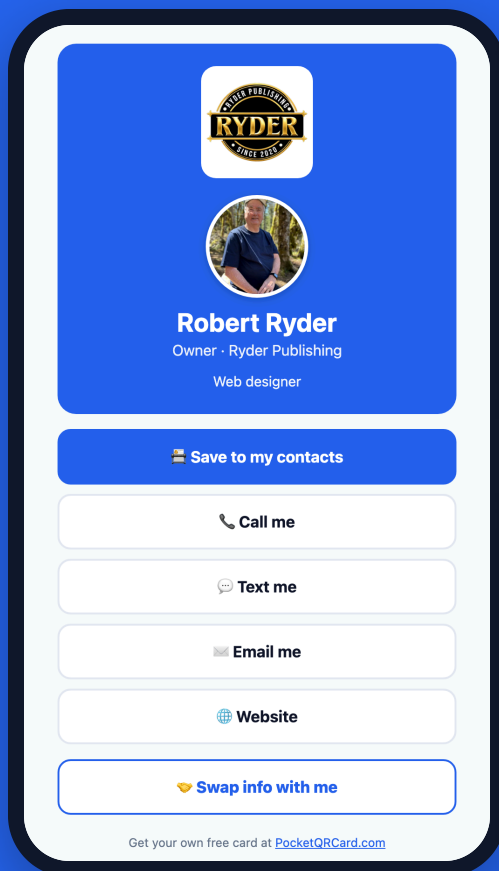




Your Card. Your Leads. Your Pocket.

The free guide to how PocketQRCard works, and how to use it to meet more people and win more customers.



One QR code. Everything about you.

PocketQRCard is a contact card that lives on the web. You get a QR code. When someone points their phone camera at it, your card opens: your name, photo, logo, and big buttons to **call, text, email, visit your website, find you on a map, follow you on social media, pay you, or leave you a review.**

No app to download, for you or for them. It works on every iPhone and Android camera.

The big idea: your QR code never changes, but your card can. New phone number, new job, new website? Update your card and every keychain, sticker and business card you've ever handed out shows the new info instantly. Nothing to reprint.

Set it up in 5 minutes

- 1 **Sign up free** at PocketQRCard.com. Just your name, email and a password. No credit card.
- 2 **Fill in your info:** name, job title, business name, and a line about you. Pick a card color.
- 3 **Add your logo and a photo.** People remember faces. A friendly photo gets more saves.
- 4 **Flip the switches.** Every button has an on/off switch: Call, Text, Email, Website, Location, TikTok, Instagram, Facebook, YouTube, LinkedIn, Venmo, Cash App, Google reviews and more. Only turn on what you want people to use.
- 5 **Hit Save**, then tap **See my card** to check it like a customer would.
- 6 **Download your QR code** (a big, sharp picture) and start putting it everywhere. See page 4 for ideas.

It works both ways

Swap info

Paper business cards only go one way. You hand one out and hope they call. With PocketQRCard, the person who scans can tap **Swap info with me** and send you **their** name, email and phone.

- You get an email the second they do it.
- They get your card by email, with a file that saves you to their contacts.
- Everyone who swaps is listed on your card page, ready to follow up.

See what's working

Your card page shows how many times you were scanned, which buttons people tapped, and **which printed item got scanned**: your keychain, your business card, or your sticker. Each one has its own hidden tag, so you learn what's really bringing people in.

Pro tools PRO

-  **"Nice to meet you" email.** Write a short note once. Everyone who swaps gets it right away, in your name, with your card attached. When they reply, it comes to you. You never forget to follow up again.
-  **Up to 5 cards.** A work card, a personal card, one for your side business. Each has its own QR code and its own stats.
-  **See everyone who swaps** and **download the list** for Excel, Gmail or Mailchimp. (Free shows your first 5.)
-  **A PDF report every month:** scans, swaps, taps, best day and time, and what got scanned most.
-  **Print your own** business cards (Avery 8871) and 2" stickers (Avery 22806) at home.
-  **Pick your keychain color** to match your brand.

If you ever stop Pro, your main card and QR code **keep working**. Nothing you've printed goes dead.

Put your code where people already look

A QR code only works when people see it. The more places it lives, the more people scan. Here are the spots that work best:



On your keys

It's always with you. Hand it over, they scan, done.



Your phone's lock screen

Turn your phone around and say "scan this."



Business cards

Every card you hand out can bring the person back to you.



Stickers

Laptop, toolbox, clipboard, water bottle, truck window.



Counter & register

A sticker or stand by the checkout: "Scan to save us."



Tables & menus

Restaurants: reviews and socials, one scan away.



Packages & receipts

Every order you ship can bring a repeat customer.



Truck or car

A big sticker on the back window works while you drive.



Email signature

Paste your card link under your name.



Social media bio

One link for everything: Instagram, TikTok, Facebook.



Events & trade shows

Put it on your table sign and your name badge.



Flyers & yard signs

Realtors and contractors: "Scan for my info."

Make it bigger than you think. A QR code should be at least 1 inch wide on a card, and 3–4 inches on a sign people see from a few feet away. Always add a few words next to it, like **"Scan to save my contact"**. People scan more when they know what they'll get.

What to say (word for word)

Most people never ask for the swap, and that's where the leads are. Keep it short and friendly. Pick the one that sounds like you:

When you meet someone

"Here, scan this." It saves my number to your phone. And if you tap **Swap info**, I'll have yours too, so I can send you that info we talked about.

At a counter or a booth

"Want to hear about our specials?" Scan this and tap Swap info. We'll email you when something good comes up.

When they ask for a card and you're out

"Even better: scan my keychain." A paper card gets lost in a drawer. This one goes right into your contacts."

After a job is done

"If you were happy with the work," scan this and tap **Leave a Google review**. It really helps a small business like mine."

Getting paid on the spot

"You can pay me right here." Scan and tap Venmo or Cash App. (Turn those buttons on for markets, fairs and side jobs.)

Point, don't explain. Hold the code out and say "scan this." People know what a QR code is now. A short ask works better than a long pitch.

Turn swaps into customers

Most sales happen after the first meeting, when you follow up. A swap is a warm lead: they **chose** to give you their info. Here's a simple plan.

- 1 **Same day: say hello.** Reply to the swap email while they still remember you. With Pro, the "nice to meet you" email goes out automatically within seconds.
- 2 **Within 3 days: give them something useful.** The price list, the photo, the article, the answer to their question. Not a sales pitch; help.
- 3 **Within 2 weeks: ask.** "Would you like to set up a time?" "Want me to hold one for you?" "Can I send you a quote?"
- 4 **Every month: stay in touch.** Download your swap list (Pro) into Mailchimp or Gmail and send a short update or special.

A "nice to meet you" email that works

Great meeting you today! Here's my info. Tap the attached card to save me to your contacts. If you have any questions about [your service], just reply to this email. It comes straight to me.

— [Your name]

Keep it short and personal. Mention **where** you met if you can, like "at the Canby farmers market."

Learn from your numbers

- **Lots of scans, few swaps?** Ask for the swap out loud (page 5).
- **Keychain scanned more than cards?** Hand out more keychains.
- **Nobody taps a button?** Turn it off so the good ones stand out.

Start free. Grow when you're ready.

	Free	Pro
Your card + QR code that never changes	✓	✓
All the buttons and switches	✓	✓
Save to contacts, scan + tap stats	✓	✓
Swap info: see who sent you their info	First 5	Everyone
"Nice to meet you" email, sent for you	—	✓
Cards (work, personal, side business)	1	Up to 5
Download your list (Excel, Gmail, Mailchimp)	—	✓
Monthly PDF report	—	✓
Print your own Avery cards + stickers	—	✓
Keychain color (black letters)	White	7 colors
Price	\$0	\$2.99/mo or \$24/yr

Add-ons (shipped to you)

-  **3D-printed QR keychain:** \$9.99 each. Pro members pick the color: white, yellow, orange, sky blue, mint green, pink or light gray.
-  **250 printed business cards** with your QR code: \$49



Scan to make your free card

Takes one minute. No credit card.

PocketQRCard.com