BILLIE CASH · SECRET PDF NO.04

04

Ship an app, *solo*

Idea to the App Store, one person, AI on the oars. How to actually finish and ship instead of forever building.

---

billie.cash
Pay yourself first. Build the wall.

FREE · FOR THE ONES
WHO OPEN THE EMAILS

THE MINDSET

Finishing is the skill

Anyone can start an app. The rare thing is shipping one — getting the last 10% done, through review, into a real person's hands. Everything here is about closing that gap.

ONE SOURCE OF TRUTH

Decide where the truth lives

The thing that kills solo apps is state scattered everywhere — two places that disagree about the same number. Pick one home for each fact. Every screen reads it; nothing keeps its own copy.

> THE DISCIPLINE
>
> One fact, one store. When two surfaces can disagree, they eventually will — and you'll ship the bug. Centralize the truth before you build the views.

THE SLICE

Build the thinnest thing that works

Don't build the app. Build one vertical slice — one real flow, end to end, with real data. See it work. Then widen. A thin thing that ships beats a wide thing that doesn't.

THE LOOP

Build, verify live, ship

01 **Build the slice** with AI doing the mechanical parts.

02 **Verify on the real thing** — a real device, real data. Metadata being correct is not evidence; only the running app counts.

03 **Automate the release** — build, TestFlight, submit. The tooling that stalls people is exactly what to make push-button.

04 **Ship, then widen.** Don't gold-plate the slice. Get it live, learn, add the next flow.

> *Verify at the destination, not the source. "It's deployed" means you saw it live, not that the command exited zero.*

ACTION

Do this now: name the one flow your app exists for. Build only that, with real data, and get it onto your own phone this week. Everything else is version two.

© Billie Cash LLC