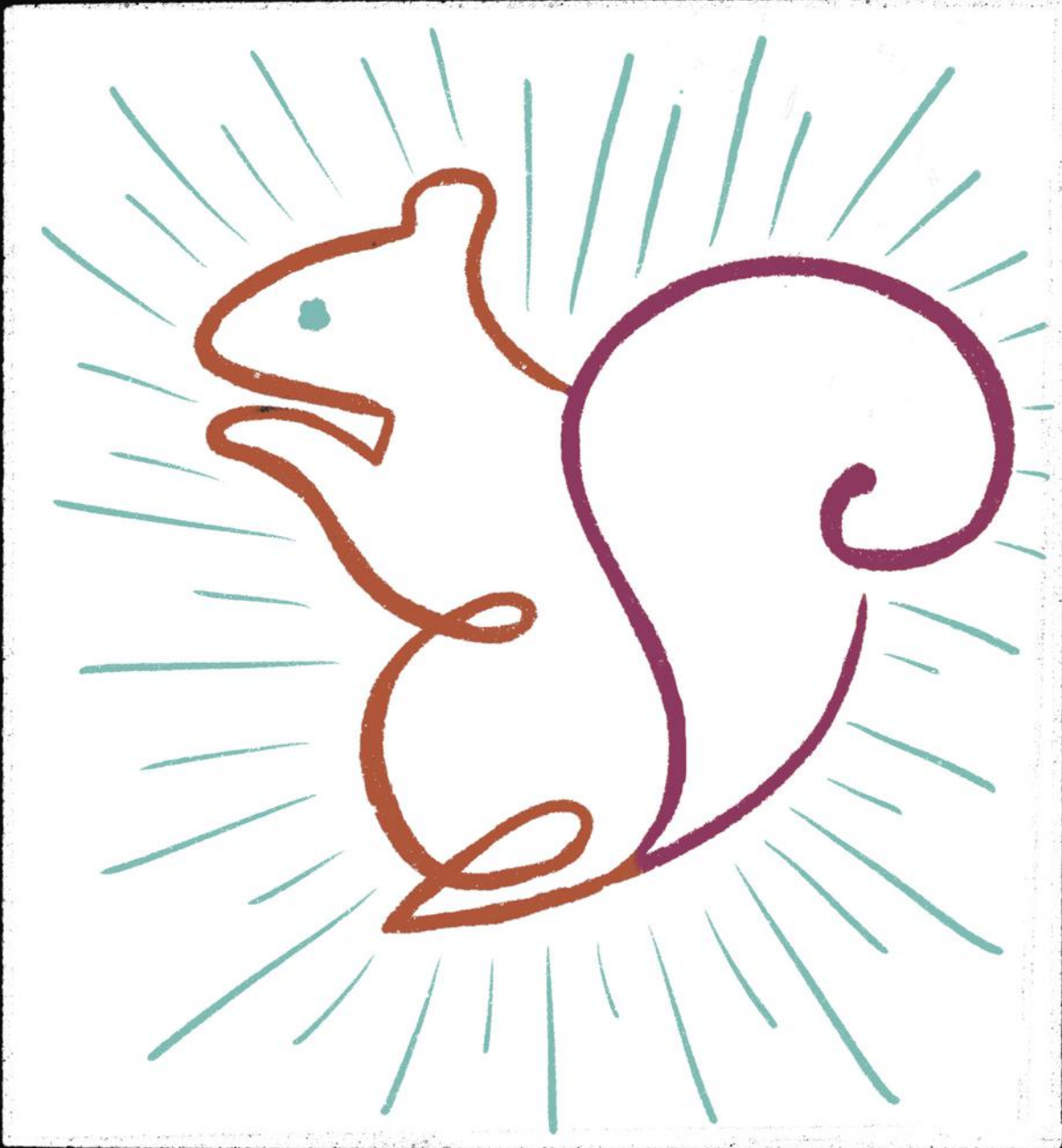


≡ IN THE MARGINS ≡

AUGUST 2022



~ STAND OUT ~

{ A Digital zine ALL about STANDING
OUT in A Truly AUTHENTIC WAY that
ATTRACTS AND SUPPORTS THE COZIEST FIT CLIENTS }

CONTENTS

ARTICLES

- 01 New Product Release Information
- 02 Why An Honest Brand Vibe Matters For Kaleidoscopic Thinkers
- 03 The Magic of Screenshare Walkthroughs
- 04 Visual Note Taking That Helps Others Say "Oh I See!"



NEW to The GALLERY

Visuals that create a welcoming environment for your community with 123 Petits Pas Spotlight!

TOOLS + SUPPORT

- 05 Vision Notetaking Mini Lesson | \$35 & Create Your Own Brand Vibe Course - Pay What You Can
- 08 Group Dig Sessions | \$50
- 11 [NEW] Visually Cultivated Group Program | \$2.5k

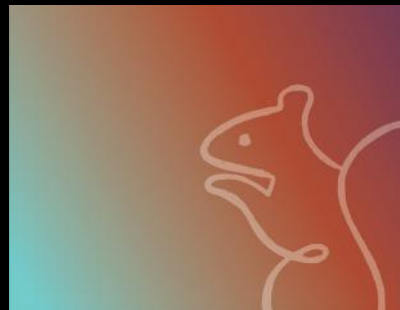


EXPERT INTERVIEW

Stephanie Wharton shares how to how to build confidence and increase visibility for yourself and your business.

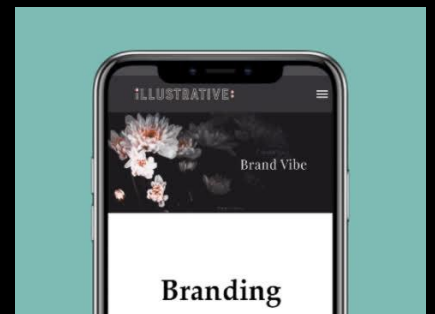
FEATURES

- 06 GALLERY SPOTLIGHT: Online Learning featuring 123 Petit Pas with Amy
- 07 EXPERT INTERVIEW with Steph Wharton
- 09 This month's events
- 10 Draw in encouragement
- 12 Sneak peek at next month



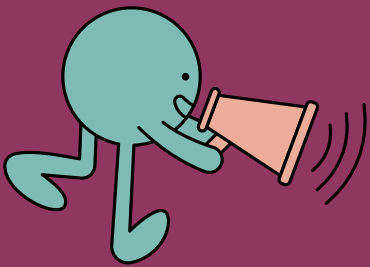
EVENTS

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

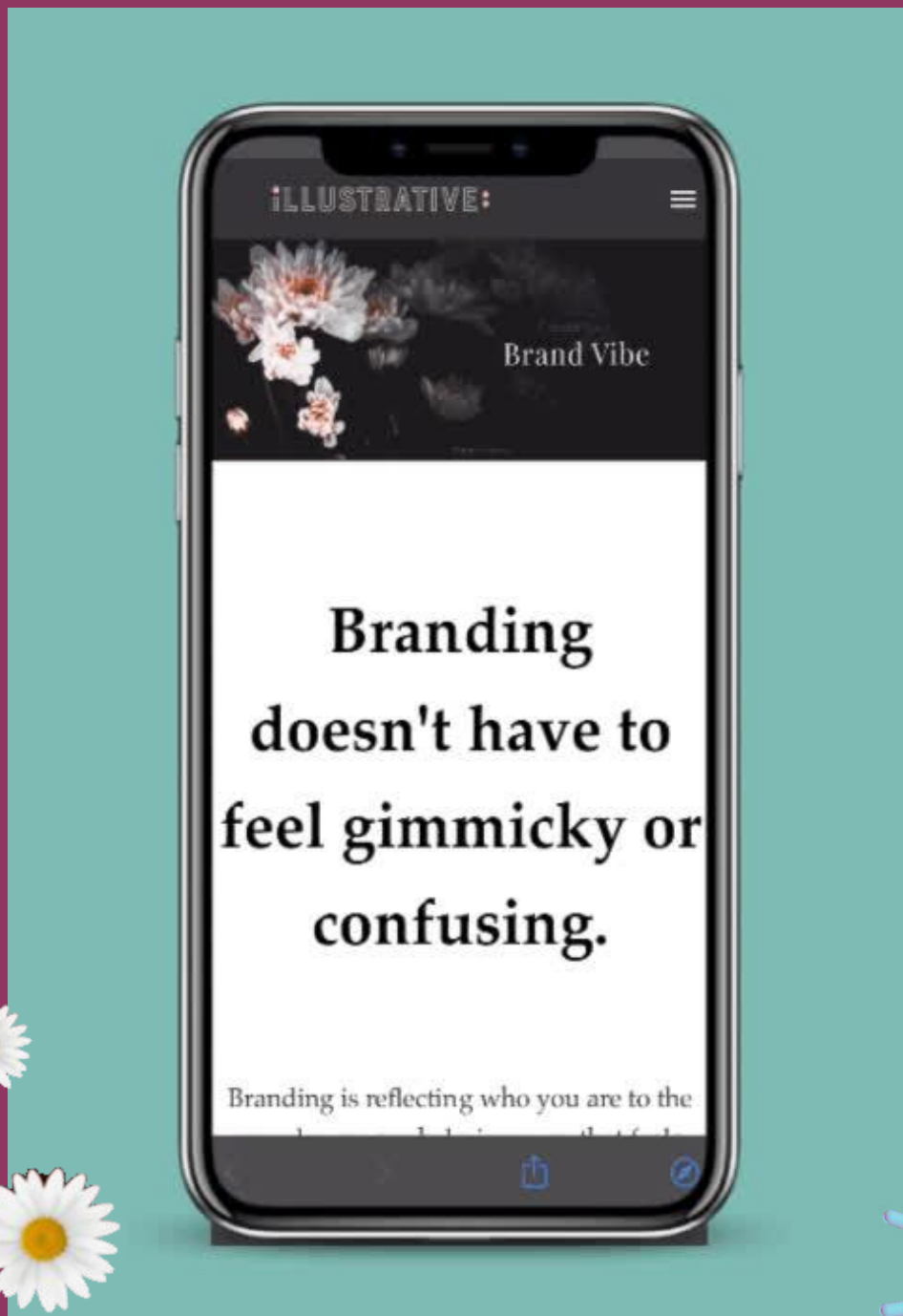


TOOLS

Create Your Own Brand Vibe, The Course and more!



it's BACK!



Branding Course reopening on August 11th!
Learn to make your Brand Stand Out!

August

ARTICLES

KALEIDOSCOPIC
THINKERS

EXCELLENT
TRACKERS

♡ HARD
TO FIND ♡
BELONGING

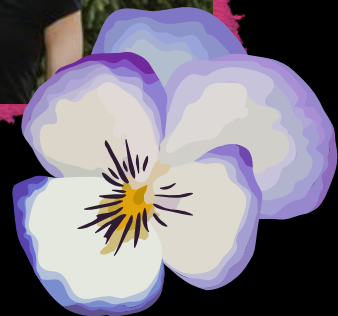
✓ LIKE
TO KNOW
WHAT'S
EXPECTED

SHOW
rather
than
TELL



An honest brand vibe is one where the visual branding in your marketing, sales and client experience all make sense together. When kaleidoscopic thinking clients come along ready to work with you it's important that they are a part of a cohesive experience because of their tracking skills, need for belonging, desired to know what is expected and to show rather than tell. You can hire support or create something from what you already have.

[READ MORE >>](#)



August

ARTICLES

Virtual Walkthroughs can be used as an accessibility tool for all sorts of learners. Providing a video of a step by step process can eliminate repetitive questions and also be a fun alternative to a mundane explanation. Watch the video at the link below to see an example.

[READ MORE >>](#)



August

ARTICLES

Visual note taking is one of many fantastic tools for seeing your thoughts more clearly (especially if you're a kaleidoscopic thinker!) This article covers the tools you can use, how to make a visual library and how to plan ahead with journey templates.

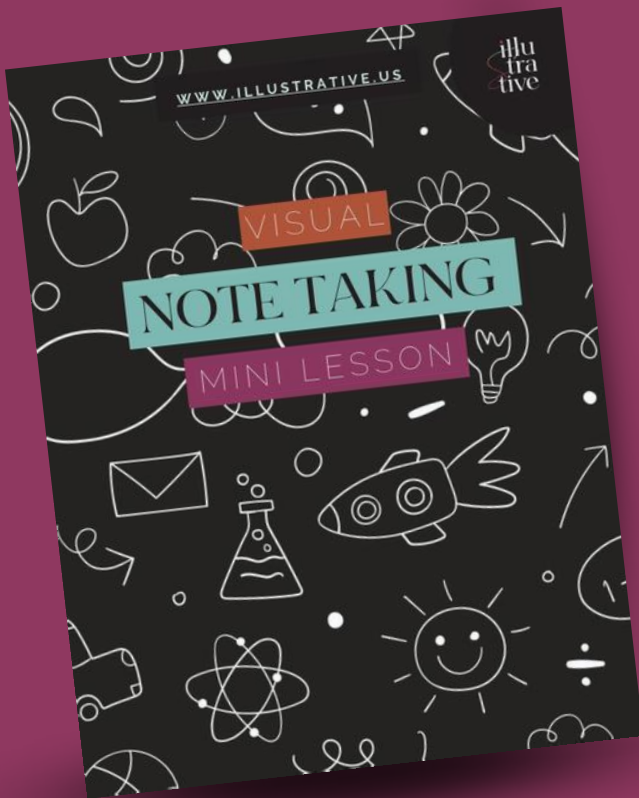
[READ MORE >>](#)

LEARN:





TO THE SHOP
THIS MONTH



VISUAL NOTETAKING MINI LESSON

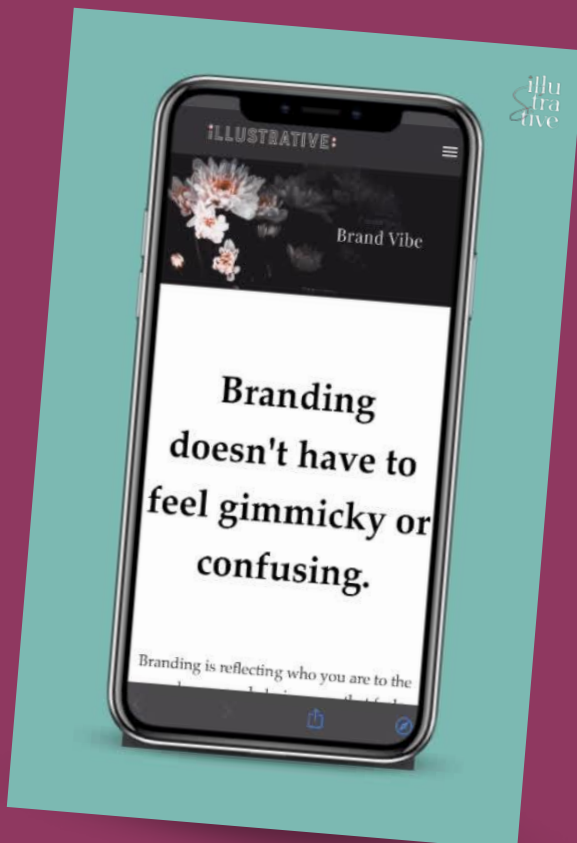
Created by Laura Matteson

Learn quick and simple ways to make visual notetaking a part of your process, whether you use pre-made visuals or sketch your own - this kit will allow you to use this tool in more areas of your process beyond where a professional is needed.

Dropping on August 18!

Price: \$35

GET IT HERE



"CREATE YOUR OWN BRAND VIBE" THE COURSE

Created by Laura Matteson

You'll learn my process for discovering your vibe + how to use premade artwork (from artists around the world) to make your dreams come true.

I divided each main concept into mini lessons so you can get that amazing feeling of quickly checking off items on your curriculum list and then crafting a one-of-a-kind vibe!

Re-opening on August 11th!

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.

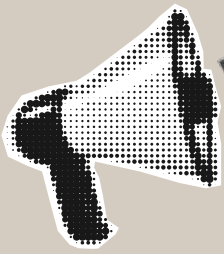
Read more about it here:

View the
Case
Study



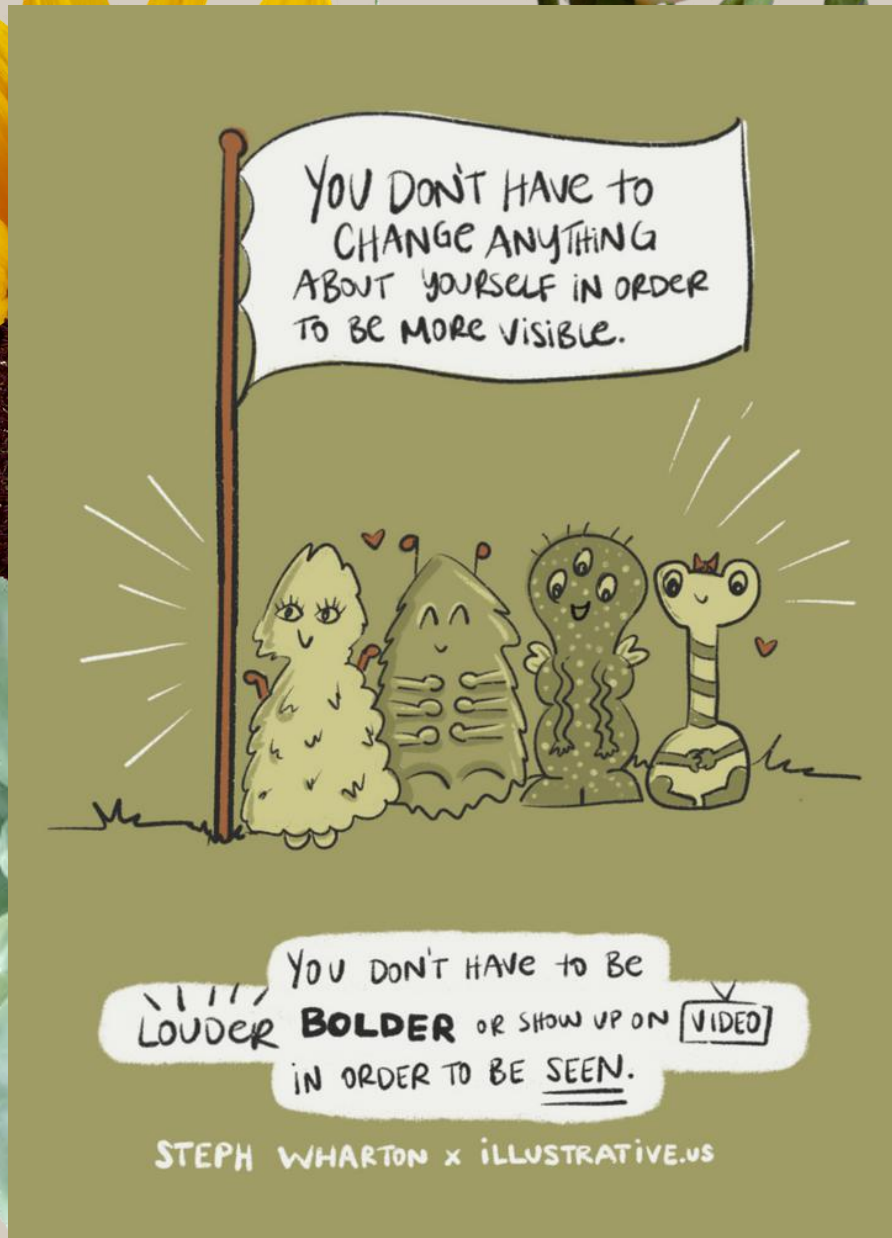
Vision Mapping





exclusive INTERVIEW

Read It Here





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 July 14th, 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



AUGUST

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			

GROUP PROGRAM OPENS FOR ENROLLMENT!!

Visual Note Taking
Mini Course release
Date 8/18

Create Your Own
Brand Vibe
Course reopens:
8/11

JOIN US!

This month's Group Dig
Sessions:

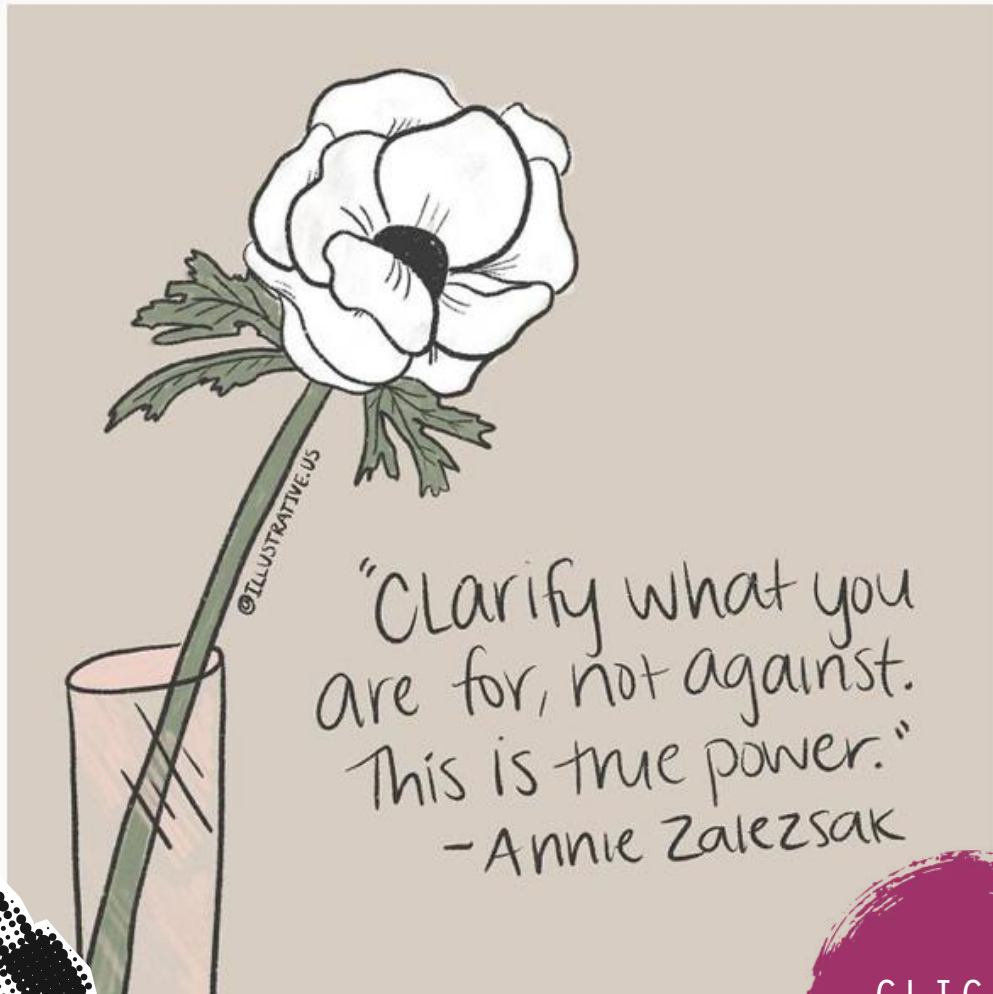
August 2nd @ 1 pm EST
August 16th @ 12pm EST

AVAILABILITY

2 spots left for custom visual aids in August
(before my full focus goes into a the group
program and shop in September)

Limited Custom Work Alert!

Drawn Out Encouragement



[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 GROUP PROGRAM

Visually Cultivated is a 15 week program that is now accessible for groups!

Each week we'll gather and create visuals for a different part of your client 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. Perfect for those who just need to know what to look for and how to apply it to their unique brand while also connecting with other leaders.

LEARN MORE

next MONTH...

In September we'll talk about loving persuasion. Visuals (especially when rooted in analogy) are EXCELLENT for difficult and heavily biased conversations. We'll share examples, talk about getting the energy you need to hold this space and of course - learn how to use visuals to help!

IN THE MARGINS
SEPTEMBER 2022



LOVING PERSUASION

{ A Zine all about lovingly persuading
with analogy work and visual
support as a guide }

New to The Gallery

A review of the Grow Your Mompreneur Biz Contest and how we used visuals to support these mompreneurs and help you plan your next event!

buzzing with life

TOOLS

Play Detective
Marketing Kit

A tool to help you with
meeting goals and
gaining dopamine

EXPERT INTERVIEW

Expert Interview with
someone who knows how
to make space to have the
vulnerable convos.



LEARN MORE

Some events and podcast
interviews are still in the
making and the main event
for September is the Visually
Cultivated Group Program!

EVENTS

A black and white photograph of a squirrel perched on a tree branch, looking towards the left. The squirrel is wearing a small, ornate crown on its head. The background is a dark night sky filled with numerous bright, multi-pointed stars. A purple speech bubble is in the top left, and a teal text box is in the bottom left.

Who, 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)