

# HOW CARTOONS CAN ATTRACT PROFITS TO YOUR BUSINESS!



**And distinguish yourself  
from the pack!**

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Set in Times New Roman



## ABOUT THE CARTOONIST...

Richard Duszczak (Pronounced Du-shack!) is a much loved cartoonist in the United Kingdom, on a mission to become a much loved cartoonist in the world. (And when he achieves that he'll up his goals to become a **EXTREMELY WELL KNOWN** cartoonist in the Universe..etc etc.!)



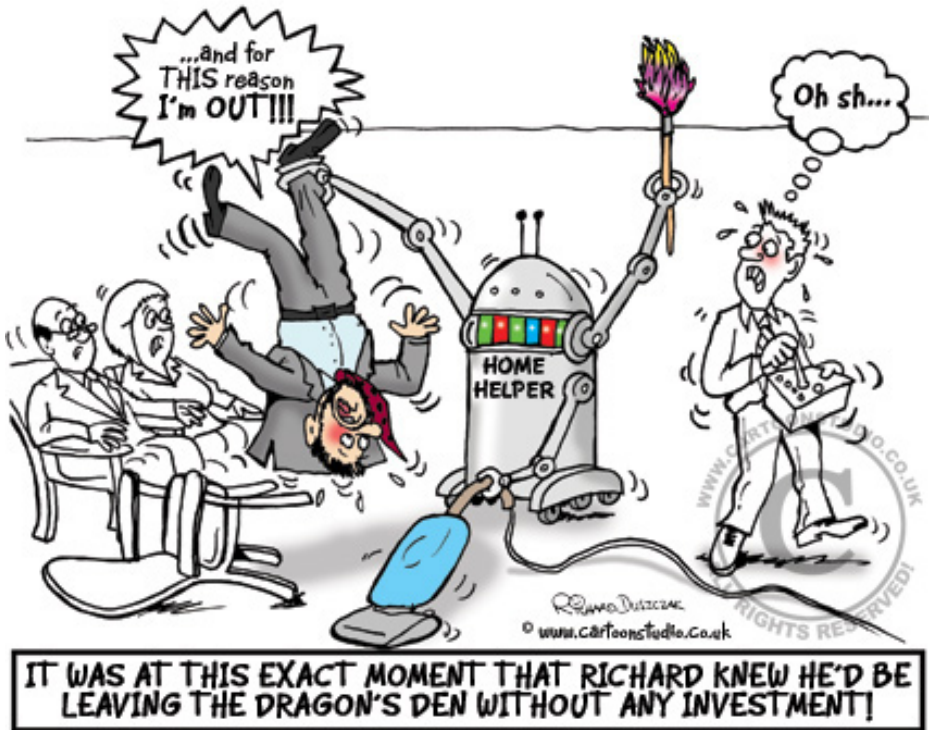
Richard is a self taught cartoonist who used cartoon illustrated affirmations to motivate himself to carry on when rejection of his work followed rejection. Starting out without any graphic arts experience back in 1982, he learnt everything he knows from reading books and taking action. You could say he graduated

from the *College of Hard Knocks*. (And he did take some knocks as his work was pretty poor when he first started!) But with sheer determination, hard work, perseverance and more hard work he began to make a living as a cartoonist. His lifelong dream.



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## WHY YOU SHOULD USE CARTOONS...

**Cartoons attract attention** - there's no doubt about it.

Let's face it, the only reason you advertise is to stop readers dead in their tracks and make them think about your product or service. You can do this lots of different ways - photos - bold headlines, attractive blondes, but whatever you try will be hit or miss.

Humor also adds a visual dimension to your marketing, differentiating your message from your competitor's. Cartoons encourage readers to look at topics they might otherwise skip.

Cartoons, on the other hand, always attract eyeballs. More important, cartoons communicate at a glance. Why? Because people are conditioned to believe cartoons are entertaining. Entertainment is king! And people love to be entertained. So, when they see a cartoon, they automatically stop to see if it's funny. And if it is you've hooked them - then your advertising copy can reel them in! You only have a split second to catch the reader's eye and funny cartoons break through the mental blocks people put up against advertising, and grab their attention. Everyone enjoys a cartoon or two. They break up pages and pages of full of text. Cartoons can help make things light yet communicate a certain message in a most

impact full way. Funny cartoons hold attention. Cartoons, like photographs and illustrations, make an indelible impression in a person's mind and can help them understand the material.

Now that you have stopped your reader in their tracks to look at your cartoon, it's got to deliver. It must be funny - but if it's not FUNNY, chances are you'll lose the reader right there. On the other hand, if it is funny, and you've entertained them then you're onto a winner. They will repay you by reading the rest of your advertisement.

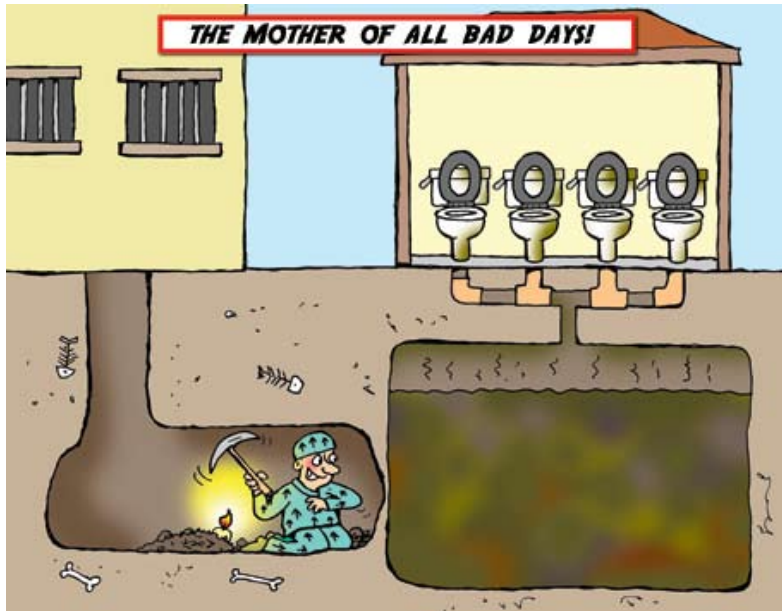
The great thing about cartoons is that they can be used for almost any kind of advertising, PR or marketing materials. Whether it is business-to-business or business-to-consumer people enjoy a smile. Using cartoons can help brand your marketing and drive home important messages.





Okay, so doing business is serious, but humour puts your readers at ease. Readers appreciate a touch of humor in an otherwise overly serious world. (And boy is it serious at the moment!)

**Do you think this cartoon might make a good advertisement for an all over shower gel?**



Editors of newspapers and magazines know the value of cartoons - they add them to articles. Cartoons encourage readers to look at topics they might otherwise skip.

Cartoons are great for the home page of your website, newsletters, training materials and presentation visuals.

In each case, the unexpectedness of a cartoon immediately captures your audience or reader's attention and visually reinforces your message.

Really funny cartoons get saved and passed around. You've heard of viral marketing!? Well, if your cartoon is genuinely funny people will save it. They will forward it on to their family, friends and co-workers. They will paste the link in an email and fire it off to everyone in their address book. And every time they do, you get more attention for your advertisement/web page/product/service. In short, funny cartoons expand your reach. More readers mean more chances to sell your product or service.

# 25 WAYS CARTOONS CAN ATTRACT ATTENTION FOR YOUR BUSINESS...

## 1. DROP THROUGH LETTERBOX FLYERS...

How many pieces of junk mail do you get dropped through your letterbox that you never give a second glance at? Change all that with an eyecatch-

Seen in Melton Messenger.

No call out or per hour charge.

No Fix, No fee.



Another computer bug banished by...



Expert and affordable in home service to set up, troubleshoot, demonstrate and advise on all electricals.

Call 01664 569178

"Just what I needed".

"Much cheaper than buying a new one".

"Ideal".



## 2. PERSONAL CARICATURES...

“With so much competition out there it’s vital that you can differentiate yourself from the masses! With so many boring photos of coaches and consultants with their hand on their chin, I wanted something different that would get the attention of my customers and also be able to get my personality across. I came across Richard at the Cartoon Studio and I was hooked! I immediately got a cartoon designed for me and all of my team and the feedback we have had from our customers is that it is

“something different” and it makes us stand out. It creates a talking point and that is the role of marketing! Thanks Richard, I have and I’ll continue to recommend your services to anyone who wants to stand out from the **sea of mediocrity!**”

Sean McPheat -  
Managing Director

MTD Sales Training  
<http://www.mtdsalestraining.com>

<http://www.cartoonstudio.co.uk>



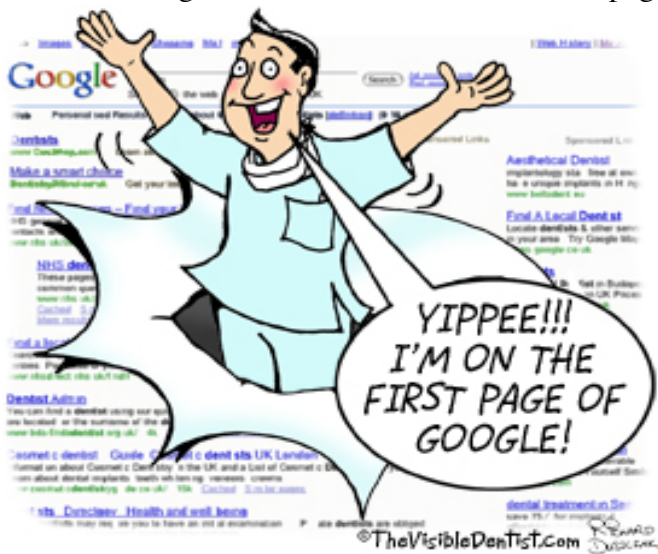


# 4. WEB SITE GRAPHICS...

Hey Richard,

Just a note to let you know that your images came and I added them to the website. They look fantastic!

Your idea of using cartoon characters on our site's pages has caused quite a stir. The cartoons make an immediate positive impression and actually compel visitors to go further into our website.



Not only have they improved click-through rates, I even had a client say that he signed up for our services

just because he liked the cartoons! Talk about a great idea - Wow!

I think prospective clients are able to digest and understand each Web page faster and more clearly now. The cartoons set the stage for each page's subject and leave no doubt of what to expect. It's a perfect match.

Anyway I just wanted to thank you for lending your creativity and attention to all the details. I couldn't be more pleased with the results. You have my permission to post this as a testimonial if you like; besides, you've more than earned it. Thanks again my friend for a job very well done.

Sincerely,

John Barremore, SEO

<http://www.thevisibledentist.com>

# 5. CARTOON CHARACTERS TO ENHANCE YOUR BRAND...

When a client asks me to develop cartoon characters, the first step of the process is to discern the purpose of making a certain character. Do they wish me to develop cartoon characters that will depict common, everyday life or do they wish me to create superheroes and villains? How about out-of-this-world creatures?

Cartoon characters PLUM and BOB were created for DAL Home Improvement Services to attract attention for their Yellow Pages advertisements. This was for their building/bricklaying side of their business. I also drew other cartoons to promote plumbing, electrical and joinery work.



AN HONEST & COMPLETE BUILDING SERVICE  
ON THE END OF A PHONE

*All Aspects Of Building Work Undertaken*



- Extensions, Renovations & Conversions
- All Associated Plumbing, Electrical & Joinery Work  
Carried Out By Fully Qualified Tradesmen
- Bathrooms & Kitchen Installations
- Full 7 Day A Week Service



LARGE ENOUGH TO COPE  
SMALL ENOUGH TO CARE

- Design & Planning Assistance
- 5 Year Warranted Guarantee
- Free No Obligation Help & Advice
- High Quality Work Assured At All Times
- Free Estimates



*SPECIALIST SERVICE FOR  
PEOPLE WITH A DISABILITY  
OR SPECIAL NEEDS ALSO AVAILABLE*

**GRANT SPECIALISTS FOR LOCAL AUTHORITIES**  
*OUR REPUTATION IS BUILT UPON RECOMMENDATION  
ASK FOR BILL*

DAL HOME IMPROVEMENT SERVICES

# 6. SPOT-THE-DIFFERENCE CARTOONS...



I did this spot-the-difference cartoon for Andrews. The only difference between the two cartoons was the packaging of the product. They had gone from the old tin into a new plastic container. (Not the usual find the ten differences - but still a very effective promotion!)



# Andrews

Salts

- to sort your insides out!

Fast and effective relief from upset stomach.

Always read the label. Andrews  
is a registered trade mark.

# 7. CUSTOMER SERVICE CARTOONS...



You've got to look after your customers - or they'll become someone else's! Motivate your staff with motivational customer service posters. And here's one of my favourite Customer Service Quotes...

*Customers don't expect you to be perfect.*

*They do expect you to fix things when they go wrong.*

*Donald Porter*

## 8. NEW LOGO!? Business Opportunities And Ideas Gets ONE!

If you're a regular reader you might have noticed the new logo appear in the top right hand corner of the blog a few days ago.

I'd decided a few weeks ago that I needed a "logo" for the site to help position it as a friendly informal place to share and discuss business opportunities and ideas, but I wasn't quite sure what I wanted until I saw an impressive caricature on another blog (which annoyingly I can't find again) and shortly after saw Rea Maor's new logo.

So I set out to find someone that could draw me a suitable caricature/logo, something that should have been easy, but instead proved to be a lesson in how bad most small businesses are at sales.

So what did the businesses do wrong?

Several I approached never even responded to my email, or the contact form on their website.

Two that did respond simply replied "Yes we can do it" but when I sent them a follow up with a request for more info they did not bother to reply.

Three that did respond simply replied "Yes we can do it for £X" but failed to provide any examples of previous work.

Two took too long to reply, I'd already gone back out to look for more suppliers and found a supplier that I could work with.

One gave me too many hoops to jump through to be able to work with him.

Overall I contacted nineteen businesses directly and had quotes back from nine of them, just three of them were credible, but one of those only came after I'd chosen a cartoonist.

The cartoonist I chose to use was Richard Duszczak of Cartoon Studio, despite the fact that his quote was the highest I received. Working with him was a pleasure - he was prompt, asked enough questions to establish what I wanted without wasting my time and provided some quick sketches to ensure he had understood what I was after. We were able to communicate clearly by email (and a quick phone call) as the logo evolved through several iterations.



My logo is actually part of the full caricature below:



Expect to see more of it in the coming weeks and months. I expect to be using Richard Duszczak (Cartoon Studio) again over the coming months for future illustrations/cartoons as his work is excellent value - and he made me thin!  
John Crickett

<http://www.businessopportunitiesandideas.co.uk>

<http://www.cartoonstudio.co.uk>

# 9. CHRISTMAS CARD DESIGN TO SEND TO YOUR CLIENTS...

Don't forget to thank your clients/customers for the business they have given you throughout the year!(Then you'll be first on the list when they start dishing out the work in the New Year!)



# 10. CARTOON CALENDARS - SO YOUR NAME IS IN FRONT OF YOUR CLIENTS 365 DAYS A YEAR!



Here's one of twelve cartoons I did for City Plumbing commissioned through an advertising agency.

# 11. CARTOON MAPS - FUN MAP FOR aMaizin THEME PARK...

I did this cartoon map some months ago for Kristina at aMaizin theme park in Jersey Channel Isles, it was very challenging but satisfying...



Here's Kristina's comments on satisfactory completion....

*Brilliant!*

*It is always difficult to capture the essence of an attraction, especially with only photographs for reference! The Cartoon Studio worked diligently to achieve what we wanted, interpreting our ideas and adding character and emphasis. From an initial enquiry to completion, the whole project was handled extremely professionally and I expect to use The Cartoon Studio for many future projects. Well done!*

*Best wishes for the future!!*

*Kristina*

# 12. CARTOON GRAPHIC FOR HOME PAGE...

I got Richard Duszczak to create the main graphic for my website.  
www.billoliver.net

His work is exceptional. I've had clients and peer group all say how fitting, suitable and excellent his graphic/cartoon is. Richard responded so quickly to alterations, sometimes within hours of the request. His characters are lively and good humoured. I would recommend him to anybody for graphic work.

Bill Oliver - Sales Writer/Marketing Coach

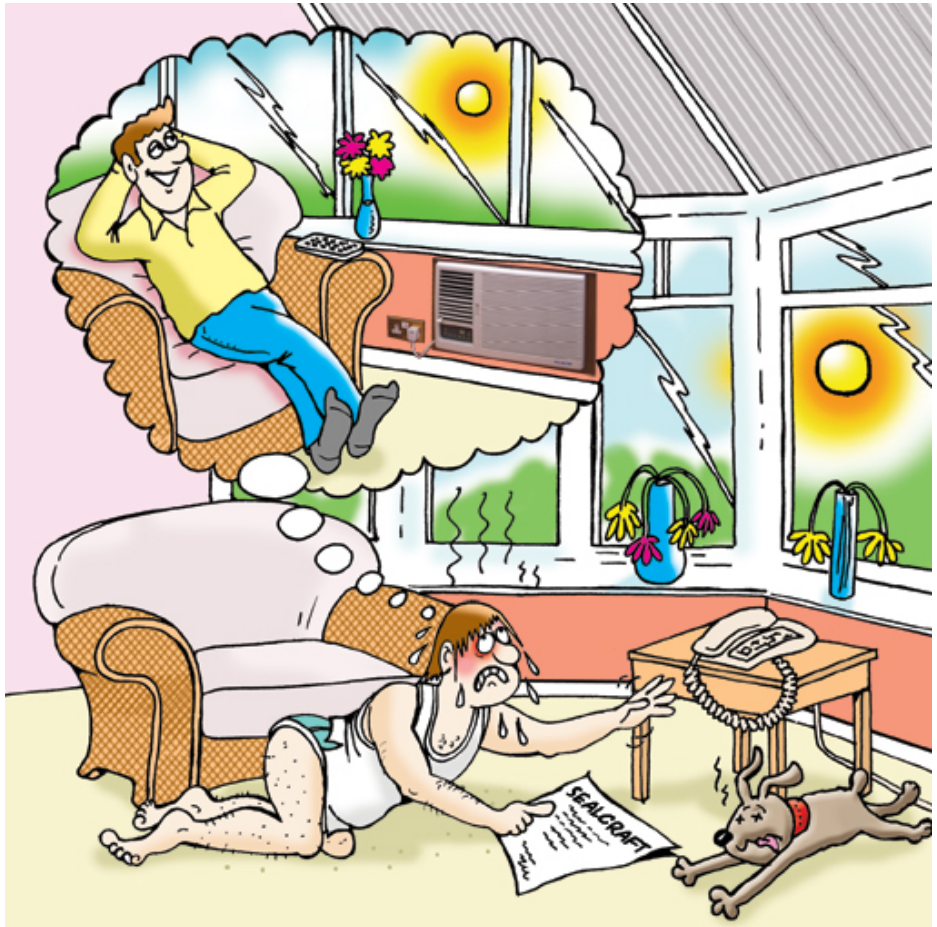


Bill didn't want a caricature and asked if I could use a photo instead.



# 13. 'BEFORE AND AFTER' CARTOONS...

There's nothing like 'Before and After' cartoons to illustrate a point... in this cartoon the 'after' scenario of him having installed an air conditioning unit from SEALCRAFT is in the thought bubble. I could have drawn two separate cartoons but space was limited in the ad.





# 14. 'BRANDED' COLOURING IN CARTOONS...

This is one of a series of 'colour me' cartoons I did for YHA (The Youth Hostel Association.) Their logo keeps the organisation in mind at all times for parents and kids.



# 15. SAFETY CARTOONS...

Health and Safety cartoons can save life and limb!

As I'm sure you're aware you need to keep Health and Safety at the forefront of everyone's mind 24-7-365.

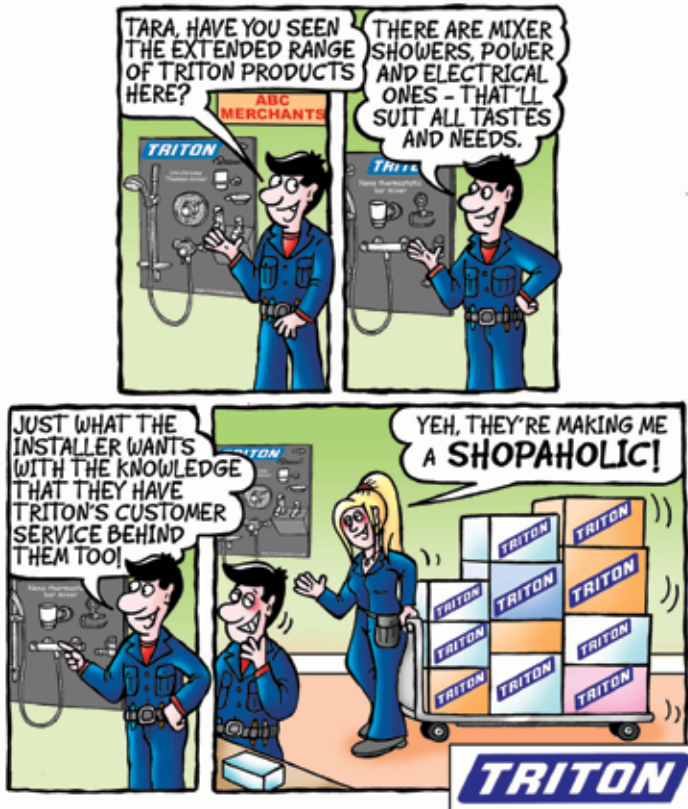
Health and Safety cartoons can illustrate serious messages in a light hearted way.



If you use cartoons on a regular basis this will embed the message into their minds and keep them informed of ongoing safety issues. Consider safety cartoons via emails, training materials, Powerpoint presentations and calendars(They're in front of them everyday of the year!)

Remember, save one accident and any cartoon you commission will have paid for itself a hundred fold.

# 16. BUILDING A BRAND THROUGH CARTOON STRIPS IN THE PRESS...



For further information, visit [www.tritonshowers.co.uk](http://www.tritonshowers.co.uk)

The first series of branded cartoon strips for Triton Showers appeared in the trade press one every month so that readers could follow their exploits. Each month a different product was highlighted. Client's comments... 'After 14 strips it was decided to introduce 'Tara' a installers mate...I'm just e-mailing regarding Triton's installer character, Ed. Basically, Triton was really pleased with the cartoon strips and we also had some extremely positive comments from the trade press. Triton has therefore decided that it would like to do more on the cartoon front.'

# 17. CHARITY BID ENHANCED BY USE OF CARTOONS...

Email from Marie Brown Regional Fundraising Manager NCH, the children's charity...

"As I mentioned on the phone I work for NCH, the children's charity as the Regional Fundraising Manager for Nottinghamshire and Derbyshire. I'm wanting to put in a charity bid to a group of mad individuals who run the soapbox downhill derby each year to try and get them to raise money for the children's projects we run in Derbyshire for children who have been traumatised by sexual abuse. I really need to make my bid stand out from the bog standard boring ones that they would normally get and make them feel like I am as mad as they are! What I need are 2 cartoons;

Our dragon with a white crash helmet on - so I can start with the line "Breaking news - Cedric is the STIG" (The Stig is a racing driver on the revised format of the BBC motoring show Top Gear. He is cast as a mysterious "tame racing driver" whose identity is unknown, and who never speaks on camera. Nonetheless he is fully credited as a presenter alongside Jeremy Clarkson, Richard Hammond and James May.) and also a picture of cedric the dragon sitting in a soapbox type car for each page of the bid I've been at it for hours and quite frankly I have lost the will to live! Please could you take a look at my pathetic efforts and see if you can help.....





Dear Richard,

Thanks so much for these images - they are perfect - keep your fingers crossed that we get it!

*“The charity market is very competitive and everyone knows that if you want to be in the running that sometimes you need to respond quickly to meet deadlines and make your cause stand out from the crowd.*

*NCH, the children’s charity supports more children in the UK than any other and when we got the opportunity to put in a bid to be the recipients of a £60,000 fundraising event we had to act fast.*

*Richard and his team at Cartoon Studio pulled out all the stops and within 24 hours we had the first drafts of what proved to be an invaluable marketing tool to get our bid noticed. The brief was very vague and somewhat rushed but Richard knew exactly what would attract the event organiser’s attention and what would capture their imagination.*

*It worked! Need less to say that this December we will all be hurtling down a very steep hill in a home-made soapbox car ! I cannot recommend the Cartoon Studio enough for the value they added to our pitch and the competitive edge his designs gave us- maybe I should have asked him if he can provide accident insurance!*

*Thank you”*

Marie Brown

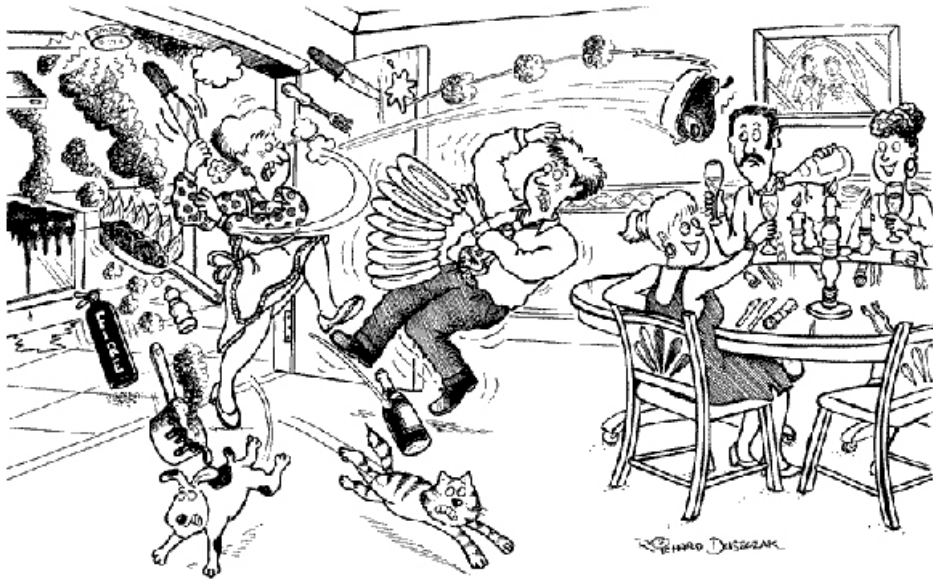
Regional Fundraising Manager

NCH, the children’s charity



# 18. CARTOONS TO ILLUSTRATE PRESS RELEASES - attracting readers/editors attention...

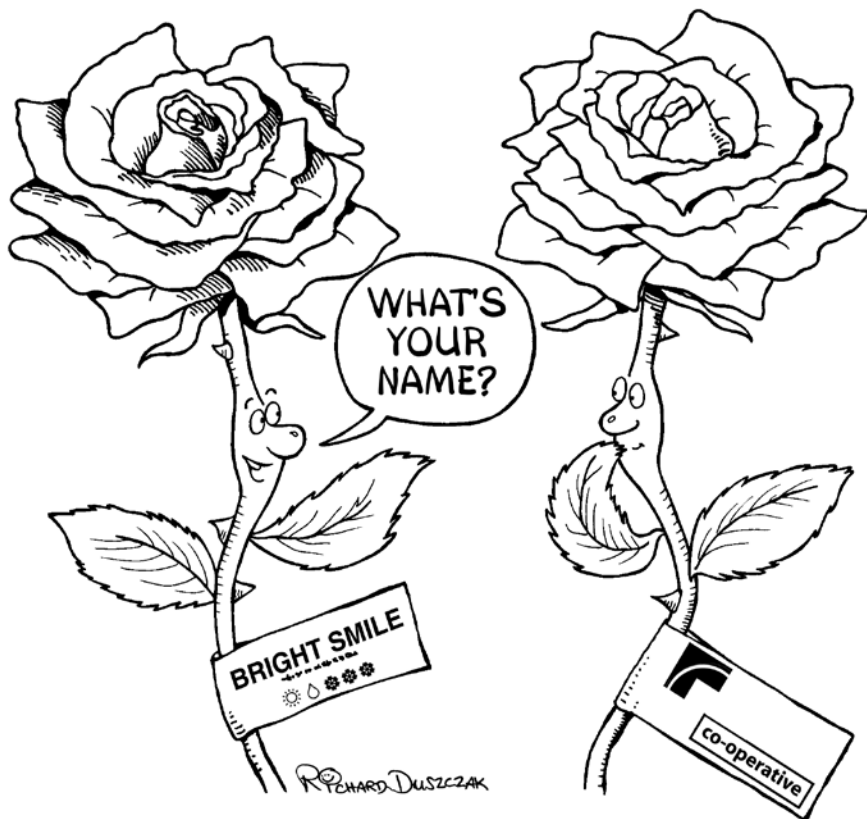
**PRESSURE COOKERS!** A press release for Somerfields supermarkets. The popular image of dinner parties as relaxing evenings - entertaining friends over a special meal at home - is blown apart by the findings of a new NOP survey that reveals a quarter of hostesses are actually so stressed that they resort to physically throwing items around the kitchen. (Final version was done in full colour.)





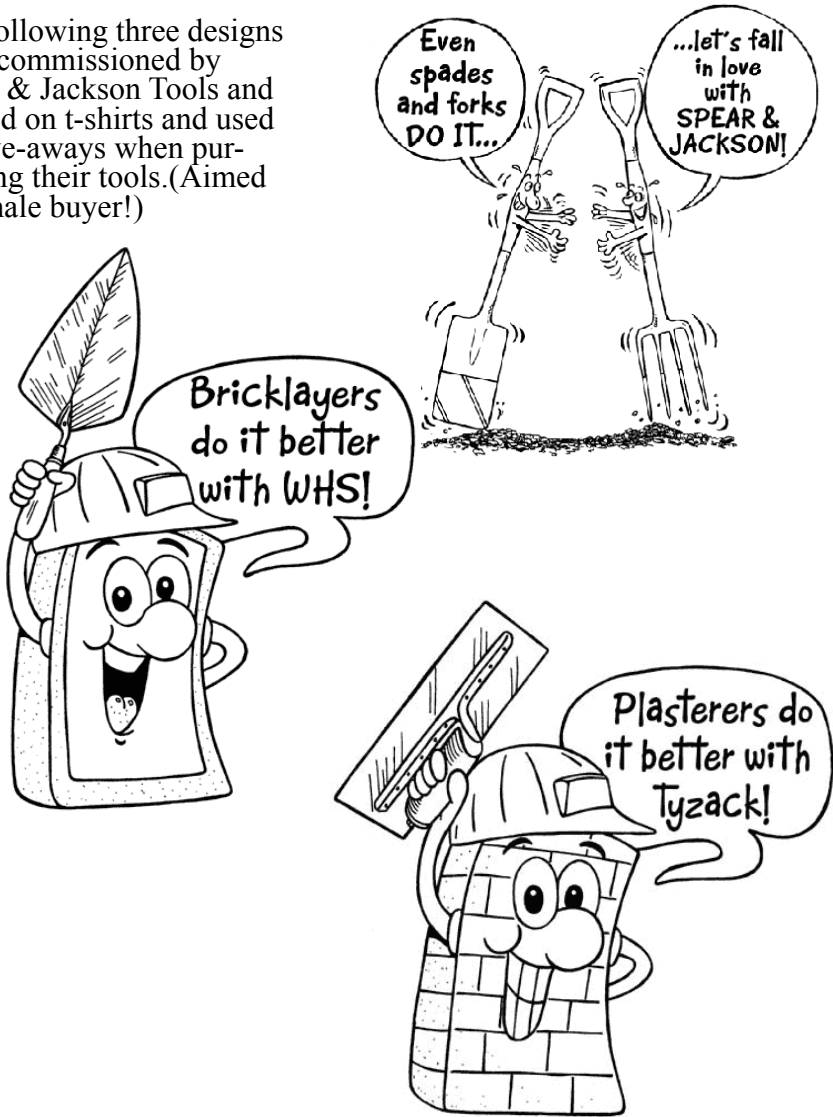
# 19. CARTOONS TO ILLUSTRATE A COMPETITION...

Name a Rose competition! Run by the Co-operative. Readers were asked to write in with a name for a new rose, possibilities ranged anything from 'Henry' to 'Passion'....



# 20. CARTOONS FOR T-SHIRT PROMOTIONS...

The following three designs were commissioned by Spear & Jackson Tools and printed on t-shirts and used as give-aways when purchasing their tools. (Aimed at a male buyer!)



# 21. CARTOON TO ILLUSTRATE POWERPOINT PRESENTATION...

Add more impact and interest to your presentations!

Brief from Danish Bacon client:

We need a colour cartoon for a PowerPoint presentation depicting a Viking, resplendent with Danish logo, chasing fleeing Anglo-Saxon womenfolk, and miserable looking peasants in the background dragging carts of “Danegeld”(Danish money)



## 22. CARTOONS AS REMINDERS...

ADVERTISEMENT-REMINDER!!!

This cartoon was used in an advertisement to remind people that they should continue to save aluminium foil. (After a successful appeal by childrens TV programme Blue Peter.)



# 23. CONTINUITY CARTOON MAILSHOTS...

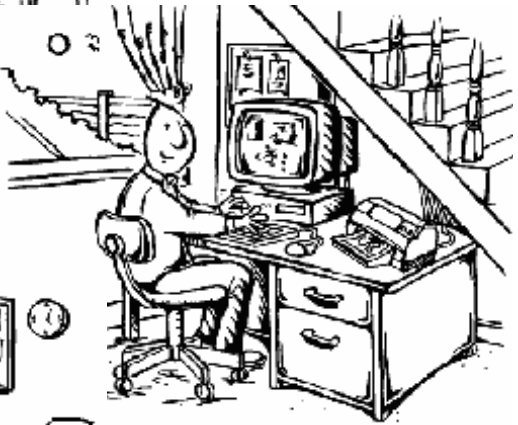
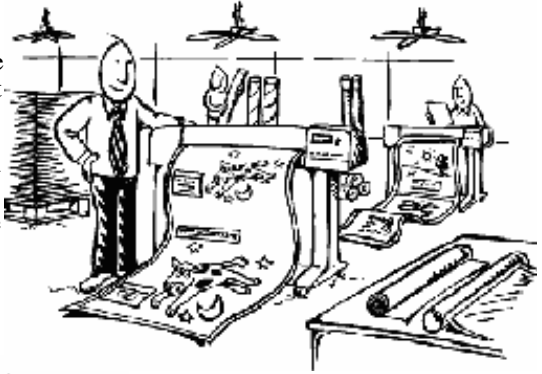
The following is one of six cartoons were sent out on a weekly basis for six weeks. They were aimed at the accommodation managers at colleges who helped students find suitable digs. The client then individually phoned the recipients after the final mailer, who now familiar with the callers cartoons and was more receptive to the sales call.



# 24. OVERHEAD EXHIBITION STAND GRAPHICS...

The following four illustrations were used as overhead graphics on Hewlett-Packard's exhibition stand, to attract attention from a distance for their various printers. I drew these as vector graphics which can be blown up to any size without losing any image quality.

Large format production graphics. A large production/printing type environment with big machinery...





# 25. DARE TO BE DIFFERENT...

Do you tend to have a consistent look and feel about your marketing materials? Do you blend in? Are you a clone of every other coach out there? Well, DON'T be!



Cartoons and personalized caricatures of yourself can make to stand out from the crowd!

- 1.) Cartoons and caricatures add **personality** to your fliers, brochures, website, business cards etc
- 2.) This added personality makes you **MORE MONEY**
- 3.) Make you more approachable/friendly!

Remember, a cartoon, caricature or cartoon strip developed for your product/service will add personality to all your marketing materials. Added personality means **MORE MONEY!** I need to convince you of the power

cartoons have on your marketing. They will help you sell more products and generate more leads for your business.

Cartoons liven up your marketing.

Caricatures can bring out your characteristics or qualities that form your distinctive character. That's what customers connect with when they read your advertisement or visit your web site. When a cartoon is used to market a product or service - **IT ATTRACTS THE EYE, IT CREATES INTEREST!**

## How do you Commission Cartoons?

Why keep a dog and bark yourself? Consider getting your “bark” from The Cartoon Studio.

I’ve been drawing cartoons for over two and a half decades -more if you include time spent in school and scribbling on desks and walls! God, am I ever glad I never got caught.



With all this experience behind my work, I could motivate a lion to go vegan! And don’t worry about my schedule; I’m lightning fast with writing wit, and creating illustrations that will inspire on the spot.

You also don’t have to be concerned that maybe my style and taste might not mesh with yours. I can mould myself to anything you like, and present you with cartoons that are appropriate for viewing by all ages.



Hey, when it comes to cartooning, I am the Chameleon of Cartoons! It’s said that the pen is mightier than the sword. Well, with your ideas, and my mighty pen--together we can motivate your world to do anything you want!

So, you ready to get started? All you have to do is send me your plan, a short note will do, and I will mould it, shape it, and create just the right cartoon for you. And, don't worry if my first effort doesn't meet with your total approval; I'm always open to revisions. I'll change the cartoons as many times



as you want, until it's perfect, until it's exactly what you want.

So, question: How do you Commission Cartoons?

Our first contact is best done via an e mail. Just tell me what your requirements and ideas for your piece are.

Email: [rd@cartoonstudio.co.uk](mailto:rd@cartoonstudio.co.uk)

Cartoon Studio Limited  
29 Lake View Avenue, Walton Chesterfield, Derbyshire  
S40 3DR Great Britain  
[www.cartoonstudio.co.uk](http://www.cartoonstudio.co.uk)

Tel: 01246 209034  
Fax: 01246 209034  
Email: [rd@cartoonstudio.co.uk](mailto:rd@cartoonstudio.co.uk)

## Stress-free Cartoon Service...

One thing that I really emphasized in this profession of mine is that I provide stress-free cartoon service. It is so easy to hire just any free-lance cartoonist that you can find in the internet. And why not, with so many of us vending our services to those who need to infuse some form of creativity into their business or organization?

And when I say I offer stress-free cartoon service, I really mean smooth sailing all the way.



I am aware of the pressure businesses are subjected into in order to come up with something unique and eye-catching to promote their product or service. Cartoon Studio aims to provide high quality cartoon service that will capture and personify just what each client needs. There are no halfway measures, no half-hearted attempts. Every project I accept gets my hundred percent attention and skill. The extensive background and experience I gained from providing cartoon service for the last 28 years is an assurance in itself that

you will get your money's worth. I take pride in saying that I get to be where I am now by ensuring customer satisfaction—always.

No project is too weird or too difficulty for Cartoon Studio. When I receive the brief on a project, I make sure I am well prepared to take it on. Though I have worked on practically all the possible projects there are, I still look forward to providing the best cartoon service I can, be it for a large corporation or an individual client.

I also take pride in meeting all project deadlines, earlier if I could. This fast turnaround time is one cornerstone of the cartoon service I offer and has enabled me to forge long lasting relationships with treasured clients.

With any business, time is always gold. This is why I endeavor not only for high quality but also for fast cartoon service.

At the Cartoon Studio, client input is always welcome. Whenever reasonable demands for revisions are made, I am more than happy to accommodate. Understand, though, that whatever additional concept or detailing the client wishes to incorporate would also carry the appropriate fee. This procedure leads to a transparent as well as efficient conclusion and delivery of any cartoon service rendered.

In whatever projects I do, fun is always at the forefront of the process. Clients know that the kind of cartoon service I offer is brimming with positive messages and is quite pleasing to anybody's sensitivities. Business and organizations who avail of Cartoon Studio's cartoon service will be ensured to procure and own images that are light hearted and appeal to a wide variety of audience.

And because the creativity I employ into every cartoon I provide knows no limits or boundaries, I can honestly say that I always look forward to each day of work with vim and vigor. Procuring cartoon service from Cartoon Studio ensures each client that each image is made with dedication and passion.



And that is my edge over all the other cartoon service providers there are. Whereas all these may be just work for them, it is a way of life for me.

## WHAT SOME PEOPLE HAVE SAID ABOUT RICHARD CARTOON STUDIO SERVICE...

Working with Richard in my training workshops has been a real delight. His ability to capture the main points of the discussions and translate these into superbly drawn and intensely humorous cartoon summaries is awesome.

I distribute his cartoons as a summary of the workshops and I know that many of the participants hang them on their walls or put them on their desks. They certainly don't do that with my written notes!

**Dan Heany MD** of Change Function Ltd

<http://www.changefunction.co.uk>

‘Working with such a fine cartoonist as Richard, he has always captured my ideas far beyond my greatest expectations.

Humour is one of the greatest environments in which you can learn some of your greatest lessons. So with the humour exuding from Richard's cartoons and the seriousness of some of my writing that accompanies them, we produced a perfectly combined motivator.

**Peter Sinclair** - Motivational Memo - Australia

<http://www.motivationalmemo.com>

“I can't remember how I came across Richard and his work, but I'm very glad that I did. Working with Richard was incredibly easy. He immediately got both the idea and the essence of what I wanted and captured it perfectly in the cartoons. What's more, he delivered far more quickly than I could have asked for. It was fun. I'll definitely work with Richard again if I get the opportunity.”

**Veronica Lim** <http://www.veronicalim.com>

“Richard Duszczak is one of those rare artists who is able to get into the mind of the writer, and take the essence of a page, and make the most important point come to life in a cartoon. As someone who writes self-improvement material for a living which is based purely on my own experiences, it amazed me that Richard was able to arrive at exactly the right impression in cartoon form that I wanted to give with my articles. Richard's cartoons added a new dimension to my work, and I can't recommend what he does highly enough.”

- **Gary Vurnum**, Self-improvement author and speaker

<http://www.oursuccesspartnership.com>





I'll continue to add many more ideas on how to use cartoons to promote your business if you want me to keep you informed of updates to this book email me on: [rd@cartoonstudio.co.uk](mailto:rd@cartoonstudio.co.uk)

**THE END!**

<http://www.cartoonstudio.co.uk>