# CLEVER CODES: How You Can Use QR Codes for Business Advantage

In order to follow the steps in this eBook, you will need a QR Code scanner app. Good news … if you have an Android or iOS device with a camera … there's a free, award-winning app available which you can use to create and to read these QR Codes (and do other fun stuff!).

**QR Droid (Android version):** download from Google Play or this link: http://q.qr.ai/

**Zapper Scanner (iOS version):** download from iTunes App Store or this link: http://z.qr.ai/

OK, now that you're all set up, read on…

# BIZ TIP: Remember my Name, FAME!
# Add new business contacts - as easy as 1-2-3!

*"…maximize the value of your business card. There is limited space on the business card so maybe it's time to get rid of your fax number and other things that are truly no longer relevant in the business world.*
*Replace that space with an interactive QR Code. A QR Code shows that you are an up-to-date businessperson…"*
~Bob Bentz, Advanced Telecom Services



**"Hello, I'm Adam. Scan my QR Code to know more about me…**
**Great use of dark colors [for easier scanning].**
**Attention is directed at the QR Code itself."**
Source: http://theqrlife.com/sightings/qr-code-business-cards

## WHAT:

Plane touches down in Chicago for the Internet Retailer Conference & Exhibition (IRCE) at the city's new McCormick Place West venue. You're with your boss on your first big business trip. The booth is all set up and waiting. Over the course of the next three days, people stop by, take your card and hand you theirs. What are the realistic chances that their information will get typed in when you get back to the office? And your info recorded in their database? So many lost opportunities, and the story is all too familiar.

Happily, QR Codes make it a snap for those taking your real or virtual business card to instantaneously get your info into their phone.

Simply record your complete contact details in a QR Code image. Add the QR Code to your business card, or even your lapel or tradeshow badge; perhaps an earring or a pendant? Or go especially green by putting the QR Code on the screen of your own smartphone and staying paperless. Now, anyone with a smartphone and a QR zapping app can easily scan in your information. Join the QR contact code trend and provide a sure-fire way for them to remember your name, not only through this no-hassle way to record your information, but by the fact that you were the one who introduced them to the power of personalized QR Codes!

## HOW TO:

1. Create a contact-type QR Code by visiting our online generator qrdroid.com/generate; or within the QR Droid / Zapper Scanner App.
2. Enter the contact information which you want to have included in your QR Code (see toolbox for examples).
3. Make your QR Code stand out: on your business card, smart-phone screen, a fridge magnet, name badge or other items. The possibilities are endless!
4. For easy scanning, use a dark color for your QR Code, and make sure it is an inch or larger in size. More best practice tips for QR Codes can be found in our blog post on the subject.

## TOOLBOX:

*Using QR Droid Zapper's QR Code Generator—either via a browser or within the QR Droid/Zapper Scanner app on your smart device—create a QR Code to automatically load your desired contact details*

Just for the royal fun of it, we used both our online generator and our Android- and iOS-based apps to make a contact-type QR Code for Her Majesty, Queen Elizabeth II (aka Elizabeth Mountbatten-Windsor) of the United Kingdom and the fifteen Commonwealth Realms. Here is a screenshot of what we entered into the online generator:



Here's the resulting QR Code (and biz card design):
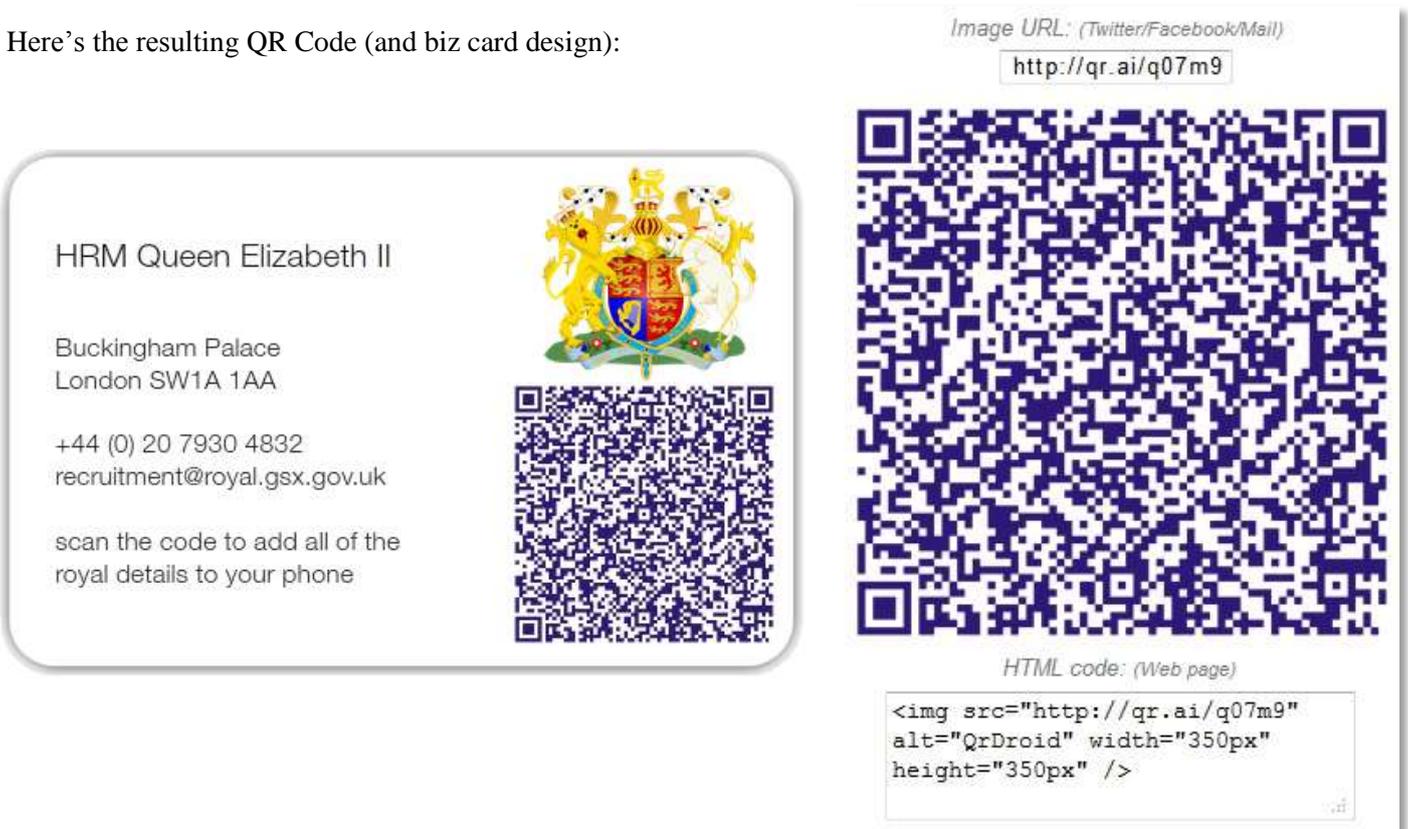
Device screenshots (Queen's contact details input):
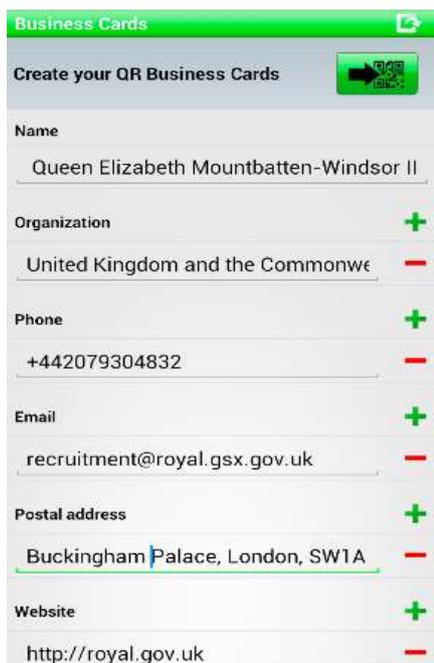


**QR Droid (Android)**
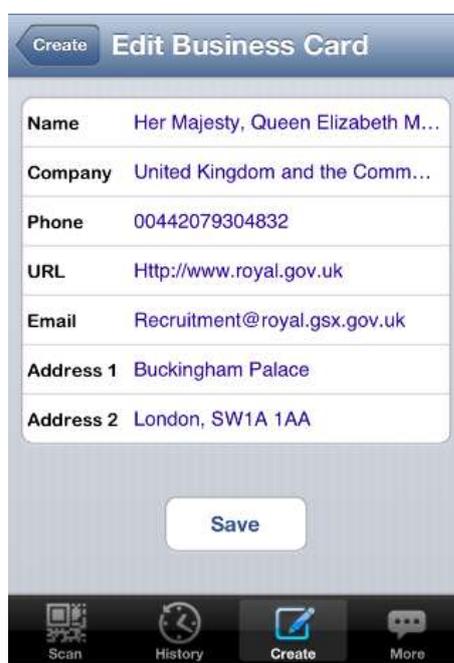


**Zapper Scanner (iOS)**

Device screenshots (Queen's contact-type QR Code output):
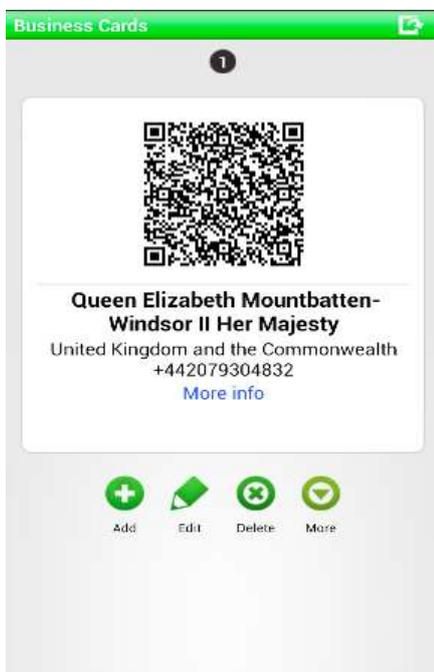


**QR Droid (Android)**



**Zapper Scanner (iOS)**

The web is replete with unique QR Code business card design examples. The sites naldzgraphics.net and theqrlife.com together show more than 70 great ideas to get your creative juices flowing. Once you've designed your own eye-catching QR Code business card, you can skip the printing and just take the digital biz card image itself and set it as wallpaper for your phone. For those who do opt for real business cards, moo.com is one of our favorites: they offer several "green" options (mini-cards, recycled content paper, etc).

**qrdroidzapper.com/get**

Those who zap your info directly to their phone will certainly remember your name! Now you're ready to explore the other Clever Codes eBooks, or go straight to our next **Biz Tip:** *Get QReative!*