



# THE SUCCESS STORIES SERIES

*From Zapable HQ*

Andrew  
Hamilton

ZAPABLE TEAM



talks to



Gary  
Levesque

ZAPABLE CUSTOMER

**Ex-Military man Gary has now sold 4 apps and has another 6 in the pipeline. Learn how he did this using the power of Zapable.**

**Check it out below...**

**Case Study:** Gary Levesque

**Name:** Gary Levesque is based in Victoria in Canada



**Age:** 55 Years Old

**Previous Work History before Zapable:** Ex Military

**4 Apps Sold to date with 6 more in the Pipeline:** Fitness Industry and Vehicle Sales



**Favourite Zapable Features:**

 Push Notification

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Andrew

Hello everyone! It's Andrew Hamilton here, from Zapable HQ. I'm carrying on our case studies series, where we'll be interviewing a number of current customers of Zapable and who've really done quite well with creating and selling their own apps. Just to see a little bit of information from them, as to how they've done that and maybe pick up some tips and tricks. Today, we're lucky enough to have Gary Levesque, all the way from Canada, who has been doing a great job and we'll get straight in and introduce you. Hello Gary, welcome.

Hi Andrew. Thank for having me on. It's actually my pleasure to be on line with you today.



Gary



Andrew

Oh, it's our pleasure as well. It's great to have you here. I suppose the best way to start would be just to ask you to maybe tell us a little bit about yourself. Just a couple of minutes to tell us about the person behind the name.

I'm actually a natural born Canadian. I was born and raised here, served in the military since, I've had the pleasure to work with some high level folks, Dan Kennedy and Steve Forbes, as I was preparing to transition out of the military. Certified business advisor for GKIC, international marketing company, and a best-selling author, and when I latched on to an opportunity, one of my connections gave me that, I saw that and I went, "Oh, my goodness, this is actually where I wanted to go with the next evolution of marketing," so when I saw that, I saw that as an opportunity and it was actually, I said, "Well, let's go, let's give it a shot," and then see how this is going to go. That's where I've come from, is a military background and heading towards the business world and having some fun with it.



Gary



Andrew

Fantastic. That sounds very impressive, my goodness. The links with Dan Kennedy and everything especially, super copywriter, that's fabulous, really interesting stuff. Gary, moving on to taking it to the app business and to Zapable. How many apps, are you aware of how many apps you have actually created so far, more importantly, how many you have sold?

As it stands, right now, I have created and discarded a few, so I won't count those, but the ones that are actually in inventory right now, I've got about 12, and ones that have actually sold, I'm standing at about 4, as it stands today, and those are in different levels of production, based on client input and some of the amendments. What I did with the 12, is I created some as I was approaching businesses and I decided to do some demos, just a different, it's easier for folks to have a, see and touch something, sometimes, than it is to just conceptualize, so I created a bunch, played around, made some mistakes, then I zeroed in on 4 right now, and I have got a bunch more that are in the mill, I've got another 5 or 6 that we're working on demos right now based just on initial conversations with folks, and where they would like to see their the product go. They haven't even committed to purchasing yet, but just by what they see, they see potential, so they'd like to see what we can do with the demo and we'll go from there. That's 12, down to 4 sold, and 6 more in the cooker.



Gary



Andrew

Six more in the pipeline, that's great. Excellent. It moves us nicely on to the next question, which I'm dying to know, is what sort of niches have you been building these apps for? Have you stuck to a particular niche, or have you kind of spread it around a bit with different industries?

It's funny. I'm glad you asked that, because I thought I had it zeroed in at first. I thought, you know, fitness is a good online, it's got a lot of interest and a lot of the JV networks, and all that, so I thought fitness might be a good one. That was actually the first one that I sold, Crossfit Gym, and somebody that I knew, ex-military, who was looking for the next level of marketing. I thought that was where the bread and butter was going to be. Hit a couple of restaurants and pubs, because I saw the future there, that's actually, we've got a couple there.



Gary

Where I think we're going to go, and it might be a little bit challenging, because it's kind of a two-pronged answer, essentially, the directory feature is going to open up a whole bunch of stuff. Those will be the big clients, that's where the big money is, but with the big clients comes the bigger challenge, so I'm not sure what kind of response I'm going to get. I have had some good response from a recreational vehicle dealership, and an association, so I'm focusing in a little bit on that, but my bread and butter is the small mom and pop shop that has an idea about marketing and would like to get maximum return on investment and a big bang for their buck and understanding where a marketing trend is going. The directory ones are big, the trade show ones are going to be big, but I'm still inclined to lean on my original hubs and fitness facilities.



Andrew

Fabulous.

There is lots of them around, right?



Gary



Andrew

Absolutely, and they're good, they're very much community-based businesses, they like to communicate with their customers and that sort of a, those are two great industries.



Gary

Absolutely, and the one reason that I connected with my original connection, was when I talked to them, and I went to a gym and I saw how he was interacting with his members directly in the gym and how much of a following he had on Facebook. He has activity, he has got a lot of interaction, and it is a true sense of community, so that's what I focused in on, on the first sale, it was that. Your sense of community and keeping in touch and selling that feature of staying in touch directly and uninterrupted.



Andrew

Excellent. So, particular features you included, in that app, I guess, you would have thought, did you have the instant messaging?



Gary

I focused in on the Facebook for sure, the social media connections, his push modifications, again, that was huge for him, and I said, "Well, as the first one," because he was the first one, I said, "We'll set up a deal for you to access your own and go unlimited, so we tested that a little bit and we're still sorting out some details, as to level of how often he uses it and all other stuff, because he's training staff, and he's expanding as well. The big one, for him, that we're moving towards, is videos. We're trying to create some courses for him, as well, on the site, so using that to launch into a possible other course, or sale offline for some of his other classes, is what we're using that. We're going to do some other stuff as well, but the videos are huge.



Andrew

Excellent, that's really interesting to hear. Good stuff. It sounds like it's pretty varied, the niches you've been in, but it's brilliant, it's nice to get a good variety across.



Gary

It's actually surprising, because I thought that I would have to zero in and master one, but a lot of them, when I actually sat down and put this to paper, I sat down and said, what are the commonalities between how do I get out into the market, when you don't know what you don't know, you have to try different things and that's exactly what I decided to do, is let's just try and almost like a buffet and see what I can offer. We're still sorting ourselves out, we're still fairly new and that, but the interest level everywhere we go, if we do it properly and you sell the value, it's actually selling itself. I don't think there's much selling to do.



Andrew

That's perfect. Excellent. That's the way we want it. You've done very good, because you've led me right on to the next question, which was very much about how you attract your customers. Do you have, for example, do you have a website, do you concentrate on a lot of marketing, or would you just tend to directly approach your customers? Do they come to you or do you go to them, in other words? How does it tend to work?

“But right now it’s strictly word of mouth and it is expanding. I’m getting a couple calls a week, there was a time when I was getting almost one a day.”

In general, so far, anyway, it has been one-on-one. Based on the Rolodex of folks that you know and just being aware of who am I looking for, I’ll go back to the gym, somebody I already knew, so I mentioned it in passing, and he said, “Well, that’s interesting, can you tell me more?” And then being open and prepared to respond to that. It’s funny, I was working on a website and I have had so much interest that I, unfortunately we’re still so new, I haven’t had a chance to go back to actually finish off the website. We actually have to take a time out to finish the website and throw some of the successes we’ve had, and then publicize that and let people know. We’re going to be going a little bit on social media, but right now it’s strictly word of mouth. It is going, it’s expanding, I’m getting calls, a couple calls a week and there was a time where I was getting almost one a day. “Can you tell me more, I heard about this from a buddy of mine, yada yada yada,” you know what it’s like, right, it spreads like wildfire.



That’s fabulous, how good is that? You’ve got customers you can’t even get back to really, because it’s so busy, that’s brilliant. Excellent, Gary.

Not a bad place to be, and we’ve spent no money on Facebook ads or paper ads or anything like that, absolutely no money so far.



Spot on.

I think it’s all because of the value. Then, that’s the thing. It’s a matter of presenting the value. It speaks of the product, I guess.



Well, absolutely, it’s great to be able to offer something that you know has done really well, that you know the customers are really enjoying and that you know word of mouth is going to take it to more sales, that’s fabulous. That’s just perfect, the way it should be. Next question, Gary, and it’s one of the most anticipated ones, it’s one of the most difficult ones for newbies to start with, is how to price the apps that you build. Do you tend to negotiate heavily with your clients, or do you tend to have a set price, or what sort of way do you spin it?

# “I concentrate on the value, and I’ll be honest with you, so far it’s sold itself.”



The first, when I first started, I did all the market research. I didn’t know what I didn’t know, so I decided to go do some homework and find out how much is somebody charging out there, and I found a wide variety and there doesn’t seem to be a fixed standard out there, or I should say, for quality work, there is, upper end is still all over the map. Folks that are just starting off, and you can tell they are kind of buckshee, they are trying to steal business away, they will always try to undercut on the price. I’ve seen competitors as low as \$25 to create an app, and I’m like, I don’t know how they are putting anything together and valuing their time, but those guys are out there, and that’s okay. My approach is on the value. I have put it in terms of, because it is very graphic intensive, I went and I focused on what is the value of the graphic designer or a videographer or somebody who would have to design all the pages for you, strictly the pages, and the average, in North America, is about \$100 an hour. There is a videographer around the corner from my place, he charges \$200 an hour. Using that, and using all of the normal work week, pricing is, on average, \$5,000-\$8,000 for quality workmanship in the competitors marketplace, US dollars, for them to charge. Based on that, I said, “I’m not looking for that,” it comes down to myself as well, I see the value, I want to penetrate the market, and I think, technically, these organizations, \$5,000 - \$8,000 US as a small mom and pop organization, most of them can’t afford that.

What I’ve done is, I’ve created a bit of a pricing scheme to get them in, so they can sample it, and they can get to see the design, the basic design, \$997, is the basic design that I use. Then, if you want, I’ve got a pricing scheme, as well, for the push modifications, if they want an all, just once a week, or do they want to do it every single day, do they want to go unlimited? I’ve got different pricing tables for that, and we’re still sorting a lot of that out. It’s very much negotiable. It’s being open to and understanding what the person that you’re targeting and their business, what their business is, what their bottom line is and what their business targets are, so we can better price that. I concentrate on the value, and I’ll be honest with you, so far, it has sold itself, and I’ve experimented with different pricing. I have got a guy, right now, who is going to pay me \$1,997 plus a monthly and he had no issues. He said, “Yeah, that sounds good to me, let’s go. Tell me more later, but let’s just pull the trigger on this.” That’s one of the ones I’m working on right now.



That sounds like a really reasonable approach. You’re quite right, you are going to have different businesses, they’re going to have different money to spend. You have got to kind of look at that, and you’ve got to look at what you can offer and just base it round that. It makes a lot of sense.

The other one I did, as well, the loyalty cards and the discount cards, what I did for pricing for those, is I went to, traditionally the businesses that use those features are ones that are offline, and they like to use the old hard copy, the old printed ones that you have to actually place a stamp on the loyalty card before you actually get a benefit out of it. I went to that and locally some of the printers and the newspapers, they offer those coupons at a certain price and I said, “Well, I’m going to, based on value, I can either match it or put it as an add-on or even bundle it.” That’s one thing that I’ve done, is while they were kind of blocking out some of the other features, I said, “You know what, give it a shot, let’s just bundle it, and if it brings you X number of customers, then we can do it on a percentage of the business it brings in, if you wish. Being flexible, and it’s generated interest. We didn’t really close anything on that side, but it’s generated raised eyebrows, for sure, so I think that might be an interesting approach for somebody to use, as well.



Gary



Andrew

Definitely. Obviously, along with your start then, you’ve got your monthly payments that they give you as well? What, on average, would you tend to charge a month, or is it completely based around push notifications, and different features, or whatever else?

The monthly is primarily on the push notifications, and the overall interaction. I haven’t, you know, it’s funny, on the discussion, on the community discussion group, we talked a little bit about the monthly maintenance fee. You and I both know that the maintenance, it’s a stable platform and maintenance is, there is some required, but from our perspective, as a salesperson on the line, there is not a whole lot of maintenance for us to do. It’s very much invisible, it’s more back-door, dashboard type stuff, so to charge for that, I haven’t gone there, yet, but it’s primarily the push notifications. I guess I could, because somebody asked me, “How much to maintain our monthly,” as if I was maintaining a website. I haven’t gone there yet. It might come up later, but for now, I haven’t touched it.



Gary



Andrew

That’s cool. Excellent. Okay, then, Gary, just talking about Zapable, itself, you say you have pretty much been in from the start, how have you found it, as a product? We talked a little bit about features, but are there any particular features with Zapable that you think are particularly good?

“This is phenomenal.” That is the key feature from a marketing perspective.”

For me, the push notification was absolutely foreign to me, and when I, based on my background, I mentioned earlier that I'm a certified business advisor, the company that I work for, the founder of the company is an old, he says, "Nose to nose, toes to toes, old salesman," he's been at this for over 40 years, so he's a direct marketing type guy. It's about touching the customer directly and how you can reach them. I related this, and I haven't really coined the term yet, but this is essentially digital direct marketing with the push notifications. I can reach out and touch somebody directly and really they can't turn me off. They have subscribed to me and I can go out and touch them and it doesn't go to a spam filter, so I went, "This is phenomenal," that is the key feature from a marketing perspective. The other one that I really like is the Geo-fences that we can set that, for a restaurant, especially in an area where I'm working out of right now, in Vancouver, which is so densely populated. What we're going to be trying, with another one of the new prospects here, is that feature when a 2 or 3 block radius or a 5 block radius, anybody who is walking downtown and seen that, that is gold. That is brilliant, because then that pulls them in and it's an automatic notification, it's like the alarm on your watch going off, those are like gold to me. A lot of the other ones are really nice, but those are the ones that excite me and for the old mom and pop ones, the interest level seems to be on the loyalty cards and the coupon cards, because a lot of the offline folks, that's what they really relate to.



Gary



Andrew

Fabulous. That's really good. Have you, I think you have been fairly active on the Zapable community, I don't know if you have had any dealings with the support team yet, but are there any comments on maybe the online training that we offer or the community or anything else?

Sad to say, I was very, very active with the first one, when I wasn't building the apps, I am overdue to go back, so I apologize to the entire community who might be listening to this, I haven't been back in a while. I'd like to pay it forward, they have been very, very helpful, right from the onset, and very supportive, lots of different levels of interaction, experienced folks, and all that good stuff. The tech support, I never had an issue really, I had a little bit of a glitch starting off, I didn't know where I was going and it was very prompt and no questions asked, it was like, "Okay, here's what you do, bang, bang, bang," and it was done. I have had no issues, no technical issues whatsoever, with them. I'm a very patient guy, so I normally play around with the stuff on my own, self-resolved a lot of it. Nothing, the platform has been very stable, so there is really no complaints from my end, anyway. I haven't experienced any major glitches of any kind.



Gary



Andrew

Always a good thing to hear that. I'm pleased to hear that, certainly. I was certainly talking with Linda last night, the community plays a big thing, one of the things that she said was that we just need more people on it, so I think as we settle more and as we grow, the community is just going to get bigger and bigger and it's going to be really, really useful.

We have to commit to that, as well, because, again, if we're going to grow our own product and we become our own support network, and how we can grow and offer ideas in different markets, what might work, what hasn't worked and what somebody might want to attempt and try. There is all sorts of creative minds out there and we just have to tap that resource amongst ourselves.



Gary



Andrew

Most definitely. It's certainly something we're looking at, we really want to pay a lot of attention to the community going forward. We know how important it can be for the customers, and that's the main thing, for us, so that's all good.

Final question, Gary, and this is the big one. I guess, if you cast your mind back and think when you first started off, if there is one piece of advice you could potentially give to someone who is just new to all this, who is looking to create their own app with Zapable and to sell it on to local businesses, or whatever. What would be the one piece of advice you would give them.

Actually, I'm going to cheat, I'm going to give you two.



Gary



Andrew

That's okay.

Number one is "Don't be afraid." Do not be afraid. This is something that I can tell you personally, because I've seen it, I've seen the reaction from customers, there is true, true value in this product, so don't be afraid to experiment and let your creative minds go, because the combination of the features themselves, you can come up with a million different permutations of what kind of value to offer to somebody.



Gary

The other one is really follow through. Commit to it, and treat it as a business. Actually treat it as a business. Have a plan, do the homework, all the basic stuff for a business, commit to it and stick to it and it will pay off. If you're doing this just for fun, I'll tell you, I'm having lots of fun doing this, but if you're doing this for the money, once you commit to it, it pays off, and I'm telling you right now, as soon as I put pen to paper and I started committing to this, and I've got notes all over my office, it's on my board. Trying different things for different customers, everything is working. It might not work for every single customer, but all those little things will work for somebody and keep 'em down and treat it as a business and commit to that and stick to a plan and it will pay off, absolutely it will.



Andrew

That's great. That's fabulous.

I didn't mean to cheat, but I have.



Gary



Andrew

We'll let that one go, that's no problem. That's really good advice, thank you so much for that, that's brilliant. Unless, you have got anything more to add, then I think that's pretty much us, really.

You know what, one of the things that we're actually doing, and I've mentioned videos a little bit, is we're actually doing, combining some other stuff from external, and I think if somebody's going to treat that as a business, this is a valuable tool, but it doesn't need to be the only tool in your toolbox, and so one of the things that we're doing, is we're customizing videos for people to brand and drop them inside of the Zapable apps that they're creating. We're always looking at connecting with folks, so you know, if we can help each other, don't be afraid to go out there and do some stuff, and that's what we're doing, so that's just one of the ideas, is using some of those features and adding combo packs to your business, based on what you see in the Zapable features and support that you've got. That's just an idea, just throwing it out there.



Gary



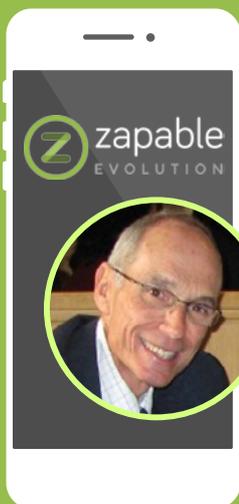
Andrew

No, that's great, that's great. Excellent. Good stuff. Well, thank you very much, Gary. I'll stop the recording here now, but it's been great to speak with you. Thank you.

Absolutely. It's been my pleasure. Thanks for having me.



Gary



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