E -BOOK

How to earn with No-Code
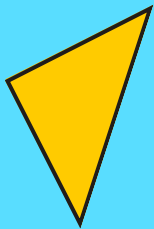
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I. Introduction

No-code development is one of the trending technologies in the past years. Its community of users has been growing since the pandemic.

According to the research firm, Gartner, the market for worldwide low-code/no-code development technologies is projected at $26.9 billion by end of 2023. If it reached that number it would be an increase of 19.6% from 2022. This is visual development that lets anyone with basic knowledge in development create apps, websites, and even software.

In reverse, the global economy has been challenged repeatedly.

After coming out of the pandemic, Russia's invasion of Ukraine hiked up oil prices, and then after inflation and recession kicked in. According to International Monetary Fund or IMF, it expects global growth will slow further by 2.9% in 2023.

With this kind of landscape, people are looking for ways to become more profitable with the help of technology. Leveraging technology at an individual level; is now easier thanks to the accessibility of no-code. Here are some ideas on how to make money with no-code

I. Developing an App

According to studies, the average American checks their phone almost 262 times per day! That's once every 5.5 minutes. With this, app development has been a lucrative business. There are 2.7 million apps ready for download in Google Play while there are estimated 1.6 million apps in iOS.

Isn't it time you launch one on your own?

App development can be expensive along with the platform fees that Google and iOS charge. Both even have 15% commission fees on paid apps and in-app purchases. That is why it's essential to manage your initial investment. No-code is faster to deploy and changes can be made quicker

When developing an app, it's best to follow this formula

Total Project Timeline × The Hourly Rate of the Developer/ Development Agency = Cost of Your App Development Project

Consider the Hours to be Spent on the following processes
- iOS App Development of Customer Module
- Android App Development of Customer Module
- iOS App Development of Driver Module
- Android Development of Driver Module
- Admin Panel & Implement APIs

From this, you can start developing an app costing and see how much you should be charging.

Possible Earnings- $.60 - $1.60 (average revenue per app download)

II. Build SaaS

Many startups consider #nocode as a great tool for starting their SaaS businesses.

It is cost-efficient, can launch faster than traditional coding, and can iterate quickly as well. If you are thinking about what SaaS businesses to do with no-code, here are some ideas to start with:

- Freelancers Management Portal
- Objectives and Key Results (OKR) Tracker
- Feedback Management System
- Workforce Engagement Tool
- Recruitment Tracking

That is just the start and more business ideas can be no-code SaaS. Most startup founders also use no-code to create MVPs to test and validate their ideas. No-code platforms such as Bubble and Adalo have the ability to make MVPs of these tools.

SaaS is expected to grow by 100% by 2026 as more businesses start from it and large-scale organizations utilize them to streamline internal processes. No-code will continue to grow as well with businesses adopting them as well, The forecasted growth and usage of both technologies are parallel and we can bet them to see more of them. The cloud approach can help companies develop end-to-end integrated solutions.

Possible Earnings - $1000 - $250,000 (depends on the number of users and fees)

III. Digitize your Business

According to Oberlo, an expected 230M people will be shopping online in the USA in 2021. There is a projected $469.2B total revenue for online sales. Even after the pandemic, people are expected to continue shopping online especially now that they have accustomed to it versus going to stores.

While it's easy to just sell your products through digital retailing giants, it is best to consider having your own website with e-commerce. These days, small businesses can have a website using no-code platforms. There are many ways that it will benefit different areas of your business:

Brand Engagement
By having your own website, your brand becomes more professional looking. It lets your customers know more about the products they are looking for. It gets them familiarized with the company story, mission, values and other important things that a potential client may what to know about your business.

No Commission = More Sales
Make the most of your website and make it an e-commerce site as well. By building your own e-commerce site, you can redirect marketing efforts to that site to drive awareness and lead to sales. You will have better margins since there are no expensive commissions and fees you need to consider before getting a sale. Small businesses can benefit from this since the extra fees can rack up eventually as the business grows.

Market Research
If your startup or small business sets up a website, you have the opportunity to know your customers even better. Since customers have gone out of their way to type or search for you on the web, it means they are already interested in you. You can align your social media and SEO efforts to the website and set up lead-generation tools to get you started.

Possible Earnings - $63,000 - $127,000 annually (depending on industry and product promotion)

IV. Freelancing

Freelancing has been growing in popularity in the last few years. More people are now joining the freelance culture with its flexibility and the ability to choose their tasks. When the pandemic began businesses shifted to a work-from-home setup, which made employees realize that they can give value and be efficient even working remotely. The Great Resignation of 2021 also triggered a wave of freelancers who wanted to continue a new lifestyle that didn't involve being tied to their desks for 8 hours.

While there is a lot of opportunity today for no-code freelancers, it is important that there should be skills and lessons you need to learn to stay in the business. Here are simple but important things to remember before starting no-code freelance job.
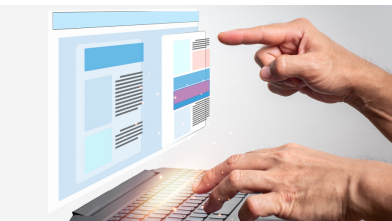
Learn More about the Latest No-Code Tools
One platform may have the same function but it never works the same way. You need to constantly learn the tools out there so you will know their potential and see how it can be offered to your clients. It's usually good to have an experience in UX design, app development, and visualization so you can design better and faster. Here are some popular no-code tools you should always check out

Learn About Project Management
Taking care of your client is the number one priority as a freelancer. It is very crucial to meet the project timelines, manage app building, and project delivery on time to succeed in this industry. This is not a permanent project so you can lose it anytime if they become unhappy. Worse, they may give you a bad reputation within the business sector.

Connect with No-Code Community

No-code is still young and it is still in its initial stages of development. What webinars and courses can't teach you, you can learn from the community. Find no-code freelancers and developers online and learn together. You can ask questions on roadblocks and you can learn along the way. Twitter is a good place to start where the no-code community is very active. Check out hashtags #buildinpublic to see the journey of startups and other no-code freelancers.

Possible Earnings - $50-100/hour (depending on project type and skill set)

V. Be a Content Creator

Creator economy is about an individual or a group creating visual content or an actual product and putting it up on a platform. It can be a video on Youtube, an artisan necklace on Etsy, or even a well-edited photo on Instagram. If someone sees it or engages with it, then it can earn money. They can earn upfront from selling, sponsorships and memberships for exclusive content.

Here are just some of the ways creators can earn:

- Click-through rates or number of views
- Subscriptions
- Sponsorship deals
- Social media advertising
- Search-engine advertising

With Web3 opening up the possibility of decentralization of content distribution, no-code becomes a tool for creators. With the growth of the creator economy in the past few years, it required platforms that can support the creation, distribution, monetization, and business management of these individuals. No-code development empowers more people to become creators and lets creators have power over their distribution

Possible Earning - $44,192 per year is the average salary for content creators in 2022

Closing

No-code development has made technology accessible for anyone to improve their career.

Start a business or even shift to alternative work nature. All you need right now is a great idea for your customers. No-code platforms are going through major updates and added features that will be more than enough to start an app website and software.

In the face of uncertainty like recession and layoffs, it is best to have a skill that is flexible to your future goals. No-code is dubbed as the future by research firms and IT experts so using it for your business or personal use will be beneficial.

Are you ready to take the next step?

We are Estel Studio and we are a team of certified no-code experts. Connect with us and let's see how no-code can help you make money.

Contact Us

Send us an email:
hello@estelstudio.com

Send us a message:
https://t.me/estelitservices

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