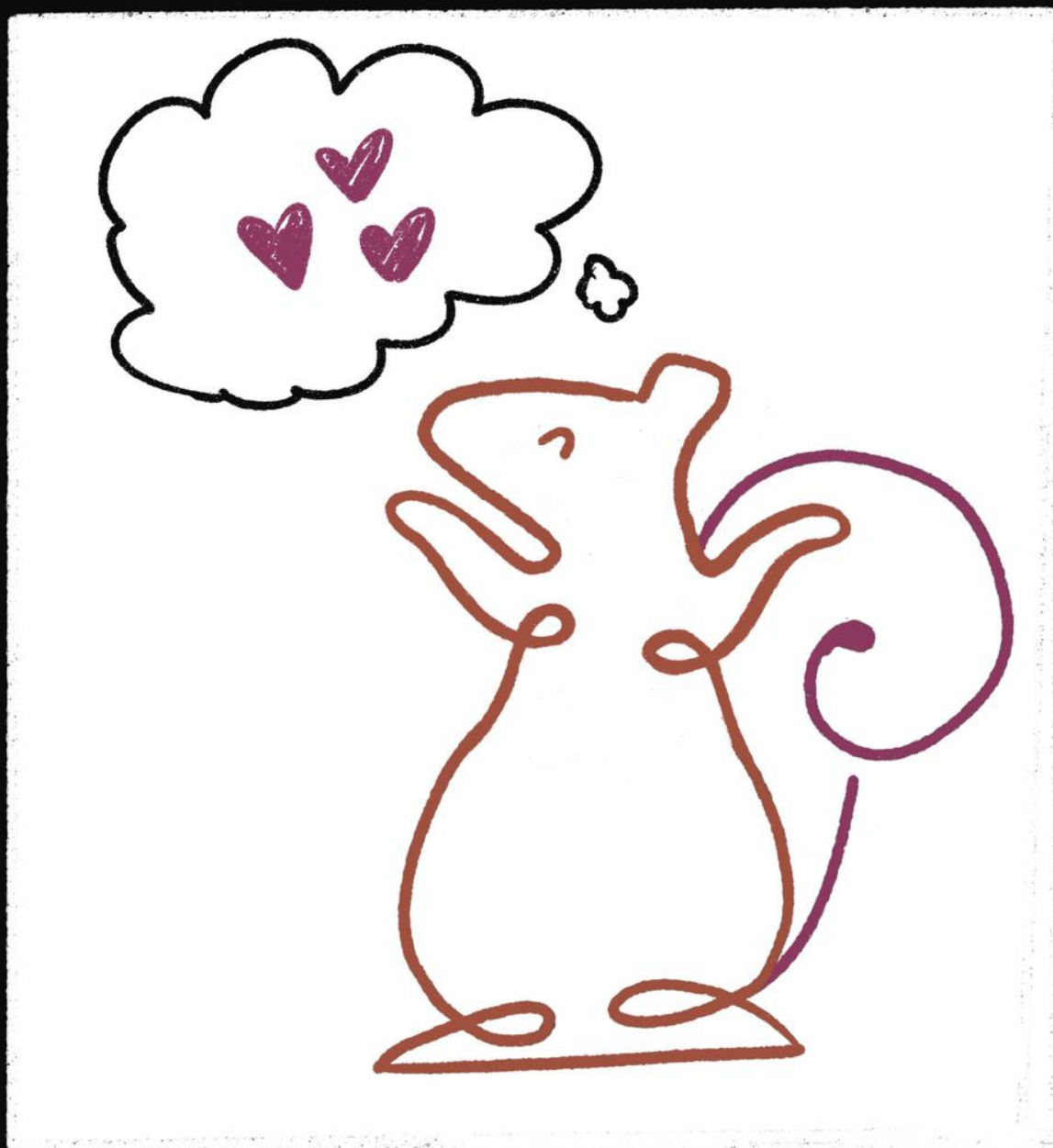


≡ IN THE MARGINS ≡

SEPTEMBER 2022



~ LOVING PERSUASION ~

{ a zine all about LOVINGLY
PERSUADING with ANALOGY
work & visual support as a guide }

CONTENTS

ARTICLES

- 01 A Letter from Laura
- 02 Current Promotion/New Products
- 03 10 Visual Aids for Biased Conversations
- 04 Coming to the Library This Month
- 05 Celebrating Autumn Solstice Visually

New to The Gallery



Learn how we used visuals within a contest setting to help everyone see each step clearly and get excited about the process

TOOLS + SUPPORT

- 06 Reset Corner Kit | \$35
- 06 Play Detective Kit | \$35
- 09 Meet the Products | B2S Sale
- 11 Group Dig Sessions | \$50
- 12 Vision Mapping Special | Bundle Sale
- 13 *NEW* VIP Days

EXPERT INTERVIEW



Sacil Armstrong shares how we can support each other within oppressive systems and how to make equity a habit rather than a goal.

FEATURES

- 07 GALLERY SPOTLIGHT: Visual Communication with Grow your Mompreneur Business Contest
- 08 EXPERT INTERVIEW with Sacil Armstrong
- 14 This month's events
- 15 Draw in encouragement
- 16 Sneak peek at next month



EVENTS

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



TOOLS

Reset Corner dropping on September 8th and our Play Detective Kit dropping on September 15th



Calling All Feedback!

I'm planning out a new offering for late winter that will either be a community membership or a group program and I'm looking for input so I can craft something meaningful & supportive.

Tap the coffee mug below if you're interested in supporting/sharing with a coffee chat!



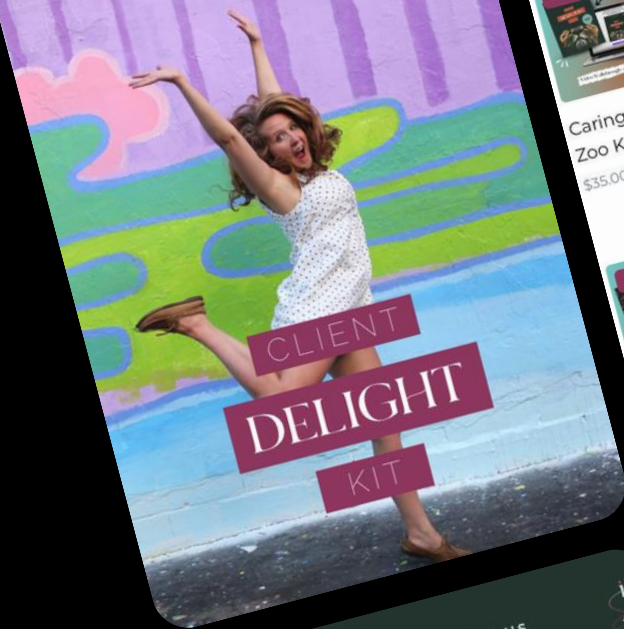
Happy September! This month is pretty exciting for my family: the weather in upstate NY is getting crispy and cool, we have 2 birthdays and school is starting up. As the third business quarter wraps up and the autumn approaches I've been thinking a lot about change and letting go. So, the theme for this month is **Visual Persuasion and how to do so responsibly.**

One of my favorite things about visual communication is that it's fast, effective and powerful - but with that comes a easy slide into manipulation. This month we'll look at ethical visual business practices and how to avoid participation in propaganda and misinformation so we can create real, lasting change that actually benefits the world.

In the spirit of letting go - I'm excited to step into more local volunteering roles and being the art guide at my kid's school this year so I'm implementing VIP days for custom work moving forward (more about that on page 12!) That also means I'm letting go of brand and web design as an offering. You can learn more about what will be offered on page 15 so you can plan accordingly, and as always you can reach out to me. I'd love to chat!

Laura





Caring For Your Brain
Zoo Kit
\$35.00

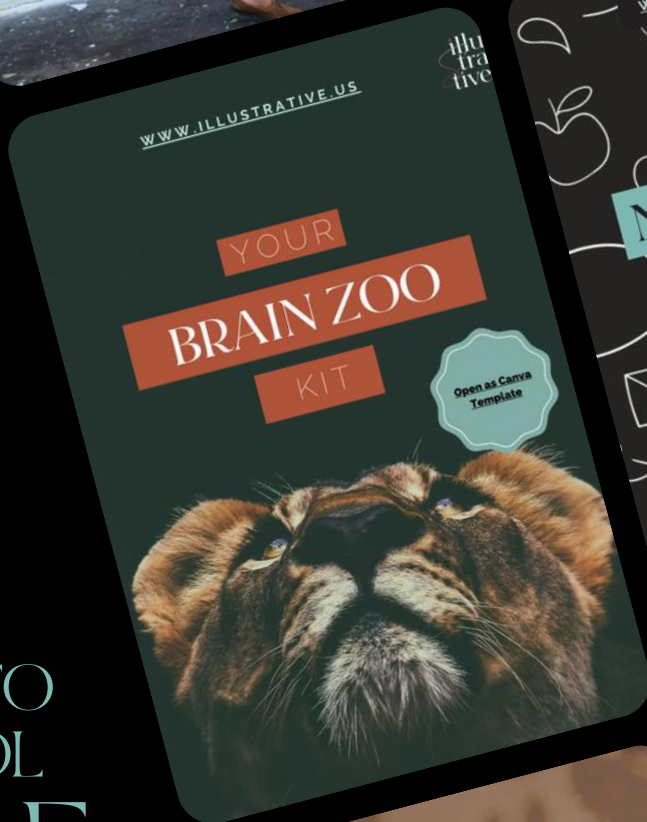
Idea Harvester Kit
\$35.00



Visual Note Taking Mini
Lesson
\$35.00



Single Illustrative
Workshop
\$50.00



Until
Sept. 9

BACK TO
SCHOOL
SALE

60%^{off}

USE CODE:
B2SLOVE

VISIT SHOP >>





Visual Aids

to use in biased conversations

What do we do when someone is stuck in only one way of thinking and doesn't seem to be budging? You use those amazing coaching skills like asking questions, listening and reflecting their words back to them. Did you know that there are 10 visual aids that you can weave throughout your process they will make those skills work even better!? They all have a lot to do with empathy and seeing someone else's point of view.

TIP: Tap the visual aid name below to see examples.

EXPLAINER
VIDEOS

SPACING
& CLARITY

ANALOGY

DEMONSTRATIONS

SEQUENCE ART

MNEMONIC
DEVICES

MANTRAS
& QUOTES

AGREEMENTS /
GUIDES

REPRESENTATION

REAL WORLD
EXAMPLES

September

ARTICLES

THESE ARTICLES ARE COMING
WEEKLY TO THE LIBRARY FOR THE
MONTH OF SEPTEMBER:



10 VISUAL AIDS FOR BIASES

Find out why each of the 10 visual aids on the previous page are excellent in informing within biased conversations in the 10 Types of Visual Aids For Biased Conversations article

Coming to the Library Sep 8

WHY DO PICTURES SPEAK 1,000 WORDS?

This article is a collection of science facts and stories to share why visuals are so effective - hint it has a lot to do with our emotions and senses.

Coming to the Library Sep 13



THE DIM HISTORY & HOPEFUL FUTURE OF VISUAL PERSUASION

Visuals are so powerful that corrupt leaders have used them forever to persuade people to do things that go against their usual choices. In this article we look at a brief history of visual coercion and what I believe to be a hopeful future for the use of art in activism and forward growth.

Coming to the Library Sep. 20



CELEBRATING SOLSTICE VISUALLY

Autumn Equinox is September 22. It seems like Fall marketing in America started very early with images of pumpkin flavors everywhere to make up for the slow season of apples and other crisp autumn flavors. Aside from delicious fall foods, I absolutely love celebrating Autumn visually. Here in the North Eastern United States, it's gorgeous in the Fall. The leaves look like they are painted, everything is shiny with rain and all of the animals are busy and fluffy in their newly developing winter coats. Here are my favorite ways to celebrate letting go and change visually:



collect
colorful leaves



vision map
the next season



Build
harvest mandalas



Burn
beliefs I want to
let go of



I'm looking forward to busting out my Idea Harvesting Kit to prioritize for quarter 4 and playfully chat about school goals with my kiddos. Have you gotten your kit yet? It's currently 60% off.

YOU CAN GET IT HERE

NEW TO THE SHOP
THIS MONTH

RESET CORNER

Created by Laura Matteson

Create a space for yourself that tends to all five senses for those moments you need to reset midday or before a client call

Dropping on September 8th!

Price: \$35

[GET IT HERE](#)

PLAY DETECTIVE KIT

Created by Laura Matteson

Dive into this Play detective kit to discover more about the humans you work with and learn how to discover how they process information and communicate ideas. This will help you create processes that stay on track and allow for authentic collaboration.

Dropping on September 15th!

Price: \$35

[GET IT HERE](#)

Visuals *in the* Wild!

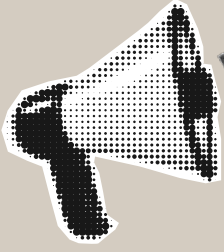
"Each month I'll spotlight a different project from the gallery. This month we are looking at visual communication in collaborations via the Grow Your Mompreneur Contest."

[Read more about it here:](#)

View
Case
Study.



Visual Communication



exclusive INTERVIEW

[Visit Article Here](#)

The small business owner who is actually uplifting her colleagues and the mom who is teaching, not just through words, but with her actions – that's the kind of stuff that will last.

- Sacil Armstrong

lets MEET THE PRODUCTS

BIZ LOVE PRODUCTS

These are the products that are built to help you communicate with clients and create visually nurturing client experiences

CLIENT DELIGHT KIT



loves ...

strolling through a client experience leaving little bits of love and joy to keep your clients feeling seen, loved, and energized.

works best in...

service-based client programs or systems. It comes with a full walkthrough, and so many examples of delight.

looking for...

someone who isn't afraid to go deep and find joy in the little things. Although it will bring in repeat clients, so be ready for that!

~~\$35~~ \$14

USE CODE:
B2SLOVE

[GO TO THE KIT PAGE >>](#)

Until Sept. 9

BACK TO
SCHOOL SALE 60% off

lets MEET THE PRODUCTS

BIZ LOVE PRODUCTS

These are the products that are built to help you communicate with clients and create visually nurturing client experiences



BRAND VIBE COURSE



loves ...

building a business vibe that resonates with people and feels authentically polished. Starting with checking in on where the brand is now.

works best in...

conversations that need to be broken down into quick 5 minute videos with spacious workbooks and lots of extra support built in.

looking for...

someone who doesn't have a full budget for a re-brand but wants to clean up what they currently have so it's intentional, clear & values focused.

~~\$150~~ \$60

USE CODE:
B2SLOVE

[GO TO THE COURSE PAGE >>](#)

Until Sept. 9

BACK TO
SCHOOL

SALE 60% *off*

lets MEET THE PRODUCTS

BIZ LOVE PRODUCTS

These are the products that are built to help you communicate with clients and create visually nurturing client experiences



VISUAL NOTE-TAKING COURSE



loves ...

spending time with wild ideas and assumptions and crafting the perfect analogy to start building a clear map forward.

works best in...

high stakes, big decision situations and moments of simple confusion. Really it's very versatile and happy to travel wherever it's needed.

looking for...

someone who has a million ideas at once and isn't afraid to dive in and discover what kind of treasures await in the deep.

~~\$35~~

\$14

USE CODE:
B2SLOVE

[GO TO THE COURSE PAGE >>](#)

Until Sept. 9

BACK TO
SCHOOL

SALE 60% off

lets MEET THE PRODUCTS

BRAIN LOVE PRODUCTS

These are the products that are built to strengthen, reconnect and love on your brain. As an entrepreneur that brain is one of your most important team members.

YOUR BRAIN ZOO KIT



loves ...

deep conversations over a latte, beautiful sunsets, wild adventures, animals and pets of all kinds, connecting with emotions

works best in...

reflective environments where you have a bit of time to connect with it. Is cool with gardens, bedrooms, bathrooms altars, pre-work spaces and long walks.

looking for...

someone who wants to prioritize emotional regulation and loves a good analogy

~~\$35~~ \$14

USE CODE:
B2SLOVE

[GO TO THE KIT PAGE >>](#)

Until Sept. 9

BACK TO
SCHOOL

SALE 60% off

lets MEET THE PRODUCTS

BRAIN LOVE PRODUCTS

These are the products that are built to strengthen, reconnect and love on your brain. As an entrepreneur that brain is one of your most important team members.

IDEA HARVESTING KIT



loves ...

brain storming sessions, all kinds of innovative work environments, helping you get tasks done and celebrating your accomplishments

works best in...

moments of overwhelm when you need a smile and a reset. It hangs out on the computer and as a printable activity

looking for...

someone who manages a lot day to day and wants a hand with prioritizing what's important and what to delegate.

~~\$35~~ \$14

USE CODE:
B2SLOVE

[GO TO THE KIT PAGE >>](#)

Until Sept. 9

BACK TO
SCHOOL SALE 60% off



Until
Sept. 9

BACK TO
SCHOOL
SALE
60% *off*

USE CODE:

B2SLOVE

GROUP DIG SESSIONS

With Laura Matteson

Group Dig Sessions happen twice a month and are centered around a particular visually nurturing your clients. We work in pods of 8 (so everyone gets some dedicated time during the session).

The next session is Sept 7th, 2022 (If you're reading this after that date then you'll find the most updated schedule linked below).

We'll focus on GATHERing visual aids into a library to pull from as needed. These are things like on-brand GIFs, walkthroughs, icons, examples and artist profiles for client communication.

1.5 hour sessions for ~~\$50 each~~ **\$20 EACH**

GET IT HERE

*Available as single sessions
and pre-paid packs*

VISION MAPPING VALUE PACKS

TAP TO
VISIT

[Bundle 2 Vision Mapping
Sessions & save \\$100](#)

[Bundle 5 Vision Mapping
Sessions & save \\$500](#)

BACK2SCHOOL

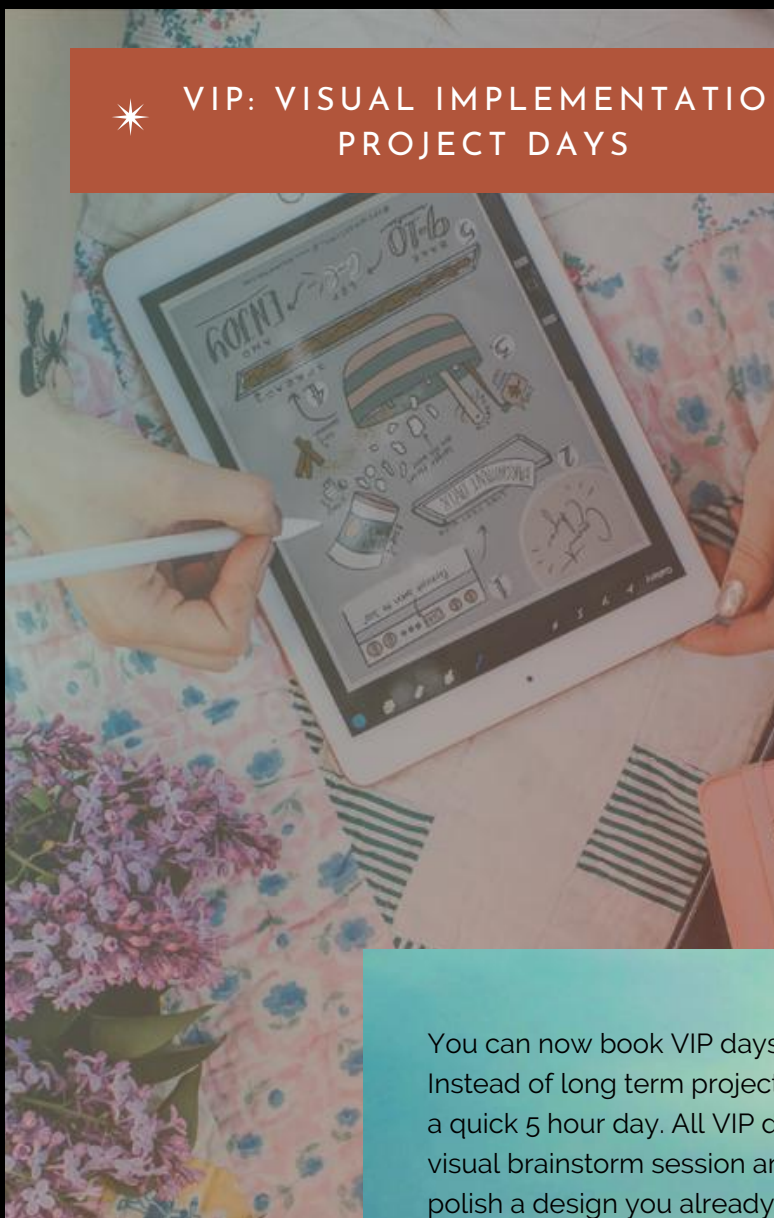
SALE

CODE: B2SLOVE

YOU ARE A VERY IMPORTANT PERSON

new OFFERING

* VIP: VISUAL IMPLEMENTATION
PROJECT DAYS *



5 HOURS OF CUSTOM
VISUAL AID CREATION



You can now book VIP days for custom visual aids. Instead of long term projects, get what you need in a quick 5 hour day. All VIP days begin with a short visual brainstorm session and can be used to polish a design you already have, create something new or mockup possibilities for you and your team. / **Investment: \$860**

CONTACT LAURA IF INTERESTED

This Month's Events



SEPTEMBER

September

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	

Play Detective Kit
Dropping September 15th

CHECK OUT
OUR SHOP:
RESET CORNER DROPS
ON SEPTEMBER 8TH

LIMITED EDITION PACKAGE RELEASE!

JOIN US!

This month's Group Dig
Sessions:

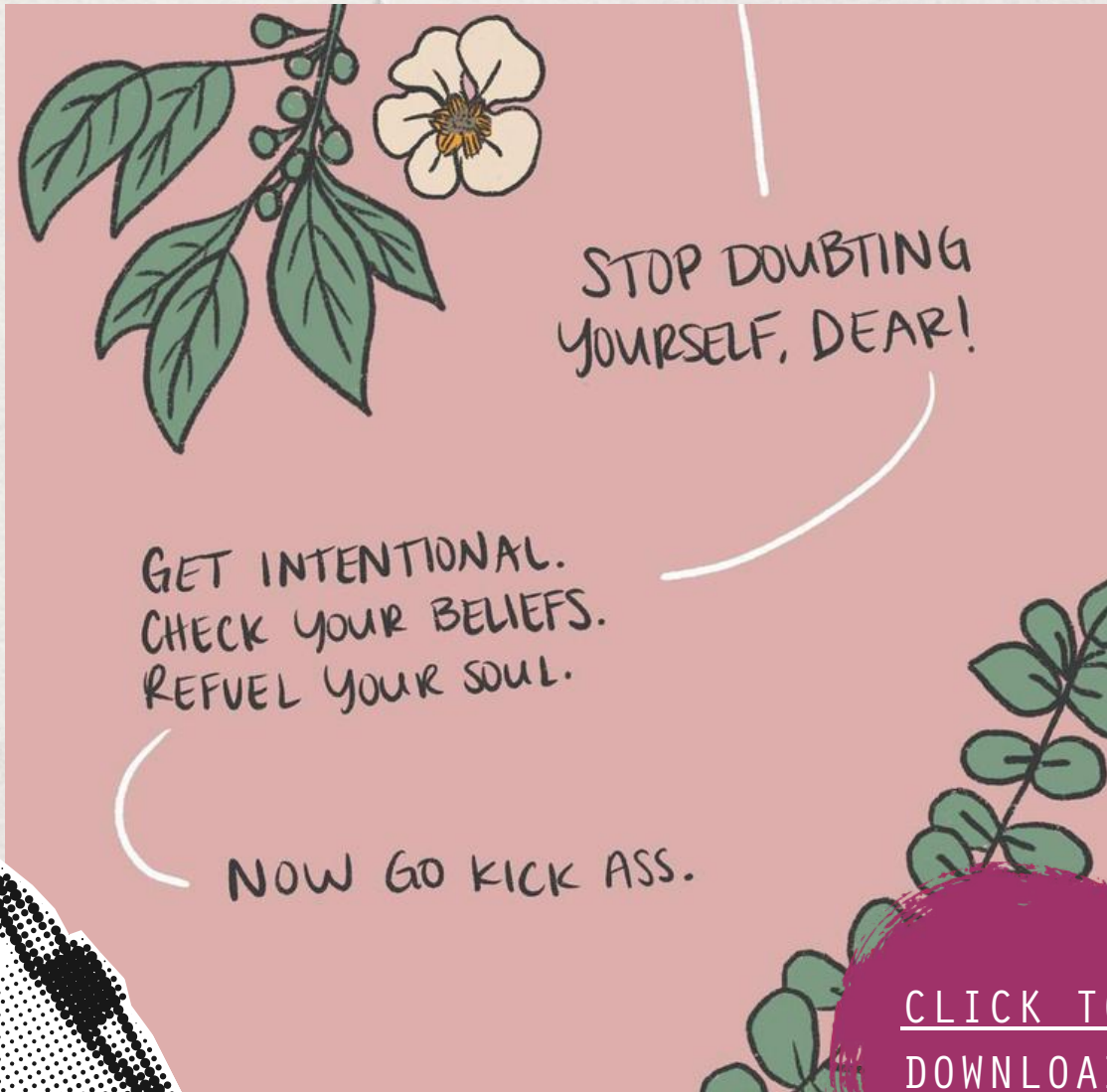
Sept. 7th @ 12pm EST
Sept 14th @ 12pm EST

AVAILABILITY

6 Vision Mapping Session spots open this
month to prep for Quarter 4. [Book here.](#)

Add on VIP Day as needed

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...

Our October theme is Clarity. We'll talk about how to know if you are working with visual learners, how to vision map and when to add visuals to your client experience. The clearer your communication, the smoother the transition to scaling! (I learned this the hard way and now I get to share with you!)



TOOLS

Vision Mapping Course
CLARITY Workshop
Dig Deeper Kit

CONTENTS

- Behind the Scenes of Letting Go of Social Media
- Finding the Gaps In Your Client Journey
- Do Your Clients Have Learning Differences?
- Intro to a New Quiz!!

EXPERT INTERVIEW

Expert Interview with an agency who's doing things differently and redefining community and branding.



LEARN MORE

EVENTS

Alt Summit in NYC
2 Dig Sessions
CLARITY workshop
Podcasts TBA announced

Let's Go There!

Which way?
Show me!



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)

