

≡ IN THE MARGINS ≡

JUNE 2022



~~~~ GATHER ~~~~

{ A Digital zine ALL about WHAT
to GATHER FOR AN AMAZING CLIENT
EXPERIENCE THAT DOESN'T BURN YOU OUT! }

CONTENTS

ARTICLES

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- 02 Hand-holding & Burnout
- 03 How Adding Breathing Space in Design Reduces Anxiety
- 04 Visual Aids for Complex Topics



NEW to The Gallery

How Vision Mapping came to be and why we love it!

TOOLS + SUPPORT

- 05 Idea Harvesting Kit | \$35
- 08 Group Dig Sessions | \$50
- 11 Visually Cultivated VIP Support | \$15k



EXPERT INTERVIEW

Kristen from Going Ultraviolet chats with us about ease and slowing down to avoid burnout in business especially when it comes to how we improve our interaction with clients.

FEATURES

- 06 GALLERY SPOTLIGHT: Vision mapping
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EVENTS

See what's happening in the month of June at Illustrative



TOOLS

Tools to help you get your ideas out of your head and into action

Welcome
to "IN the MARGINS"



By Laura Matteson

WHY THE NAME "IN THE MARGINS?"

Margins means so many things. Quite literally Kaleidoscopic thinkers (who this zine was designed for) often take their non-linear thoughts to the margins of their notebooks. Also, many people who think differently are often marginalized in different capacities. This causes them to "mask" or show up in a way that isn't aligned with their true selves and makes it hard for them to use their voice and share their ideas with others. This is all about helping them (and you) get out of the margins and onto the page.

WHAT CAN I USE THE LIBRARY FOR?

This is a great place to learn how to care for your clients and for yourself when it comes to visual thinking. You'll find:

- Articles
- Interviews
- Resources
- Products & Mini Courses
- Events/Activities
- Baby steps to take to create visually nurturing client experiences

[Visit the Article](#)

1

JOIN The
MAILING
LIST ✓

2

WATCH
INTRO to
WALKTHROUGHS

3

READ the BREATHE
article

4

PICK 1 thing to
try from the
BURNOUT ARTICLE

5

SIGN UP FOR a
WORKSHOP

P.S. These are clickable

JUNE ARTICLES



SPOTLIGHT ON

Hand-Holding & Burnout

READ ABOUT IT

Adding visuals to your workload can lessen the need to hand-hold clients through your processes, and make your onboarding, any training you may create, and interactions you may have with your team and target audience much smoother and much easier to retain. These same aids can increase your accessibility for all clients and boost inclusivity for all readers.

[READ MORE >>](#)

Main Takeaways



USE PRE-MADE VISUAL NOTES FOR ONBOARDING MEETINGS

USE A VISUAL CALENDAR + REMINDERS

TAKE VISUAL NOTES DURING MEETINGS

RECORD WALK-THROUGHS



JUNE ARTICLES

When creating content, there are easy ways to add breathing space; white space, bolder headers, and less crammed designs, allowing your reader to understand your message without becoming overwhelmed and losing interest.

[READ MORE >>](#)

Main Takeaways

1

↑ CLEAR
↓ edges

2

USE
your
tool
SETTINGS

3

SPREAD
O-U-T
your
SLIDES

4

" 
:≡ TITLE

} SHOW your
text in
MORE
THAN ONLY
PARAGRAPHS

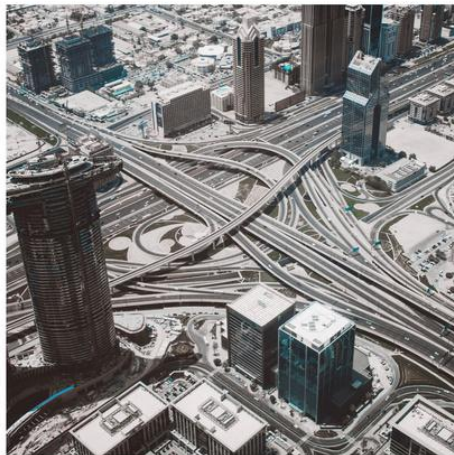


BREATHE WORK FOR DESIGN

How your content can take deep breaths.

TELL ME MORE

JUNE ARTICLES



VISUAL AIDS FOR COMPLEX TOPICS

6/16/22

[Read More](#)



Life is complicated, so there are bound to be a lot of complex topics in our conversations with clients, students and team members. Visual communication tools like concept art, mockups and analogies bring playfulness, imagination and simple to break down stories that invite people to better engage with and understand these topics you bring to the table.

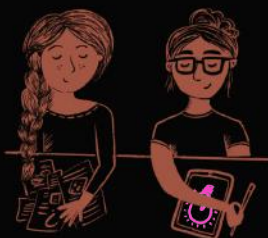
[READ MORE >>](#)

My 3 Favorite Visual Aids to Use for Complex Topics

CONCEPT
ART

MOCKUPS

ANALOGY
ANIMATION



MIX IT UP!



Alexander's Aesthetics



IDEA HARVESTING KIT

Created by Laura Matteson

This kit takes a note 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 HERE

Visuals *in the* Wild!

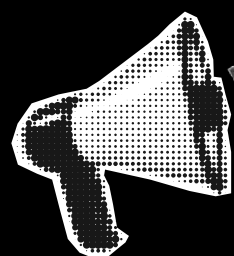
Each month, I'll spotlight a different client project from the gallery. This month we're looking at the birth of vision mapping, which is the start of every client project.

Read more about it here:

View the
Case
Study



Vision Mapping



exclusive
INTERVIEW

Read It Here

I'D RATHER  GROW
SLOWLY AND
JOYFULLY
BY MAKING CHOICES OUT OF
INTEGRITY
THAN REACH
"SUCCESS" QUICKLY BY DOING
THINGS THAT HARM
MYSELF & OTHERS.
-KRISTEN // GOING ULTRAVIOLET





GROUP DIG SESSIONS

With Laura Matteson

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

The next session is June 30th, 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

SAVE A SPOT



This Month's Events



JUNE

SU MO TU WE TH FR SA

1 2 3 4

GROUP DIG
SESSION: GATHER
11:00AM - 1:00PM EST

5 6 7 8 9 10 11

GROUP DIG: GATHER
12:30AM - 2:30PM EST

12 13 14 15 16 17 18

LAUNCH ZINE!

19 20 21 22 23 24 25

26 27 28 29 30

GROUP DIG: GATHER
9:30AM - 11:30PM EST

AVAILABILITY

FULLY BOOKED for June
I have 1 spot open in July for Visually Cultivated
and 4 spots open for Vision Mapping

GROUP DIG

Drawn Out Encouragement



STOP
SCROLLING &
Go Get
a Drink
of WATER!



CLICK TO
DOWNLOAD

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!



VISUALLY CULTIVATED

Visually Cultivated is a 15 week program for those who want custom presentations, concept art and graphics throughout their internal communication.

Each month I'll gather and create visuals for a different part of the process: Onboarding, Welcoming, Communication, Presentations, Sticky Areas, and Off-boarding.

Your process will go through a visual audit and we'll discover everything you need to communicate clearly with your clients and team. Then I'll create everything for you. It's like branding on the inside of your business.



YES! I WANT THIS!

next MONTH...

In JULY we'll talk about Delight and how to visually delight your clients and team members!

Here's what's coming:



New to The Gallery

I'll share an exciting client project with a client who is bringing something new and beautiful into the world!! (More hints coming later!!)

buzzing with life

TOOLS

READY-TO-USE Joy and Delight Client Relations Kit!

Tame Your Brain Zoo Visual Thinker Box

EXPERT INTERVIEW

We'll hear from a leader who is a total BOSS at ease, delight and boundaries.



EVENTS

A collaboration with Genius Steals!!!
2 more Dig Sessions (1 for advocating for yourself as a visual thinker and 1 for planning out your joy and delight brand elements!)

SAVE A SPOT

Gathered!



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)

