

Legal Marketers – Get A Customized iPhone App (Thanks to Guy Kawasaki) at 75% Off

January 8th, 2010 by Kara

I was watching on MSNBC last night and during a program about the iPhone and an interview with Guy Kawasaki. Since I was watching TV with my Mac in my lap anyway, I went over to his blog and saw his article

How To Make an iPhone App

In it, Kawasaki you're directed to appmkr.com, an online platform that enables you to customize an application for your online content.

I was enthusiastic going in, then I saw, "If you'd like to try the service, go to AppMakr.com and use coupon code "GUYK" to pay \$49 instead of \$199," then, I knew guy was awesome! *(Note: It takes a day or so for Apple to publish...)*

This offer expires on January 18, 2010.

Here's mine!



You may know Guy as an entrepreneur, business consultant and blogging genius. More importantly though, he was one of the Apple employees who was involved in promoting and marketing the original Mac back in 1984 — essentially one of the people who "Made Macs Cool".

If you're a legal marketer, the tools of social media: Apps, twitter, iPhone Google, and RSS are among those you'll need to incorporate in 2010. Once you have, you may want to consider working with someone who's been working with them — effectively for a while in order to maximize your results.

Other articles you may be interested in:

[Social Media Marketing for Lawyers: 2009 Predictions](#)

[An Interview With Guy Kawasaki, the Man Who Made Apple Cool](#)

[Legal Tech and the Future of Print](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.