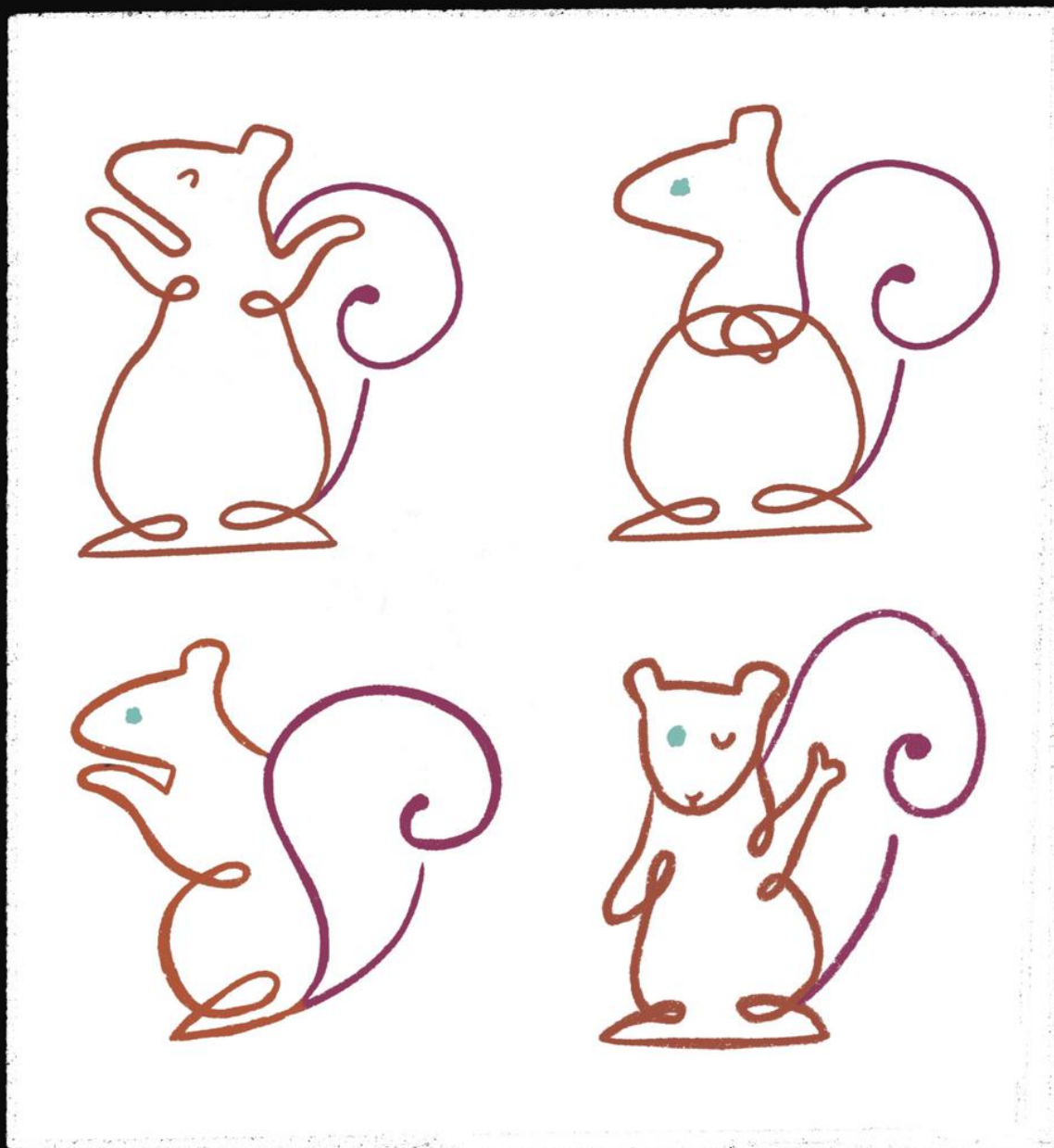


≡ IN THE MARGINS ≡

~~~~~ DECEMBER 2022 ~~~~~



~~~~~ THE VIBE ~~~~~

{ A ZINE ALL ABOUT THE TONE
AND FEELINGS BENEATH YOUR
VISUAL COMMUNICATION. }

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The Offbeat Illustrative Community is born!! Read more about it on page 02.



CALL FOR EXPERTS

Find out how you can share your unique skills and point of view with the Offbeat Illustrative community pg. 08



EVENTS

See what's happening in the month of December at Illustrative.

TOOLS

This month's tools are focused on checking your values and organizing your thoughts.





Wanna connect with another business owner? I keep my Thursday and Friday mornings open to just chat and connect.

Tap the coffee mug below if you're interested in connecting over Voxer <3



For me, December is the time of year to assess how I spend my time and who I spend time with. I am celebrating a few things this month and looking forward to the year ahead, also knowing that we are in a global time of recovery.

Like many other leaders, I've been working towards creating deeper community, simplifying my business processes and filling my life with things that light me up while advocating for that right for everyone.

Because of this, I have adjusted my offerings to support you better and to also allow me to show up with my full creativity and energy. All workshops and learning now happens in shop products, blog articles and the Offbeat Illustrative Community - a new membership! Vision mapping is for directional support and custom project are for hands-on support after the vision mapping.

This month we are looking at the theme of VIBE. I have found that if you have your vibe down, it's easier to pull together a brand, choose your visual communication and repurpose templates faster. I look a vibe from the lens of values and how you play. So let's take a look!

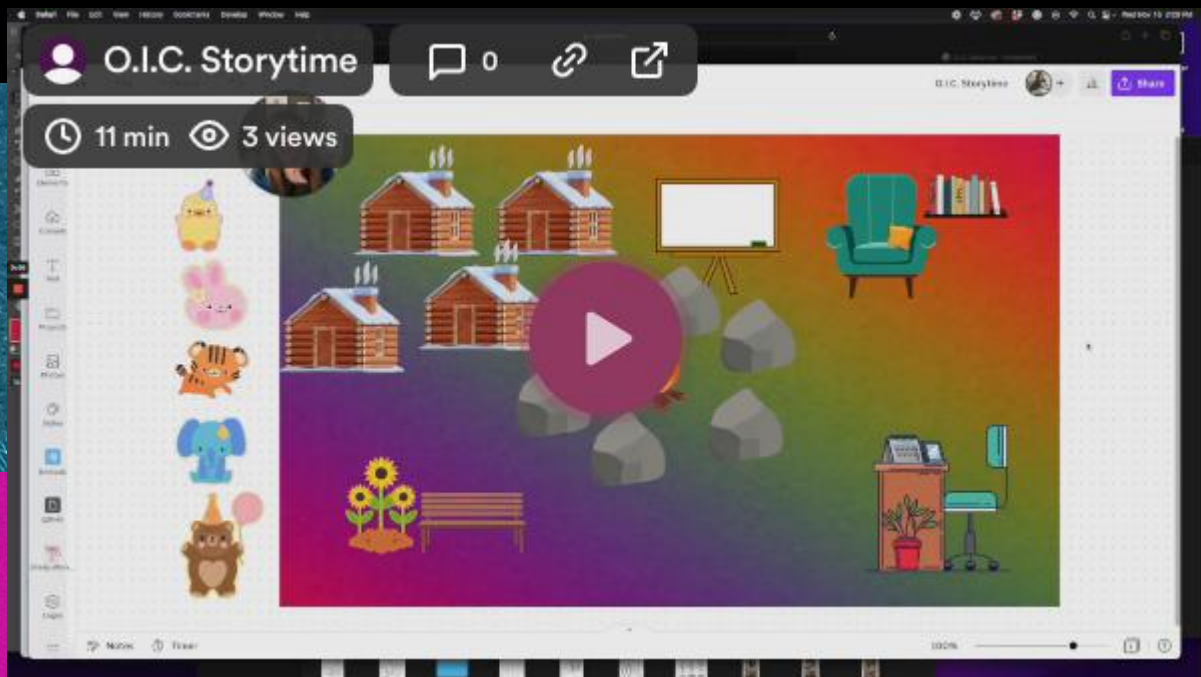
Lanna





THE OIC IS HERE!!

Remember that surprise I told you about in October? It's HERE!!



Grab a fave December beverage and enjoy this 11 minute story time of how four different characters enjoy the Offbeat Illustrative Community

EXPLORE THE O.I.C.

DECEMBER

ARTICLES

These articles are coming to the library on illustrative.us for the month of December:



VISUAL PRIORITIZING

Learn how to use visual communication as an aid for prioritizing challenges for yourself and with your people.

Coming to the Library on Dec 15th

REIMAGINING THE SALES FUNNEL

In this article I'll explore the visual process I take with clients who do not like the feeling of "funneling" new eyes into their programs. We use a form of invitation to plan out how best to extend out offers to others.

Coming to the Library December 20th





CREATE

What's a Vibe?

AND HOW TO CHECK IT

The vibe of your brand is one of the most important pieces of your visual communication to pay attention to because it sets the undertone of your entire visual system.

If someone is interacting with your brand and the vibe isn't consistent that may subconsciously hurt the trust that the potential client has towards your brand.

You can determine your brand vibe with a few exercises and a stellar mood board. Many people hire a designer for this but you can also use analogies (my business feels like a cozy retreat) to help you determine the vibe to use.



THE CHECK - IN

Step back and create a larger analogy around your brand vibe. A mood board is super helpful for this too (not something polished that doesn't make sense to you though). Once you have that you can look at each piece of your communication to see if the vibe matches your board/analogy.

ATTEND VIBE WORKSHOP

NEW TO THE O.I.C.
THIS MONTH



Value Boarding

USING THE
GARDEN METHOD

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The Garden Method is available for O.I.C. members and is also a part of the Vibe course which you can [purchase here.](#)



What's Your Visual Support Style?

A NEW QUIZ COMING THIS MONTH!

DIRECTOR

MIRROR

luminary

actor

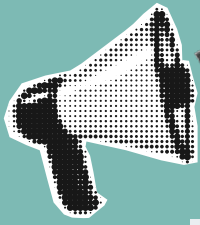
playmate



Wondering where to focus your efforts when it comes to visual communication tools? Knowing how you enjoy supporting people visually will help you use aids in a way that are supportive to both you and your clients and students. Win win!!

Stay tuned in your inbox!

accommodations with g... of
the vineyards. The Hunter Country



exclusive INTERVIEW

[Apply Here](#)

This month there isn't a new expert interview in the library. Instead, I'm offering an invitation for YOU to be an expert in the Offbeat Illustrative Community!

You can share some topics you'd like to teach about (something you want the community to see you as an expert in) and then if it's a good fit, we'll pick a date for you to come into the community to share. Your topics should pair nicely with supportive communication, doing business ownership differently, neurodivergent thinking support, or authentic self-care.

We'd love to learn from you! Apply to be an expert in the button on the top right corner of this page.

NEW TO THE O.I.C.
THIS MONTH



O.I.C.ers get this
kit in the Self
Care Summit
Playlist on
Dec. 9th!



I wanna be an O.I.C.er!

IDEA HARVESTING KIT



This kit takes a cue from trees to add a little play and joy into whittling down your to-do list. This gives you more space and capacity to support those who depend on you when you are only working on what's necessary.

Perfect for CEO days when you want to sift through your ideas to make more time for the next right move. Feel free to use it in your client process to help them sort out their priorities in each stage of working with you.

Price: \$35

Step 1: Braindump

Step 2: Sort

Step 3: Take action

All centered around the harvesting season.

GET IT IN THE SHOP

This Month's Events

← December 2022 →

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Dec 06 01:00 PM
Group Dig Session: Setting t...
0 / 8
Collaborative Group Event - 1h 30min

Dec 13 12:00 PM
December O.I.C. Q&A Session
Collaborative Group Event - 1h

DECEMBER 6-
GROUP DIG SESSION

SETTING
THE VIBE

[SIGN UP HERE](#)

THE Q&A
SESSION

[JOIN US!](#)

AVAILABILITY



3 VIP days are available in December
& 5 Vision Mapping Sessions

[READ ABOUT VIP](#)

[BOOK VISION MAPPING](#)

Drawn Out Encouragement



Each month's zine will have a Drawn Out Encouragement page with a quote or reminder that you can print or screenshot to save when you need it. Kaleidoscopic thinkers often need visual reminders for the simplest of things so we can use our brain power on those big innovative ideas - and we've got you covered!

next MONTH...

2023

Here are some things
to look forward to
next month...


Throw away the
sales funnel.
The workshop!

Put your detective
caps on and find out
what aids to offer
your clients

The art of creating animation
using Google slides (or any
presentation platform)

Meet the animals who
live in your imagination





LAURA SHARING
VISUAL SUPPORT
IN THE COLD

Want to chat about
something in this zine?

Reach out by email:
Laura@illustrative.us

or DM me on IG:
[@illustrative.us](https://www.instagram.com/illustrative.us)

[Watch behind the scenes of
making this page in Canva](#)

[Watch behind the scenes of
making the What's A Vibe page](#)