

# CASH

FOR

# CARTOONISTS

## 15 PROVEN METHODS TO MAKE MORE MONEY FOR CARTOONISTS AND ILLUSTRATORS!

No, it's not a get rich quick scheme, this is a practical guide to earning more money online with your cartooning and illustrations. This ebook and coaching program will guide you through 15 different proven methods and multiple formulas along with detailed marketing strategies, and tips & techniques that can work for you.

### WHO AM I?

I'm **D.J. Coffman**. I've been drawing comics and cartooning professionally since 1997. My art teacher in high school once told my parents that I had "cartoon tunnel vision", as if that were a bad thing!



The truth is, I **friggin love comics!** My work has been published in newspapers and publications around the globe and seen on HBO, MTV, Vh1, Late Night With Conan O'Brien and The Tonight Show with Jay Leno! In 2006 I won the first annual Comic Book Challenge with my comic book project Hero By Night which is now in development as a live action TV show. Suck on that, high school art teacher who shall remain nameless!

All kidding aside, I've always loved to share what I know and have learned with other creators and cartoonists. I have so many friends and colleagues who ask how I've made money with my work over the years.

In 2005 I wrote a popular series on my blog called "**HOW TO MAKE MONEY WITH YOUR WEBCOMICS**", which

shared everything that was working for me at the time. I've heard from several creators who said those columns were real eye openers and inspired them to start making more money with their work online. That is really great feeling!

**OVER THE YEARS, BEYOND DRAWING COMICS I'VE FOUND SEVERAL OTHER WAYS TO USE MY CARTOONING SKILLS TO EARN EVEN MORE MONEY.**

That's what this eBook is all about!

### Who is this for?

I'm going to assume that many of you reading this already work digitally and have a good understanding of computers, software and the internet. For the beginners out there who are checking out this ebook wondering about different ways to make money drawing online, you can use it as a road map of all the possibilities for your future career in cartooning.

This guide is primarily written toward my colleagues who may be scratching their heads wondering why they aren't making enough money, or maybe you're feeling frustrated and stuck your own

"tunnel vision" mode. Very often you'll discover that you aren't making money in one market or niche, but could be making a **KILLING** in another market producing way less work!

The problem with cartoonists and illustrators is that more often than not they'll pick the one market they feel most passionate about, they submit their work, it gets rejected one too many times and they give up thinking they can't find paying work...

**...MEANWHILE THEY COULD HAVE BEEN MAKING THOUSANDS OF DOLLARS IN THEIR OWN BACKYARD.**

If they just would have known how!

It's my wish that the following material helps guide you to making much more money with your amazing abilities as a cartoonist or illustrator. It's one of the best jobs in the world!

If you ever have any questions or need any direct coaching for your career, I'm always available at [www.djcoffman.com](http://www.djcoffman.com)

**ENJOY!**

# TOOLS OF THE TRADE

## some things you might need first...


If you want to make money online with your cartooning or illustration business you're going to need a couple things to get going. Avoid using free hosting if you can, it can make you look unprofessional to many higher paying clients. Don't be afraid to invest in your business! It's true what they say, it takes money to make money... but you don't need all that much to get going in this profession.

A big goal for an online cartoonist or illustrator should be to utilize whatever technology that's going to make you faster and give you more options in your digital toolbox. **Don't worry if you don't have the following items or can't afford certain options right now, just put them on a wishlist!** I guarantee you that something in this ebook can earn you money without these tools so that you'll be able to afford them in the future.

### YOUR OWN WEBSITE / WEBSITE HOSTING:

If you don't have hosting or a website of your own yet, I highly recommend [Dreamhost.com](http://Dreamhost.com) - They offer easy one click installs on Wordpress sites, you can then activate a gallery plugin to showoff samples. There are also many free Wordpress portfolio themes you can use.

**Bonus Offer 50 bucks off!** For a limited time use the coupon code "DJC" at [Dreamhost.com](http://Dreamhost.com) to receive \$50 off your hosting for the first year!



**DreamHost**  
UNLIMITED DISKSPACE & BANDWIDTH  
RUBY ON RAILS, PHP, MySQL, JABBER  
WORDPRESS, AND MUCH MORE...  
**8.95**  
per month

### PAYPAL ACCOUNT

You're going to need a paypal account if you're serious about making money with your cartooning online. It will also make it very easy for you to make buy now buttons. [Click here to sign up.](#)



### EBAY AND ETSY ACCOUNTS

Important for selling your original art online.

### EQUIPMENT & SOFTWARE

- **A scanner:** For scanning your work.
- **Image Editing Software:** Preferred option: Photoshop --or-- freebie beginners option: GIMP.
- **Drawing Tablet :** Wacom Intuos tablets can be found online pretty cheap. They can double or triple your output.
- **Wacom Cintiq Drawing Screen:** The rolls royce of graphic arts. If a graphics tablet speeds your work up, a Cintiq will
- **Computer:** Get the fastest computer you can afford.

### SOCIAL MEDIA ACCOUNTS

To maximize your exposure, you're going to want to utilize Twitter, Facebook and any other social media networks. Remember, the bigger your network, the better!

**My Experience:** Right before the holidays I had some spare time in my schedule so I tweeted and set my facebook status saying I was open to doing special \$20 commissions or \$10 sketchcards for that day only. I made over \$250 dollars in the first hour and over \$500 by the end of that workday! If you're not using this, you're leaving good money on the table. By the way, you can follow me on twitter at [@djcoffman](https://twitter.com/djcoffman).



## What are YOU worth?

Legendary Cartoonist, Sergio Aragonés once told a crowd at Mid Ohio Comicon that he was

doing sketches at a convention for \$40 each. A fan came up and said, "*You want me to pay you \$40 dollars for something that take you ten minutes?!*" -- Aragonés replied, "*You're not paying for the ten minutes-- you're paying for the thirty years it took me to learn how to do this.*"

### Your art has value...

Beginning creators often don't value their work highly enough, or they're afraid to charge what they are actually

worth. Ask yourself these questions before setting your rates. How good is your work? How much value or profit will my client be getting out of my work? How much would I like to be paid per hour to produce my work?

The quality of your work is subjective. I know several cartoonists who make good money with a very simplistic style like stick figures, while I also know others who've had professional training and can't find regular jobs. (this ebook is for you!)

# #1 Spot Illustration

This may be one of the fastest ways you can earn money with your cartooning online by doing small illustrations for various clients. A “spot” illustration is meant to be something fairly simple to spice up a newsletters or blogs. There are a couple ways you can approach this as a side business:

## CUSTOM ILLUSTRATION

You’ll produce drawings that take no more than 1 or 2 hours in time specifically targeting your clients concept or wishes. - You can charge more for these custom illustrations.

**What to charge:** \$50 - \$75 an hour. (suggested) - *If drawing is to be used in a print publication add \$50*

## READY TO ORDER

You can build up your own library of illustrations on various topics. I suggest starting with the popular topics online that people are talking about or that you know are coming up soon. Example: You know Apple is about to launch a new iPad, why not draw up a page of cool iPad cartoons that are fresh and bloggers will want to use. Keep in mind with

**What to charge:** \$15 - \$25 one time use (suggested) - \$75 for exclusive use on site. *\$150-200 for use in a print publication like a newsletter or magazine article.*

## YOUR TARGET MARKET:

There are tons of bloggers and online marketers who would love to have something unique to freshen up their articles, blogs and ebooks. Just about anyone doing business online can use custom cartoon illustration for their projects.

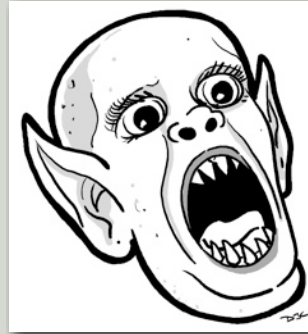
## MARKETING STRATEGIES:

In a lot of cases all you need is to spend a few minutes each day emailing potential clients. When you’re just starting out you want to focus on planting as many seeds as possible. Try to email at least 10-15 potential leads a day. Don’t worry about Here are a few different strategies that have worked for me.

1. Use Twitter Search (or your favorite blog search engine) to search for a topic you’ve done drawings about. In this example, let’s say you have some funny or cute iPad drawings done and “ready to order” - Simply search in quotation marks terms like “iPad reviews”, “iPad blog”, “iPad News” and you’ll find a slew of websites. You’ll want to target potential clients who keep their sites up to date often. Send them a brief message like this:

“Hi, my name is \_\_\_\_\_, I’m an online cartoonist specializing in unique illustration for \_\_\_(blogs/articles/websites) \_\_\_. I discovered your site about \_\_\_\_\_ and would love to do some work for you. You can check out samples of my work here [\\_link\\_](#) - I’ve attached a sample image you can feel free to use in your blog about [\\_insert topic\\_](#). Keep in touch!”

If you send them a sample they can use on their site, be sure to include your website url on the image like so: “illustration courtesy of yourwebsite.com”



## TIPS:

**Don’t focus on making the sale when you first start out.**

Remember, your first step is to plant as many seeds as possible. You can also adjust your rates accordingly to the amount of time you invest in a project, but remember not to undervalue yourself and do things cheaply just because you can do them fast. The great thing about

offering small spot illustration work is that often it leads to return customers or bigger jobs. You may contact someone about using drawing X and they’ll ask you to work on a much bigger project for their site like custom headers or menus.

**Bonus:** Any of your unused sketches or character designs that have been tucked away in your sketchbooks can be easily converted into a mini library of samples for spot art!



**IN MY EXPERIENCE:** One job leads to another.

I once did a series of illustrations that I tagged with every topic known to man. 2 years later when the art director of True Blood of HBO was searching for “Barack Obama Vampire Slayer” she found my work and contacted me to do a special commission piece for the TV show! Win! (look for the full story in part #14 SEO Strategy)

# #2 Digital Caricatures

Depending on your skill level, Digital Caricatures can be a serious cash cow for a cartoonist! Be forewarned though, there's a good chance that once you start you'll be so busy with new orders that you might not have time for your other work! Be sure to price your time accordingly.

## THE PROCESS

A client will provide you with jpeg images to draw from, via email. You will produce and deliver their digital caricature in a high resolution format for download (300-600dpi PDF works well), along with an optimized for web copy for sharing online easily. The client can also share the download link at their local print shops to have their caricature printed on quality paper at any size they'd like.

You can offer your own printing and physical delivery at a premium price, even going as far as matting or framing the caricature.

**What to Charge:** \$25-75 per person or character. For digital delivery - \$100 for nice digital print mailed to client.

**Your target market:** EVERYBODY! Everyone loves caricatures! Whether it's seeing yourself drawn, or goofing on your co-workers or family. No matter who buys, they show it off and the service can become very viral and keep you very busy.

## TIPS

If you've never done caricatures before I suggest you spend some time practicing on random mugshots on Facebook. A clever cartoonist might even select a certain niche to target. Perhaps do a series drawing A-List Bloggers or people you know who love to share things on their walls.

**Keep it simple.** Don't sweat over the details when drawing. Some cartoonists I know don't feel confident enough to draw real people. As long as you start out by focusing on the key characteristics of the person, you'll be well on your way to rolling in some caricature cash.

**Be clear.** Make sure your rate is "per person" or "per character". Many people will pay and then surprise you with a description like "I want me with the cast of Sesame Street"

## MARKETING STRATEGIES

Remember back when I said use Facebook to practice drawing caricatures? Well let's say you pick the best 10 samples you did and give that caricature as a gift to that person on Facebook but include a link back to your webpage that offers the caricature service and paypal buttons. You can also test the waters (and prices) by posting a special offer at a busy online community you might frequent.



## IN MY EXPERIENCE

Years ago I started doing digital caricatures just for the readers of my webcomic as a way to make some extra money. I posted the offer for \$10 caricatures on the Bendis Message board (one of the busiest comic forums around) and I was bombarded with 15-20 orders in the first couple hours just through word of mouth. Every time I sent a caricature off, more orders would come in. I realized I had priced myself so low that I couldn't keep up with demand. Nowadays I charge around \$75 a piece, but I only offer the service on special occasions or through word of mouth because it gets too busy for my schedule. Caricatures aren't really my passion, but if they were I have no doubt I could be making a great living on them alone without leaving my house!



# #3 ACEO (art cards)



Sketch cards, art cards, artist trading cards... whatever you want to call them, there is good money to be made in the ACEO market. By the way, ACEO stands for "Art Cards, Editions and Originals" - They are trading card size pieces of art drawn on bristol board with all manner of mediums from art markers to acrylic paint! Mostly sold in person at shows or on your website or sites like ebay or etsy.

While one can't earn a complete living from ACEO cards, if marketed properly they can be a very nice side income.

**What to charge:** \$10 - \$50 depending on content or your speed.

## YOUR TARGET MARKET:

Collectors of all kinds. Geeks of all kinds! You'll do your best selling of ACEO cards on eBay or at comic conventions or even your local comic book shop. Parents love buying ACEO cards for their kids favorite characters too!

## TIPS:

If you want to make money faster with ACEO cards, draw the popular characters first! Also try doing some character sets from different pop culture sci fi tv shows. If you do 9 cards, they fit in one of those card collector sheets and you can sell them as a set at a premium price. Be sure to put your finished cards in nice hard plastic sleeve protectors.

## MARKETING STRATEGIES:

ACEO cards make great collectibles and gifts! Around the holidays is a great time to offer a special discount or "one day only" sale for a discounted price. Be sure you have some nice samples up on your webpage to link to when you make your offer. Since these are "special" items, try to keep the supply and production low. Perhaps you'll offer the next 20 cards for \$10! If you can get 20 cards done in a day off, you've just made an extra \$200 in your pocket.



## EBAY STRATEGY:

To get an idea for what some sketch cards or art cards have sold for recently on ebay, follow these steps. Login to your ebay account and click "Advanced Search" - Select "Completed Listings" and then enter your key words to search. Try "ACEO COMICS" or "ACEO TV", "ACEO Star Wars", "ACEO LOTR" - You'll see a range of completed prices in green. These are cards that have recently sold. The prices vary a lot. You'll find some very detailed ones only sold for \$10 bucks, while a simplistic style may have sold for \$24.99. It's kinda fun to monitor this sort of activity. If you see trends or other art cards that have sold for a good bit, this should be a clue to you that there is a collector on eBay buying up that franchise or character, and maybe you should try that character in your own style!



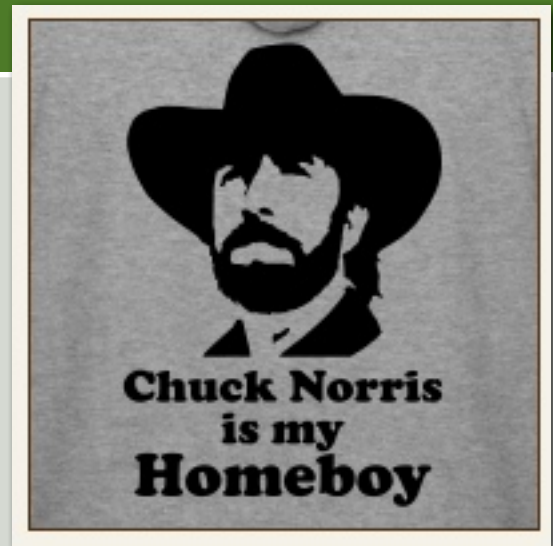
## YOUR OWN COMIC STRATEGY:

If you are a webcomic creator with an audience, your fans likely have favorite characters. Surprise them with "first come first serve" buy it now ebay auctions of special cards featuring your characters. If you're careful, you can craft this into a fun game for your "superfans" who will be itching for the chance to have an exclusive piece of art from you. Since this market will be much smaller, don't over saturate it! Think more along the lines of unleashing one or two cards per month at a premium price and consider it in your mind as it paying some bills for you. If you can make one art card pay for your website hosting or cable internet bill that month... YOU WIN!

## IN MY EXPERIENCE:

Occasionally I'll have open time in my schedule or a surprise-- In early December 2009 my computer crashed leaving me high and dry for two weeks not being able to produce work digitally (my bread and butter!). Since I couldn't work digitally I decided to make a special 24 hour only \$10 sale on SketchCards drawing ANY character the person wanted. Within the hour I had 15 orders... by the time the day was out I had 50. When people inquired after the 24 hour period, up to 2 days later, I told them the special was over and the regular rate was \$25. By the end of the week I made a total of \$1225 in ACEO commissions. Now, keep in mind, this isn't something you can do ALL the time, but it's a really nice thing to offer for some quick extra money or when business is slow, especially if you've built up your social network online.

# #4 T-Shirts



Selling your own merchandise on the internet is easier than ever. As a cartoonist or illustrator you'll be able to create awesome t-shirts with very little effort and zero overhead. Gone are the days of really junky print on demand efforts. All you need is some time, creative thinking and an account at a print on demand shop.

## PRINTING ON DEMAND:

There are several Print on Demand services online (you can shop around), but I highly recommend Spreadshirt.com. Gone are the days of crappy quality print on demand shirts. Spreadshirt's quality has been tested by SWEATY DERBY GIRLS! I made custom shirts for my wife's roller derby practices and the print and bright colors have held up over a year of washing!

With Spreadshirt you pay nothing up front, just make your design, upload it to your shop and then market it! You don't even have to ship it!

## PRICING AND PROFIT BREAKDOWN:

(as of August 2010): \$10.40 a shirt production fee. You can then set how much money you want for profit. So if you wanted to sell a shirt for \$16.99, you'd make 6.59 profit on each shirt, and you didn't have to lift a finger or ship the item!

**You target market:** People who need clothes. That's just about everybody! Shirts will sell better to the 18-30 year old demographics.

## MARKETING STRATEGIES:

You'd be wise to possibly find a niche or do a series of shirts in one style like <http://amorphia-apparel.com/>. A series of spreadshirt featured shops, Amorphia takes certain memes and themes making them into complete stores. They also stay on the cutting edge of satire which earns them plenty of viral marketing and sales online. [Check out their hilarious I'm Voting Tea Party Shirts!](#) -

**Remember Chuck Norris Facts?** Well <http://www.chucknorrisfacts.com/> is actually a Spreadshirt.com featured store. The owners have made CRAZY money because they jumped onboard an internet phenomenon early.

**Get the word out.** Every time you have a new design available, hit up your social networks and let people know it exists. If it's a specific topic, why not search for people talking about it and message them directly with a note saying: "I thought you might like this Anti-Justin Bieber shirt store", etc.

## TIPS:

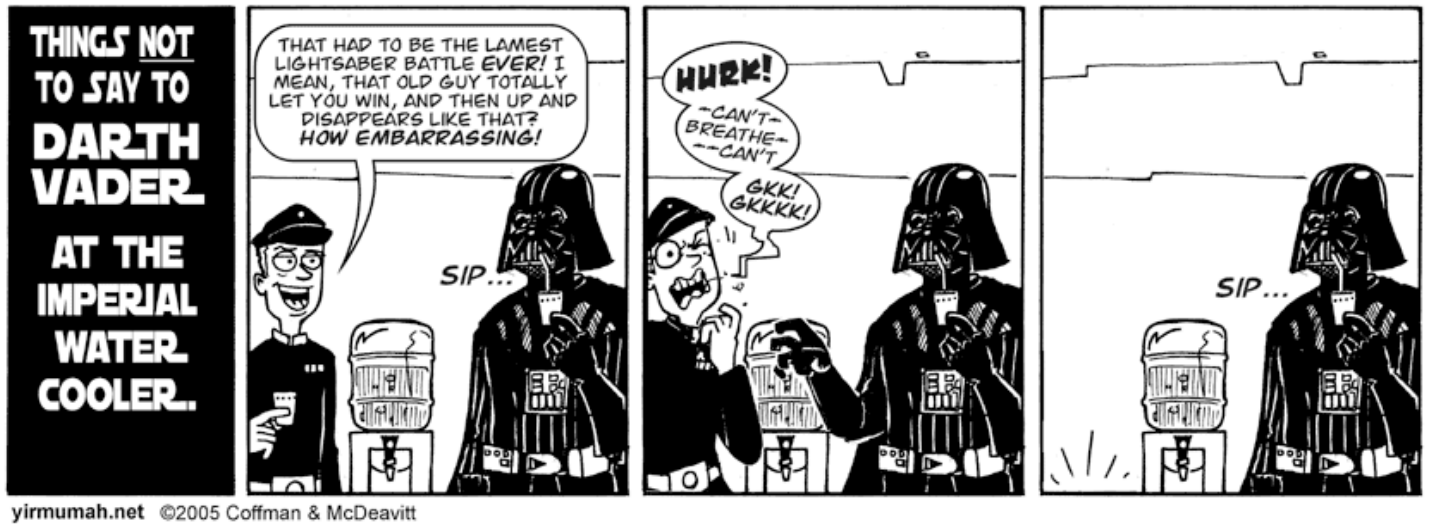
If you have the time and energy, you can make a nice profit off of pop culture madness. Remember Balloon Boy? Or how about that Jetblue attendee who freaked out? Within hours people had shirt designs available. If you've got your creative hat on, you can really get clever and create a unique store around a popular theme.

## SUPPLEMENT:

A free t-shirt shop online really can make a nice compliment to your income as a cartoonist, especially if you're running your own small webcomic series. When you have down time, consider building a shop or series of shirts around a theme or something people are passionate about. Why not a Roller Derby shop with kickass roller derby gals with derby related sayings? Maybe you're a sports fan and would start a "smack talking" related shop where you cater to mocking your rival team's star players and fans. The sky is limit!

**In my Experience:** Flobots lead guitarist Andy Rok once asked me to design a Conan "HOPE" shirt for their appearance on his show as a last minute surprise. There was a huge demand for people wanting to know how to get that shirt, so I put it up on [www.redbubble.com](http://www.redbubble.com) and ended up with a pocket full of extra money from a one off design.

# #5 Webcomics



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If you're willing to commit to an update schedule, launching a webcomic of your own and building an audience around your brand can be a very fun and profitable venture for you. You can do humor webcomics, or launch your universe of serious action comics! The sky isn't even the limit in creating your own webcomic series.

**HOW DO YOU MAKE MONEY WHEN IT'S FREE?** It's true, you're probably not going to make money right away when you first launch your webcomic. Even the biggest names in webcomics have taken years to earn decent money with their work, and some guys who are very popular still have day jobs. Your goal starting out should be to build up your readership numbers and pageviews. It's going to take some time and producing your work on a schedule isn't the easiest thing to do in the cartooning field when there's not a regular paycheck coming in. That being said, it is a VERY achievable thing if your work even has 100-1000 regular readers if you use the proper strategies and methods.

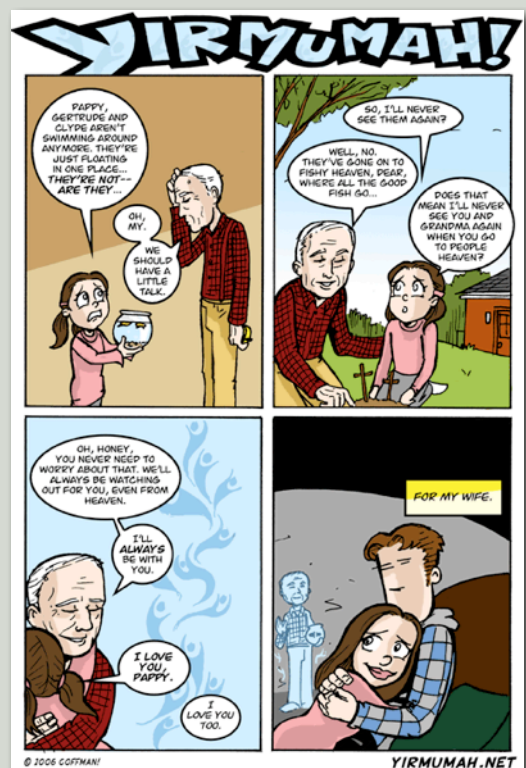
**FREE MODEL:** This is the most popular model. Think of your project as if it's a vehicle. The comics are the fuel that's going to keep your vehicle going. Luckily though, that fuel isn't costing you per gallon, it's just going to cost you a little time. Once your webcomic is built up and you have a regular readership, you can begin using a mix of previous methods I've talked about to make some money. From selling original t-shirts to fans, offering limited edition art cards, caricatures of your fans, etc. Your webcomic is also a great showcase for your talent if you're offering your work out for commissions or spot illustrations.

**CONTENT MANAGEMENT:** I highly recommend a Wordpress install with the Comicpress plugin which handles your comic archive like a dream. Many of the most popular webcomics today are run on Wordpress CMS. Remember, If you need a site, Dreamhost.com offers free one click installs on wordpress, and use the "DJC" code for \$50 bucks off a yearly account.

**SUBSCRIPTION MODEL:** Many comics have tried a subscription model and failed. Usually anything behind a wall really limits your audience. I suggest a mix of subscription content as "bonus" material for your super fans who want to support you.

**How to deliver it?** You can use a combination of Wordpress mixed with membership plugins like "Wishlist" and more. A simple google search for wordpress membership options will yield you many results to consider.

**What to charge?** \$2.95-\$5.00 a month seems to be a reasonable price point if you have the audience.



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# webcomics continued...

**THE AD GAME:** When you're really busy and pageviews are high, you can then try different advertising programs. In the webcomics community there's [ProjectWonderful.com](http://ProjectWonderful.com), which is a popular bidding style ad service. GoogleAds still pay decent, but there are several other avenues in the ad market you can try if your traffic is right. Cross that bridge when you come to it.

**PRINT COLLECTIONS:** The great thing about running a webcomic is you'll be having lots of content soon. Beyond self-publishing collected editions of your work, there are also many publishers interested in printing collected materials for print or on electronic devices. Learn more about your print on demand options at [comixpress.com](http://comixpress.com), [ka-blam.com](http://ka-blam.com) and [lulu.com](http://lulu.com).

**TIPS:** Your ad layout is an art form all it's own. Look up free articles online about ideal ad placement. One trick you can use on "per click" type advertising is to place your ads near where a user is going to click often, like navigation buttons. This isn't to trick the reader into accidentally clicking-- the idea is guiding how you want a user to leave your site instead of just x'ing out the browser. If your comic is about topic the person enjoys and they see an add advertising their favorite video game, they're more likely to click that ad.

**COMIC BOOK ARTISTS:** If you're an artist looking for more work in the comic book industry, start an ongoing webcomic to showcase your style! If you're aiming to work for Marvel or DC, you can impress editors by building a fanbase around your own characters, especially heroes.

**IN MY EXPERIENCE:** In the full version of this ebook I'll show you how I generated over \$6500 in one month with just one of my webcomics!

## GET THE FULL VERSION EBOOK + COACHING

**HERE'S WHAT YOU'LL GET IN THE SPECIAL OFFER: 11** more proven methods for earning more money with you cartoons and illustrations online, jam packed with marketing strategies, tips & techniques and case studies to inspire you to increase your earnings with your art. Including:

**#5 1/2 WEBCOMICS BREAKDOWN:** In an expanded edition of the Webcomics chapter I'm going to show you how I made over \$6500 in one month with my independent webcomic series, and how others can do it too.

**#6 Niche Webcomics:** Learn how to get paid BIG money to produce comics for businesses and other entities, and how to find them.

**#7 Greeting Cards:** You'll discover a method for making serious coin with Greeting Card illustration.

**#8 Commissions & Freelance:** I cover a range of specialized topics and rapid fire formulas to increase your commission dollars.

**#9 eBooks:** Get paid to illustrate for ebooks, and I'll show you how to sell your work in digital ebook format.

**#10 Licensing Your Work:** Get paid multiple times for one illustration and learn how to monetize your old artwork and sketches.

**#11 Art Prints:** Learn the path to making thousands of dollars with your art prints online and in person, along with a special case study of comic artist James Q. Nguyen.

**#12 Original Art:** Sell more of your original art and how to find the buyers who are actively looking for it!

**#13 Think Local:** In this chapter you'll learn several ways to make more money with your cartooning in your own neck of the woods.

**#14 SEO Strategies:** Learn how to increase your clients and earn more money with special search engine optimization specifically for cartoonists and illustrators.

**#15 Affiliate Secrets:** Learn how to give away your work for free and still make serious money. I'll show you how I earned over \$5000 from just ONE affiliate.

**#16 BONUS:** A very special offer from me for cartoonists and illustrators to earn you more money!

## BUT WAIT...THERE'S MORE!!!



I never thought I'd ever use the line "but wait...there's more!!!" but now I have, so I'd better live up to it!

## Here's what other cartoonists & creators have to say about the full edition of this ebook:



*"Interesting, impressive, intelligent, imaginative...it has made me rethink some of my ideas, and introduced me to a few new ones."*

**Jim Rugg - Cartoonist and Illustrator of Street Angel (SLG Publishing), Afrodisiac (Adhouse Books), The PLAIN Janes (DC Comics)**



*"DJ Coffman is always thinking outside the box. This ebook is chock-full of great tips"*

**Nate Piekos - Cartoonist/Creator of ATLAND and founder of Blambot Fonts**



*"DJ Coffman knows his stuff, listen to him! Any comics creator asking how they can make money from their talent in the constantly-changing landscape of the internet and beyond can find the answers in CASH FOR CARTOONISTS."*

**Chris Crosby - [Cartoonist / Writer / Producer credits include: Superosity, Sore Thumbs, Wicked Powered and founder of Keenspot.com & Blatant Comics.](#)**



*"I think this book is brilliant. It has everything an artist needs to start making decent money online immediately using just talent and a little bit of setup work. As a writer, I found most of the material was geared towards artists but there's still valuable information for writers and publishers that can help drive revenue towards all sorts of projects."*

**James Clark - Co Creator and Author of 2010 Eisner Nominated Webcomic "[The Guns of Shadow Valley](#)"**



*"DJ Coffman has always delivered, and this is no exception. This book will pay for itself in a matter of hours--all you gotta do is follow any one of the fifteen ideas inside."*

**Adam Black - illustrator of KISS 4k and [creator of LOCUS](#)**



*"If anything, D.J. Coffman's CASH FOR CARTOONISTS serves as a great kick in the pants for comic creators to finally stop planning and start doing. I know there are a number of pointers offered here that I will be utilizing for my upcoming web comics and more."*

**Dan Taylor - Publisher/Creator of Hero Happy Hour and more at [geekpunk.com](#)**



*"I wish I had this when I was in webcomics. In what took me years to learn and understand, DJ Coffman just summed up in a few pages. Great read, and a reference guide ALL artists can use."*

**Jay Mcleod [www.internetgenerated.com](http://www.internetgenerated.com)**

Beyond the jam packed ebook I'm going one step further and including one-on-one coaching...

**UNLIMITED CAREER COACHING:** For a limited time when you buy the full edition of my ebook, I'm going to make myself available to you as a Personal Career Coach or Creative Consultant.

**What can you use coaching and consulting for?** You may want a quick professional critique of your work or current monetization plan, or you may be looking to bounce your ideas off of someone and gain feedback or additional suggestions to make your ideas even better. Beyond encouragement and inspiration, I want to be available for all of your questions and even offer you some unique money making ideas tailored to your skill set that can increase your earnings.

**Why be coached by me?** I've done just about everything you can do in the cartooning business, from newspaper syndication to full blown super hero comics with a big hollywood producer. Not only have I had a ton of success with my skills, but I've also failed and made mistakes along the way that I've learned from and I can help you avoid the same traps.

## THE LOWDOWN

**What do you get for the special \$47 package?**

**EBOOK+COACHING:** You'll get the complete ebook plus unlimited **one-on-one career coaching and advice**. Beyond encouragement and inspiration, I want to be available for all of your questions and even offer you some unique ideas tailored to your skill set that can increase your earnings.

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