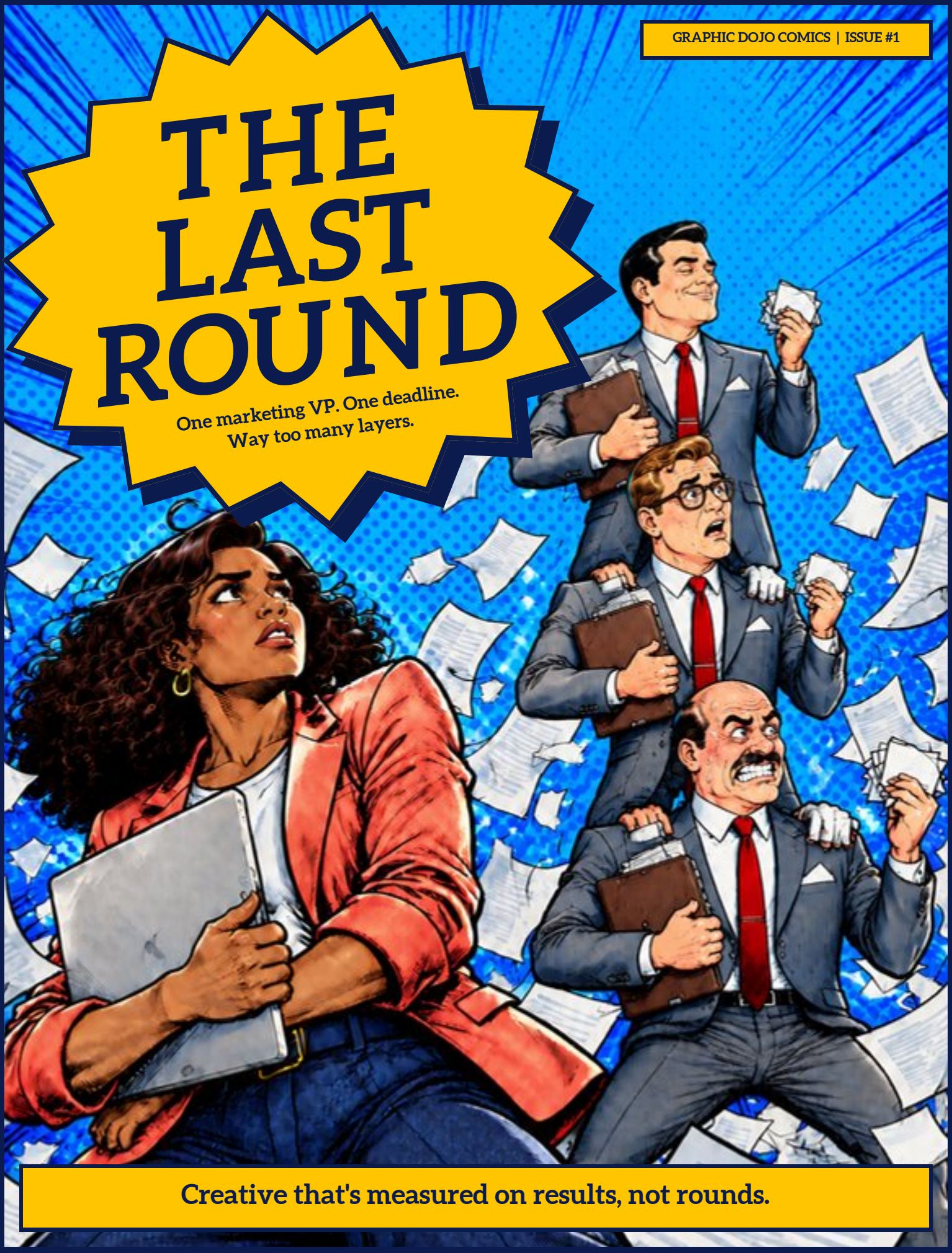
GRAPHIC DOJO COMICS | ISSUE #1

THE LAST ROUND

One marketing VP. One deadline.
Way too many layers.



Creative that's measured on results, not rounds.


PULSEWELL HQ. MONDAY, 9:02 AM. DANA, VP OF MARKETING, NEEDED TO MAKE AN IMPACT, WITH RESULTS SHE COULD SHOW IN NUMBERS.
LET'S MAKE A REAL IMPACT AT THE CONFERENCE. I'D LOVE LEADS UP 40%, WITH NUMBERS WE CAN SHOW THE BOARD!
DANA REYES, VP OF MARKETING
TODD, HER CEO


A BOOTH, A DECK, A WEBSITE AND A LAUNCH VIDEO. AND OUR LOGO IS FROM 2019.


I'LL HIRE AN AGENCY!
SO SHE DID WHAT ANY HERO WOULD DO.


THE AGENCY. ALSO KNOWN AS... THE LAYERS.
LOVELY TO MEET YOU! DISCOVERY TAKES SIX WEEKS.
MAKE THE HEADER... A DEER?
MAKE THE HEADER... CLEAR?
JUST MAKE THE HEADLINE CLEARER!
WHY IS THERE A DEER?
THREE OPTIONS! THOUGHTS?
EVERY NOTE HAD BEEN RETOLD THREE TIMES. THEN THE CHANGE ORDERS ARRIVED.


DANA'S TEAM ALREADY HAD A JUNIOR DESIGNER: TALENTED, SWAMPED AND STRETCHED THIN. PLAN B: HIRE A STAFF DESIGNER. 128 DAYS LATER...
ANY MINUTE NOW.
I'M STILL ON LAST MONTH'S SOCIAL POSTS!
HI! I'M YOUR NEW STAFF DESIGNER. I DO BRAND AND WEB.
GREAT! CAN YOU EDIT THE LAUNCH VIDEO?
...I COULD PUT A LOGO ON IT?
A NEW HIRE. THE SAME GAP. FOUR DEADLINES.


ROUND 17. 11:48 PM.
I CAN SEE IT ISN'T LANDING. NOBODY CAN TELL ME WHAT TO CHANGE.
THEN THE DOOR OPENED.
graphic dojo
WHO ARE YOU?
ROUGH NIGHT? YOU DON'T HAVE A CREATIVE PROBLEM. YOU HAVE A DECISION PROBLEM.
graphic dojo
GRAPHIC DOJO. FRACTIONAL CREATIVE, WITH NO LAYERS BETWEEN YOU AND THE WORK.

WEEK ONE: THE AUDIT. THEN GRAPHIC DOJO TOOK THE STRATEGY AND EVERY DELIVERABLE OFF DANA'S PLATE.

AN AGENCY GIVES YOU OPTIONS. GRAPHIC DOJO GIVES YOU A RECOMMENDATION.

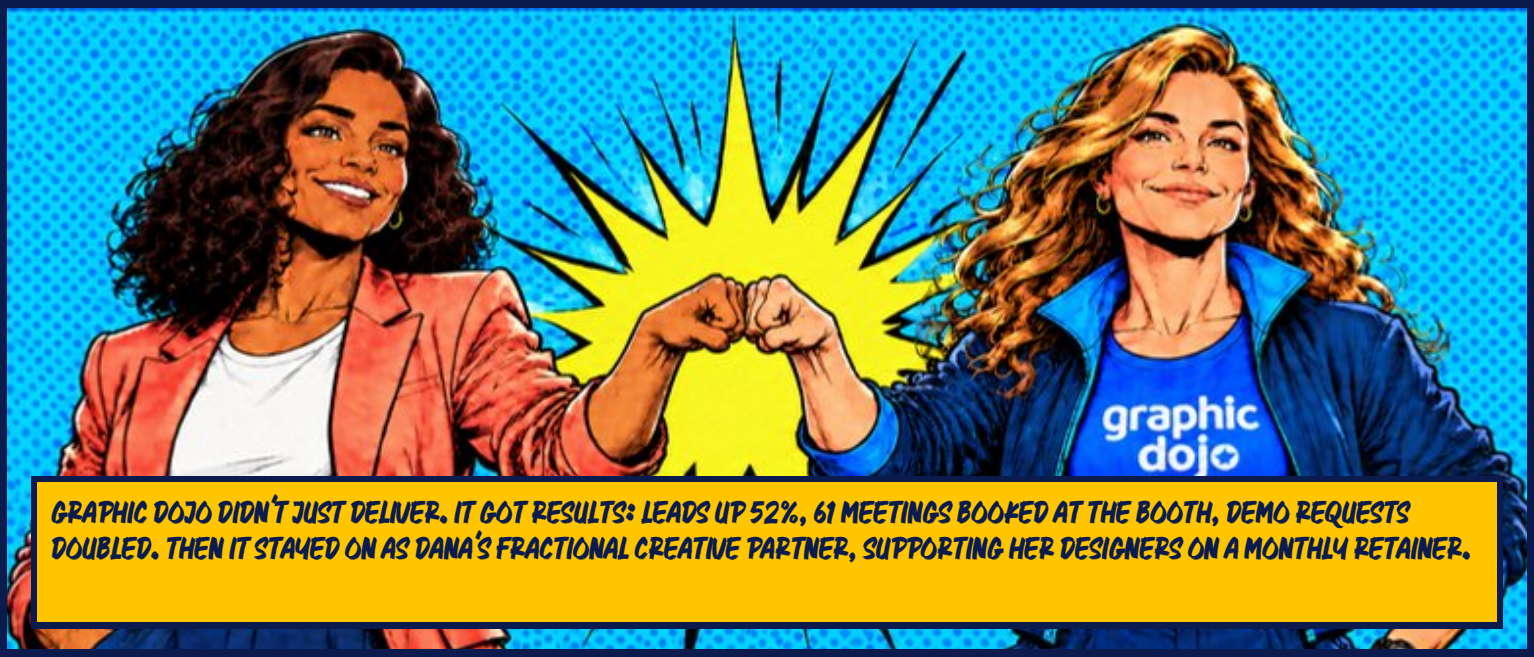
ALL OF IT? OFF MY PLATE? I CAN FINALLY DO MY ACTUAL JOB!

GRAPHIC DOJO MADE IT ALL, RIGHT ALONGSIDE DANA'S DESIGNERS: BOOTH, DECK, WEBSITE AND VIDEO.



SIX WEEKS LATER.

LEADS UP 52%! 61 MEETINGS BOOKED! DEMO REQUESTS DOUBLED!



GRAPHIC DOJO DIDN'T JUST DELIVER. IT GOT RESULTS: LEADS UP 52%, 61 MEETINGS BOOKED AT THE BOOTH, DEMO REQUESTS DOUBLED. THEN IT STAYED ON AS DANA'S FRACTIONAL CREATIVE PARTNER, SUPPORTING HER DESIGNERS ON A MONTHLY RETAINER.

COUNT THE LAYERS

	TYPICAL AGENCY	IN-HOUSE HIRE	GRAPHIC DOJO
Who you talk to	An account manager, then a project manager, then a designer	Your own team, once hired	The people making the work
Getting started	Weeks of discovery and onboarding	Months of recruiting, about 128 days to fill	The week you say yes
What comes back	Three options and a request for your thoughts	Whatever one or two specialties can make	One clear recommendation, with reasoning
How it's measured	Rounds of revisions	Output	Results: conversions, demos and meetings

WHAT A YEAR OF CREATIVE COSTS

In-house team of four		~$494K
Agency, same work		$226K to $350K
One staff designer		~$255K in year one, one skill set
Graphic Dojo		Less than all three: strategy, design, video, web and booths

PICK YOUR PACE. THE PRICE STAYS PUT.

CORE	GROWTH	PRIORITY
1 project at a time	2 projects at a time	3 projects, first in line

One flat monthly retainer. Month to month. No hourly billing. No change orders.

See what a year really costs

graphicdojo.com/pricing

Team, agency and designer figures: one year of steady creative work, per the Graphic Dojo pricing guide. Graphic Dojo bar is illustrative.

YOUR TURN, HERO.

Send Graphic Dojo the one thing in your brand that isn't working.

You get a free Two-Day Creative Review: a custom video review of what you send, with fixes you can act on.

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NEXT ISSUE: THE FIRE DRILL STRIKES BACK