

# Smile Marketing

## Volume One

**Five simple ways to use cartoons in your marketing to help you attract new customers, increase sales, boost profits and make doing business with you both enjoyable and fun...**

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**"I admire the way you're coping with the economic slowdown."**

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## Introduction:

Hello and welcome to this special report on **‘Smile Marketing.’**

I’ve been a professional sales and marketing consultant for 33 years. And here’s a valuable lesson I’ve learned in this time.

*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*

**Maya Angelou**



This means it’s not just the products or services you sell that are important when people buy from you. It’s also how you make your customers *feel* about their total buying experience.

If customers feel positive and happy and delighted with their experience they are more likely to become repeat clients and recommend your business to other people they know.

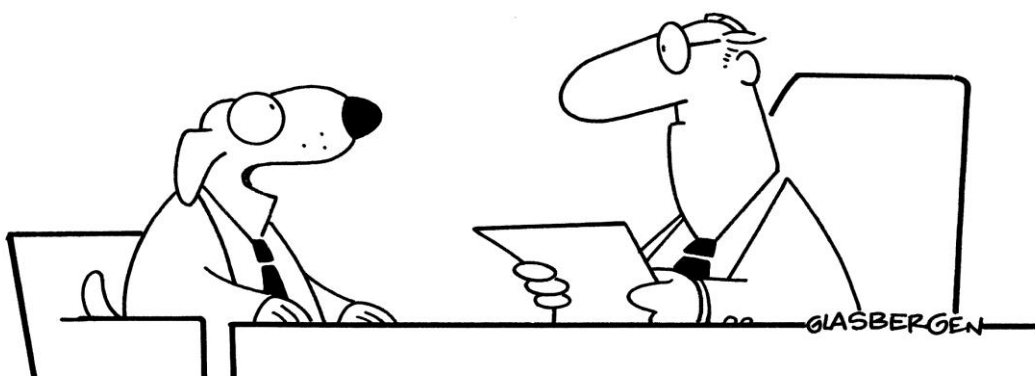
If they feel unhappy in some way they will often never come back and still tell many of the people they know about their less than desirable experience.

So making people feel good is an important key to business success.

- And what’s a simple way to make people feel good?
- Just show them something that makes them smile.

And a fun way to do this is with cartoons.

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**“My most valuable business skill? I know how to make you feel like the most important person in the whole world!”**

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## And that brings me to the purpose of Smile Marketing Volume One...

In the next few pages I'm going to cover five simple ways to use cartoons in your marketing to help you attract new customers, increase sales, boost profits and make doing business with you both enjoyable and fun.

Smile Marketing using Cartoons is surprisingly easy and very affordable to do.

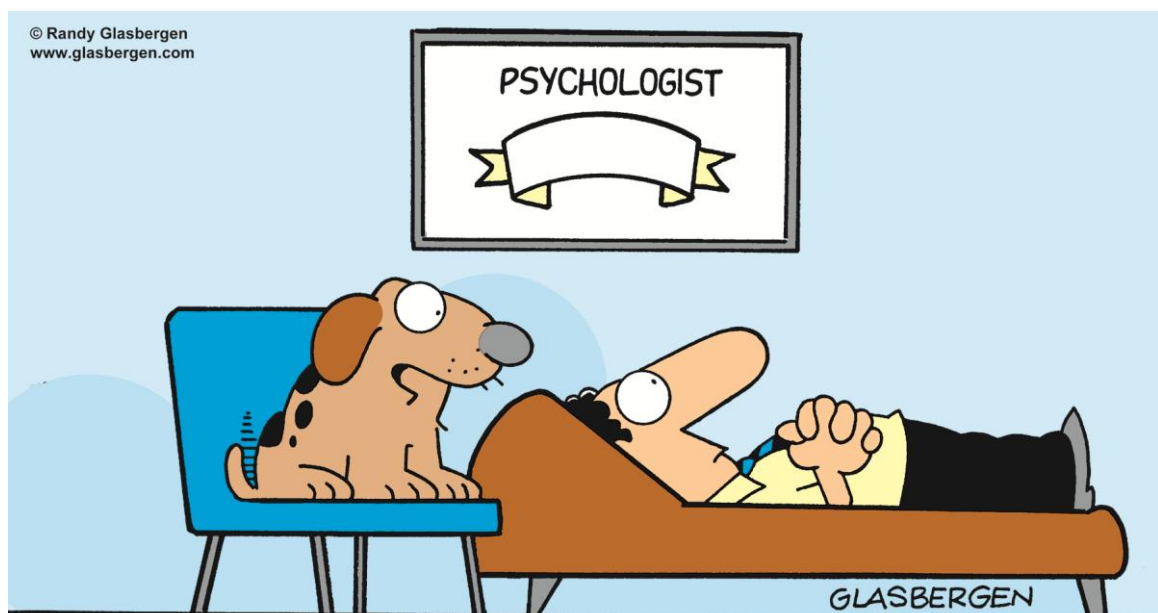
And best of all, very few businesses use Smile Marketing with cartoons.  
So it's a great way to create a fun and unique competitive advantage.

So let's take a look at how Smile Marketing works and how you can use it in your business.  
The results will both delight and surprise you.

*Graham McGregor*

**PS** I love to hear feedback or comments from all my my readers and subscribers.  
So let me know what you've tried from this special report and how it's worked for you.

You can email me on [graham@twomac.co.nz](mailto:graham@twomac.co.nz)



**“My therapy is quite simple: I wag my tail and lick your face until you feel good about yourself again.”**

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**"I got paid 50 million dollars this week.  
Do you think it's a mistake or did my boss  
finally realise how valuable I am?"**

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### Three key Marketing Strategies:

I always recommend three simple marketing strategies to all my clients so let's cover these quickly before we get into the nuts and bolts of Smile Marketing with cartoons...

#### Marketing Strategy One:

Position yourself as an expert in all your marketing

The easiest way to do this is to provide helpful information about your products or services in the form of special reports, tip sheets, talks and so on.

#### Marketing Strategy Two:

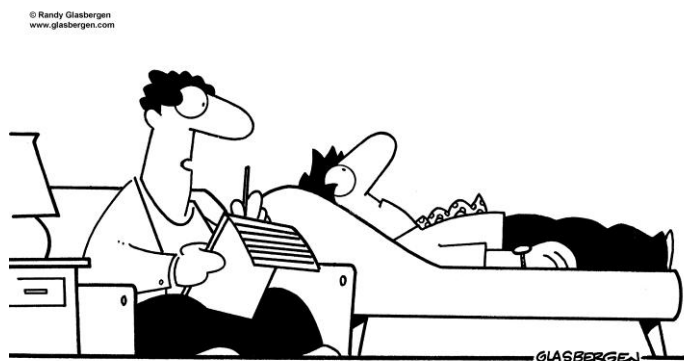
Stay in touch often with existing clients, potential clients and centres of influence. You should stay in touch with these people by email, snail mail and phone call on a regular basis.

#### Marketing Strategy Three:

Provide 'added value' in all your marketing.

This just means that when you are in contact with people you leave them 'better off' in some way as a result of your communication. This could be as simple as giving people helpful ideas that they find useful.

So keep these three principles in mind and let's take a look at Smile Marketing using cartoons and how to do it in your business....



"Of course money can buy happiness!  
Why do you think I charge \$250 an hour?"

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## Smile Marketing Strategy One:

### Use cartoons in Tip Sheets

Tip Sheets are an excellent low cost way to attract brand new clients and customers and are super easy to use. A tip sheet is just a 1-2 page article with helpful tips related to your products services.

### Here is a good example:



I showed a personal trainer how to use a simple tip sheet to get large numbers of new clients.

The tip sheet he wrote was called *'Seven Secrets to a Great Looking Body'*

In this tip sheet this personal trainer covered seven simple tips.

- Tip One: Exercise your body properly
- Tip Two: Use the right supplements.
- Tip Three: Train regularly but not too long.
- Tip Seven: Use a Personal trainer.

Because his tip sheet was only two pages long all he had to do was write a paragraph or two on each tip.

When writing his tips he also gave one or two specific suggestions, along with reasons and the occasional example. At the end of tip sheet, he made an offer of a free personal consultation for people who were interested in using his services.

*For a free no obligation 'get in shape fast'  
personal consultation phone 123-4567*

The personal trainer made around 1,000 copies of his tip sheet and then spent a few hours personally delivering them to hundreds of homes in two of the most expensive suburbs in his city.

The reason for this was simple. If you live in an expensive home you probably make a reasonable income to be able to afford to live there. (This meant you could probably afford to spend money on a personal trainer like him.)

Within a week of the tips sheets being delivered, the personal trainer had received several dozen calls from people interested in using his personal training services.

These people all said something very similar. *"I read your article on creating a great looking body and found it very interesting. I've been thinking about getting in better shape for a while now so I thought I would give you a call."*

He booked a number of these people for a free consultation and a high percentage became paying clients.

**I highly recommend you use tip sheets to promote your business as well.**

One of the reasons tip sheets work so well is that they position you as an expert in your field when you are in print with some useful tips and ideas.

**Here's how to create and use tip sheets...**

**1:** Give your tip sheet an interesting title.

*"The insiders guide to....."*

*".....made easy....."*

*"The truth about ....."*

*".... things you should know about....."*

*"How to....."*

*"The ....biggest mistakes in"*

**2:** Put some useful tips and examples in your tip sheet. Keep these short and easy to understand. The easiest tip sheets to write are those that have a number in the headline. For instance *'The seven secrets to a great looking body'* or *'The four biggest mistakes in buying a brand new boat.'*

**3:** Put your name and contact information on your tip sheet and invite readers to contact you. Wherever possible include positive testimonials from some of your best customers in your tip sheet as well.

**4:** Make your tip sheet *look good* and distribute them to large numbers of potential clients.



Give them to Centres of Influence as well. These are people who can refer new business to you. (My personal trainer gave his tip sheet to places like health food stores and physiotherapist to give to their clients.)

**5:** Use smile marketing by including one or more funny and tasteful cartoons that are relevant to the topic of your tip sheet.

So if your tip sheet was on fitness and getting in shape you could include cartoons like these...



**"The handle on your recliner does not count as an exercise machine."**

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**"It's impossible to stick to my diet, but I get a lot of exercise beating myself up!"**

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*Can you see how something as simple as a cartoon can instantly make your tip sheet fun and memorable and more likely to be both read and also passed along to several more people?*

That's what I mean by smile marketing. You do things that make people feel good and a great way to do this is with funny and tasteful cartoons in a tip sheet.

### Action Exercise One:

Create a 1-2 page tip sheet that potential clients for your products or services would find useful. Include one or more funny cartoons in this tip sheet . Then distribute this tip sheet to a number of people who could potentially become clients. (I cover how to get great cartoons later in this report on Smile Marketing.)

### Smile Marketing Strategy Two:

#### Use cartoons in Special Reports

#### The Unfair Business Advantage Report

25 sales and marketing experts share their proven 'Unfair Business Advantage' strategies that you can use in your own business to create higher sales and bigger profits with surprisingly little effort...



With the compliments of Graham McGregor  
[www.TheUnfairBusinessAdvantage.com](http://www.TheUnfairBusinessAdvantage.com)

A Special Report is just a longer version of a tip sheet.

Special reports are a fantastic way to 'attract' new customers and clients to your business like a magnet attracts iron filings.

Think of a special report as being a 'how to' guide related to your product or service.

In your special report you will answer the common questions that a customer has about your product or service.

Your special report will show your customer the steps involved in buying your product or service and also show them the common mistakes to avoid.

Your special report will often have insider secrets and special tips that a typical new customer will probably

not know about. Ideally it will also have a number of real life examples so the person reading it will understand clearly the points you are making.

So your special report is something that a potential new customer will find very helpful if they are thinking about purchasing the products or services you sell.

A perfect example is the special report you are reading right now called **Smile Marketing**.

This has lots of useful tips on how to use cartoons in your marketing to attract new clients, increase sales, boost sales and making doing business with you both fun and memorable.

**One of the best things about using special reports is that it eliminates the hard work of 'chasing' new clients.**

It's a lot more fun when they are 'attracted' to your business as a result of ordering or reading your special report compared to you having to 'chase' them and try and get them to talk to you.

### **How do you create a good special report?**

**1:** Give it an interesting title that will make potential clients keen to read it.

*The shocking truth about cosmetic surgery*

*Five things you should know about hiring great people for your business*

*How to solve the two biggest money problems faced by people over 40*

**2:** Include valuable and useful ideas and tips in your special report.

When you do this, you position your business as being experts in the topic you are talking about. You also make it very easy for a potential client to choose to use your business to buy the products and services that you sell.

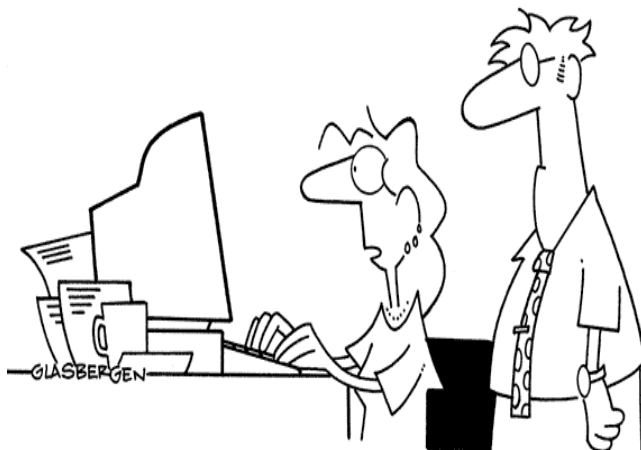
**Here are some of the key ideas you could include in your special report...**

- Explain the steps involved in buying and using your product or service.
- Show customers the potential problems that can happen and how to avoid them.
- Tell customers the common mistakes that people make when buying your product or service and give them the most important questions they should always ask.
- Make sure your customers know what to look for and what to avoid when buying your type of product or service.
- Give customers valuable insider tips that will help your customers to more effectively solve their problems or reach their important goals
- And do all this in a way that is simple and easy to understand.

**3:** Include a number of funny cartoons in your special report that relate in some way to the different points you are discussing.

So if you talk about productivity in your special report you could include cartoons like this one...

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**"Is there a file compression program that will help me squeeze 12 hours of work into an 8 hour schedule?"**

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Or if your special report was on real estate and how to get a good price when you sell your home you might include cartoons like this...

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"This home practically pays for itself. It's located on a very windy street, next to an ATM machine!"

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**4:** Make sure your special report has useful information in it, then have a few copies produced and use them to promote your business.

**Here's a good example:**

A client that did expensive office fit outs created a special report called '*The 3 Critical Steps to a Successful Office Fit Out.*'

This special report contained a large number of 'how to' ideas that were invaluable for anybody planning an expensive office fit out. The special report covered the common mistakes people made in office fit outs and explained how to avoid them.

The special report talked about the three main steps to follow in any office fit out and exactly how they worked. It also showed some simple 'tricks of the trade' that a person could use to save time and money in successfully completing any office fit out.

And it contained some great testimonials from some of their best clients.

This business then took out a small display ad promoting this special report in a weekly publication that was sent to every law firm in their city.

(Legal firms were good potential clients for their office fit out business.)

**Their ad looked something like this:**

### **An Important Message for Lawyers Planning to Relocate Their Offices:**

**If you are planning on relocating your offices within the next 6-18 months; don't do anything until you read this FREE REPORT:**

Relocating your offices can be hugely expensive in both time and money; so it's vital you do it right. XYZ Business have just released a brand new FREE REPORT called '*The 3 Critical Steps to a Successful Office Fit Out*'. This report will show you how to successfully relocate your legal offices. You will learn the three critical steps to follow and how to avoid the seven most common and expensive mistakes. There's a handy 10 point check list and detailed 'how to' instructions on every stage of the process. Save yourself hours of time by reading this report.

You can get your copy of this **FREE SPECIAL REPORT** (without obligation) by phoning XYZ Business on 1234-5678 or by emailing [info@XYZBusiness.com](mailto:info@XYZBusiness.com)

Over the next 2 weeks this simple ad produced 29 requests from law firms for this special report.

The end result was they had now **attracted** close to 30 potential clients they could talk to about their expensive office fit out services.

There are dozens of ways to get potential clients ordering or reading your special report.

You can offer it on your website, advertise it with display ads, send out personal letters or emails inviting people to order it and many more.

And you can make any special report a lot more effective and memorable by including a number of interesting cartoons in it.

(Exactly like I have done in this special report on Smile Marketing. I cover *where* and *how* to get great cartoons later in this report.)

## Action Exercise Two:

Create a special report and include a number of funny cartoons in it. Use this special report to attract qualified interested prospects who are keen to talk to you about the products and services you offer.

I've written a helpful 27 page special report called "The Million Dollar Magnet" which goes into great detail how to create and use tip sheets and special reports. Just email me with the words '**MD Magnet**' in the subject line and I'll send you a complimentary copy. My email address is [graham@twomac.co.nz](mailto:graham@twomac.co.nz)

## Smile Marketing Strategy Three:

### Use cartoons in your newsletters and ezines

Newsletters and ezines are a wonderful way to stay in touch with clients, potential clients and centres of influence on a regular basis.

I highly recommend that you add tasteful cartoons to your newsletters and ezines as they will make it a lot more interesting for people to read them.

### Here's a good example:

## THE ACCOUNTANTS' GOOD NEWS BUSINESS REPORT

February 2009

The Monthly Journal of Positive Ideas for Business Owners

**The Ten Minute Marketing Formula:**

*"Paying attention to simple little things that most men neglect makes a few men rich." Henry Ford*

One of the things that many business people overlook is that increasing sales doesn't have to be complicated or expensive to do.

There's a wonderful book called "Up the Loyalty Ladder" by marketing expert Murray Raphael.

It's currently out of print; however you may be able to get a copy from [www.amazon.com](http://www.amazon.com) or your local library.

In this book, Murray has a short chapter where he talks about a simple marketing formula that he has tested with dozens of different businesses and hundreds of individual salespeople.

Murray discovered that every person who consistently followed this formula would get a minimum increase in sales of 10% over 12 months.

2: You might want to send out four thank you notes. These work very well when they are hand written on a nice card.

A thank you note can be very short and simple such as:

*"Hi John, this is just a short note to thank you for being a client. I appreciate your business and know you will be delighted with your purchase. Kind regards, Your Name."*

3: You might want to ask two people for referrals and give away two business cards. This also is a total of four marketing activities for the day.

When you ask for referrals you might try something like this.

"Hi John, I wonder if you could help me? Who are two or three people you know who might be interested in getting some helpful information on buying XYZ?"

4: You might want to do one activity from each of the four choices on the marketing chart.

In other words you make one follow up phone call, send out one thank you note, ask one person for a referral and give away one business card. This is also a total of four marketing activities for the day.

Now four marketing activities a day is close to 1,000 extra marketing activities a year. That's a lot of marketing.

This is why every person who followed this simple ten minute marketing formula increased their sales by at least 10% over 12 months.

**Here's the Ten Minute Marketing Formula:**

Look at the following marketing chart. Your goal is to do a minimum of four activities each day from this chart.

Send out one thank you note	Give away one business card
Make a follow up phone call to one person	Ask one person for a referral

Now you can combine these marketing activities any way you like each day. The goal though is to do a minimum of four marketing activities every work day.

1: For example you might want to make four follow-up phone calls to people. That would give you a total of four marketing activities for the day. Your follow up phone calls could be to existing clients asking how they are finding your product or service. They might be to potential new clients asking them if they would like some further information.



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**"I'm advertising my new business on the Web."**  
**For \$25 an hour, I'll come to your house,**  
**lick your face, listen intently, wag my tail**  
**and be your best friend."**

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A few years ago I wrote a fun newsletter called **The Accountant's Good News Business Report**. (You can see a sample of one of these newsletters on the bottom of the previous page.)

Each newsletter was only two pages long. Each page had a useful business tip, a quick action exercise and also a funny cartoon. Sometimes the cartoons related to the business tip and a lot of the time they were just a cartoon that made people smile.

My research showed me that people used to read the cartoons first when they got these newsletters and then they would read the helpful business tip.

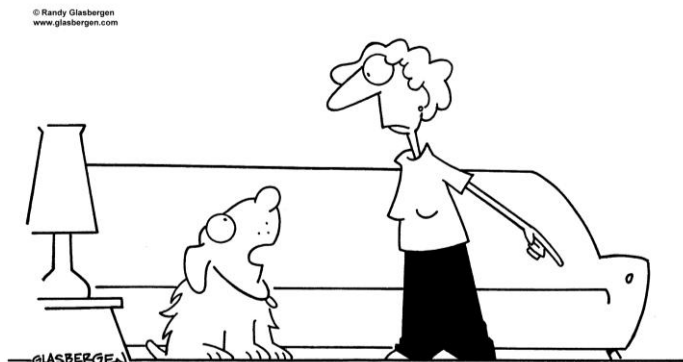
The newsletters were far more interesting and added a lot more value to people just because they had a funny cartoon on each page.

This is a super easy strategy to start using if you already send out ezines or newsletters to your clients, potential clients and centres of influence.

Just include one or more funny cartoons in each issue of your ezine or newsletter and you will find that your readers will enjoy getting your ezine or newsletter and will be far more likely to actually read it.

With newsletters and ezines you can include cartoons that relate to your business and the products and services you offer. And you can also include cartoons that are just funny and make people smile.

If you are a vet, pet store, dog trainer etc you could use cartoons like this in your newsletter or ezines.

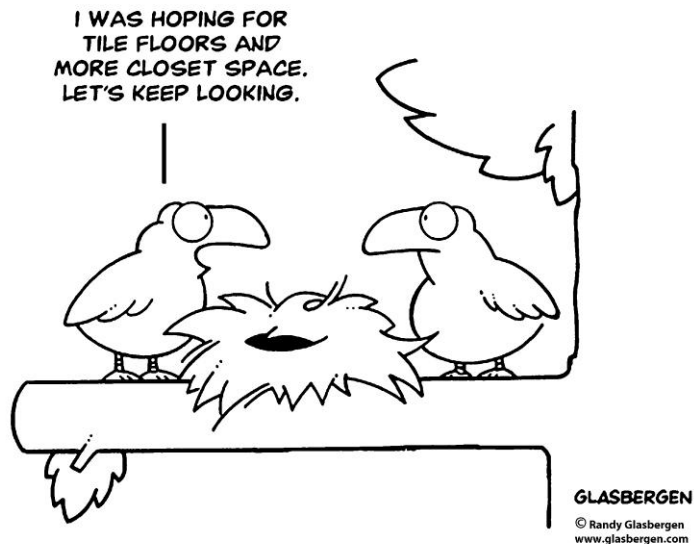


"You can have a nice carpet or you can have a dog. But try to get a carpet to lick your face when you've had a bad day!"

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If you are a real estate sales professional you could include cartoons like this in your newsletter or ezine...



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If you are an accountant you could include cartoons like this one...



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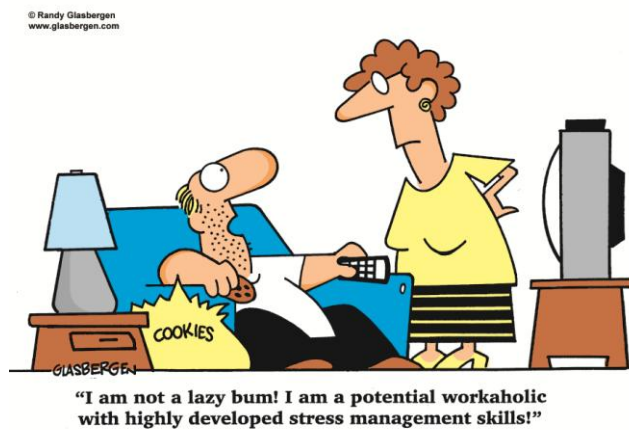
If you sell technical products you can include cartoons like this in your newsletter and ezine...



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And you can also include cartoons in your newsletter or ezine that have nothing at all to do with your product or service and are just funny.

Here is one of my favourite cartoons like this...



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As you can see this Smile Marketing Strategy is very easy to use in your existing newsletters or ezines.

Just add one or more funny cartoons to each issue that you send out and you'll instantly increase readership and make them far more interesting.

**Action Exercise Three:**

Add one or more funny cartoons to each newsletter or ezine that you send out and if your readers enjoy this keep doing it. (There are full details on how to get great cartoons later in this report.)

**Smile Marketing Strategy Four:**

**Use cartoons when you send out sales messages or marketing material...**

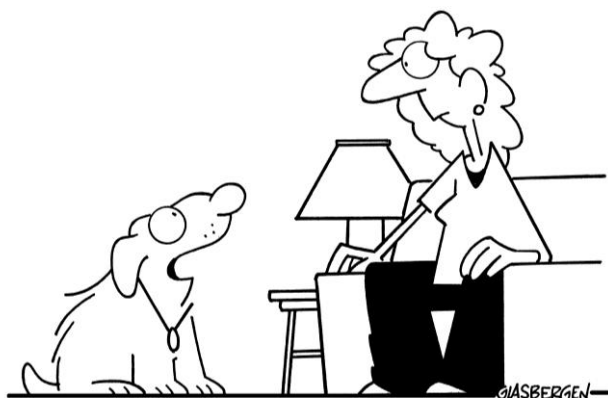
**Here are some ideas to get you thinking...**

Some businesses rely on repeat appointments from customers for their long term success. A dentist makes money by having their patients come back on a regular basis for services like a regular check up and clean. A vet relies on a certain number of their clients bringing in their dog or cat for annual vaccinations. A personal trainer needs to have clients that use their services for a number of sessions and so on.

One way to get more of your clients or patients coming back on a regular basis is to remind them with messages that are interesting and make them smile.

So a vet could send out a series of postcards, letters or emails to their clients reminding them about important things like vaccinations for their pets. And if they include a funny cartoon with these messages they are more likely to get read and acted on.

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**"Instead of getting neutered, can you just give me a lecture on abstinence?"**

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A vet could easily send out a letter, email or postcard every month or two that contained a low key sales message and also had a funny cartoon about pets.

This would make the pet owner feel good when they receive any sales or marketing messages from the vet. And it would also increase sales for a number of the product and services they mentioned in these messages.

A low key sales message from a vet might say...

Hi John,

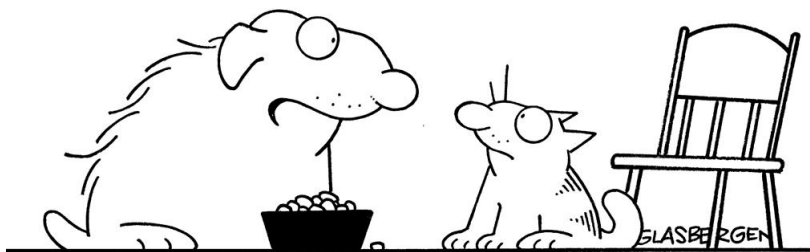
It's now summer and this is a common time for your dog or cat to catch fleas. We have a special promotion we are doing this month on XYZ flea treatment product. Here's why XYZ works so well and how you can take advantage of this special offer...

Have a great month and we'll be in touch again soon.

*Veronica Vet*

PS I thought you would enjoy this...

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**"My fleas are freaking out about global warming.  
I've got to stop sleeping next to the radiator!"**

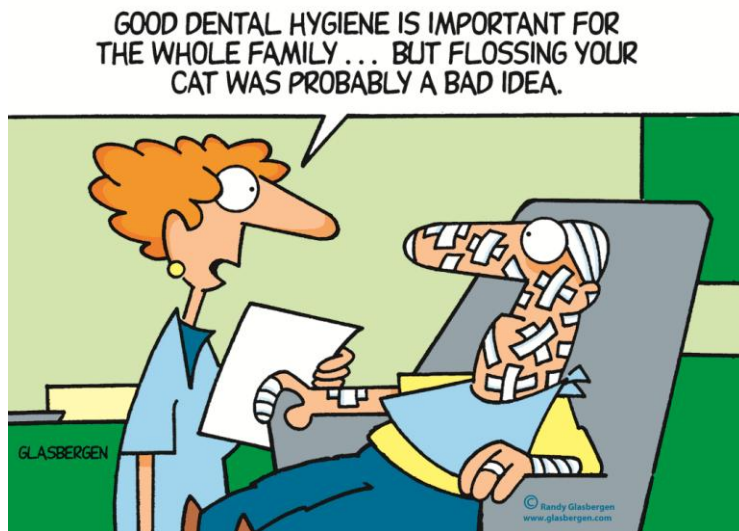
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*Can you see how this type of low key message to a client is a lot more fun, friendly and personal than the typical sales or marketing messages that most businesses send out?*

All you have done is add a cartoon and make the message light hearted and friendly. You've made your client feel good and it was very simple to do.

A dentist could use exactly the same process to stay in touch with existing patients. They could use this format to invite patients in for regular checkups and also talk in a low key way about a number of the other services they offer. (This could include teeth whitening and other services that a lot of patients could be interested in hearing more about.)

So a dentist could use cartoons like these with the low key sales or marketing messages they send out...



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**Here's something else you could do:**

Most of us have marketing material that we use on a regular basis to give people information about what we offer. This marketing material can take many different formats and often you can't easily change it.

Car dealers for instance will usually have glossy four colour booklets for many of the new cars they sell and these can't easily be altered.

So what you can do when you give marketing material to people is include cartoons in the cover letter or email that you send with the material. I often do this in the PS on the letter I enclose when I am sending information to people.

My letter might finish something like this....

*I look forward to talking with you soon about XYZ product or service and how it might be of help to you.*

*Kind regards*

*Graham McGregor*

*PS I thought you might enjoy this. It made me smile...*



**"I hacked into the school computer and changed all my grades. Then the school hacked into my computer and deleted all my games!"**

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And at the end of the PS I may then include one or more funny cartoons that made me smile.

You could also do this if you are emailing marketing material to people as well. Just include the cartoon in your cover email.

**Here is an important Point about doing Smile Marketing with Cartoons:**

I am *not* suggesting that you *a/ways* include cartoons in *all* the marketing that you do.

(I have written large numbers of tip sheets, special reports, newsletters, ezines and so on that have no cartoons at all in them. And these work just fine without having any cartoons.)

What I am suggesting you do is to *test* using cartoons and see if it seems to make your marketing more effective in certain situations with certain people.

If it does then that's great. Keep using cartoons in these situations.

If not, then stop using them.

In my business I have used cartoons on and off for a few years now and moving ahead I shall be using them a lot more often. However there are many times when I will not be using cartoons.

Remember that the main aim of Smile Marketing is to make people feel good when you interact with them.

There are many different ways to make clients feel good and cartoons are often a good choice. However there are other options as well.

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www.glasbergen.com



**"If you sign up at \$29.95 a month, you get 20 minutes of outdoor play, 15 face licks, and unlimited tail wagging on nights and weekends. For \$49.95 a month, you get..."**

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**Action Exercise Four:**

Experiment with including a funny cartoon in the cover letter or email when you send out marketing material to various people. And test using a funny cartoon in the messages you send clients about appointments and some of the products or services you offer that might be of interest to them.

In most cases you will have a good idea when this might be appropriate and when it might not. (I explain where to find great cartoons later in this report.)

**Smile Marketing Strategy Five:****Use cartoons in 'added value' communications...**

*"A whopping 50% of your business success comes from getting existing customers to recommend and promote your business to their friends, associates and colleagues."* **Ross Reck** (From his book 'Turn your customers into your sales force.')

*How can you get your customers and clients to recommend and promote your business?*

One important key is Reciprocation. This is often called "Tit for tat". It is a common human need to want to repay in kind favours. If you do something nice for me I want to do something nice for you. That way we are under no obligation to anyone.

And that's why I highly recommend you 'add value' to people when you communicate them with.

You can add value to clients in so many ways.

One of the easiest thing you can do is pass on helpful tips and information that you think will be of interest to some of your clients.

You can do this with a short email.

And what can you also include in your email?

That's right! A funny cartoon.

I use this strategy all the time because it is so quick to do and it's really appreciated.



I love to read ideas on a wide range of topics. And whenever I come across an article or story that could be of interest to someone I know I send them a short email message.

This takes me two minutes to do and might go like this

**Subject:** Interesting article on xyz topic

Hi Jane,

I came across an interesting article on xyz topic today and I thought you would find it interesting. You can read the article at this link [www.articlelink](http://www.articlelink)

Kind regards

*Graham*

PS I thought you would enjoy this as well

(And I include a funny cartoon that made me smile.)



### **Dog Motivation Tapes**

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This adds a lot of value to my clients and contacts because I make sure the articles or stories I recommend like this always contain information that they will find useful.

I like to do the same thing in a hard copy format as well. So I might send a short 'snail mail' letter with a copy of an article or story etc that I think would be of benefit to my client or contact. And I'll sometimes include a funny cartoon in the PS of my letter. The cartoon may be relevant to the letter and it may also be just something that I think my client will find amusing.

If you use tip sheets and special reports in your marketing these can be very useful to send out as part of an added value marketing campaign.

The real key with this smile marketing strategy is to stay in touch with added value on a regular basis with a number of people. This can work really well.

### **Here's a great example you can learn from...**

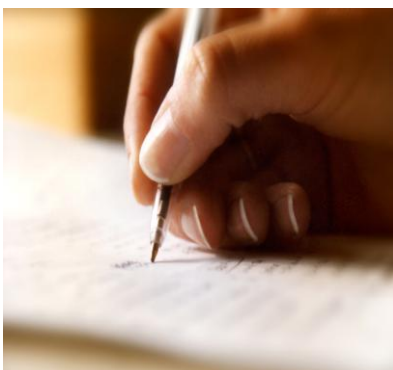
Around ten years ago I worked in a sales and marketing role for a business that sold Investment Properties. In my first year I made a big mistake. I *didn't* stay in touch with my clients.

This was a costly error on my part because I got next to no referrals from any of my clients and very little repeat sales. What was worse was that when I did make contact a year later there was no real connection or relationship between us.

After a year or so a client named Steve sent me a letter that said he was really quite disappointed with me. He was surprised about not hearing from me after becoming a client. He was delighted with his investment property, however he had not heard from me and wondered why not?

He told me that he felt that by not staying in touch I didn't really care about him. He told me he was a good potential source of repeat and referral business and that I should treat him better. He then gave me a list of things I could do to stay in touch with my clients like him.

I was highly embarrassed to get Steve's letter because I *knew* the importance of staying in touch and adding value to clients. I had just *forgotten* to do it.



So I swung into action with a simple added value dripping tap communication programme.

I started by sending every client a personal note in the mail about every 6-8 weeks.

I made sure I included *something of value* with every note I sent out. One note would have a couple of free movie passes with it and said something like

*“Thanks for being a client. I thought you would appreciate a couple of free movie passes with my compliments. And while you are enjoying the movie, remember that you are growing your wealth at the same time with the investment property that we are managing for you.”*

Another personal note would include a short motivational article I had come across on something like goal setting. It would say *“Hi John, thought you might enjoy this short article on goal setting. Thanks for being a client. Regards Graham.”*

Sometimes I would include a newsletter that I wrote that had helpful ideas on personal success.

Sometimes I would send a funny cartoon with one of my personal notes.



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Everything I did with my added value communication programme was something tangible that people received in their hands. (So I *didn't* use email for this.)

Within 12 months of using this added value communication programme the results were obvious.

I started getting calls and even letters from my clients telling me how much they appreciated the added value follow up. I got referrals, I got repeat sales and best of all I now had a good relationship with most of my clients.

My client Steve told me that he was now thrilled with how well I was treating him.

Within 18 months he purchased another Investment Property himself and gave me a referral to a family member who also became a new client.

Within two years of using my regular added value communication programme, I was getting nearly *70% of my sales every month* from repeat sales and referrals. And the people who referred me or contacted me were thrilled at the great benefits they received from being on my added value dripping tap communication program.

#### Action Exercise Five:

Experiment with sending 'added value' messages like the ones I've mentioned and see what sort of response you get when you include a funny cartoon with some of these messages. If the feedback is positive continue to do it.



**"I'd like something that will make me more attractive to money."**

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### **Where do you find great cartoons to use with these Smile Marketing Strategies?**

Unless you draw great cartoons yourself you will need to source cartoons from a professional cartoonist. A professional cartoonist will charge you a reprint rights fee to be able to use one or more of their cartoons. (This fee will depend on how you will use each cartoon and how many people will potentially see it.)

You can deal with individual cartoonists and you can also search online and find organisation that offer a wide range of cartoons from different cartoonists.

Both options work well depending on how you are planning to use these cartoons in your marketing.

Let's take a quick look at each option:

#### **Purchase cartoons from an individual Cartoonist:**

This is my personal preference and I have always used Randy Glasbergen at [www.glasbergen.com](http://www.glasbergen.com) for any cartoons I have used in my own business.

What I like about Randy is that he has a huge range of tasteful and very funny cartoons covering many topics.

You can go to his site and find cartoons on business, money, health and fitness, education, pets, selling, relationships and dozens of other subjects.

Randy personally answers all his emails and is is very easy to do business with. You explain what you want, he quotes you a fee, you pay this fee and he gives you high quality images of his cartoons to use. You can reach Randy on [randy@glasbergen.com](mailto:randy@glasbergen.com)

#### **Important Point:**

Cartoonists earn their income from reprint fees on the use of their cartoons and this means that the cartoons they create are copyrighted material. So if you use them illegally without permission you leave yourself wide open to very expensive lawsuits and breach of copyright claims. It's not worth the hassle and potential risk. It's far better to pay a small reprint rights fee and have the peace of mind that you are legally entitled to use cartoons in your smile marketing.

If you like the strategies I've covered in this report on Smile Marketing I recommend you purchase reprint rights (from someone like Randy Glasbergen) for a number of different cartoons. This is often far better value than simply purchasing reprint rights for only one cartoon at a time.

So ask Randy for reprint rights on 10, 20, 50 or more cartoons at one time and you will often be pleasantly surprised at how affordable this is to do.

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### Action Exercise Six:

If you like any of the Smile Marketing ideas I've covered in this report I recommend you try them in your own business. Contact someone like Randy Glasbergen [www.glasbergen.com](http://www.glasbergen.com) and get some prices on reprint fees for a number of his cartoons. Then use these cartoons using some of the Smile Marketing Strategies I've explained in this guide.

Best wishes with your own Smile Marketing.

*Graham McGregor*

**PS** I thought you would enjoy this....



"It's called 'reading'. It's how people  
install new software into their brains"

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### Helpful Marketing Resource:

I'd like to invite you to grab a complimentary copy of a remarkable new marketing resource called **The Unfair Business Advantage Report**.

This 302 page marketing guide contains interviews with 25 top sales and marketing experts from five different countries.

Each expert was invited to share their favourite sales or marketing strategy and explain how any business owner or sales professional could use it to quickly improve their sales and profits.

The end result is a treasure trove of helpful ideas you can use immediately in any business to get instant improvements in your results.

You can get your copy of The Unfair Business Advantage Report by going to

[www.theunfairbusinessadvantage.com](http://www.theunfairbusinessadvantage.com)

There is **no charge or obligation** and I know you will love the information contained in this new marketing programme.

So grab your copy today at

[www.theunfairbusinessadvantage.com](http://www.theunfairbusinessadvantage.com)

Graham McGregor

**PS:** Here is a sneak peak of just some of the strategies you will find in the Unfair Business Advantage Report

- Legendary marketing strategist Al Ries shares the one thing he advises all his business clients to do if they want to be amazingly successful.
- Business expert Michael Port explains how to get 'booked solid' with new clients by using a simple strategy that takes only ten minutes a day and costs no money

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- Marketing consultant and best selling author Jeffrey J Fox shows you how to 'Dollarize' the real value of all your products and services.
  - This allows you to easily outsell low priced competitors and still bank super healthy profits.
  - Copywriting expert Bob Bly shares a great strategy that you can use to charge higher prices and attract better clients who are eager to buy from you.
  - Fred Catona the pioneer of direct response radio shares the exact formula he used to take one client from a standing start to over a billion dollars in sales in less than 18 months. This same formula can be used by many businesses to add an extra six figures or more in profits to their bottom line in a surprisingly short time.
  - Dave Garofalo shares the 'outrageous' thing he has done for the last 17 years to become the highest volume retailer of premium cigars in the United States. This same strategy can be used in any business when you understand exactly what Dave does.
  - Chris Gilmour explains how as a rookie real estate salesperson in Brisbane, Australia he leapfrogged his competitors and earned a staggering \$880,000 in real estate fees in his second year in business. This 'whiz kid' sells normal priced properties in 1/3 the time it normally takes and he has an astonishing 82% market share in his area.
  - Marketing expert Bob Serling explains his super simple system that he uses to instantly create brand new sales and profits for 95% of his clients.
  - Dr Ivan Misner founded BNI the largest business networking organisation in the world. Ivan explains how to use the VCP Process of Networking ® and why it is so effective in creating new sales and clients.



- Plus a goldmine of proven profit making and sales boosting strategies from many other top sales and marketing experts.

You can download a no cost copy of this amazing new marketing resource by going here now...

[www.theunfairbusinessadvantage.com](http://www.theunfairbusinessadvantage.com)



**"My team has created a very innovative solution, but we're still looking for a problem to go with it."**

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**"When you're done ruining the sofa, I want you to start clawing the new stereo speakers. After that, you need to leave your tongue prints in the butter, then take a nap on a pile of clean laundry."**

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*"A good laugh and a long sleep are the best cures in the doctor's book."*  
**Irish Proverb**