

# QR Digital Goldmine

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## 1 - The QR Code Revolution

A QR Code is one of the best tools ever invented for business. It is like a Digital Business Card, but much more powerful. It's also a very effective marketing tool. Business owners love it, and customers love it. And it speeds up everything it's involved in.

Once you use a QR Code, you will become hooked! They are quick and convenient, but they also impress customers. Customers will be impressed that you are using this new technology, and they will remember you. And being remembered is very important in business.

Here's a quick video explaining QR Codes:

[How To Use QR Codes](#)

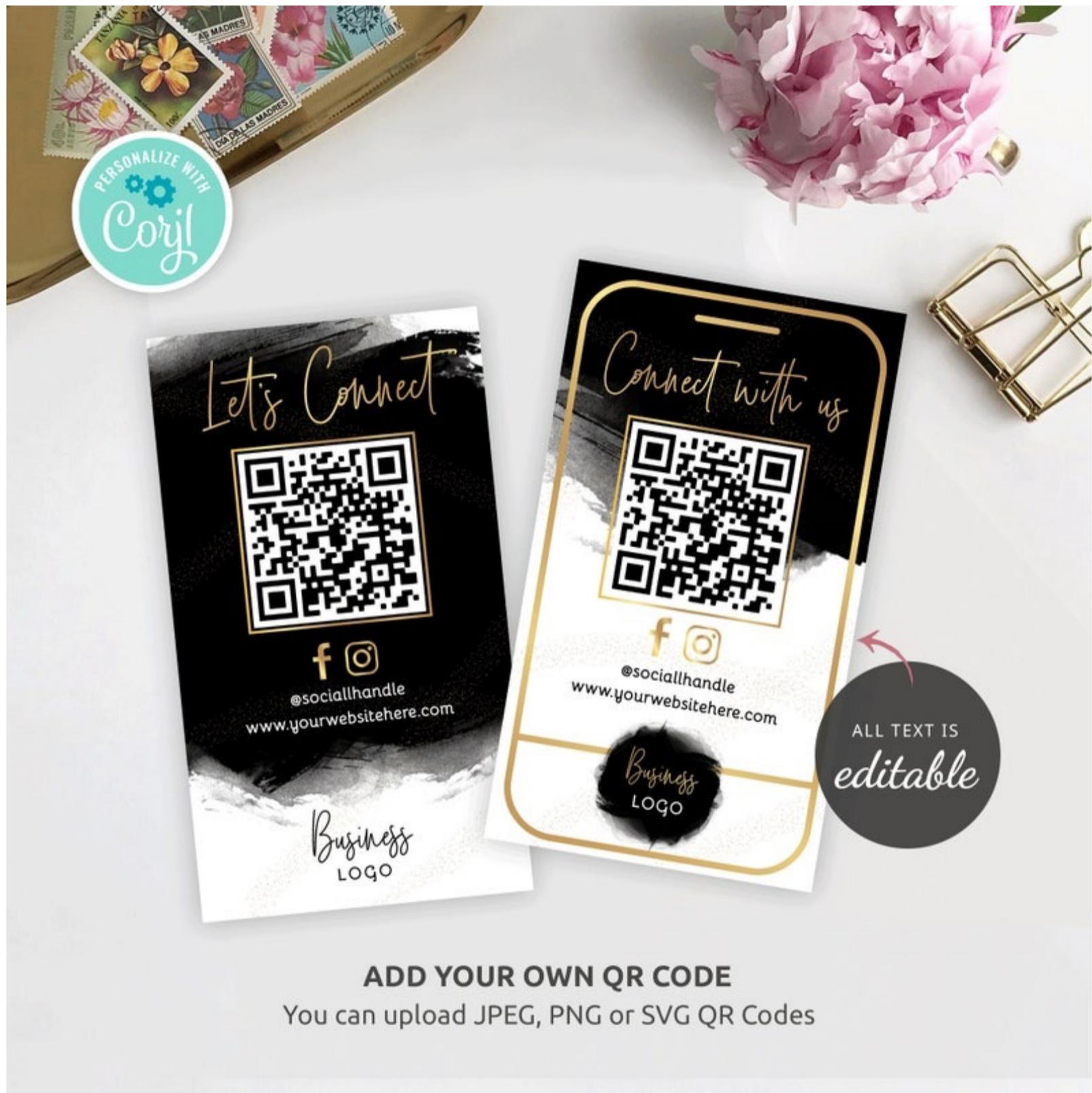
And here's a great QR Code Scanner for your phone:

[Kaspersky QR Code Scanner](#)

So how can we use QR Codes with a Digital Business Card? We have several options. The first is to create a new business card template with the QR Code being very large and visible right in the middle of the card. We could also use our previous Digital Business Card template and simply add the QR Code into the template.

But what is easiest for the customer? What serves the customer better, and what is most useful for the customer? There's actually a third option that is more useful for the customer, and much easier for us to create.

Before we discuss that third option, let's take a look at an Etsy seller who is doing very well selling QR Code business cards. She is using the first option. She has created a new Digital Business Card template and added the QR Code right in the middle of it. Take a look:



## [QR Code Business Cards](#)

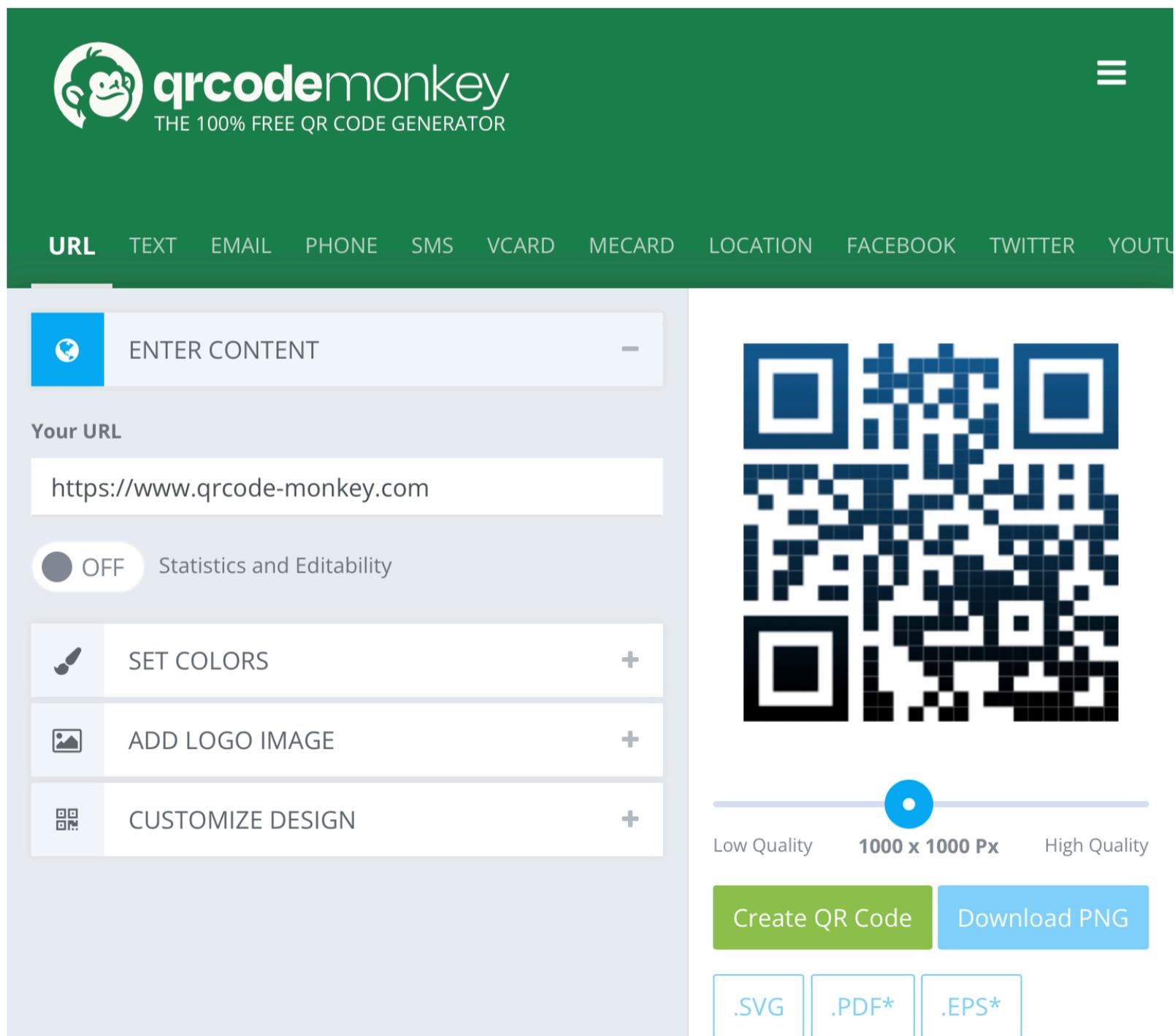
**But did you notice that she makes the customer add their own QR Code?** We can do better than that. We can do something that's MUCH easier for the customer. And that means we can charge more.

**What if your customer didn't need to mess with creating a QR Code?** Many people are not very tech savvy. And that means they don't want to fool with something new. We're also talking about business owners and career people who don't have an extra minute to spare.

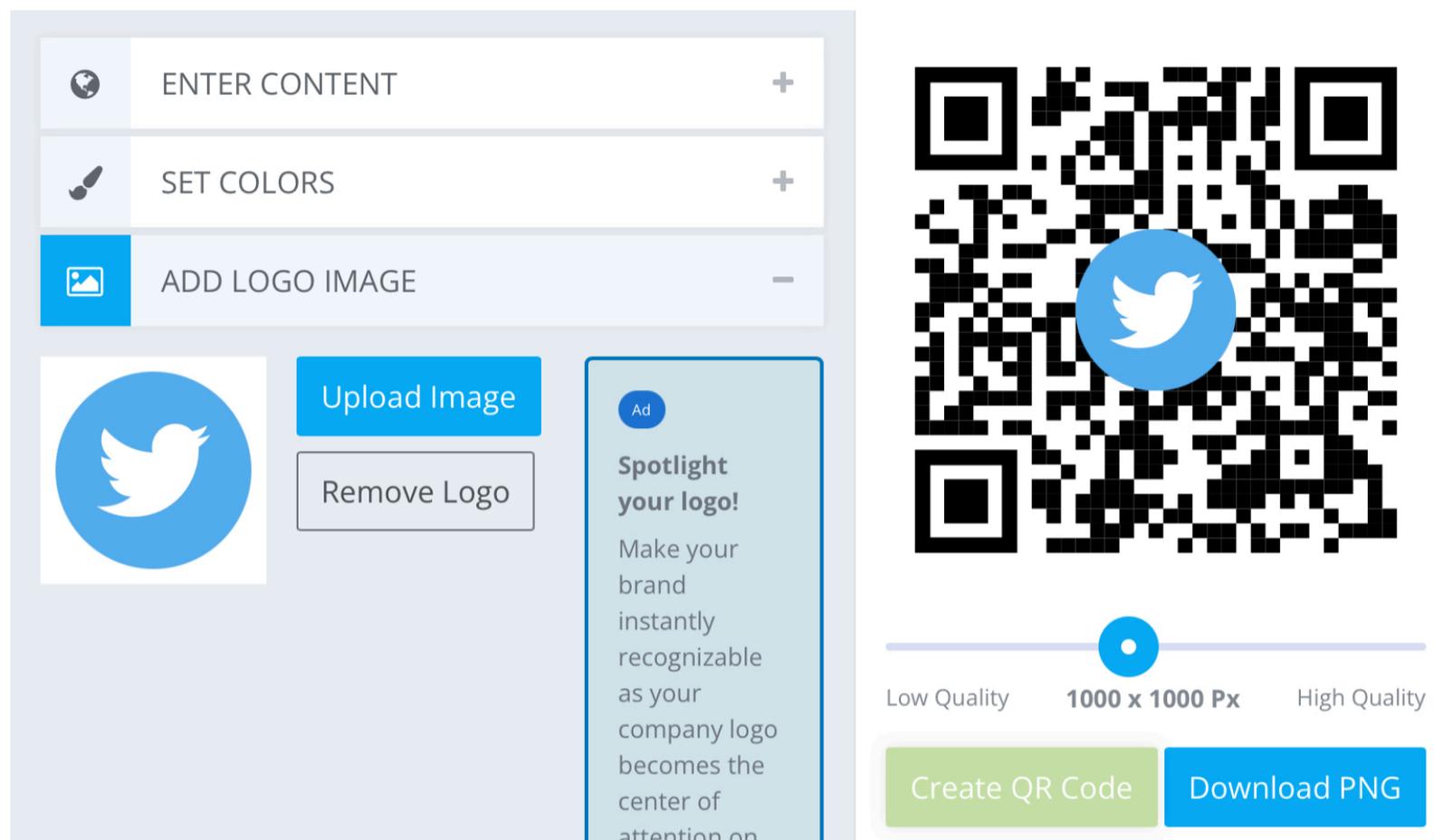
This would also mean we can CHARGE MORE for the same product. Actually, substantially more. It turns out it's very easy for us to do this, and it's completely free. Let me introduce you to a little website that enables us to create QR Codes very quickly, for free:

## [QR Code Monkey](#)

Take a look at the interface:



You simply enter the URL of the customer's website, click Create QR Code, and then click Download PNG. Pretty simple, no? But we can do a lot more than this. We can also add the client's business logo to the QR Code. Take a look:

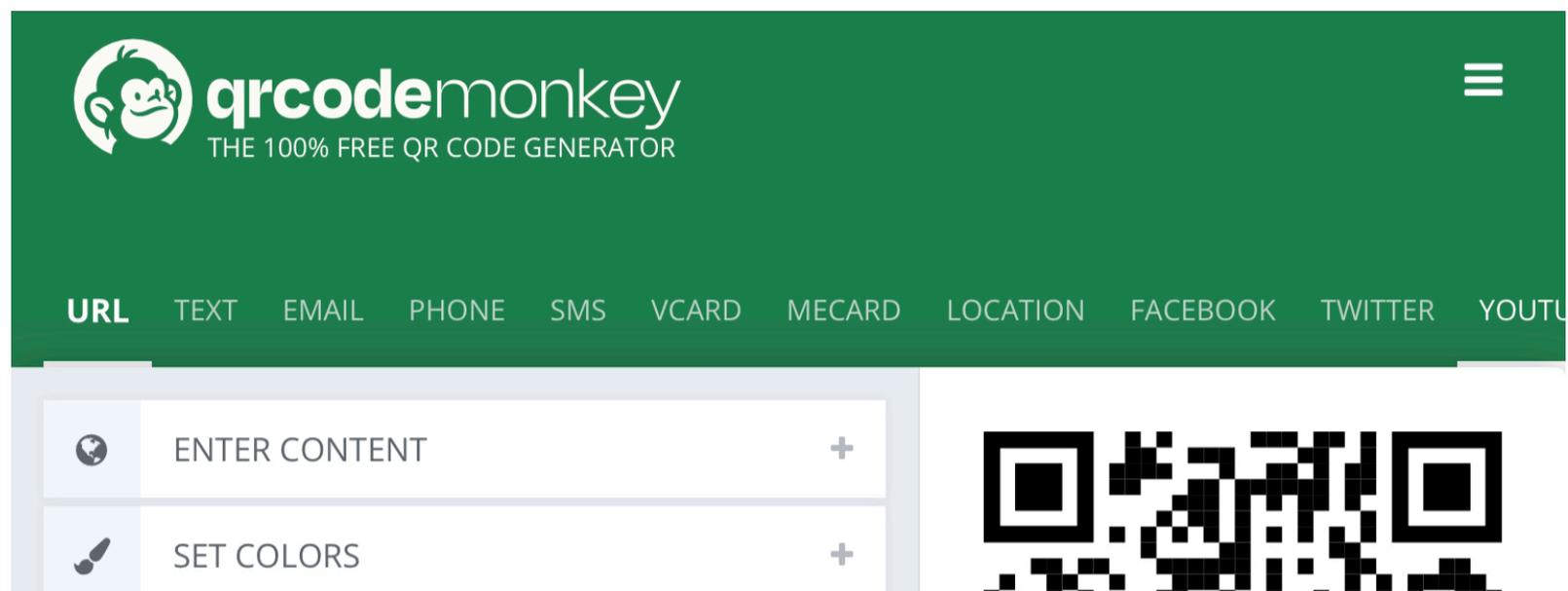


We can upload their logo by simply clicking Upload Image. You see the example above with the Twitter logo. We can give customers a very customized, very professional QR Code business card. It's extremely simple for us to do, and it's free.

Once we send the customer the PNG, they simply keep it in their Photos Folder on their phone. When they want to share their website, they go to that PNG and let the customer SCAN that PNG with their QR CODE Scanner. That takes them right to the business owner's website.

There is no need for paper business cards, no need for emailing someone, no need to message them in any way. It's a quick scan, and your customer is surfing your website. It happens almost instantly, and there's no need for anyone to touch anything, other than their own phone. Pretty nifty! And there's even MORE options...

There's a huge array of things we can do for our customers with this website. It's kind of amazing that it's free. This means more options for THEIR BUSINESS. It's feature after feature. Look at the header of the website, and then look for the letters URL:



Now look to the right of the letters URL. You will see: Text, Email, Phone, SMS, Vcard, MeCard, Location, Facebook, Twitter, YouTube. By the way, that line of options actually extends off the screen! Scroll left and you will see a bunch more options.

We can now give customers ENDLESS options for their QR Code Business Cards. But to start, I recommend keeping it simple. We will give them a basic QR Code, and we will bundle it with the Digital Business Card template that we discussed in the main training:

### [Digital Business Card Template](#)

**This allows us to charge substantially more than selling the QR Code alone.** I recommend charging \$19.97 for the bundle. That's actually still a bargain for what the customer is getting. And they don't have to create their own QR Code.

You are simply sending them the template along with the QR Code PNG. It's that simple. But as you expand your offerings, you could charge much more by adding even more functionality and customization to the QR Code. QR Codes are only going to get more popular and powerful from here on out.

# Extremely Important:

***Make sure you are on my VIP Email List so that you can have access to the free Launch Groups!***

If you purchased this training, you are automatically on the VIP Email List. We are forming more small Launch Groups to help you launch your Etsy One-Page Content. We want to continue creating these tiny launch groups as many times as we can, and for as long as we can. There is no cost for joining the group. We just really want to see some publishing success stories!

So make sure you stay on my email list because that's where all the announcements will take place. If you have any doubts about not being on the list, email me and I will make sure to add you:

[paul@authoradvent.com](mailto:paul@authoradvent.com)

## Insider Training:

The following training is PROVEN EFFECTIVE. This is the best of the best that I can possibly offer. It's taken me years to perfect these strategies. They absolutely work, and they keep on working. I'm the type of person who tests and then re-tests EVERYTHING. Effectiveness is a big deal with me!

### [One-Page Royalty Streams](#)

This training is about EDITABLE one-page micro-content. These are simple one-pagers that the customer buys from you, and then edits them with free software. Because customers can CUSTOMIZE these one-pagers for their own lifestyle, they are willing to pay much more for them.

### [Azon Royalty Generator](#)

This is a method to create a one-page book on Amazon and to get FREE PERMANENT advertising directly on Amazon's website. Yes, free ads for your book basically forever. The royalty stream from these tiny books can be quite substantial.

### [Micro-Content Rapid Royalties](#)

This training is about a woman who did everything wrong when she created a simple 9-page book, but made over \$5,000 dollars from it. I'm not kidding when I tell you that the book is only NINE pages. This tiny book was a life changer for her.

### [Micro-Series Bestseller Royalties](#)

This is about an author who writes little 10-page books very quickly and then connects them in a big series. He pretty much slaps these books together, but he dominates the bestseller lists and his royalties are off the chart. He also has a free method to get even more sales, and most authors don't know anything about this feature.

**Godspeed to you and all your micro-content projects!** Now is the time to launch your micro-content because short work has never been more in demand. There's so much opportunity out there for you. You just need to reach out and take it. If you need any further guidance or help, you can always contact me:

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PS: I love life! :-)