



## Head to Head Comparison Sheet:

How Does Jeremy Tuber,  
Business Savvy Branding Expert  
Compare with Other Graphic Artists?

If you've never worked with a designer before, or you're unsure who to put your trust in – this bulletin is for you. Truth is, most business owners have NO IDEA about how to look for the right designer and don't realize that picking the wrong designer often results in thousands of dollars wasted. They have always just hired someone, got it done and went on with their business, never knowing that their decision will cost them thousands in profits they'll never see. If you're like most business owners you see how cheap you can get your project done for, or go with a recommendation from a friend or associate who may or may not use design successfully. Don't make the same mistake.

This special bulletin was created to give you a real, point-by-point comparative analysis on what you can expect from the designer you choose to hire. You'll find the most common questions and issues business owners just like have wrestled with in hiring the right designer for their company. Read this report and get the facts, once you have them then decide whom to hire.



## Side By Side Comparison - Which Designer is the Right Choice for You?

Understanding These Clear Differences Could Make You or Cost You Thousands of Dollars In Revenue and Business	Jeremy and Can-Do	Other Designers
The only business savvy designer who truly becomes a member of your marketing team to produce income and business growth results and not merely design	✓	Not business savvy
Has a rock-solid personal guarantee on every project he designs for you. You're happy or you don't pay.	✓	No guarantees
Has over 7 pages of written testimonials and 20 on line audio testimonials from business owners just like you who raved about their results	✓	Limited or no testimonials
Takes all of the worry and stress out of completing all of your projects so you can focus on running your business. Provides you with complete peace of mind	✓	Often have to baby sit
The only designer that measures project success on your results not how creative it looks. Success only comes with more money and more customers for you	✓	Focus is on how creative a project is
Will help you develop a clear, compelling message that will attract your customers and get them to take action	✓	Not marketing experts
Constantly provides you with innovative thoughts, ideas, strategies and insider tips on every project that give you an unbelievable competitive edge over your competition. These are ideas you've never considered, and they give you a huge advantage	✓	Don't learn about or bring innovative ideas to your project
Has a 92% rate of client repeat business. This means more than 9 times out of 10 times, the client was so happy with their results, they've become a loyal client	✓	Often have customers, not clients
Invests time and energy to learn all about your business, competition and customers before designing. This produces more effective, more targeted design that brings you more money	✓	Just start designing with no thought to results
Promises that you will be thrilled with the enthusiasm and service you receive on each project or you don't pay. Is almost as excited about your project as you are!	✓	No promises
Works as a trusted consultant for you rather than order taker: will never take on a project that isn't in your best interest and that won't help your business grow	✓	You tell them what you think you want - they do it
Published author, with over 56+ articles on marketing, advertising and design	✓	Don't write
Is a virtual walking ad agency that can help your business with all of its marketing, advertising and design - you never have to worry about these again	✓	They just design, that's it
Provides consulting services to other graphic designers on a regular basis who need assistance with running their business or their marketing and sales strategy	✓	Often the ones asking for help
Has a an entire team of specialized, passionate professionals who's mission is do help you get the most out of your project	✓	Typically a one-person operation
Helps you build incredible confidence and credibility in your business image, no matter how small or how new your company is. You're going to feel like you've taken your confidence and company "to the next level"	✓	Create a design, not take a company to the next level
Dedicated to constantly reading the most influential marketing and advertising books available today. This means your projects are based on studying and learning from the most proven and successful business minds of today rather than just guessing what might make your projects bring in more sales and customers.	✓	Don't read books on how to make their projects bring in more money for you

## Objectives in Working with You and Your Company:

**Other Designers:** Create neat, fun artwork they can show to the art community and submit to win awards. You'll find that most designers are not concerned with growing your business or helping you to achieve a strong return on your investment.

**Jeremy:** Bring in more customers, separate your business from the competition, and help you build more confidence and credibility and MAKE YOU MONEY. If Jeremy designs something that doesn't help you grow your business, it's irrelevant how creative or innovative it is. His mission is to help you take your company and your confidence to the next level.

## What Are You Really Buying? What Should You Buy?

**Other Designers:** Art. Artists/designers sell art, that's what they create and that's what you're buying. If you want a business card, they sell you a business card. If you want a web site, they sell you a web site.

**Jeremy:** The ability to attract the customers you want, more customers, confidence, credibility and the ability to make more money and grow your business. This is accomplished through innovative marketing and design. All of this results in - you guessed it, more money for you. Jeremy sells results not design.

## Is There a Personal Guarantee That You'll Be Satisfied?

**Other Designers:** None. When it comes to value, getting results that result in more customers and MORE MONEY for their clients, designers are afraid to stand behind their work.

**Jeremy:** Absolutely! You will be thrilled with the design, the service, the enthusiasm and the value of your project, or you will not be charged you a dime. You're going to like working with Can-Do Graphics, or you don't pay. You won't find the guarantee with any ordinary graphic artist.

## Testimonials from Very Happy Clients

**Other Designers:** Typically have a handful of customer testimonials that thought the designer put in a good effort and were enjoyable to know. Results, and return on their investment will most likely not be addressed. Always ask for testimonials!

**Jeremy:** Jeremy has over 7 pages of written testimonials from clients and over 20 audio testimonials from business owners have received a terrific return on their investment and have taken their company to the next level (to hear them now, visit [www.candographics.com/audioTestimonials.html](http://www.candographics.com/audioTestimonials.html)). These clients have all received more customers and MORE MONEY from their investment in working with Can-Do Graphics.

## How Success on Your Project Is Evaluated

**Other Designers:** If they win an award or perhaps if their colleagues or the art community appreciates the work. Designers are not concerned with marketing, sales and revenue, but designing projects that look good in a portfolio.

**Jeremy:** Ensuring clients get a return that exceeds their ROI from the project. If the client expresses that: the project was a smart investment, it helped their business grow, it has made them more feel more confident and credible towards their business, it has brought in more and better customers and finally – the project MADE THEM MONEY. Design awards and colleague accolades are irrelevant if the client feels the project was a waste of time and money.

## Do You Have an Order Taker or a Trusted Consultant?

**Other Designers:** Artists are typically order takers. They find out what you "think" you want and start designing. If you're not an expert in marketing and you need help deciding if this is a smart project to invest in - you can waste A LOT of money on the wrong project and wrong designer. No thought is given to, "Is this project a smart investment?" "Is this project going to be a waste of time for the client?" Designers just start creating your project, whether or not it's a wise investment is not considered.

**Jeremy:** Your trusted advisor and consultant. Before any design is done, or you pay him a dime, Jeremy will make sure it makes sense for you. Clients are always consulted before investing in any project. Together, you and Jeremy will determine if this is a good investment for you, so you NEVER waste money on project's that don't help you build your business. Clients are ALWAYS under his protection, and that means helping them make the right decision for them, even if that means turning away business.

## Which Designer is a Published Authority in Designing and Marketing?

**Other Designers:** Don't write anything, and they are not experts in helping you identify, out reach and attract the customers you want.

**Jeremy:** Published author of over 56 articles. Platinum author on EzineArticles.com, articles are featured in more than 25 web sites on-line. Jeremy is dedicated to helping business owners get the most out of their marketing, advertising and design. He is also writing, "Being a Starving Artist Sucks", which is focused on helping young, inexperienced and or struggling artists learn how they can get the most out of their business financially and emotionally. Designers frequently consult with Jeremy on their marketing, sales and advertising.

## Long-term Goals in Working With You

**Other Designers:** No long-term objectives. Customers call them when they need a project, but for the most part they will be out of site, out of mind.

**Jeremy:** To forge a long-term, trusted relationship with clients. Rather than having hoards of customers, the goal is to build lasting, meaningful relations with each client that helps them grow their business. His greatest success and reward is helping clients get the most out of their marketing and design projects and building a prosperous business.

## Will You Have to Waste Time and Effort to Get Your Project(s) Done?

**Other Designers:** If you talk to enough business people you'll hear horror stories on how working with many designers is frustrating, time-consuming and just not worth it. This occurs most when the business owner hires an inexpensive designer thinking they've just saved some money. Sadly, business owners find out too late that they often have to "baby sit" their designer and invest several frustrating hours re-emphasizing what they want and correcting the designer's mistakes. With all of the extra wasted time, the business owner often "spends" more money on an inexpensive designer.

**Jeremy:** Takes all of the stress, the strain, frustration and confusion out of the project so you can focus on running your business and having peace of mind knowing your project is in expert hands. Unlike some designers that just provide art-work, Jeremy manages the entire project from start to finish so you don't waste any time or effort - all you do is get a great result with no stress and without being pulled away from what's important to you.

## What Is Each Option Worth?

**Other Designers:** Inexpensive, as you would expect. If these designers truly had the expertise and talent to help their clients make more money and bring in more clients, wouldn't you guess they would be priced higher? These designers know exactly how much they are worth, and that's why they are priced as they are. You've heard, "You get what you pay for" – it's true.

**Jeremy:** This is an investment in your business rather than throwing a couple of dollars into design and hoping it works. Clients that work with Jeremy see the value in working with an expert who has their best interests at heart. He has a proven track record of attracting more customers and helping his clients make more money on every project – in fact he has a personal value guarantee with every project. Essentially, Jeremy is selling dollars for a quarter.

## Experience and Success - Never Hire A Designer Who Can't Market Her/His Own Company

**Other Designers:** Most design firms are one person operations. Designers typically don't possess marketing expertise and just hope on word-of-mouth to grow their business. If they don't do any marketing for themselves, does it make sense that they are not going to be able to market for your business either? What typically happens is that most designers try freelancing for 1-3 years, when this doesn't work the designer decides to go back and work for someone else again. Leaving their past clients in a difficult position.

**Jeremy:** Started Can-Do Graphics in 1999 as a part-time venture. In 2003 turned Can-Do Graphics into a full-time LLC as a one person operation. Today, Can-Do Graphics has 5 expert graphic and web designers as well as a project manager to provide clients with a diverse set of specialized services and outstanding client services. Since 2003, Can-Do Graphics has more than doubled the number of clients it's serving and more than tripled incoming revenue. The company has grown through successful marketing campaign, smart advertising, and clients eager to tell others about their results. Jeremy knows how to market his business and attract ideal clients - he can help you do the same for your business.

## Beyond Graphics, What Else Can These Designers Do For You?

**Other Designers:** Designers will typically try to branch out into other areas if they can make money in them rather than having a passion for that type of work. Typically, designers either specialize in creating: logos, stationery or web sites, and try to convince business owners they are proficient in the other areas as well.

**Jeremy:** Jeremy excels at helping you with: marketing strategy, build a consistent/credible business brand, help you write and communicate your company's message, design advertising that makes money, analysing your competition, identifying your ideal customers, create web sites that actually work, custom photography, sales assistance, customer retainer program advice and expert photo manipulation. Any aspect of your marketing, advertising and design that will help you grow your business, Jeremy and his team can help you with; he's like a walking ad agency.

## Do You Have to Have All of the Answers? What Ideas Are Being Brought to Your Project?

**Other Designers:** You tell them what to do and they design it. Artists aren't paid to think for you, they basically take your ideas and design something from them. They do not have or offer any marketing, advertising or business expertise.

**Jeremy:** Brings a wealth of intellectual marketing capital to your project. He brings a fresh, energetic perspective to the table that clients absolutely love. These are ideas, strategies, tips and insider information you've probably never even thought of, or considered. This knowledge and passion for marketing and advertising has proven to give clients a competitive advantage and better results time and time again.