

≡ IN THE MARGINS ≡

JULY 2022



~~~~~ DELIGHT! ~~~~~

{ A Digital zine All about ways  
To add Joy and Delight  
THROUGHOUT your COMMUNICATION }

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- 02 Universal Design, Visual Accessibility and Intersectionality for Coaching
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- 04 Play and Creative Innovation (It's Not just for Kids).



## NEW to The Gallery

Visuals that create a welcoming environment for your community with Your Latina Nutritionist Client Spotlight!

## TOOLS + SUPPORT

- 05 Client Delight Canva Kit | \$35
- 08 Group Dig Sessions | \$50
- 11 [ NEW ]  
Visually Cultivated Group Program | \$2.5k



## EXPERT INTERVIEW

Ash Burnside from Healing Hustle Co shares how to get out of the hustle for good and start taking those soul-filled intentional steps forward.

## FEATURES

- 06 GALLERY SPOTLIGHT: Dalina from "Your Latina Nutritionist"
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## EVENTS

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

## TOOLS

Tools to help you delight your clients with well-placed visuals and care for your brain with a zoo analogy play kit.

# 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 this 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



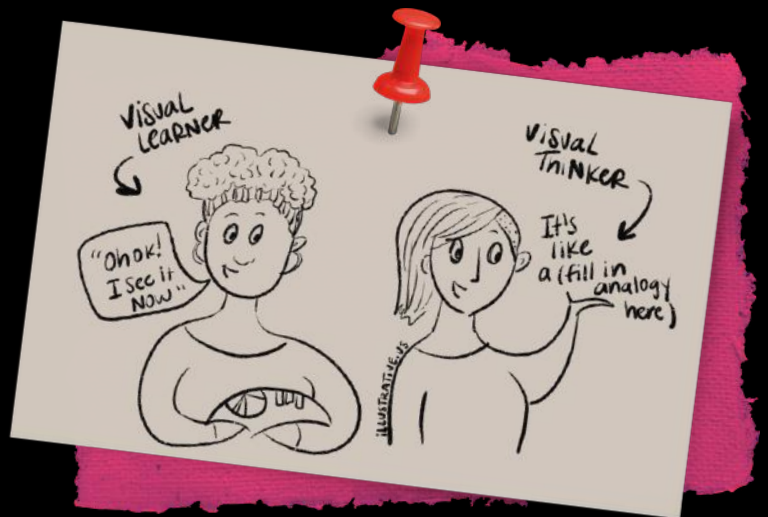
# July ARTICLES

Universal Design,  
Visual Accessibility  
& Intersectionality for  
Coaching



Visual accessibility means helping visual learners ("Oh I see it now" people) and visual thinkers ("How do I say this..." people) understand what you are saying and share their thoughts so they can fully participate in the conversation. We can only really support them if we think of it from a Universal Design (works for all students) and Intersectionality lens (thinking of new experiences caused by overlapping access issues).

[READ MORE >>](#)



## What's in it?



- ✓ web accessibility expert recommendations
- ✓ visual learner vs visual thinker
- ✓ where intersectionality and universal design meet (and what they are??)

# July

## ARTICLES

Every human is different, so the fact that we think differently makes sense. Loving and knowing the kind of brain you are working with will help you connect with others. I love the terms Kaleidoscopic thinkers for Visual and Movement thinkers (often associated with ADHD but not exclusively).

[READ MORE >>](#)

### A Personal Storytime



TELL ME MORE



This is a personal story of how I came to the term Kaleidoscopic thinkers. Hopefully it will inspire you as you build a relationship with your own beautiful brain.  
<3 Laura



# July ARTICLES

## PLAY & CREATIVE INNOVATION (NOT JUST FOR KIDS)

We don't play enough anymore, which is sad. So here is my invitation to really play. Not because you have to or because your body wants to. You'll be surprised how creative your brain is when it's playing.

[READ MORE >>](#)

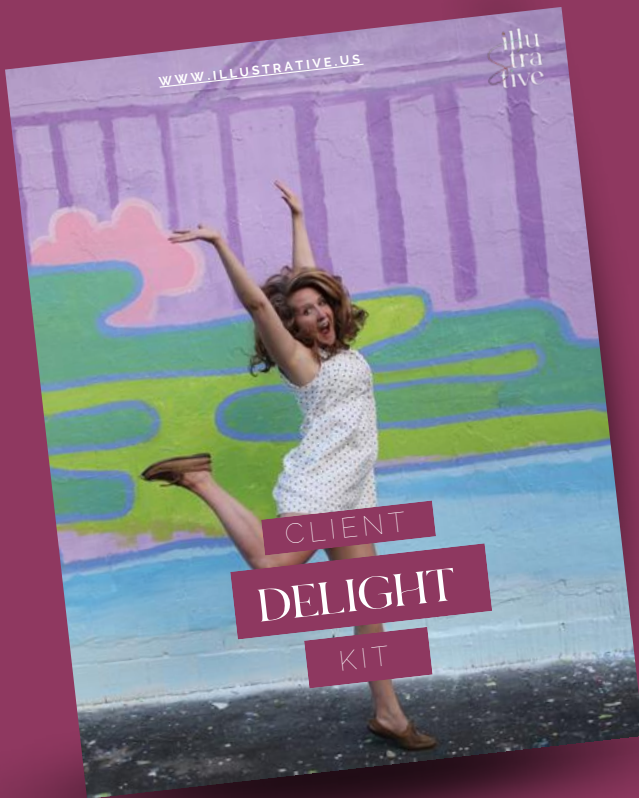
### HOW TO PLAY TODAY:

- Take the idea off the screen
- Get manipulatives
- Create an analogy
- Sing it
- Dance it
- Turn it into something new
- Look in unlikely places





TO THE SHOP  
THIS MONTH



## CLIENT DELIGHT KIT

Created by Laura Matteson

There are so many spots in the client journey that can use a visual support to delight your clients and create a fun relationship that leaves more room for being human together.

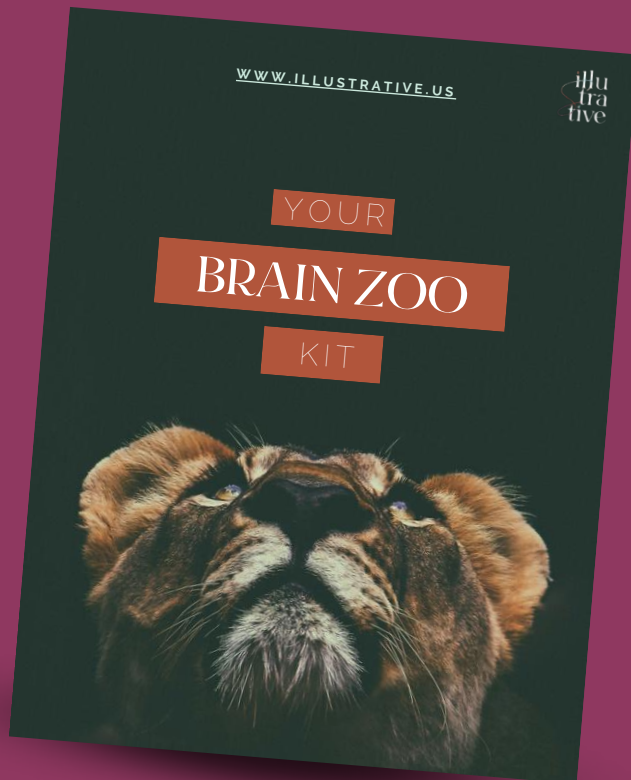
Price: \$35

This includes a guide for using visuals for customer service and templates for some pre-made visuals you can add right away from Canva.



GET IT HERE

AVAILABLE ON July 15th



## BRAIN ZOO KIT

Created by Laura Matteson

As entrepreneurs, understanding our emotions is VERY important. This kit was designed for visual thinkers to help them process what their body/brain is trying to tell them in emotional moments. It's also a great way to teach the young ones in your life.

Price: \$35

This includes a Canva document with video instructions and printable pages.



GET IT HERE

AVAILABLE ON July 21st



# 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

"ENDING THE HUSTLE  
STARTS WITH YOU.

MAKE A PERSONAL, MAYBE EVEN  
PAINFUL CHOICE, TO NOT ACCEPT  
IT ANYMORE & ACTIVELY  
BUILD A LIFE & BUSINESS WITHOUT IT.

SOME PEOPLE WON'T GET IT.

→ THAT'S OKAY! ←

IF YOUR JOURNEY CAN INSPIRE  
≈ 2 OTHER PEOPLE ≈  
THAT'S HOW YOU GET THE MOMENTUM  
TO END THE EXPECTATION OF  
HUSTLE FOR GOOD! "

- HEALING HUSTLE CO  
X ILLUSTRATIVE.US





## 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

# JULY

**JULY & early AUG**

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

Gather your  
visual aid library  
**July 14th  
&  
Aug 2nd**

**SIGN UP**

Guest expert  
on Strands of  
Stolen Genius  
**July 17**

**JOIN US!**

## AVAILABILITY

**1 spot** left in July for a Vision Mapping session  
**4 spots** in August for 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!





## 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 AUGUST we'll talk about Standing Out and how to create brand vibes that look authentically polished and completely yourself!  
Here's what's coming:

## IN THE MARGINS

AUGUST 2022



### STAND OUT!

a zine all about visually standing out in a truly authentic way that attracts and supports the coziest fit client

## NEW to The Gallery

We'll look at 123 Petits Pas online learning platform that centered tired parents who wanted their children to know 2 languages.

## buzzing with life

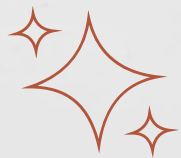
### TOOLS

VIBE Course

Graphic Recording  
Symbols & Layouts for  
visual note taking

## EXPERT INTERVIEW

Expert Interview with  
an amazing leader  
who's all about the vibes



2 more Dig Sessions

### SAVE A SPOT

The release party of the Visually  
Cultivated Group Program  
(You found out about it early!)

### SAVE A SPOT

A collaboration  
with ADHD Enclave!!!



Delighted!



Want to chat about  
something in this zine?

Reach out by email:  
[Laura@illustrative.us](mailto:Laura@illustrative.us)

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

