These guys, once invited, will help build your Ripples faster than you think you can.

Step Two: Let your contacts know that you have 5 personal apps to give away for a new mobile app that has the potential to match Facebook in size and influence, and that they can earn a tidy amount of money just by joining the app and spreading the word. Make sure that you tell them about the non-disclosure agreement, as this tends to either draw people in or turn them off.

Step Three: Help your friends get started with their own Ripples. Once they get into the flow, you will also benefit from this as their own Ripples will be part of your Ripple too.

Step Four: Once you've given away your first five invitations, wait for the next five, then repeat the process.

The Rippln Ripple screen will show you statistics about the Ripples you've created, as well as the number of people in your Ripples and

those your friends have created. It will even show you a world map tagging the countries where your Ripples are located.

The secret to being successful at Rippln is to help your friends as well. Think of it as paying forward – helping those who came after you will help you in the long run.

Chapter 8:

Making Money With Rippln

Rippln's money-making concept is so revolutionary that the details have not been ironed out yet. This is not a joke; Rippln corporate headquarters is serious about making the company compliant with all pertinent rules and regulations.

Once Rippln's corporate headquarters are finished with the rewards program, users should be able to take advantage of the monetization. Take note that Rippln does not charge membership and entrance fees of any kind, so this is totally risk-free. That, and the fact that you'll be able to see your influence and impact on your social networks in real time, would already be enough for many people. Rippln takes it a step further and rewards you for referring people and getting them to start their own Ripples.

What's sure for now, though, is that the sooner you start your Ripples and the more Ripples you have in your networks, the more you are going to be compensated after the Rippln app goes live. This is because Rippln believes in making sure that users get the most out of their online experience. Because social networks and apps benefit from referrals coming from users, Rippln has decided to reward these users, making it an excellent tool for analyzing consumer preferences and social behavior online.

As opposed to MLM models, where companies charge membership fees and use them to pay off their uplines, Rippln allows its players to share products and receive a reward in exchange. In effect, Rippln players are not paid just because they bring in new members; they are paid because they use Rippln and see the impact of their online activities on other people, thus, adding value to the applications they use and share on a regular basis.

Rippln aims to open the gates for the gamification of apps and websites. Most other websites offer gamification only as an add-on or as a promotion; Rippln is built *around* the concept of gamification and the process of offering rewards to its users. It wouldn't be Rippln if it did not offer any reward for its use.

For now, Rippln has not yet released the details of its incentives program. This means that there are no definite rates for each click or referral. At the very least, you can expect monetary compensation for existing Ripples, at the rate of \$20 for every five fans you get into Rippln.

You get the same amount for every five fans your affiliates get, and so on. Rippln also has hierarchies: one can either be a Domestic or a Global affiliate.

You may earn coaching bonuses every time a recruit of yours gets promoted to either domestic or global affiliate. The coaching bonus is computed using a compensation plan up to the first 10 recruits, and

one out of five after that. The Domestic Affiliate coaching bonus is \$80, while the Global Affiliate coaching bonus is \$240.

If you are already a member of Rippln, you may watch the videos in your Back Office to get a better idea of Rippln's incentives and rewards schemes.

Chapter 9:

Creating A Buzz For Your Rippln Team

Because Rippln is driven by customers who sign up, you should also do your part in promoting Rippln and your Ripples. This is called “creating buzz”. The process for building buzz is the same as for promoting a new product. There are a few differences, though:

- You are promoting a membership, and a chance to earn good money by getting others to sign up. While some people contend that Rippln is teetering on the edge of being an MLM, or worse, a Ponzi scheme, Rippln is actually a new company that gives users visibility over their impact on social networks, and uses that visibility to reward them for the value to add to billion-dollar companies that create and publish apps and other products.
- Rippln is free. To make a long story short, you are not selling anything. In fact, there is nothing to sell and nothing to download – for now. This is because the Rippln mobile app has not yet been launched. This is also what separates Rippln from MLM companies that charge you for initial membership – and pay off the “pioneers” with the membership fee you pay.

Here are a few rules for creating buzz for your Rippln team:

- You may use the videos found in your Rippln Back Office to educate potential users about Rippln. Do not alter the videos in any way, and always give credit to Rippln for the said videos.
- Do not show your Back Office to anyone, or take screen shots of it. You are also prohibited from showing the dashboard or the names of people you have invited.
- You may use the Rippln logo on your website, as long as you explicitly state that the website is not a part of, or endorsed by, Rippln.
- If you decide to set up a website for the purpose of attracting prospective users, you may not use the word “Rippln” in the domain name. You may, however, use “Ripple”, “Rippl”, and “Ripp”.
- You should not make any claims of income at all, and any statements that are not approved by Rippln corporate offices. When introducing Rippln to your contacts, you may use the following or a version thereof:

“Rippln is the very first incentivized platform for technology sharing. We allow users to track the ripple effect they make across the world and in our planned future phases, Ripplin users have the potential to be greatly rewarded for the value that they create.”

- If you find people who promote Rippln using any tactics that run counter to the rules listed above, send an e-mail to Rippln's compliance department (compliance@rippln.com) so they can take the necessary legal actions.

That being said, your friends will be curious about Rippln's rewards program. However, the details of the Rewards Program are not yet set in stone as they are still being reviewed by Rippln's legal team. For now, the only tangible satisfaction you will get from joining Rippln is seeing your sphere of influence expand in real time.

Chapter 10:

Conclusion

Rippln is a new social media platform that has the potential to change the face of online behavior as we know it. It is the first platform that rewards its users for connecting to other people. This strategy of rewards and incentives, also called gamification, has been widely used by other apps and businesses, and will be used in a groundbreaking manner for the first time by a social media app.

Rippln takes away the mystery of social networking and shows you just how influential you are. It's easy to use the interface and even has the ability to show you where your contact networks, or "Ripples", are based, and you will also be made aware of the Ripples that your Ripples make.

It puts you at the center of the social networking universe, and you have a bird's eye view of everything that goes on. It reminds you of water in a pond: a frog jumps in, creating ripples in the water. These ripples hit rocks and other objects floating in the pond, creating even more ripples. An awareness of those ripples, and where they go, is at the center of Rippln's business philosophy.

Available only by invitation, Rippln has grown leaps and bounds since its introduction in early April, and projects to have 2 million users in a few months. It is available in many countries in six continents. The

Rippln mobile app itself is not yet available, but the game has already started.

We have discussed here how gamification benefits companies, and how it will benefit you once you get on Rippln. You have also learned how Rippln itself is a game, and how you can leverage your people skills to get your friends and contacts to join the fun. Being straightforward about Rippln is important, so they will have a good idea of what they're getting into. They will also be able to explain the Rippln concept once they start their own Ripples.

Rippln rewards its players not just for getting others to sign up, but also for helping them expand their networks. Turning your fans into affiliates is the best and fastest way for earning money from using Rippln, where you could earn a substantial amount just for helping people expand their networks. You will also be able to earn passive income simply by sharing your social network and app behavior on Rippln.

Finally, we showed you how what to do and what not to do once you have signed up for Rippln. We have determined that everything you'll be doing is completely safe and legal, and that this business model is sustainable, given the lack of saturation in a market as young as this one.

You have reached the end of this document. It is an achievement to have been able to keep one's focus even through distractions. That

focus will serve you well as you go on with your Rippln career. So, what are you waiting for? Go get an invitation for Rippln, set up your account, invite your friends, and make some ripples in the ocean!

I hope that this book has given you a head start on getting started with the Rippln and to have great success with their platform.

Best wishes on your ventures.

OTHER RESOURCES:

Pillar Apps Charter Launch WF

<http://scgoldmine.com/go/?q2lu>

Total Self Improvement Niche Domination

<http://scgoldmine.com/go/?fy2r>

Rights To Riches - The Mobile Edition

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