

The logo for Rainmaker Retreat features the words "RAINMAKER" and "RETREAT" stacked vertically in a white, serif font. To the right of the text is a stylized graphic consisting of two overlapping, curved lines in shades of blue and green, resembling a swoosh or a drop.

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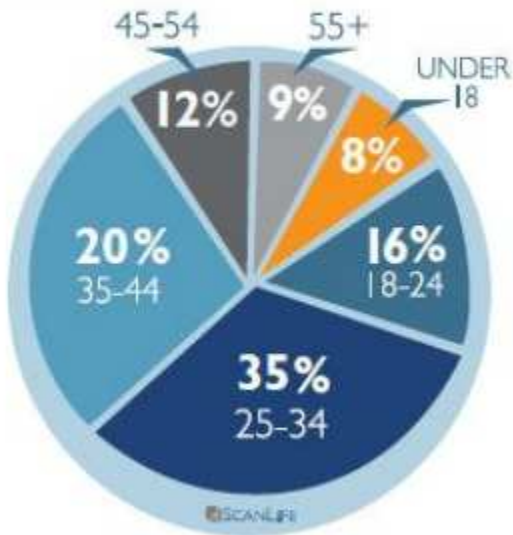
How and Why to Use QR Codes for Law Firm Marketing

By Stephen Fairley

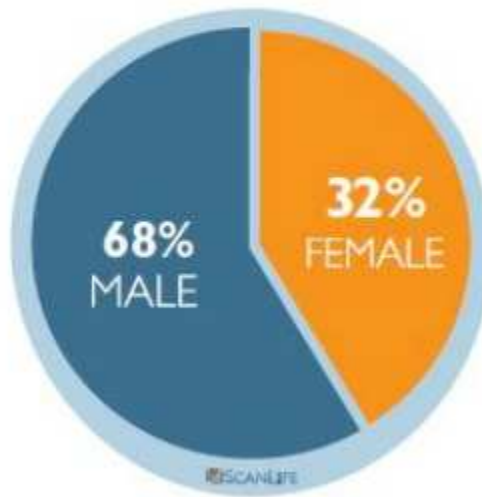
<http://bit.ly/oQRGxT>

QR (for "Quick Response") Codes aren't just for coupons or price checks anymore. They are a growing way marketers are communicating with customers and prospects. In fact, mobile barcode solution provider ScanLife recently reported that scans of QR codes by consumers increased by 157% in Q1 2012 over Q1 2011 and here's how that usage breaks out demographically:

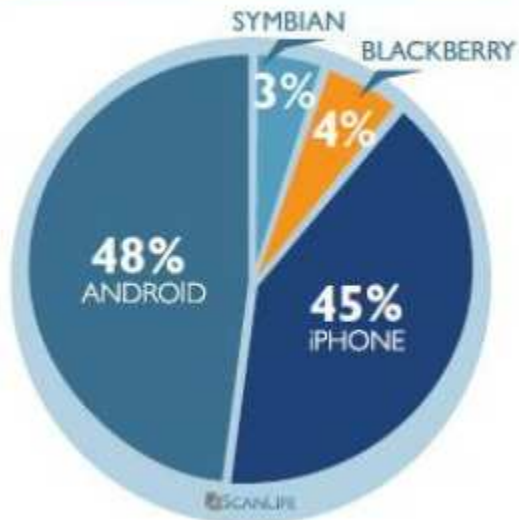
DEMOGRAPHICS AGE



DEMOGRAPHICS GENDER



DEMOGRAPHICS OPERATING SYSTEM



Attorneys can use QR codes in a number of innovative ways, including have them printed on the back of your business card, your print marketing materials, even your website and blog. Your QR code could then direct users to a special web page offering a free consultation, e-book download or free report. Insert QR codes into your free e-book directing prospects to your website or videos of you expounding more on the e-book topic.

QR codes can also be used to store your contact information on someone's smartphone or even to provide directions to your office. You can use a QR code to link to an informational video that is optimized for mobile so prospects can view it easily from their phones.

You can generate your QR codes for free at <http://qrcode.kaywa.com/> or <http://www.qrstuff.com/>.

Check mine out now (if you don't have a QR Code scanner on your iPhone or Android, you can download them for free from your app store):



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical

Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.

After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.



Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information Please go to:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets

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