

Mobile Application Development for Amazon Best-Seller by Top-Rated Keynote Speaker

Miracle Morning App

The Miracle Morning by Hal Elrod is a #1 international bestseller that has helped thousands of individuals tap into their full potential and perform at their best. With DPL's mobile development services, the method transforming people's lives is now mobile.

The Client

The Miracle Morning is a fast-growing worldwide movement that began with a book by the same name. Since its release, it has been translated into 37 languages, published in 20 countries, and sold 2.5+ million copies.

The book inspired the creation of The Miracle Morning® COMMUNITY and a full-length documentary featuring individuals achieving the extraordinary by changing how they start every day.



Behind all of this is Hal Elrod, an international keynote speaker and host of the Achieve Your Goals podcast. The survivor of two lethal accidents, one of which rendered him dead for 6 minutes, he believes in living to one's full potential.

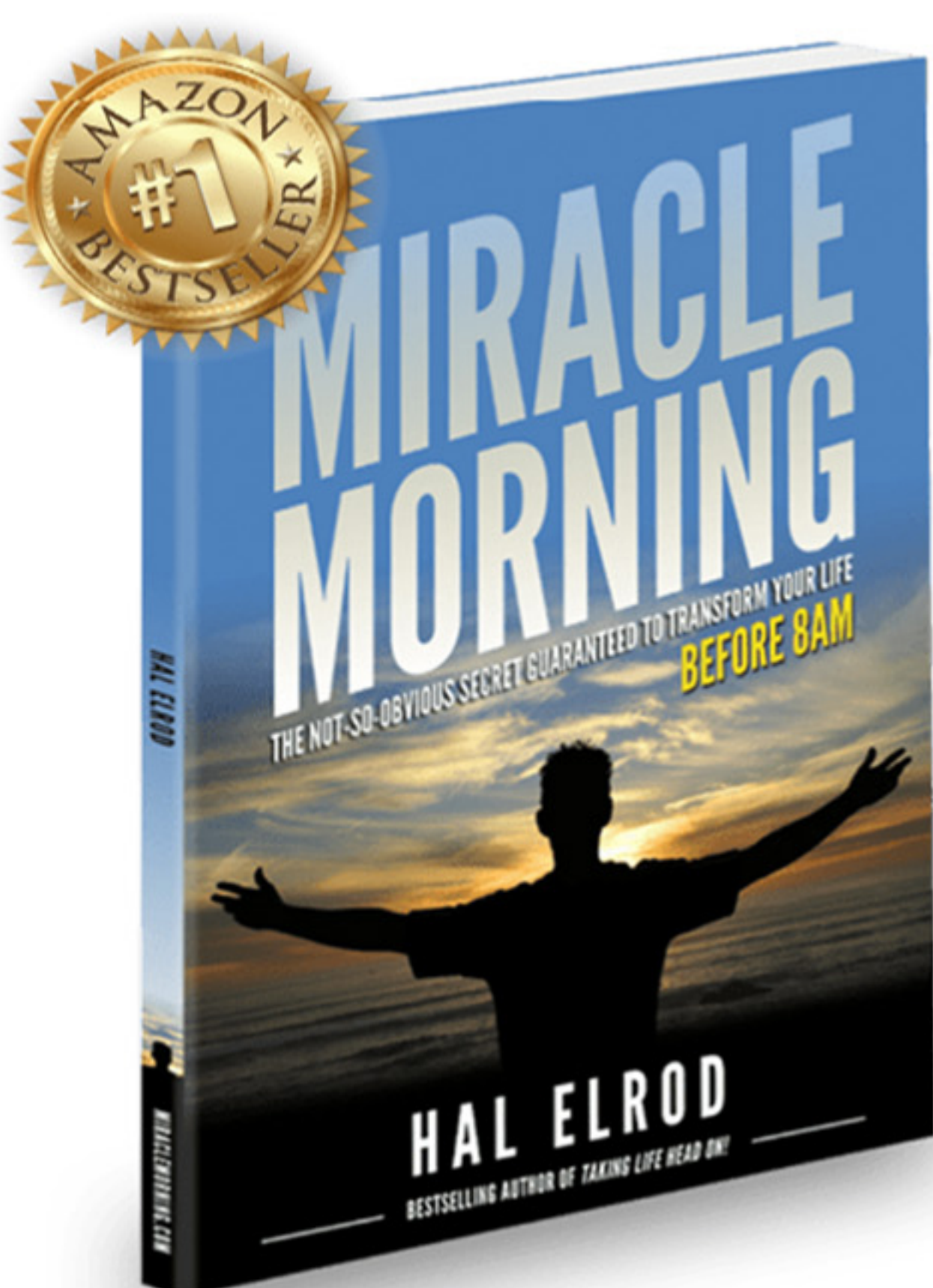
Through The Miracle Morning, Hal aspires to 'Elevate the Consciousness of Humanity, One Person and One Morning at a Time.' Over 300,000 individuals are on-board so far, and more continue joining the movement every day.

The Problem

Members of The Miracle Morning® COMMUNITY need more than just methods and strategies. A firm believer in taking action, Hal wanted individuals to actively practice their daily Miracle Morning routines.

That's where a mobile app can come in handy. Not only can it facilitate individuals following his strategies, it can help them be consistent.

The app should also iterate the step-by-step process Hal Elrod devised. That way, users can retain his message longer and enjoy practicing daily.



The Solution

Initially, DPL's mobile app development team worked on a minimum viable product, or MVP. After working closely to effectively realize Hal Elrod's vision, the first version of The Miracle Morning app allowed users to –

- Daily check items off a SAVERS (silence, affirmations, visualization, exercise, reading, and scribing) list
- Watch motivational videos from Hal and other community members on a daily basis
- Stay accountable during the 30-day challenge by using the Missed Day feature
- Receive daily reminders in the form of push notifications and calendar events
- After immense success, we began improving on the MVP and added valuable features to latter versions, including –

The introduction of Streaks, a feature that allows users to opt for a challenge or view how long they can continue with one

- Tailor-made flows based on app users' usage patterns at different stages of their journey
- Unlocking Achievements upon reaching new milestones
- Viewing insights or stats based on their journey

Our team is still dedicated to helping Hal reach more individuals through the Miracle Morning App. Therefore, we have several features currently under development and more to be added to it.



The Impact

Within less than a year, The Miracle Morning app became a useful tool for members of the community. It's also an important part of Hal Elrod's vision to bring out the best in individuals across the globe.

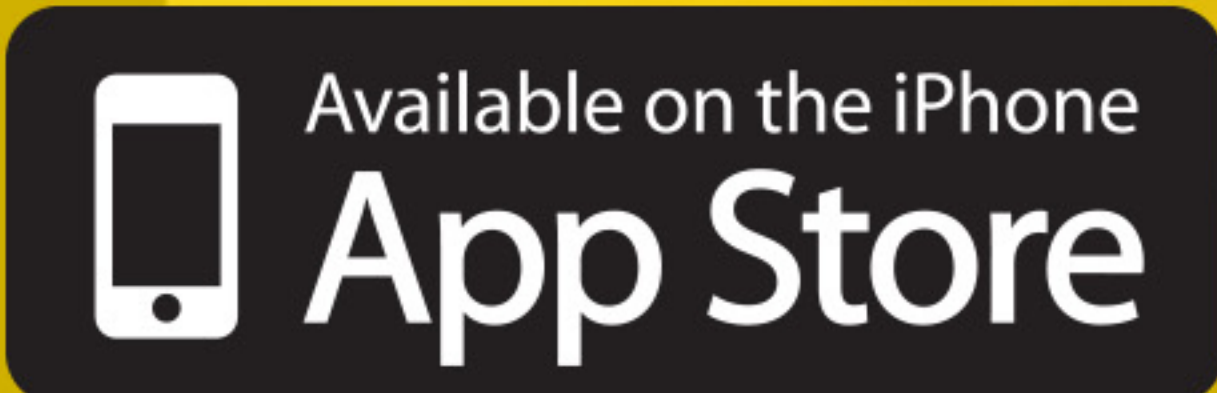
In addition to receiving ample positive feedback, DPL's team has been invited to work on multiple projects related to The Miracle Morning as well as other motivational and inspirational products/services.

20,000+
App Installations

15,000+
Paid App Installations

5 Star
Review on Clutch

DOWNLOAD APPS



We can help you build something special too.
Let's talk.

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