

# Testimonials

*“Stu Heinecke hits the nail on the head as he tickles the funny bone with his incredibly insightful book, ‘Drawing Attention.’ I highly recommend it to all guerrilla marketers, in fact, to everyone who wants just a bit too much money.”*

Jay Conrad Levinson  
The Father of Guerrilla Marketing  
Author, “Guerrilla Marketing” series of books

*“In the 35 years I’ve known Stu Heinecke, he’s been direct marketing’s odd man out. Pinning direct mailings to cartoons with the recipient’s name personalized in the caption, Stu’s work has been pilloried by the uppity elitist circle of advertising creatives—from David Ogilvy on down—who parrot the dictum that ‘Humor never works in advertising.’ Funnily enough it does—big time—but only if done right. Stu has created a blizzard of controls and generated zillions in revenue for myriad clients. In his chatty, informative ‘Drawing Attention,’ Stu—like a magician revealing his tricks—tells how he did it and how you can, too. Look for lotsa laffs and lotsa dough.”*

Denny Hatch,  
Author of *Million Dollar Mailings* and *The Secrets of Emotional Hot-Button Copywriting*, Editor and Publisher of *Denny Hatch’s Business Common Sense*

*“Not only was I unable to stop reading ‘Drawing Attention’ but I found it to be a highly detailed insight into the world of the cartoonist, as well as a good overview of marketing and business practice, psychology and sociology which transcends the endeavour of cartooning. Mr. Heinecke’s enthusiasm and style makes it read like a self-help book!”*

Andre Gailani  
Punch Ltd.

*“In ‘Drawing Attention’ Stu Heinecke uses his decades long experience in cartooning, advertising and direct marketing to give you the rules of the road for using cartoon humor. Follow it and your use of cartoons in marketing, advertising, or whatever will work like a charm – every time.”*

Robert Mankoff, Cartoon Editor  
*The New Yorker*

*“Stu is the most knowledgeable person I know about the use of cartoons in marketing, sales promotions, etc. He effectively mixes the world of cartooning and business, a rare combination. Read what he has to say and profit from it in your own life and career.”*

Bruce Seidman, President  
Sandler Training

*“Through the blending his creative gift with his direct response brilliance, Stu has produced spectacular results that business owners can continue to take to the bank - day in and day out!”*

Dan Monaghan  
Co-Founder, WSI Internet



## Drawing Attention *by* Stu Heinecke

How to unleash the incredible power of cartoons in marketing, advertising, sales promotion, job search, VIP contact campaigns and more

Now available in these formats



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