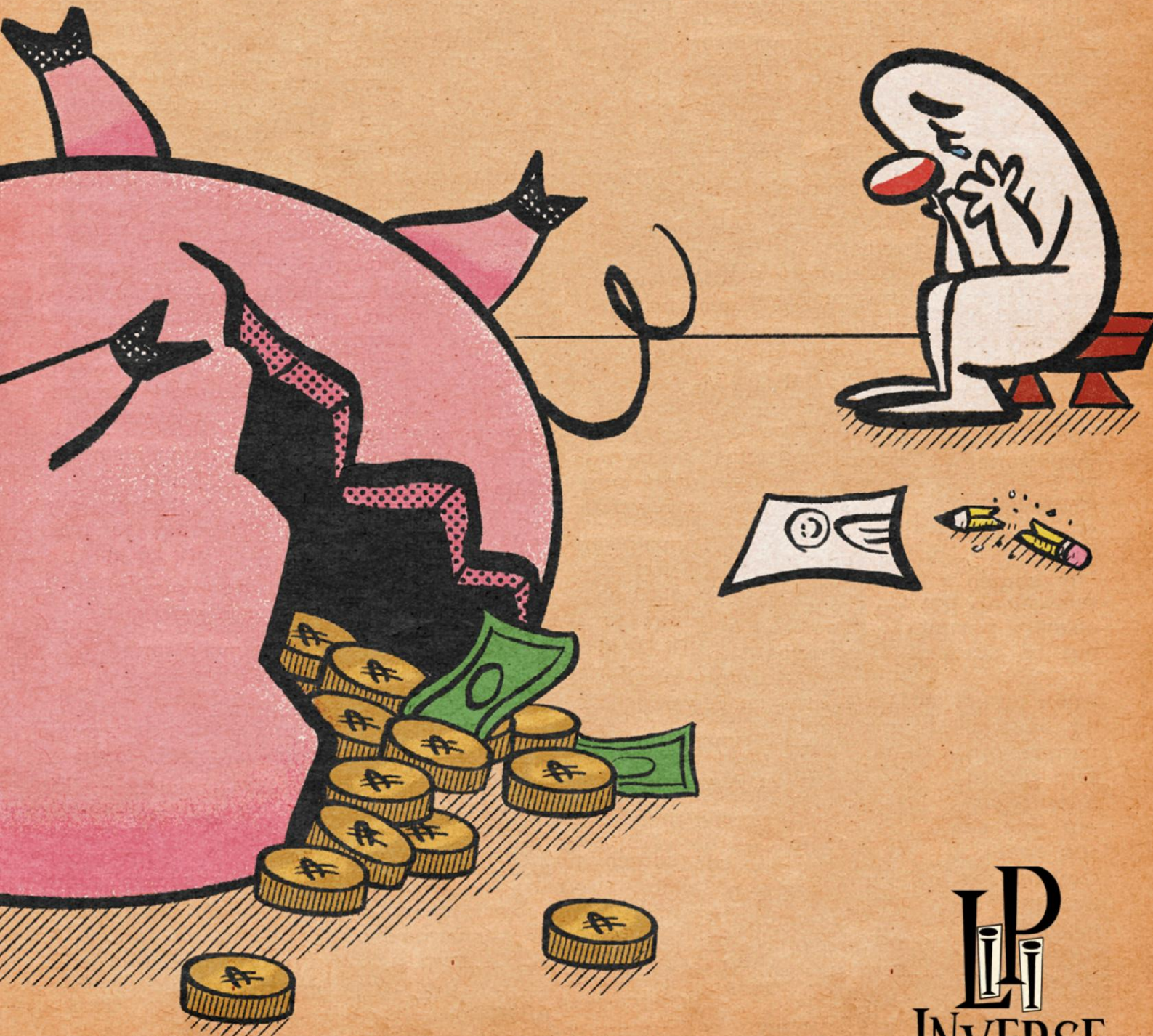


Lipi Inverse Productions presents:

The 5 Mistakes
that prevent you from making
a living from cartoon design



LI
INVERSE

Introduction

If you're reading this, it's very likely you love to draw. Maybe you spend hours creating characters, dreaming of worlds, and wishing that one day you can make a living from your art.

But you're also likely to feel some frustration.

Why, if you love what you do so much, is it so hard to translate that love into income? Believe me, you're not alone.

Thousands of artists, illustrators, and creatives like you feel the same way: they have talent, they have passion, they even have followers... but they lack clarity, structure, and real results. And it's not for lack of effort, but **because they make silent mistakes that sabotage their progress without them even realizing it.**

This e-book is a guide to help you open your eyes before you give up. I'm not going to give you magic formulas or empty motivational phrases. I'm going to honestly show you the 5 most common mistakes I made—and that I see repeated every day by artists with enormous potential.

My goal isn't just to help you avoid them. My goal is that, by the end of this book, you'll have a clear and actionable vision for turning your passion into a profitable, stable, and 100% your own path.

You are about to see what is wrong and how to fix it.

Ready to begin?

Who is q LIP ?

Hi, I'm Lipi Inverse, a Colombian illustrator based in the United States. I'm a graphic designer and illustrator, although I was once called a "financial cartoonist," today I prefer to say that I'm an artist who draws with intention and freedom. I'm passionate about cartooning and I'm also interested in talking about something many artists avoid: money.

I believe that art and finance don't have to be at odds, and that we can design a creative life that is also abundant and fun.

My style is inspired by Mid-Century art, the kind that breathes nostalgia, elegance, and joy in every stroke. But my career wasn't always a story of vibrant colors. For years I loved to draw, I created characters, I invented worlds... but I didn't know how to make a living from it. I felt trapped between the passion to create and the frustration of not knowing how to turn that talent into a real income.

The transformation came when I decided that **art didn't just have to be beautiful, but useful, valuable... and paid.** I began exploring alternative paths: from projects with casinos to collaborating with giants like **Yuga Labs.**

I discovered that there is a place for artists in the professional world—but only if you understand how to navigate it as a creator and as an entrepreneur.

How to use the e-book?

This ebook isn't just empty theory. It's a compilation of my mistakes, what I learned, and what I wish I had known when I started.

Today, I invite you to begin your own journey... one where you don't have to choose between drawing and paying your bills.

Now it's time to get down to business.

I want you to read this part with an open and courageous mind. What you're about to discover isn't pretty, but it's necessary.

These mistakes didn't just affect me when I started out; I see them every day in incredibly talented but stagnant artists.

Worst of all, many don't even know they're making them.

That's why this chapter isn't just a list. It's a mirror.

Each mistake you're about to read about is a silent trap. Some are hidden in your habits, others in your beliefs, and still others in the decisions you make (or don't make) about your career as an artist. There's no blame here, only clarity. As you read, I invite you to ask yourself:

Am I doing this without realizing it?

What would happen if I changed it today?

Each mistake will come with its explanation, its consequences, and—most importantly—a practical solution. I don't just want you to identify what's wrong. I want you to see how things can go right if you make the right changes.

So let's start with the first one...

ERROR #1

Believing that “drawing well” is enough to make a living from art

Mistake #1 - Believing that "drawing well" is enough to make a living from art

This is the most common mistake and also the most dangerous. Many artists—myself included when I started—grew up with the idea that if you draw incredibly well, the world will come looking for you. That talent alone will open doors for you. But the truth is much harsher: drawing well is no guarantee of success.

We live in a world saturated with talent. Instagram, Behance, TikTok... there are millions of artists creating amazing content every day. But how many of them are actually making a living from it? Very few. Why? Because talent is only 20% of the game. The other 80% is strategy.

What does this mean?

It means you need more than just technical skills. You need to know how to communicate your value, position yourself as a professional, create a clear offer, and connect with the right type of client. Without that, your talent is invisible.

What happens when you make this mistake?

You get frustrated because no one buys your art, even though you draw brilliantly. You post and post with no results. You end up thinking, "This isn't for you"... when in reality it is; you just lack direction.

How to get out of this trap?

Start thinking like an artist and an entrepreneur.

Learn about marketing, personal branding, strategic portfolio, and value proposition.

Drawing is your foundation, but what makes you a professional is how you use it to solve problems, evoke emotion, and generate real impact.

ERROR #2

**Not having a unique and
recognizable style**

Mistake #2 - Not having your own recognizable style

This mistake is fatal, and it often goes unnoticed because it seems "normal" to explore different styles, techniques, or references . But in the real market, **if you don't differentiate yourself, you get lost in the shuffle.**

Your style is your signature. It's what makes someone look at a drawing and say, "Lipi Inverse did that!"

When you don't have a clear style:

They don't remember you.

They don't recognize you.

They won't hire you.

What happens when you make this mistake?

You imitate the styles of others hoping for validation.

You constantly change your appearance for fear of not being liked.

Your portfolio looks like a confusing mix rather than a solid proposal.

And this creates insecurity. You think you're not good enough, when the real problem is that you're not communicating who you are through your art.

How do we fix this?

Stop copying and start refining. Ask yourself:

- What do I enjoy drawing? •

What colors, shapes, and emotions represent me?

Study references, yes, but **not to imitate them: use them as inputs to create something that is uniquely yours.**

Practice, repeat, and document your progress. Your style lies in consistency.

ERROR #3

**Not charging what your
work is really worth.**

Mistake #2 - Not charging what your work is really worth

This is the mistake that keeps artists trapped in financial frustration.

Many illustrators believe they should start by charging "cheap" rates to gain experience or followers. Others accept poorly paid jobs, or worse, free work! for fear of not getting anything better. But the truth is this: **if you don't value your work, no one else will.**

What's behind this mistake?

- Fear of losing customers
- Insecurity about one's own talent
- Lack of benchmarks for setting fair prices
- What happens when you make this mistake?
- You get exhausted working for crumbs.
- Your art becomes a prison instead of a source of freedom and passion.
- You position yourself as "cheap" and attract toxic customers, ven-
abrupt or abusive.
- And the worst part: you start to believe that making a living from art is impossible when the only thing that's wrong is your pricing strategy.

How to fix it?

Study the market, but don't compare yourself to others: focus on creating a value package that solves a real problem for your customer. Calculate your costs, your time, and the value you deliver.

Create different levels of service or offer (simple illustrations , premium, by volume, etc.).

As you gain experience, you should also raise your prices.

Your talent deserves to be compensated. But no one will pay you fairly if you don't believe it's worth it yourself.

ERROR #4

**Doing
everything and not specializing in anything**

This mistake is like a silent disease. At first it seems harmless, even positive:

“That way I have more opportunities,”

“That way I don't limit myself,”

“That way I reach more people...”

But the truth is brutal: **when you try to do everything**

You end up not standing out in anything.

What does this bug look like in action?

Today you draw realistic mascots, tomorrow you create logos, the day after tomorrow you design 3D objects. You have a portfolio with completely different styles, themes, and audiences. You present yourself as a "generalist illustrator," believing that will get you more work. And yes... you might get a client or two. But the good ones, the ones who pay well and respect you, are looking for someone who is an expert in something, not someone who does everything.

Let me give you a clear example:

Would you hire a doctor who says, “I operate on hearts, set bones, and pull teeth”? Or would you prefer a specialized cardiovascular surgeon who has saved hundreds of lives? It's the same in art.

Why is this mistake so harmful?

Because it steals the most important thing for making a living from art: your positioning .

When you don't specialize:

- You can't build a strong personal brand.
- You cannot speak to a specific niche with authority.
- You can't scale or grow because your message is confusing and unclear.

Furthermore, when you try to do **"everything for everyone," you don't develop your own methodology, a clear value proposition, or a mature style.** You remain on the surface... without roots.

How do you correct this error?

Choose a specialty you love that's in demand. For example: cartoon-style illustration applied to education,

Character design for social media, cartoons with a financial focus. The point is that you're passionate about it, and that there's a market for it.

Create content specifically for that audience.

Speak their language, solve their problems, show examples that connect with their needs.

Master your niche, then you can expand.

You're not giving up on creativity. You're just taking a step back.

Control. Specialization doesn't limit, it focuses. And that focus is what pays you.

Key mindset:

You don't need more customers, you need better customers.

And the best clients don't look for generalists, they look for experts with vision.

ERROR #5

**Waiting until you're
"ready" to launch**

Mistake #5 - Waiting until you're "ready" to launch

This mistake is the most treacherous of all because it seems prudent... but it is pure self-sabotage disguised as logic. Many talented illustrators postpone their professional growth waiting for:

Having a perfect portfolio
Having more free time
Feeling 100% safe
Get more followers
Knowing "everything" before starting

The fear of failure, of what others will say, of not being good enough, paralyzes you. But you disguise it with phrases like: "I'm refining my style first..." "It's not the right time yet..." "When I finish this course, then yes..."

What happens when you make this mistake?

You see others progressing while you're still planning. **You fill yourself with information, but not results.** You become a perpetual student and never a professional. This mistake has a very high cost : time, **and it's the only resource you can't get back.**

How to break this cycle?

1. Accept that you will never feel 100% ready.
2. We all start with fear. True growth begins when you decide to act despite the fear.
3. Start with what you have, from where you are.
4. You have a talent. You have an idea. You have a story.
That's enough to take the first step.
5. Surround yourself with an environment that pushes you.
6. An artist community, a mentor, a well-structured course...anything that gets you out of the paralysis.

ART DOESN'T PAY UNTIL YOU DECIDE TO CHARGE IT

After reading these 5 mistakes, you might feel a little uncomfortable. And that's a good thing.

Because **that discomfort is a sign that you're awakening** . You're beginning to see clearly that you don't need more talent, more tools, or more luck. You just need **to make different choices**.

Your art has value, much more than you imagine.

But that value doesn't activate on its own. It requires action, strategy, focus. And above all, it requires you to stop hiding behind perfection or fear, and start positioning yourself as the professional artist you're ready to be.

It's not about turning art into something cold or commercial, it's about honoring it, making it sustainable, because when your talent gives you freedom, you can create more, better and without limits, and that is the true creative life.

If you've gotten this far, it's because something inside you knows it's time to act.

You've read about your mistakes, you've acknowledged what's held you back. And now you have two options:

1. Save this ebook and continue as you are.
2. Or make a decision that will change your story as an artist forever.

Our beloved cartoon illustrator, Lipi Inverse, is opening an exclusive space for artists like you who want to professionalize their talent, find their own style, and start making a living from cartoon-style design. **This is not a generic class.**

It's a live strategy session where you'll learn the first steps you need to take to transform your art into a real income.



FOLLOW ME!

On my social media

@lipinverse

and on my website

www.lipinverse.com